

Anti-Corruption Communication Strategy

Date	12 September 2012
Draft No.	02
Time (optional)	

Comment [MV(1):



Anti-Corruption Communication Strategy

Title & Context

Title	A communication Strategy to increase employees awareness of fraud and anti-corruption drive in the OoP
Slogan	
Strategic priority	An efficient, effective and development oriented public service
Context	<p>The first GPG' fraud and anti-corruption strategy was approved in 2007 with the Extended Executive Council Lekgotla adopting seven key strategic priorities and programmes for the period 2009-2014. One of the strategic priorities has been to intensify the fight against crime and corruption across the province.</p> <p>The DPSA had also commissioned the audit of government department's compliance with Minimum Anti-corruption Capacity (MACC) Requirements in 2009/10 with the aim of determining compliance with the MACC requirements and to identify any shortcomings and challenges regarding implementation. It's report recommended that the OoP should have a high profile and ongoing communication on ethics or anti-corruption to its staff.</p> <p>Lessons drawn from the experience of implementing Anti-Corruption Strategies worldwide also indicate that key features for successful anti-corruption policy making include employees ownership, knowledge base design, strategic priority setting and sequencing, effective coordination, and monitoring and evaluation. Factors affecting the performances of the Anti-Corruption Strategies have mainly been found to be lack of ownership, insufficient involvement of internal staff /employees.</p> <p>Despite all the above, the recent audit of the internal Anti-Corruption capacity of the Office of the Premier (OoP) depicts that there is a low awareness level of fraud, corruption and whistle-blowing amongst the OoP employees. The implementation of a strategic internal communication campaign has therefore become critical in order to change the status quo.</p> <p>In her 2012 State of the Province Address, Premier Mokonyane also highlighted the serious impact of fraud and corruption on the government's provision of services delivery to the communities and promised to change things for the better. She indicated that the OoP has been working hard to address operational weaknesses and to ensure proper controls and accountability which led to uncovering of unscrupulous individuals from both the public and the private sectors who attempted to abuse the public service and divert public resources for their own selfish ends. The OoP has also received a clean audit for the 2010/11 financial year in including 2009/10.</p> <p>Building from these good news stories and commitments (political support, sound state capacity and support, functioning and credible rule of law and legal system and financial/administrative governance) the OoP is in a better position to heighten fraud and anti-corruption awareness messages to its employees.</p> <p>There is no doubt that the absence / weak internal communication and poor access to anti-corruption policy documents / information by internal employees will continue to result in insufficient awareness of the anti-corruption and is likely to undermine long term political commitment and public support for reforms.</p>

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	It is therefore imperative to arm our employees with relevant information so as to make them the ambassadors or voice in the fight against corruption and fraud in the OoP.
Timing	The strategy will be tied with the celebration of the Public Service Month and will be rolled out on ongoing bases.

Comment [MV(2): This has passed

Link to international AC day 09 Dec – build up to this day

Recommended Strategy

Communication s Objective(s)	<ul style="list-style-type: none"> ▪ To raise employees awareness of the anti-corruption and Ethics initiatives by the office ▪ To reinforce the internal anti-corruption awareness campaign and stimulate employees action (whistle-blowing) ▪ To educate employee about the fraud and anti-corruption threats and the consequences of being involved such practice (s) ▪ To promote an anti-fraud culture throughout the OoP
Positioning	<p>Through this Communication Strategy, the Office of The Premier intends to position itself as committed to:</p> <ul style="list-style-type: none"> ▪ Rooting out corruption in the office ▪ Clean corporate governance ▪ Leading by example
Strategy	<p>With an integrated internal communication strategy the OoP will be able to provide and implement a focused plan to communicate matters relating to fraud and corruption. The following elements forms the integral part of the strategy successes:</p> <ul style="list-style-type: none"> ▪ Two-way flow of information between employees and management ▪ Integration to the overall GPG Fraud and Anti-Corruption strategy ▪ Provision of consistent messages ▪ Not condescending in nature ▪ Involvement of the management team - commitment to reinforcing perceptions delivered via the communication strategy – management needs to "walk the talk." <p>The strategy will use a multi-media approach to heighten communication surrounding fraud and corruption matter through the following platforms and products:</p> <p>Internal:</p> <ul style="list-style-type: none"> - Messages/information on anti-corruption on payslips - E-mails and e-mail banners - Notice boards - In-house newsletters - Gauteng News - Workshops for employees - the Whistle-blowing Policy booklet and Code of Conduct leaflets
Research Supporting the Strategy	<ul style="list-style-type: none"> • Even though the Premier is vocal and deals swiftly with issues of corruption in the Province, the recommendations by Public Service Commission (PSC) on offices of the Premier in nine provinces conducted in March 2012 shows that the Gauteng Office of the Premier is not doing enough in awareness and prevention of corruption within the office. The findings show that the level of senior managers communicating on issues of corruption is low; there is no dedicated function that deals specifically with

Comment [MV(3): Can we be more specific / perhaps include an implementation plan
Specific messages

Include quizzes/ wordsearches

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	<p>corruption.</p> <ul style="list-style-type: none"> The PSC report further indicated that in the period of between September 2004 and August 2010, a total of 4020 cases of alleged corruption were referred to provincial departments for investigation, of which 1 223 were for Gauteng. It is thus imperative that the recommendations of the PSC report are taken seriously as, the public (48% agree and 36% strongly agree) also believes, according to the Quality of Life Survey conducted in 2011, that corruption is a major threat to democracy. The Institute for Accountability in Southern Africa also reported that R657 billion was lost due to corruption in South Africa. The Institute also warns that if major steps are not taken to curb the scourge of corruption in government, the figure will continue to increase. <p>Include <u>MACC findings</u> <u>Include findings from PSC audit on Offices of the Premier</u> <u>See GPG ethics audit</u></p>								
Target Audience	<ul style="list-style-type: none"> OoP employees (All levels) <u>Engage our stakeholders / service providers</u> 								
Key Messages	<ul style="list-style-type: none"> Rooting out fraud and corruption within OoP Gauteng intensifies fight against fraud and corruption Premier encourages whistle blowing among employees 								
Contentious Issues	<table border="1"> <thead> <tr> <th>Issue</th> <th>Response</th> </tr> </thead> <tbody> <tr> <td>Poor working conditions and low pay.</td> <td>Government is continuously addressing working conditions together with the workers. Issues of pay should be resolved in the bargaining chamber.</td> </tr> <tr> <td>Government officials, especially those handling procurement, are generally perceived as corrupt</td> <td>It might be important that the office issue a special internal bulleting outlining the procurement process, procedures and discouraging employees' deviations.</td> </tr> <tr> <td>There's likely to be concerns around the protection of potential whistle-blowers and this could be attributed to low conviction rate.</td> <td>A lift poster can be developed to demonstrate how the identities of whistle blowers will be protected.</td> </tr> </tbody> </table> <p><u>Use of internet/ selling products at work / Office hours</u> <u>Receipt of gifts</u></p>	Issue	Response	Poor working conditions and low pay.	Government is continuously addressing working conditions together with the workers. Issues of pay should be resolved in the bargaining chamber.	Government officials, especially those handling procurement, are generally perceived as corrupt	It might be important that the office issue a special internal bulleting outlining the procurement process, procedures and discouraging employees' deviations.	There's likely to be concerns around the protection of potential whistle-blowers and this could be attributed to low conviction rate.	A lift poster can be developed to demonstrate how the identities of whistle blowers will be protected.
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- Comment [MV(4)]:** Can we have some OoP specific ones
- Comment [MV(5R4)]:** Can be you be ethical in an unethical organisation
Abuse of resources is unethical
- Comment [MV(6)]:** Not direc
- Comment [MV(7R6)]:** Tly relevant

Recommended Tactics

Rollout Opportunities and	<ul style="list-style-type: none"> Outline communications opportunities and products that will support the recommended, a variety of communication tools will include products such as pamphlets, posters, e-mail and an internal publication to communicate to employees.
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Communications Products	<ul style="list-style-type: none"> • Internally <ul style="list-style-type: none"> - Placement of information on Gauteng-online - Presentations to the various forums (communicators, union representatives in the workplace, departmental staff meetings etc.) - Notice boards - E-mail messages - Articles in Gauteng news - Messages on payslips - Posters, brochures and booklets - Workshops - Industrial Theatre /Play - Premier - Pop-up message - Sleep mode message on computers - Gauteng Anti-Corruption Strategic Framework
Premier, MEC's or Minister's Involvement	<ul style="list-style-type: none"> • Platform (s) will be created for the Premier to address staff on the issues relating to ethics (anti-corruption). It is important for the Premier to be seen as championing the fight against fraud and corruption in the office and the entire GPG.
Other Departments consulted	<ul style="list-style-type: none"> • The Gauteng Department of Finance which is also responsible for the supply chain management for the province will be approached to get slot during the briefing sessions with service providers in order to communicate the GPG stance on fraud and corruption. • The Office of the Premier has also adopted a departmental specific approach to assess the extent to which departments promote to identify challenges encountered by departments in the province in the fight against corruption. The consultation is primarily about the support that departments need to implement the Gauteng Anti-Corruption Strategic Framework in order to identify the difficulties and weaknesses with respect to the prevention and combating of corruption in the province. These are escalated to the senior management for their attention and short term solutions are recommended where they are available.
Personnel implications	<ul style="list-style-type: none"> • Existing capacity in the OoP will be utilised to implement the strategy.
Budget implications	<ul style="list-style-type: none"> • Posters, brochures and leaflets R 300 000 • Gauteng Anti-Corruption Strategic Framework: 800 copies R R200 000.00

Comment [MV(8)]: Be more specific

Include development of videos
Messages from Premier and DG
Ethics Icebreakers start meetings

Comment [MV(9)]: Be more specific

Comment [MV(10)]: This is more for the GPG strategy

For internal perhaps GDF who will

Comment [MV(11)]: conduct fraud awareness sessions

Comment [MV(12)]: link to implementation plan

Recommended Follow-up

Evaluation Research	<ul style="list-style-type: none"> • <u>Pre and post surveys ... ethics culture</u>
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Anti-Corruption Communication Strategy

Contact

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Process

Departmental senior manager/ HOD	Has the HOD and other relevant senior managers have been involved in the strategy?	Date
GCIS	Has GCIS in the Office of the Premier has been involved in developing the strategy?	
MEC	Has the MEC approved the strategy?	
Communication Forum	Has the strategy been presented and discussed at the Communication Forum?	
HOD Forum	Has the strategy been presented at the HOD Forum?	
Executive Council Subcommittee	Has the relevant Exco subcommittee discussed the strategy?	
Executive Council	Has the Executive Council approved the strategy?	