

Government Communication and Information System

Aim

The aim of the Government Communication and Information System (GCIS) is to play a coordinating, facilitating and strategising role for all government communication and to provide a cost-effective communication service to the general public.

Policy developments

The GCIS replaced the South African Communication Service, which had previously been responsible for government communication, in early 1998. The medium-term expenditure estimates reflect the new functions, needs and expanded activities of GCIS.

The GCIS plans to establish government information centres within easy reach of the public, especially in areas populated by the urban and rural poor. These regional centres will be responsible for implementing communication strategies and for compiling and delivering development-centred information programmes and campaigns.

Other priorities of GCIS policy are to ensure the integrated implementation of the Government's communication strategy and to coordinate the marketing of South Africa internationally.

Expenditure estimates

Table 7.1 Expenditure by programme

R million	Expenditure outcome			Revised estimate	Medium-term expenditure estimate		
	1996/97 ¹	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03
Administration	14,8	9,0	13,8	15,7	16,3	17,3	18,8
Policy and research	–	–	5,1	11,2	11,0	11,7	12,7
Government and media liaison	7,8	7,6	8,4	8,9	8,2	8,7	9,4
Provincial and local liaison	25,0	12,4	10,0	10,0	14,0	14,8	15,9
Communication Service Agency	10,8	10,3	11,4	10,8	11,3	11,9	12,9
Departmental vote	57,7	36,4	48,7	56,5	60,7	64,3	69,7
Public works ²	–	–	–	–	–	–	–
Total	57,7	36,4	48,7	56,5	60,7	64,3	69,7
Change to 1999 Budget estimate	–	–	–	7,5	10,2	12,3	–

¹Authorised losses added: R0,1 million in 1996/9.

²Appropriated on Vote 26: Public Works.

- *Administration* is responsible for the overall management of the Department.

- *Policy and research* conducts communication research and provides communication advice.
- *Government and media liaison* ensures an accessible and professional media service to Parliament and Cabinet.
- *Provincial and local liaison* facilitates the establishment, coordination and maintenance of national and provincial partnerships.
- The *Communication Service Agency* provides a range of media production services to GCIS and other government departments.

This Budget sees a new programme structure for GCIS, with five programmes instead of four. The Communication Service Agency is shown separately; it was previously part of the *Government and media liaison* programme.

Table 7.2 Economic classification of expenditure

R million	Expenditure outcome			Revised estimate 1999/00	Medium-term expenditure estimate		
	1996/97	1997/98	1998/99		2000/01	2001/02	2002/03
Current							
Personnel	41,5	22,3	22,6	37,0	37,7	39,2	41,0
Transfer payments	–	–	–	–	–	–	–
Other	13,7	14,1	26,1	13,8	22,4	24,5	27,9
Capital							
Transfer payments	0,6	–	–	0,0	0,0	0,0	0,0
Acquisition of capital assets	1,9	–	–	5,7	0,6	0,6	0,7
Total	57,7	36,4	48,7	56,5	60,7	64,3	69,7

Other current expenditure increases significantly from R13,8 million in 1999/00 to R27,9 million in 2002/03; this increase is to enable the GCIS to carry out its new functions. Expenditure on the acquisition of capital assets decreases to an average of R0,6 million over the MTEF period. The 1999/00 expenditure of R5,7 million was once-off to fund information technology equipment for Year 2000 compliance.

Programme 1: Administration

Table 7.3 Programme expenditure

R million	Budget estimate	Adjusted appropriation 1999/00	Revised estimate	Medium-term expenditure estimate		
				2000/01	2001/02	2002/03
1999 Budget	13,0	15,7	15,7	13,5	13,9	–
2000 Budget	–	–	–	16,3	17,3	18,8
Change to 1999 Budget estimate	–	2,7	2,7	2,8	3,4	–

The *Administration* programme coordinates the overall management of the Department, including financial management, personnel and provisioning administration, legal services and other support.

Programme 2: Policy and research

Table 7.4 Programme expenditure

R million	Budget estimate	Adjusted appropriation 1999/00	Revised estimate	Medium-term expenditure estimate		
				2000/01	2001/02	2002/03
1999 Budget	8,7	11,2	11,2	9,0	9,3	–
2000 Budget	–	–	–	11,0	11,7	12,7
Change to 1999 Budget estimates	–	2,5	2,5	(2,0)	2,4	–

Policy and research conducts communication research and provides communication advice; manages and develops government information resources; and formulates policy proposals and draft legislation on government communication.

Table 7.5 Policy and research: Key activities and outputs

Key activities	Outputs
Communication strategy	Strategies for communication campaigns
Formulating proposals on policy and/or legislation on media, information and communication matters	Policy papers and discussion documents; draft legislation Workshops; conferences on development of policy proposals
Keeping GCIS informed of progress on the programme of action	Database, briefing papers and reports on progress in Government's programme of action
Managing and developing information resources	Updated information resource centre Information service to government and public, and development of information products

The programme is responsible for producing government information, such as the *South African Yearbook*, *Government Directory*, *Directory of Contacts*, *Media Directory*, *Profile and Guide to South African Government Departments*, and directories of information resources available in Government. During its first year, GCIS produced or assisted with strategies for 50 communication campaigns, and is helping to build communications capacity across Government.

Government-on-line, the GCIS entry point to all government web sites, was receiving more than 200 000 hits per month by December 1999. GCIS also assisted with or is managing 17 web sites and received another 11 requests for assistance.

During 1998/99, nine surveys on communication needs were conducted or managed on behalf of other departments or provinces.

Programme 3: Government and media liaison

Table 7.6 Programme expenditure

R million	Budget estimate	Adjusted appropriation 1999/00	Revised estimate	Medium-term expenditure estimate		
				2000/01	2001/02	2002/03
1999 Budget	6,6	8,9	8,9	6,2	6,3	–
2000 Budget	–	–	–	8,2	8,7	9,4
Change to 1999 Budget estimate	–	2,3	2,3	2,0	2,4	–

Government and media liaison ensures an accessible and professional media support service to Parliament and Cabinet; facilitates effective media liaison and a news dissemination service on behalf of Government; coordinates the marketing of South Africa internationally; and facilitates effective liaison between ministries towards coherent communications strategies for Government.

Table 7.7 Government and media liaison: Key activities and outputs

Key activities	Outputs
Directorate National Liaison	
Ensure an accessible and professional media support service for Parliament and Cabinet	Organisation of parliamentary media briefing weeks Media support for parliamentary press gallery and ministerial liaison officers Production of <i>Bua Magazine</i> for government communicators Management and strategic support to clusters of government communicators Electronic calendar of public events in Government
Directorate International Liaison	
Coordinate the marketing of South Africa internationally	Implementation of an effective international marketing strategy for South Africa Proactive media promotion of South Africa Build profile of SADC in South Africa and establish links with international media organisations
Directorate Media Services	
Provide media support work for Cabinet meetings	Daily dissemination of government news for community and mainstream media Develop and implement media strategies for campaigns and projects for Government Media support for state visits, national conferences and government events

The GCIS will implement a marketing strategy to change perceptions of South Africa in target countries. Cabinet approved the framework for this strategy during December 1999. It requires a simple, distinctive national brand that will stand out in the global market place, refined and targeted to different segments of the international community, such as investors, tourists, traders and analysts.

During 1999/00, the GCIS introduced a daily news package service to approximately 270 community and selected mainstream media. At least 12 intergovernmental press functions are held each year.

Programme 4: Provincial and local liaison

Table 7.8 Programme expenditure

R million	Budget estimate	Adjusted appropriation 1999/00	Revised estimate	Medium-term expenditure estimate		
				2000/01	2001/02	2002/03
1999 Budget	12,3	10,0	10,0	12,7	13,1	–
2000 Budget	–	–	–	14,0	14,8	15,9
Change to 1999 Budget estimates	–	(2,3)	(2,3)	1,3	1,7	–

Provincial and local liaison facilitates the establishment, coordination and maintenance of national and provincial partnerships and relations between the different spheres of Government; facilitates the establishment, utilisation and maintenance of information centres; and compiles and delivers development-centred information programmes and campaigns.

Table 7.9 Provincial and local liaison: Key activities and outputs

Key activities	Outputs
Strategies for development communication	Establish more and better government information centres: <ul style="list-style-type: none"> • Rural distribution networks and channels for government information established • Community information needs identified • Integrated delivery of government information services • Professional delivery of government information services

Nine information centres have been set up, one in each provincial capital. The current user base is 270 000 people and 15 new centres should be established during 2000/01. Over the MTEF period, the aim is to establish 46 centres in multipurpose centres, with up to 360 000 clients per unit.

Programme 5: Communication Service Agency

Table 7.10 Programme expenditure

R million	Budget estimate	Adjusted appropriation 1999/00	Revised estimate	Medium-term expenditure estimate		
				2000/01	2001/02	2002/03
1999 Budget	8,2	10,8	10,8	9,1	9,4	–
2000 Budget	–	–	–	11,3	11,9	12,9
Change to 1999 Budget estimate	–	2,6	2,6	2,2	2,5	–

The *Communication Service Agency* is a new programme that provides a range of media production services to GCIS and other government departments. This includes print media production and broadcasting, and information products such as the GCIS annual report, the *South African Yearbook* and occasional publications for government departments. The agency renders a comprehensive graphic design, layout, photographic and exhibition design service and provides government departments with training strategies, marketing and advertising strategies and plans. It also coordinates the distribution of government information products. The structure of the Communication Service Agency has recently changed to include a directorate for client training services and a central buying/outsourcing unit. Approximately 16 major national and 24 minor communication or marketing strategy campaigns are managed each year.

Table 7.11 Key activities and outputs

Key activities	Outputs
Production of video and radio material for Government	Video and radio material (produced internally), outsourcing and duplication of video and radio material, advice to client departments and government organisations
Communication campaign management and advertising	Communication strategies and plans Marketing and distribution strategies and plans