



MINISTRY  
PUBLIC SERVICE AND ADMINISTRATION  
REPUBLIC OF SOUTH AFRICA

## **Draft Media Plan July 2024**

### **Onsite Visit to Showcase the Free State Province Community Advice Offices South Africa (CAOSA) Probono Helpdesk Project on *Access to Justice* for the OGP South Africa - Open Government Week**

#### **1. Communication background**

Since 2011, South Africa has been a member of the Open Government Partnership (OGP) alongside 50 other nations. The Department of Public Service and Administration (DPSA) offers secretarial support to civil society organisations for country-specific programmes promoting transparency, accountability, and corruption prevention.

The OGP National Action Plan (NAP) 2023-2026 aligns with the Cabinet endorsed African Peer Review Mechanism (APRM) National Plan of Action (NPoA) 2022-2025, allowing for APRM-OGP complementarity, as demonstrated by the Access to Justice Project.

Taking place on 3 and 4 July 2024 as part of the Open Government Week, the site visit to the Community Advice Offices South Africa (CAOSA) Probono Helpdesk Project in the Free State province is meant to showcase how this intervention enhances access to justice by the most vulnerable members of society, in line with OGP and APRM commitments.

#### **2. Communication challenges**

- Media attention has been focused on political developments since the 29 May 2024 elections, resulting in less appetite for developmental stories.
- OGP and its activities are currently being revived after a lull, making it harder to draw media interest around it.
- Similarities between the OGP and the APRM make distinguishing the two difficult.

### **3. Communication approach and key messages**

- The South African Constitution, based on a Bill of Rights and good governance principles, promotes Open Government. Chapter 9 establishes independent institutions to ensure transparency, accountability, responsiveness, and ethical governance in public and private sectors. These institutions are crucial in protecting citizens' rights.
- In September 2011, South Africa endorsed the Open Government Partnership (OGP) Declaration of Principles, thereby committing itself to work with civil society towards enhancing transparency, public participation, accountability, and the fight against corruption in both the public and private spheres.
- The participation of the Ministry for the Public Service and Administration (MPSA) at the 2023 OGP Global Summit underscored South Africa's commitment to promoting open government, transparency, and citizen participation.
- By collaborating with civil society, fostering a culture of transparency, and implementing policies that emphasise accountability and responsiveness, South Africa continues to pave the way for a more democratic society.

### **4. Messengers**

- Delegated Government Officials
- Community Advice Offices South Africa (CAOSA)
- OGP South Africa Interim Steering Committee
- OGP South Africa National Secretariat
- Legal Practice Council and other stakeholders

### **5. Targeted audience**

- General public
- Academia
- Chapter 9 institutions
- Public servants
- Civil society organisations
- Members of the media, particularly the community sector

### **6. Communication opportunities**

- The Probono Helpdesks service operate in areas where there is often the greatest need for administrative justice, with many human-interest stories, albeit mostly gruelling.
- Raise awareness of the objective of the OGP and the practicalities of its objectives at the lowest operational level of the justice system and the need for integrated services delivery through the Probono Helpdesks initiative.

- Highlight the public service achievements over the past 30 years, focusing on the administration of justice.

## 7. Communication support services

- Development and implementation of communication plan.
- Write up media advisories and media releases.
- Media engagement on the days of the visit.
- Articles on DPSA media and social media platforms.
- Events management support and branding.

## 8. Communication and media action plan

Due date	Activity	Objective	Responsibility	Status
25 June 2024	Communication and media action plan	Tasks and assignments	Dudley	
28 June 2024	Digital posters and social media activation	Awareness and promotion	Sakhikhaya	
26 June to 4 July 2024	Media Engagement	Identify local media and target mainstream media	Dudley	
1 July 2024	Media advisory and the Public Servant online preview article	Awareness and promotion	Dudley	
3 and 4 July 2024	the Public Servant online event coverage article	Awareness and promotion	Dudley	
3 and 4 July 2024	Photography and social media posts	Awareness and promotion		