

Communication Strategy

for the

Department of Agriculture

2008/09

Business unusual: all hands on deck to speed up change!



agriculture

Department:
Agriculture
REPUBLIC OF SOUTH AFRICA



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1 Introduction

This Communication Strategy is based on the strategic communication framework developed by the GCIS for the year 2008/09.

It also takes cognisance of the specific communication needs of the Department of Agriculture (DoA), its challenges and priorities.

2 Scope

- This National Communication Strategy is based on the strategic communication framework adopted by the Cabinet and finalised in the light of the President's State of the Nation Address.
- It identifies priorities for government communication for 2008, including cluster communication priorities, and should inform the development of detailed communication programmes by clusters, departments and provinces.
- The State of the Nation Address, with the core message of Business Unusual and its call for all hands on deck to speed up change, sets the stage for intensified and coordinated communication in this last year of Government's mandated term to promote mutual action among all sectors of our society to achieve faster and more effective delivery towards the goals of reconstruction and development that we have set ourselves as a nation.
- The Minister's Budget Vote thrust and the Strategic plan of the DoA will focus on wrapping up the government term and prepare for the last term, leading into the realisation of the millennium development goals.

3 Review

- The communication priorities for 2007 remained those adopted in 2004 as the communication objectives for the Second Decade of Freedom, deriving from the imperative of uniting all of society in action around shared development goals and faster transformation; with the objective of halving poverty and unemployment in the country by 2014.
- The July 2007 Lekgotla emphasised the need to profile visible implementation and to highlight the impact of government programmes. It called for heightened participation of principals and senior officials on various communication platforms, including greater use of the public broadcaster's African language current affairs programmes and talk shows.
- Communication was further informed by the cluster priorities and communication imperatives derived from the 2007 Programme of Action (PoA).
- Implementation of communication programmes was achieved to various degrees across Government. Research indicates the heightened impact of communication, in particular involving the State of the Nation Address and PoA; the Budget Speech; and the 16 Days of Activism for No Violence against Women and Children. While there was relative success in communicating programmes targeting the poor, there is a need for more focused and consistent efforts to maximise awareness and the impact of the programmes.
- Media interest has been centred around issues of settlement support (manifesting itself in the Land Bank issues), food prices and increased local productivity.
- The matter of land acquisition and availability has also been prominent. This impacts on the communication of DoA plans in that land is needed for agriculture production.

4 Environment

4.1 MOOD

- 4.1.1 The overall trends in opinion present a mixed picture, characteristic of this phase of the electoral cycle. It should be borne in mind that while the cycle exhibits a downward trend from mid-term, it also brings the possibility of a recovery in mood as the country begins a systematic assessment of progress made and engages with how best to build on progress to address the challenges facing it.
- 4.1.2 The national mood as measured by feelings about the direction of the country has been on a downward trend for about the past 2 years, but is higher than a year ago and still above comparable periods prior to 2004.
- 4.1.3 Although economic confidence is faltering the indicators remain at historically high levels. The prospect of continuing inflation and its impact on the cost of living is likely to impact negatively on the economic outlook of especially the most vulnerable and poor section of our communities.
- 4.1.4 A contrary, positive, trend comes from continuing improvement in the material conditions of millions of people, reflected in the upward movement from the poorest sectors of our society, indicating the impact of our development programme.
- 4.1.5 Consistent with previous trends, approval of government performance is on a stronger downward trend compared to these other indicators, even though above the lowest point in past electoral cycles.
- 4.1.6 Notwithstanding these challenges, confidence in the country's future and that of children has proved less susceptible to the cyclical trend. Positive attitudes to South Africa cut across class.
- 4.1.7 Confidence in the country's capacity to host a successful 2010 FIFA tournament has further increased. Underpinning the 2010 partnerships are the more positive assessments of its direct benefit to the country and the entire continent.
- 4.1.8 These trends in opinion are consistent with the end of term of government towards an election, in a context combining socio-economic progress and outstanding challenges. The dynamic is, however, made more complex by contestation of progress towards fulfilling the electoral mandate.
- 4.1.9 Research also indicates congruence between government priorities and public concerns.
- 4.1.10 Some key stakeholders, especially agricultural unions, are still sensitive about the issue of land and any mention of government expropriation tends to upset them.
- 4.1.11 Support for emerging farmers is in high demand.
- 4.1.12 Funding packages for land and infrastructure are also high on the agenda of emerging farmers.

4.2 MEDIA

- 4.2.1 Media coverage of Government in the current period reflects an intense review of government achievements and their impact on the lives of the people. Emphasis is placed on the possible challenges facing Government in 2009.
- 4.2.2 The tone and the media agenda remain largely on the negative course of the past 3 years, with current focus on themes, including but not exclusive of:
- Social services; social inequalities and disparities in the quality of services;
 - Use or abuse of state machinery to settle what is generally referred to as “political scores” and “political vendetta”,
 - The notion of two centres of power.

- 4.2.3 To judge by media views at the turn of the year, such issues are likely to occupy the news agenda into 2009. Prominent in a broad media consensus were the challenges of meeting the mandate of halving poverty by 2014 and effectively addressing inequality; and the challenges of safety and security, including the integrity of our justice system.
- 4.2.4 General negativity towards the Minister and especially on land issues.

4.3 MANDATE

- 4.3.1 Central to the character of the current environment is the fact that we are entering the final year of Government's elected term with a mandate to implement a programme of major interventions to move the country onto a higher trajectory of growth and development.
- 4.3.2 The focus of Government is to ensure completion of its 5-year programme and consolidate the ground for the achievement of the goals for the decade 2004 to 2014 and for a renewed mandate in 2009. To ensure the conditions for halving poverty and unemployment by 2014, the July 2007 Cabinet Lekgotla, in defining the Medium Term Strategic Framework 2008-2011, decided on intensified implementation of the PoA with a sharpened strategic focus defined by the Apex Priorities.
- 4.3.3 In the context of Government's constitutional obligations, an important element of the current environment is the sustained contestation over 2 or more years of the legitimacy of our country's democratic institutions, in particular the integrity of our justice system.
- 4.3.4 The Polokwane Conference has re-entrenched the DoA mandate to focus mainly on the Land and Agrarian Reform Project (LARP).

5 Communication challenges

- The challenges for communication derive partly from the priorities of the decade; and partly from the dynamics of transition from one electoral term to another, dynamics that bring both challenges and opportunities.
- The previously identified communication priorities for the rest of this Government's term and for the Second Decade remain valid. These are defined by the communication imperatives of uniting all of society around a mutual vision of what is required to take the country to a faster development path in order to achieve the shared goal of a better life for all. These should be further informed by the principle of a caring society through inclusive social cohesion programmes.
- In the articulation of a mutual vision, the strengthening of partnerships play a critical role and attention should be devoted to engaging more people in building a caring society as well as in speeding up the fight against poverty and underdevelopment.
- Communication should be aligned to the strategic focus of the MTSF, promoting implementation of and giving visibility to programmes informed by the Apex Priorities and other cluster priorities for the period up to 2011.
- Negative trends in the environment should not be allowed to deflect government communication from focusing on the work of Government. Equal attention should be given on the one hand to promoting and profiling implementation and on the other to addressing areas of contestation.
- Of fundamental importance is the message that the business of Government continues to the end of its term, with intensified focus on fulfilling the 2004 mandate, including faster movement towards the targets of the Second Decade.
- Factual communication profiling the progress brought by democratic government, visibility of implementation and public appreciation of Government's achievements in fulfilling the electoral mandate will make a significant contribution both to affirming the integrity of Government and sustaining public confidence and hope for the future.

- In this regard, there is a need for proactive communication of actual implementation of the Antipoverty Strategy, beyond the mere unveiling of the strategy.
- In an environment of possible contestation of the integrity of the actions of the democratic state and the legitimacy of its institutions, there is a need for effective affirmation of the popular legitimacy of our country's democratic institutions, in particular the integrity of our justice system, and of commitment to the constitution.
- Communication of efforts to strengthen social cohesion should build on the resonance which 2010 retains as a beacon of a national effort, with regard to both the hosting of the FIFA tournament and achieving the second phase target of faster growth.
- Media peddling by opposition parties, especially now edging towards the fourth democratic elections.
- The current communications structure in the DoA is not effective and urgently has to be reviewed, restructured and resourced accordingly.

6 Communication message and themes

The core message for the coming period expresses the themes of intensified, united action for faster progress towards the goals we have set ourselves as a nation:

Business Unusual: All hands on deck to speed up change!

7 Cluster communication priorities and themes

- This message is further elaborated below reflecting the themes of all the Cluster Programmes of Action and their respective Cluster Communications.
- Cluster communication should be informed extensively by the Apex Priorities and more broadly by the PoA.
- Popularising the PoA, with special focus on building a caring society should be informed by the themes below and with continuing emphasis across clusters on building partnership.

7.4 BUILDING PARTNERSHIPS AND UNITY—ALL HANDS ON DECK

- 7.4.1 Partnership and national unity will continue to be core communication themes, with particular attention to the 2010 National Communication Partnership, profiling progress in preparations; the benefits in growing the economy and infrastructure of our country and the continent; and social mobilisation.
- 7.4.2 Mobilisation of public participation on governance through Izimbizo and strategic sectoral meetings throughout the year will both promote accelerated implementation and profile the work of Government and its legacy.
- 7.4.3 Having mobilised communities and built a strong partnership the 16 Days of No Violence against Women and Children and the 365 days action plan will increase awareness in the remote parts of the country, with emphasis this year on getting stakeholders to work closely with communities who have limited media access.
- 7.4.4 Government will intensify the work of the South African National Council on Aids (SANAC) and ensure the broadening of access to the comprehensive programme to combat HIV and Aids.

7.5 WAR AGAINST POVERTY

- 7.5.1 We will continue to communicate our integrated response to address poverty among the needy communities who still do not have access to social grant support programmes.

- 7.5.2 The communication on the Antipoverty Strategy should ensure that those who must benefit from this programme are aware of it and how to access it. There will be a need to strengthen partnerships and involve active stakeholders and key role players.
- 7.5.3 Communication on the comprehensive community infrastructure programmes and on programmes pursuing social cohesion and a shared national vision will continue to be a theme for the Social Cluster.
- 7.5.4 We will continue to promote and profile implementation of the Comprehensive Plan to combat HIV and Aids. The translation of the National Strategic Plan (2007-2011) pocket book into all official languages is complete and these have been printed and are being distributed to SANAC partners.

7.6 IMPROVING THE STATE MACHINERY TO MEET PEOPLE'S NEEDS

- 7.6.1 Communication will continue on the work to align government plans and identify skills, especially technical skills critical to accelerating delivery in infrastructure development.
- 7.6.2 The period ahead will prioritise campaigns on good governance with further attention on the fight against corruption and our increased effort at improving the culture and ethos within the public service and local government.
- 7.6.3 Communication will continue on the work to align government plans and identify skills, especially technical skills critical to accelerating delivery in infrastructure development.
- 7.6.4 The period ahead will prioritise campaigns on good governance with further attention on the fight against corruption and our increased effort at improving the culture and ethos within the public service and local government.

7.7 INTENSIFYING THE OFFENSIVE AGAINST CRIME

- 7.7.1 Continuing attention will be devoted to profiling government plans in the restructuring of the justice system for better coordination in the fight against crime and creating safer communities through partnerships with the private sector and community participation.
- 7.7.2 Emphasis will also be given to intensifying the fight against crime and communicating successful interventions. Partnerships between communities, business and safety and security agencies will be strengthened by the implementation of the anticrime action plan with set campaigns.
- 7.7.3 Harmonisation with the sector plans and the promotion of the agricultural vision of "a prosperous and united sector".

7.8 A BETTER AFRICA AND A BETTER LIFE

- 7.8.1 Continuing attention will be devoted to popularising our participation in peacekeeping efforts in the continent; our role as permanent member of the UNSC into the second year; and in putting the African Agenda on the multilateral and bilateral forums.
- 7.8.2 There will also be a focus on the deepening of regional integration in the SADC and implementation of the SADC and NEPAD communication programmes.

7.9 ACCELERATING ECONOMIC GROWTH AND DEVELOPMENT

- 7.9.1 Continuing attention should be given to building partnerships—domestic and international—for accelerated and shared growth and to promoting the uptake of economic opportunities, in both first and second economies, with particular attention to youth.
- 7.9.2 The achievements of JIPSA to date should be profiled as well as implementation of ASGISA projects in the provinces, including provincial second economy interventions and their impact.

7.10 STRENGTHENING GOVERNMENT COMMUNICATION

- 7.10.1 Going into its tenth year the government-wide communication and information system will review its efforts to meet its mandate of providing strategic communication guidance to Government.
- 7.10.2 It will review the various coordinating forums; assess and support the development and coordination of the local government communication system, working jointly and closely with provincial communication leadership.
- 7.10.3 In addition, the gist of the communication messages centre around the 2008/09 deliverables in the LARP and LARPOA as follows:
- Redistribute 5 million ha of white-owned agricultural land to 10 000 new agricultural producers;
 - Increase black entrepreneurs in the agribusiness industry by 10 %;
 - Provide universal access to agricultural support services to the target groups;
 - Increase agricultural production by 10 to 15 % for the target groups, under the Ilima-Letsema Campaign;
 - Increase agricultural trade by 10 to 15 % for the target groups;
 - Biosecurity;
 - Governance;
 - Promotion of the local sector in support of the CEO's Forum.

8 Communication programme

- The DoA communication programme is within the framework of the national strategy. In all cases this includes extended, regular interaction with media houses and various communication forums, including maximising briefings.
- Closer interaction with the media—During 2008, GCIS will implement the decisions of the 2007 meeting between editors and Cabinet Ministers, to foster good working relations between Government and the media. This will include meetings with Cabinet Ministers outside the regular PoA media briefings.
- Parliamentary media briefings—Cluster media briefings will as usual follow the State of the Nation Address to brief media on the programme of action for the year. Led by cluster chairpersons with the participation of cluster Ministers and Directors-General, the briefings will elaborate on issues raised in the State of the Nation Address.
- Programme of Action media briefings—The PoA media briefings, with the participation of Directors-General as well as Ministers, will be held every 2 months, linked to the cluster reporting cycle to Cabinet. They will update the media on progress in implementing the PoA.
- DG briefings—The DGs media interaction started in 2007 and should continue on an increased scale, and include more regular departmental briefings.
- One on one radio and TV interviews—Government leadership will make greater use of the public broadcaster African language radio and television programmes as platforms to communicate especially with communities marginalised with regard to the print media. GCIS, working with Heads of Communication, will arrange interviews on radio and television during briefing sessions and at any point where necessary to profile the work of Government.
- Cabinet and SANEF—Two Cabinet and SANEF meetings are proposed for this year, in March and in July/August 2008.
- Foreign correspondents—A meeting between government and foreign journalists based in South Africa is being planned for July 2008. In addition, communication contributions and alerts from the DoA attachés are critical for the implementation of this strategy.

9 Nodal communication issues and events

Major developments and issues with the potential to impact on the communication environment will need good cross-sectoral planning and communication:

- 9.1.1 Apex Priorities, amongst others: implementation of the Antipoverty Strategy; crime prevention strategies highlighting crime fighting successes; consolidation of the SADC region to strengthen the African Agenda on various forums, including the G8 and EU, WTO negotiations, and in pursuing the UN reform agenda.
- 9.1.2 National Imbizo Week, scheduled for 7 to 14 April with heightened involvement of principals and senior officials, to promote and profile visible implementation of the electoral mandate.
- 9.1.3 2010 FIFA World Cup, as a platform with unique opportunities for building social cohesion; international partnership and African solidarity; and for catalysing development through national mobilisation. It has the potential to turn the negativity tainting the country's international profile; mobilise South Africans and tap the pride and confidence of the continent; and worldwide interest.
- 9.1.4 Media as terrain of communication, with continued work to improve media coverage of Government. GCIS is in discussion with media houses, SANEF and the FCA to find the most suitable model for standing interactions between media houses and the executive.
- 9.1.5 Unforeseen developments and issues with major national impact, such as the national electricity crisis, which has the capacity to disrupt the economy and services as well as undermine confidence.

10 Communication structures

The consultation process for the implementation of this communication strategy will follow the internal DoA structures, namely in their random order:

- Oversight Committee
- DEXCO
- GOPC
- ICC
- DMC
- ODC.

In addition, this strategy will roll-out through the quarterly sittings of the Communications Forum which comprises all communicators of the provincial departments of agriculture and State-owned Entities under the Chair of the Chief Communications Officer of the DoA.

11 Communication action plans

Strategic objective (SO)	Objective against SO	Lead branch	Outputs	Responsibility	Due date	
SO 1: Ensure availability and access to sufficient safe and nutritious food	Promote production processing and consumption of nutritious food	LEBD (FS, ADF) BDM (FSQA) Social and Economic Clusters	Proactive positive media on HFPP, IFSNP, FIVISM, IFSNTT	Media Relations	Q1 to Q4	
			Updated InfoPaks at Thusong centres	Development Communication	Q1 to Q4	
	Provide leadership in the implementation of the IFSNP	BDM (FSQA)	Media campaign promoting SHG or cooperatives and Mafisa (Economic and Social Cluster)			Q2 and Q4
			Project events and campaigns — World Food Day and Female Farmer of the Year			
	Promote production, handling, processing and consumption of nutritious foods	BDM (FSQA)	Media campaign on food safety awareness	Development Communication		Q4
			Information at Thusong centres	Development Communication		Q4
	Promote and support household income generation and food production	PRM (PP, GR)	Information campaign on household food production and indigenous farming			
			Proactive media	Media Relations		Q1 and Q4
			BDM (FSQA)	Media campaign on food safety awareness	Development Communication	
			SSP (IR)	Proactive media on SA's contribution to agriculture; and positive contents of FAO TCP report	Media Relations	
SO 2: Eliminate skewed participation and inequity in the sector	Increase access to existing resources and opportunities within the agricultural sector for historically disadvantaged groups and individuals	LEBD (LS, BED and Marketing)	Proactive media on the number of new farmers settled	Media Relations	Q4	
			Farm days on financial support to new farmers, agro-processing and marketing skills	Development Communication		Q2
	Ensure increased black economic empowerment		Production and distribution of information brochure score on AgriBEE	Internal Communication		Q4
			Event management on AgriBEE Awards	Marketing and Government Campaigns		
			BDM (FSQA, VS and PH)	Proactive media on the use of pesticides	Media Relations	Q2
				Farm days to promote universal access to agriculture support	Development Communication	

Strategic objective (SO)	Objective against SO	Lead branch	Outputs	Responsibility	Due date
SO 2 (continued)			Industrial theatre (radio series) on food safety, use of pesticides, farm feeds, stock remedies, primary animal health and plant health services	Development Communication	Q2
		SSP (ISR)	Proactive media on partnerships on technical assistance programmes	Media Relations	Q1
SO 3: Increase growth, income and remunerative job opportunities in agriculture	<p>Increase agricultural productivity, competitiveness and profitability in South Africa, the SADC and Africa</p> <p>Increase market access for South Africa and African agricultural products, domestically and internationally</p> <p>Increase remunerative opportunities in the agricultural value chain</p>	PRM (AAP, PP)	Media campaign on Animal Breeding Support Programme, Goat Productivity and Improvement Programme, Poultry Productivity, Community Seed Production Schemes and Aquaculture Project	Development Communication	Q1 to Q3
			Proactive media on Plant Production Research Project as well as report on organic farming	Media Relations	Q4
			Media campaign for capacity building for the SADC Seed Testing Programme	Media Relations	Q3
SO 4: Enhance the sustainable management and efficient use of natural agricultural resources and production inputs	<p>Increase the level of public and private investment for agriculture</p> <p>Ensure the management of agricultural indigenous genetic resources, land and water</p> <p>Promote effective production systems, including the use of energy, labour and mechanisation</p> <p>Promote efficient use of production factors</p>	SSP (IR)	Publicity on the status of implementation of IBSA commitments	Media Relations and Internal Communication	Q1 to Q4
		PRM (LUSM, WUID)	Media campaign and farm days on the investment in the improvement of the quality of the livestock in communal areas such as the Nguni cattle, goats and chicken for Africa, as well as the rehabilitation and expansion of existing irrigation schemes and established new irrigation schemes	Internal Communication	Q1 to Q4
			Information updates in the Thusong community centres	Media Relations	Q1 to Q4
SO 5: Ensure efficient and effective governance and partnerships	Achieve departmental service excellence and implement Batho Pele Principles	BDM (PH, VS, FSQA, BS, APIS, SSP (ISR, IR, ETES)	Information and publicity on SPS regulations as well as national and international protocols	Internal Communication and Media Relations	Q1 to Q4

Strategic objective (SO)	Objective against SO	Lead branch	Outputs	Responsibility	Due date				
SO 6: Ensure knowledge and information management	Effectively manage risks		<p>Information and publicity on SPS regulations as well as national and international protocols</p> <p>Promote an enabling environment for constructive relations among all the stakeholders and market opportunities created, using media scripting and mass media</p>	Internal Communication and Media Relations	Q1 to Q4				
	Provide leadership and cooperative governance in the agricultural sector								
	Implement quality standards in the department to ensure effective organisational performance and cooperative government								
	Promote and protect South African agricultural interests internationally								
	Align policy and legislation with the principles of sustainable development								
	Provide leadership and manage effective communication Information management (high opinion on issues in the sector)					LEBD (PRE, AS, Marketing)	Media campaign on fundamentals of competitiveness and profitability of the sector; agricultural marketing information; quarterly production statistics and economic data; production areas (improved livestock)	Media Relations, Internal Communication	Q1 to Q4
	Provide leadership and support to agricultural research, training and extension in the sector					BDM (FSQA, VS, APIS, BS, PH)	Information display and distribution at information sessions with target groups	Integrated Marketing and Government Campaigns	Q2 and Q4
	Improve knowledge management in the department								
	Ensure consumer confidence in agricultural products and services					PRM (PP)	Publicity on the contribution of DoA in global scientific forums and the DoA retention plan for scientists	Media Relations and Internal Communication	Q1 to Q4
							Promote the investment in research and technology improvement for existing and new plant and livestock varieties appropriate to target beneficiaries	Internal Communication and Integrated Marketing, and Government Campaigns	Q4
		Promote and garner publicity on extension support to targeted groups	Internal Communication	Q1 to Q4					
		Publicity on international opportunities created for the sector	Media Relations						

Strategic objective (SO)	Objective against SO	Lead branch	Outputs	Responsibility	Due date
<p>SO 7: Ensure national biosecurity and effective risk management</p>	<p>Establish and maintain effective early warning and mitigation systems in agriculture Manage the levels of risks associated with food, diseases, pests, natural disasters and trade</p>	<p>BDM (FSQA, VS, APIS, BS, PH)</p>	<p>Communication support for the AgriBEE compliance campaign in relation to the Biosecurity Programme, Ilima-Letsema Campaign</p>	<p>Internal Communication, Development Communication, Integrated Marketing and Government Campaigns and Media Relations</p>	
<p>LARP: Land and Agrarian Reform Project</p>	<p>Realise the objectives of Apex Priority 7</p>	<p>Office of DG</p>	<p>Promote Gijima and the LARP Principles—devolution of decision making to district committees and integrated planning Publicity campaign on LARP one-stop-shop service Media campaign on LARP promoting war on poverty, reduction of unemployment and advancement of health for all Hold farm days to disseminate information on support programmes for those who acquire land Publicity on energy saving and self-generation by the sector</p>	<p>Communication Forum, Development Communication, Integrated Marketing and Government Campaigns, Communication Forum, Internal Communication and Media Relations</p>	

The following action plans are designed to deliver communication to address increasing food prices. The message ownership lies solely with the DG with delegation to DDG: LEBD. This requires an additional budget of R3,2 million.

Strategic Objective	Objective against SO	Challenges addressed	Outputs	Responsibility	Due date
Increasing food prices: Government intervention in ensuring food accessibility and availability	Promote general production in agriculture produce	Production shortfall Rising consumption Lack of productivity by commercial farmers owing to finalisation of restitution cases	Media campaign promoting commercial production through Opportunities created by the current high food prices: MESSAGE: "high food demand, limited supply and high food prices makes agriculture a profitable business" Regional and especially international market opportunities owing to banning orders for exports by some countries: MESSAGE: "market opportunities in countries that used to import maize from the US now open as US diverts its maize for biofuels" Distribution of food production information	Media Relations ESS (PRE and AS) TBD (BED, M and IT)	Monthly
	Promote general production in agriculture produce	Production shortfall Rising consumption Lack of productivity by commercial farmers owing to finalisation of restitution cases	Middle-man opportunities MESSAGE: "high prices have opened a gap for rural communities to produce for international markets—an economic opportunity for new grain dealers (middle men) to harness the collective power of rural producers" Opinion/expert pieces on economic opportunities (the silver lining on every golden cloud) Media campaign on fundamentals of competitiveness and profitability	Media relations ESS (PRE and AS), TBD (BED, M, IT)	Monthly Monthly Monthly
	Promote general production in agriculture produce	Production shortfall Rising consumption Increase in urban migration	Information campaign on household food production through and weekly media series on: Small space gardening Backyard gardening	Development communication External communications LDESS (FS, LS and ADF)	Monthly

Strategic Objective	Objective against SO	Challenges addressed	Outputs	Responsibility	Due date
<p>Increasing food prices: Government intervention in ensuring food accessibility and availability</p>	<p>Promote Ilima-Letsema campaign</p>	<p>Increase in urban migration resulting in the reduction of production and agricultural activities in rural areas Realising Millennium Development Goals of halving poverty and hunger by 2014</p>	<p>Community gardens Small plot/holder gardening</p>	<p>Development communication External communications LDESS (FS, LS and ADF)</p>	<p>Monthly</p>
	<p>Illustrate government commitment to food security</p>	<p>Suspected price collusion in the food chain Budget allocation as per Maputo Declaration of 2003</p>	<p>Intensified distribution of InfoPaks at Thusong community centres Information campaign on farming and production of indigenous crops/foodstuffs Distribution of food production material Farm days on production, agro-processing and marketing skills</p>	<p>External communication LDS, SS, AP and ESRM</p>	<p>Monthly Monthly Monthly Quarterly</p>
	<p>Ensure improved proactive communication on global politics affecting food security</p>	<p>Global debates and issues raised at international forums on trade talks Public information on pricing system of foodstuffs</p>	<p>Government vigilance on food prices Developments regarding channelling of resources (reprioritisation) towards food security by means of the Social Cluster Task Team as well as the decisions taken by Cabinet (NOT ACTUAL BUDGET FIGURES)</p>	<p>Media Relations (TBD) Media Relations (DDG: LEBD)</p>	<p>Quarterly As in when</p>
			<p>Attendance of at least two forums and publication of opinion pieces on development unfolding at WTO and other relevant forums Attendance of information sessions on pricing systems and other relevant economic seminars on food production Communication on import tariffs Implications on VAT exemptions</p>	<p>CCO, DAIS: GG and DDG's CCO, DAIS: NAMC</p>	<p>As in when Constant</p>

12 Resources

12.1 COMPONENTS OF COMMUNICATIONS

This Communication Strategy requires the following structure for effectiveness:

- 12.1.1 Media Relations—to create and maintain mutually beneficial relationship with journalists (and media houses) to increase positive media coverage.
- 12.1.2 Internal Communications and Events Management—to manage and facilitate structured internal communications for continued staff information and to allow for the alignment of daily activities with the overall government Programme of Action as well as the mission and vision of the Department of Agriculture. In addition, provide a structured service and support for all events of the Department of Agriculture.
- 12.1.3 Integrated Marketing and Government Campaigns—to roll-out brand distinct campaigns and promotions of departmental products and services to ensure visibility of government programmes and benefits to the public.
- 12.1.4 Development Communication (unmediated communication)—to roll-out a communication process that promotes transformation towards dynamic economic growth

12.2 BUDGET OF COMMUNICATIONS

The GCIS recommendation for the Communications Budget is an equivalent of 5% of the total departmental budget. The total Communications Budget for 2008/09 is as follows:

- 12.2.1 Chief Communications Office
- 12.2.2 Directorate: Agricultural Information Services

Furthermore, an additional budget of R3,2 million is needed for the communication of high food prices

13 Monitoring and evaluation

The implementation of the strategy will be monitored through:

- Biweekly Communications Management Meetings
- Monthly Reports/Chief Directorate Reports
- Quarterly Communication Forum Meetings
- Quarterly QRM Reports



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