

**Welcome address delivered on the occasion of
The Communication Workshop at
Badplaas Aventura on the
31 March – 02 April 2006**

Chairperson of the session

Head of Department Mr Tywakadi

Colleagues from the National Department

Mr Koffie and William

Colleagues from Head Office and Regions

All protocol observed

It gives me great pleasure to welcome you in the 2006 Communication Workshop.

This is in line with objectives that we set ourselves for 2006.

What becomes prudent is that we must acknowledge that Communication is not a static phenomenon. It is ever changing and it always requires responsiveness, assertiveness and vigilance

My view is that if we continue to share ideas, unite in action and act in unity we may be able to respond in a manner that live up to the expectations.

The expectation as I recall are legitimate in fact they seek us to develop a corporate image and at the same time brand the department for the enhancement of public confidence in public education.

We then, set aside three days so that we can collectively engage to develop an implementable communication strategy for 2006.

Not only that a Communication strategy must be developed but we must endeavour to act and conduct ourselves in a manner that is befitting our call.

The call be that of informing our publics on government programmes, policies in a manner that is free from ambiguity.

One key area that needs immediate attention Head of Department, is the management of communication in regions.

My view is that the regions are still operating as gate-keepers. Their agenda is not crafted such that it can contextualize regional issues without creating boundaries in the line function.

There are a number of factors that contribute to this state of affairs.

There is no infrastructure and the demarcation of roles are not clear. The regional management does not see Communication as a strategic unit and the management of communication by my colleagues still needs to be enhanced.

I have visited the three regions and my view is that a lot still needs to be done. We must in due course develop a clear framework for the enhancement of regional communication.

The other development is that we have been able to for the first time a person dedicated to the Website. Our view is that the site was currently not active.

Efforts to resuscitate it have already commenced. It will be imperative if we can all share a common approach to the process of making the Website live.

It is always important to not that Communication is one of the most fundamental of all human interactions and intrinsic to all business relationship, both internal and external.