

**PRIORITY SIX: PUBLIC DIPLOMACY**

OBJECTIVES	ACTIVITIES	PROGRAMME INDICATORS	TIME FRAMES
<ul style="list-style-type: none"> <li>To communicate SA foreign policy goals, positions and achievements</li> <li>To co-operate with GCIS and the International Marketing Council in implementing the marketing strategy for SA</li> </ul>	<ul style="list-style-type: none"> <li>Seek appropriate global positioning of South Africa and Africa through marketing (imaging and branding) in line with NEPAD, to support the economic development and co-operation objectives, in particular the promotion of investment, trade and tourism.</li> <li>Facilitate the development of a unified and consistent image of South Africa.</li> <li>In collaboration with the International Marketing Council, create and sustain a tailored and single-minded South Africa brand message that every enterprise – private and public – and every citizen can identify with</li> <li>Synergise the various marketing and promotional campaigns such as those of South African Tourism, Proudly South African and others, with the work of the International Marketing Council, and facilitate implementation.</li> <li>Develop ongoing pamphlets for circulation amongst SA communities which provide feedback on progress on AU/Nepad, WSSD and WCAR</li> </ul>	<p>Evidenced in all Business Plans and implemented as per programme</p> <p>Marketing Strategy implemented</p> <p>Development and distribution of media products</p> <p>Informative, up to date and well maintained departmental website</p> <p>Communication strategy developed and implemented</p> <p>Media analysis of our Principals and department completed periodically</p> <ul style="list-style-type: none"> <li>Pamphlets developed and distributed in South Africa and through South African Missions</li> </ul>	<ul style="list-style-type: none"> <li>End of April</li> <li>As per strategy</li> <li>Ongoing</li> <li>Ongoing</li> <li>Developed by end of April</li> <li>At least annually</li> <li>Six monthly</li> </ul>

## PRIORITY SEVEN: SUPPORT SERVICES

OBJECTIVES	ACTIVITIES	PROGRAMME INDICATORS	TIME FRAMES
<ul style="list-style-type: none"> <li>Oversee the effective administration of properties/ accommodation as well as the maintenance thereof</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate the construction of a Head Office building in conjunction with other role players</li> <li>Investigate alternate methods of financing properties abroad</li> <li>Settle the issue of property functions and Foreign Property Bill</li> </ul>	<ul style="list-style-type: none"> <li>Confirm site Identified</li> <li>Construction commenced</li> <li>Service provider identified</li> <li>Process of sale initiated and finalised with Public Works</li> <li>Policy document completed</li> <li>Decision taken with regard to property functions</li> </ul>	<ul style="list-style-type: none"> <li>May 2003</li> <li>January 2004</li> <li>December 2003</li> <li>March 2004</li> <li>March 2004</li> <li>End of 2nd Quarter</li> </ul>
Retransformation of the Foreign Service Institute	<ul style="list-style-type: none"> <li>Conduct research and benchmark best practices with other foreign service institutes.</li> <li>Integrate the SAQA processes into the FSI programs</li> <li>Implementation of e-Learning systems and programs</li> </ul>	<ul style="list-style-type: none"> <li>Report with findings and recommendations submitted to DG/Minister</li> <li>Accreditation of FSI programs</li> <li>Courses conducted on e-Learning system</li> </ul>	<ul style="list-style-type: none"> <li>December 2003</li> <li>September 2003</li> <li>December 2004</li> </ul>
Modernise the department's Information and Communications Technology and ensure its optimum utilisation	<ul style="list-style-type: none"> <li>Implement a secure global network, financial systems and BAS</li> </ul>	<ul style="list-style-type: none"> <li>Secure network installed</li> <li>Hub sites installed</li> <li>NT installation completed</li> <li>Integrated financial systems installed at missions</li> <li>Online financial reporting</li> <li>DFA linked to BAS</li> </ul>	<ul style="list-style-type: none"> <li>March 2004</li> <li>March 2004</li> <li>March 2004</li> <li>December 2003</li> <li>December 2003</li> <li>December 2003</li> </ul>

OBJECTIVES	ACTIVITIES	PROGRAMME INDICATORS	TIME FRAMES
	<ul style="list-style-type: none"> <li>• Investigate the implementation of Knowledge and Information Management (KIM) in DFA</li> <li>• Complete the Master Systems Plan (MSP) and source funding thereof</li> <li>• Undertake the certification process for the ISO17799</li> </ul>	<ul style="list-style-type: none"> <li>• Investigation completed</li> <li>• Report submitted to Top Management</li> <li>• Final report submitted to Top Management</li> <li>• Engage Dept of Finance for additional funding</li> <li>• Evaluation completed</li> <li>• Report submitted</li> </ul>	<ul style="list-style-type: none"> <li>• October 2003</li> <li>• December 2003</li> <li>• May 2003</li> <li>• August 2003</li> </ul>
Ensure the effective implementation of Performance Management and Human Resource Development Systems	<ul style="list-style-type: none"> <li>• Conduct survey on the effectiveness of the current system and implement recommendations</li> <li>• Design an integrated reward and recognition system</li> <li>• Develop and implement a workplace skills plan</li> <li>• Design an internship program</li> <li>• Establish learnership for foreign languages</li> </ul>	<ul style="list-style-type: none"> <li>• Survey completed</li> <li>• Recommendations implemented</li> <li>• Program/system in place</li> <li>• Work place skills plan approved and submitted</li> <li>• Approved system</li> <li>• Learnership program developed</li> </ul>	<ul style="list-style-type: none"> <li>• March 2003</li> <li>• June 2003</li> <li>• December 2003</li> <li>• June 2003</li> <li>• December 2003</li> <li>• March 2004</li> </ul>
Implement the Anti-corruption Strategy	<ul style="list-style-type: none"> <li>• Develop and implement an operational plan</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness program completed</li> </ul>	<ul style="list-style-type: none"> <li>• September 2003</li> </ul>
Continue the implementation of the department's Employment Equity Programme	<ul style="list-style-type: none"> <li>• Restructure the existing CWG</li> <li>• Unpack equity targets by levels</li> </ul>	<ul style="list-style-type: none"> <li>• New Committee functional</li> <li>• Targets by level in place</li> </ul>	<ul style="list-style-type: none"> <li>• April 2003</li> <li>• June 2003</li> </ul>
<ul style="list-style-type: none"> <li>• Review the Locally Recruited Personnel (LRP) dispensation</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct research on best practice regarding LRP dispensations</li> <li>• Assess DFA's current LRP practices</li> </ul>	<ul style="list-style-type: none"> <li>• Report on appropriate best practices</li> <li>• Assessment report submitted</li> </ul>	<ul style="list-style-type: none"> <li>• March 2004</li> <li>• March 2004</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a departmental succession planning system</li> </ul>	<ul style="list-style-type: none"> <li>• Develop departmental succession Plan: <ul style="list-style-type: none"> <li>• Identify strategic posts</li> <li>• Identify suitable candidates</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Approved succession plan in place</li> </ul>	<ul style="list-style-type: none"> <li>• December 2003</li> </ul>

**PRIORITY EIGHT: STATE PROTOCOL**

OBJECTIVES	ACTIVITIES	PROGRAMME INDICATORS	TIME FRAMES
<ul style="list-style-type: none"> <li>Facilitate the take over by the Department of Foreign Affairs (DFA) of the Airport Lounges at the Johannesburg, Cape Town and Durban Airports</li> </ul>	<ul style="list-style-type: none"> <li>Conduct exploratory discussions with ACSA and develop a plan for DFA take over</li> <li>Conduct needs analysis for maintaining lounges</li> </ul>	<ul style="list-style-type: none"> <li>Time-table in place and implemented</li> <li>Resource requirements identified prior to take-over</li> </ul>	<ul style="list-style-type: none"> <li>Time-table and plan completed by the end of the 1st Quarter</li> </ul>