### **Updating the Website**

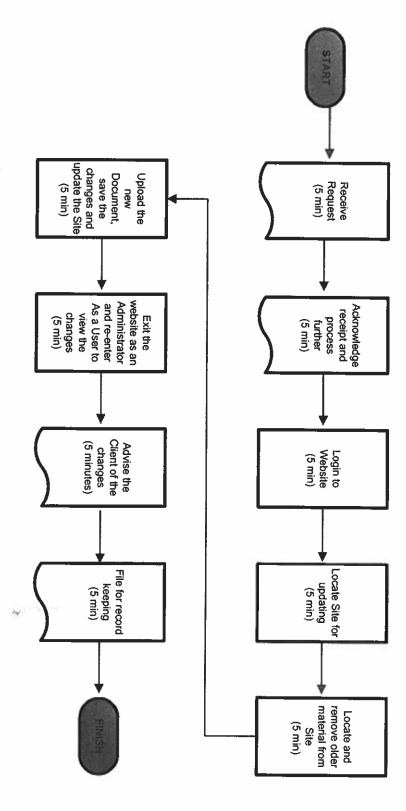


Title: Updating the Website

| STEP                | ACTIVITY                                                                         | CONTROL                                                               | WHO                                                                           | TIME                                 | INPUT                    | OUTPUT                             |
|---------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------|--------------------------|------------------------------------|
| Logical<br>Sequence | Name the activity                                                                | MECHANISM  Describe the control that govern the execution of the task | Who is responsible for executing task                                         | On average<br>how long<br>task takes | What information is used | What forms of documentation        |
| 1                   | Recieve the request to update a document on the Website.                         | Communication<br>Strategy                                             | Director                                                                      | 5 min                                | Update<br>request        | Update document                    |
| 2                   | Acknowledge receipt of the request and process further.                          | Communication<br>Strategy                                             | Deputy Director: Publication and Website Assistant Director: Website          | 5 min                                | Update<br>request        | Acknowledgemen<br>t of the request |
| 3                   | Login to the<br>Website                                                          | Communication<br>Strategy                                             | Assistant<br>Director:<br>Website                                             | 5 min                                | Website Login<br>Details | Website Username and Password      |
| 4                   | Locate the Site for updating with the new document.                              | Communication<br>Strategy                                             | Assistant Director: Website                                                   | 5 min                                | Website<br>Navigator     | Web Site Map                       |
| 5                   | Locate and remove the older material from the Site                               | Communication<br>Strategy                                             | Assistant<br>Director:<br>Website                                             | 5 min                                | Website<br>Navigator     | Web Site Map                       |
| 6                   | Upload the new document, save the changes and update the Site.                   | Communication<br>Strategy                                             | Assistant<br>Director:<br>Website                                             | 5 min                                | Website<br>Navigator     | Updated Web Site<br>Map            |
| 7                   | Exit the Website as an Administrator and re-enter as a user to view the changes. | Communication<br>Strategy                                             | Assistant<br>Director:<br>Website                                             | 5 min                                | Website<br>Navigator     | Updated Web Site<br>Map            |
| 8                   | Advise the Client of the Changes.                                                | Communication<br>Strategy                                             | Director Deputy Director: Publication and Website Assistant Director: Website | 5 min                                | Updated<br>Website Map   | Client Update                      |



| 9     | Communication<br>Strategy<br>Registry<br>Prescripts | Assistant<br>Director:<br>Website | 5 min  | Updating documents file | Filed Updating<br>Request<br>documents |
|-------|-----------------------------------------------------|-----------------------------------|--------|-------------------------|----------------------------------------|
| TOTAL | Frescripts                                          |                                   | 45 min |                         |                                        |



# Access to Information Request

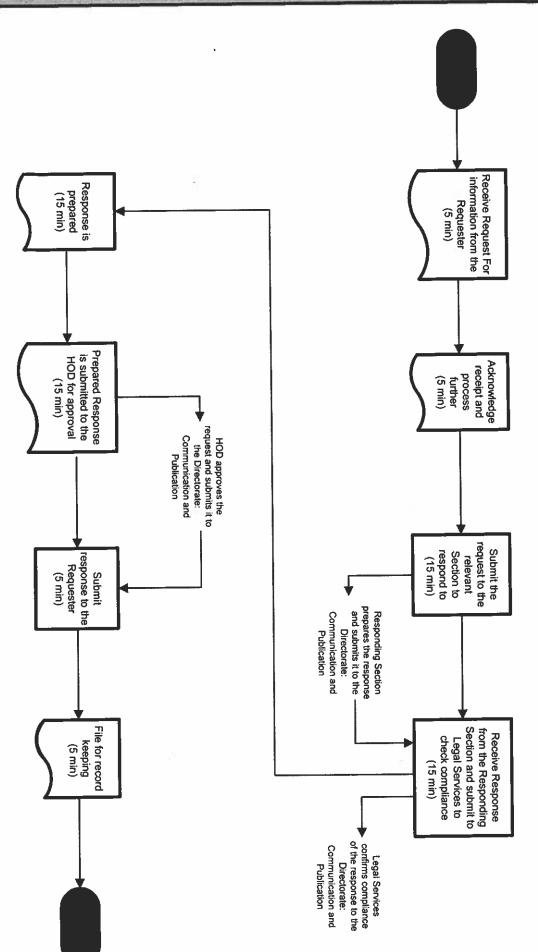


**Title: Access to Information Request** 

| STEP                | ACTIVITY                                                                                         | CONTROL                                                                             | WHO                                                                                      | TIME                                 | INPUT                                  | OUTPUT                                        |
|---------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------|----------------------------------------|-----------------------------------------------|
|                     |                                                                                                  | MECHANISM.                                                                          |                                                                                          |                                      |                                        |                                               |
| Logical<br>Sequence | Name the activity                                                                                | Describe the control<br>that govern the<br>execution of the task                    | Who is responsible for executing task                                                    | On average<br>how long<br>task takes | What information is used               | What forms of documentation                   |
| 1                   | Recieve the request for information from the Requester.                                          | Communication Strategy Promotion of Access to Information Act (PAIA)                | Director                                                                                 | 5 min                                | Request for<br>Information             | Request for<br>Information<br>Document        |
| 2                   | Acknowledge receipt of the request and process further.                                          | Communication Strategy Promotion of Access to Information Act (PAIA)                | Deputy Director: Access to Information Officer Assistant Director: Access to Information | 5 min                                | Request for<br>Information             | Acknowledgemen<br>t of the request            |
| 3                   | Submit the request to the relevant Section to respond to.                                        | Communication Strategy Promotion of Access to Information Act (PAIA)                | Deputy Director: Access to Information Officer Assistant Director: Access to Information | 15 min                               | Request for<br>Information<br>Document | Referral to the relevant Section              |
| The Respo           | onding Section prepa                                                                             | res the response a                                                                  | nd submits it to th                                                                      | ne Directora                         | ate: Communicat                        | ion and Publication                           |
| 4                   | Receive a response from the responding section and submit to Legal Services to check compliance. | Communication<br>Strategy<br>Promotion of<br>Access to<br>Information Act<br>(PAIA) | Deputy Director: Access to Information Officer Assistant Director: Access to Information | 15 min                               | Draft<br>Response                      | Referral to the<br>relevant Legal<br>Services |
| Legal Sen           | vices confirms compli                                                                            | ance of the respon                                                                  | se to the Directo                                                                        | rate: Comr                           | nunication and P                       | ublication                                    |
| 5                   | Response is prepared.                                                                            |                                                                                     | Deputy<br>Director:                                                                      | 15 min                               | Draft<br>Response                      | Prepared<br>Response                          |



|          |                                |                                                                    |                               | 1              |                                       |                                         |
|----------|--------------------------------|--------------------------------------------------------------------|-------------------------------|----------------|---------------------------------------|-----------------------------------------|
|          |                                | Information Act                                                    | Assistant                     |                |                                       |                                         |
|          |                                | (PAIA)                                                             | Director:                     |                |                                       | ľ                                       |
|          |                                |                                                                    | Access to                     |                |                                       | Č.                                      |
|          |                                |                                                                    | Information                   |                |                                       |                                         |
| 6        | Prepared                       | Communication                                                      | Deputy                        | 15 min         | Prepared                              | Approved                                |
|          | Response is                    | Strategy                                                           | Director:                     | 9              | Response                              | Response                                |
|          | submitted to the               | Promotion of                                                       | Access to                     |                |                                       |                                         |
| .9       | HOD for approval.              | Access to                                                          | Information                   |                |                                       |                                         |
|          |                                | Information Act                                                    | Officer                       |                |                                       | Į                                       |
|          | 1                              | (PAIA)                                                             | Assistant                     |                |                                       |                                         |
|          |                                |                                                                    | Director:                     |                |                                       |                                         |
|          |                                |                                                                    | Access to                     |                |                                       |                                         |
|          |                                |                                                                    | Information                   |                |                                       |                                         |
| HOD appr | roves the request and          | submits it to the I                                                | Directorate: Com              | munication     | and Publication                       |                                         |
| 7        | Submit the                     | Communication                                                      | Deputy                        | 5 min          | Approved                              | Response                                |
|          | response to the                | Strategy                                                           | Director:                     |                | Response                              | documents                               |
|          | Requester.                     | Promotion of                                                       | Access to                     |                |                                       | released to                             |
|          |                                | Access to                                                          | Information                   |                | 63                                    | Requester                               |
|          |                                | Information Act                                                    | Officer                       |                |                                       | • • • • • • • • • • • • • • • • • • • • |
|          |                                | (PAIA)                                                             | Assistant                     |                |                                       |                                         |
|          |                                |                                                                    | Director:                     |                |                                       |                                         |
|          |                                |                                                                    | Access to                     |                |                                       |                                         |
|          |                                | -                                                                  | Information                   |                |                                       |                                         |
|          | 1                              |                                                                    | Information                   | and the second |                                       |                                         |
| 8        | File for record                | Communication                                                      | Assistant                     | 5 min          | Request for                           | Filed Access to                         |
| 8        | File for record keeping in the | Communication<br>Strategy                                          |                               | 5 min          | Request for Access to                 | Filed Access to                         |
| 8        |                                | · ·                                                                | Assistant                     | 5 min          |                                       |                                         |
| 8        | keeping in the                 | Strategy                                                           | Assistant<br>Director:        | 5 min          | Access to                             | Information                             |
| 8        | keeping in the                 | Strategy<br>Promotion of                                           | Assistant Director: Access to | 5 min          | Access to Information                 | Information                             |
| 8        | keeping in the                 | Strategy<br>Promotion of<br>Access to<br>Information Act           | Assistant Director: Access to | 5 min          | Access to<br>Information<br>documents | Information                             |
| 8        | keeping in the                 | Strategy<br>Promotion of<br>Access to<br>Information Act<br>(PAIA) | Assistant Director: Access to | 5 min          | Access to<br>Information<br>documents | Information                             |
| 8        | keeping in the                 | Strategy<br>Promotion of<br>Access to<br>Information Act           | Assistant Director: Access to | 5 min          | Access to<br>Information<br>documents | Information                             |



**ACCESS TO INFORMATION REQUEST** 

### Call Centre Inbound Client Enquiry



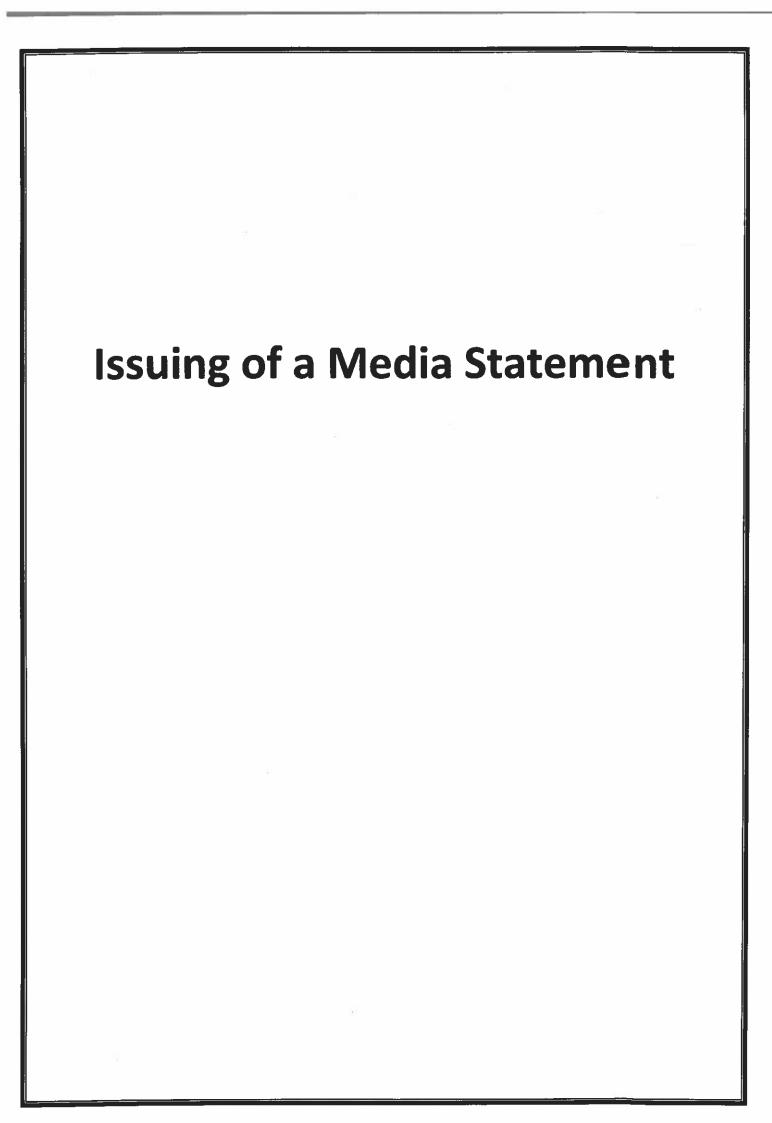
Title: Call Centre Inbound Client Enquiry

| STEP                | ACTIVITY                                                                                             | CONTROL                                                    | WHO                                                                                                                | TIME                                 | INPUT                                    | OUTPUT                                                                                             |
|---------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------|
|                     |                                                                                                      | MECHANISM                                                  |                                                                                                                    |                                      |                                          |                                                                                                    |
| Logical<br>Sequence | Name the activity                                                                                    | Describe the control that govern the execution of the task | Who is responsible for executing task                                                                              | On average<br>how long<br>task takes | What information is used                 | What forms of documentation                                                                        |
| 1                   | Receive a telephonic inquiry from a Client for information                                           | Communication<br>Strategy                                  | Call Centre<br>Officer                                                                                             | 1 min                                | Telephonic<br>Request for<br>Information | Telephonic<br>Request for<br>Information                                                           |
| 2                   | Establish the nature of the Clients inquiry and capture the Clients details on the Computer Database | Communication<br>Strategy                                  | Call Centre<br>Officer                                                                                             | 2 min                                | Telephonic<br>Request for<br>Information | Telephonic Acknowledgemen t of the request Computerised log generated from data captured on system |
| 3                   | Information for a Basic Enquiry obrained and provided to the Client immediatley                      | Communication<br>Strategy                                  | Call Centre<br>Officer                                                                                             | 1 min                                | Telephonic<br>Request for<br>Information | Accessing<br>information via<br>Computer System                                                    |
| 4                   | Inquiry Closed and filed                                                                             | Communication<br>Strategy                                  | Call Centre<br>Officer                                                                                             | 1 min                                | Computer Database updated                | Logged call closed<br>out on Computer<br>System                                                    |
| 5                   | Complex requests for information submitted to the relevant Section to respond to.                    | Strategy                                                   | Deputy Director: Internal Communicatio n and Language services Assistant Director: Call Centre Call Centre Officer |                                      | Request for Information Document         | Referral to the relevant Section                                                                   |
| Respond             | ing Section prepares                                                                                 | the response and s                                         | ubmits it to the D                                                                                                 | irectorate:                          | Communication                            | and Publication                                                                                    |
| 6                   | Receive a Response from the Responding Section and provide the information to the Client.            | Communication<br>Strategy                                  |                                                                                                                    | 5 min                                | Draft<br>Response                        | Telephonic<br>communication of<br>information to<br>client                                         |



| TOTAL |                          |                           |                        |                  | 13 min |                                 |                                           |
|-------|--------------------------|---------------------------|------------------------|------------------|--------|---------------------------------|-------------------------------------------|
| 7     | Inquiry Closed and filed | Communication<br>Strategy | Officer                | Centre<br>Centre | 1 min  | Computer<br>Database<br>updated | Logged call closed out on Computer System |
|       |                          |                           | Assistant<br>Director: |                  |        |                                 |                                           |

CALL CENTRE IN-BOUND CLIENT ENQUIRY

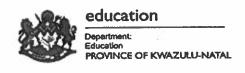


### **Event Management**



Title: Event Management

| STEP                | ACTIVITY                                                | CONTROL                                                          | WHO                                                                                                                               | TIME                                 | INPUT                                                | OUTPUT                          |
|---------------------|---------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|------------------------------------------------------|---------------------------------|
| _                   |                                                         | MECHANISM                                                        |                                                                                                                                   |                                      |                                                      |                                 |
| Logical<br>Sequence | Name the activity                                       | Describe the control<br>that govern the<br>execution of the task | Who is responsible for executing task                                                                                             | On average<br>how long<br>task takes | What information is used                             | What forms of documentation     |
| 1                   | Recieve the request for an Event to be held.            | Communication<br>Strategy<br>Annual Events<br>Calendar           | Director: Communicatio n and Publications                                                                                         | 5 min                                | Request for<br>Event                                 | Request for Event<br>Document   |
| 2                   | Acknowledge receipt of the request and process further. | Communication<br>Strategy<br>Annual Events<br>Calendar           | Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions                                            | 5 min                                | Request for<br>Event                                 | Acknowledgemen t of the request |
| 3                   | Convene an Event<br>Management<br>Team meeting          | Communication<br>Strategy<br>Annual Events<br>Calendar           | Director: Communication n and Publications Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions | 10 min                               | Request for<br>Event<br>Document                     | 30                              |
| 4                   | Develop the Event<br>Objective/s                        | Communication<br>Strategy<br>Annual Events<br>Calendar           | Director: Communicatio n and Publications Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions  | 10 min                               | Request for<br>Event<br>Document<br>Event<br>Mandate | Event Objectives                |
| 5                   | Create a Master Plan to manage the Events actitivities  |                                                                  | Deputy Director: Publication and Website                                                                                          | 15 min                               | Request for<br>Event<br>Document                     | Event Master Plan               |



|                                | Assistant                               | Event                   |                   |
|--------------------------------|-----------------------------------------|-------------------------|-------------------|
| i i                            | Director:                               | Mandate                 |                   |
|                                | Marketing and                           | Event                   | 0                 |
|                                | Exhibitions                             | Objectives              |                   |
|                                | Senior                                  |                         | =                 |
|                                | Communicatio                            |                         |                   |
|                                | n Officer:                              | 2                       |                   |
|                                | Corporate                               |                         |                   |
|                                | Communicatio                            |                         |                   |
|                                | n and                                   |                         |                   |
| W                              | Marketing                               |                         |                   |
|                                | Communicatio                            |                         |                   |
|                                | n Officer:                              |                         |                   |
|                                | Communicatio                            |                         |                   |
|                                | ns Research                             | 19                      |                   |
|                                | Communicatio                            |                         |                   |
|                                | n Officers:                             |                         |                   |
|                                | Community                               |                         |                   |
|                                | Outreach and                            |                         |                   |
|                                | Liaison                                 |                         |                   |
| Bufara during and After the Ex | onte utilica an Event Management Checkl | ist to guido the execut | ion of the Master |

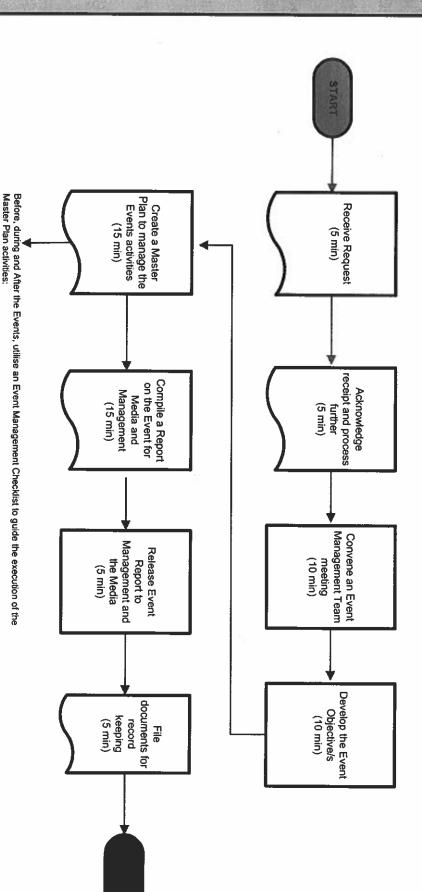
Before, during and After the Events, utilise an Event Management Checklist to guide the execution of the Master Plan activities:

- -Obtain authorisation for the Event
- -Conduct Risk Assessment
- -Conduct Research into community dynamics
- -Arrange Logistics
- \*Source and pay suppliers for venue, catering, transport, cleaning, water tanks, power generators, gas, videography, photography, recording, permits and insurance matters
- \*Arrange security, traffic, cleaning, crowd and noise control
- \*Deal with Media Management, Guest Management, invitations, Speakers and Entertainment.
- \*Source sponsorship, partners and donors
- \*Deal with Marketing and Publicity of the Event using social and print media to publicize the event in advance.
- \*Source sufficient volunteers, greeters and staff available to work at the Event.

| 6 | Compile a Report<br>on the Event for<br>Media and<br>Managment | Communication<br>Strategy<br>Annual Events<br>Calendar | Deputy Director: Publication and Website Assistant Director: Marketing and Exhibitions | 15 min | Event Minutes, Photo's, Videos and Records | Event Report |
|---|----------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------------|--------|--------------------------------------------|--------------|
| 7 | Release Event<br>Report to<br>Management and<br>Media          | Communication<br>Strategy<br>Annual Events<br>Calendar | Assistant Director: Marketing and Exhibitions Communicatio n Officer:                  | 5 min  | Event Report                               | E-mail       |



|       | 27                                          |                                                                                  | Corporate Communicatio n and Marketing                         |        |                             |                    |       |
|-------|---------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------|--------|-----------------------------|--------------------|-------|
| 8     | File for record keeping in the Directorate. | Communication<br>Strategy<br>Annual Events<br>Calendar<br>Registry<br>Prescripts | Communicatio n Officer: Corporate Communicatio n and Marketing | 5 min  | Event<br>documents<br>filed | Filed<br>documents | Event |
| TOTAL |                                             |                                                                                  |                                                                | 70 min |                             |                    |       |



\*Source and pay suppliers for venue, catering, transport, cleaning, water tanks, power generators, gas, videography, photography, recording, permits and insurance matters \*Arrange security, traffic, cleaning, crowd and noise control \*Deal with Media Management, Guest Management, invitations, Speakers and Entertainment.

\*Source sufficient volunteers, greeters and staff available to work at the Event

\*Deal with Marketing and Publicity of the Event using social and print media to publicize the event in

Source sponsorship, partners and donors

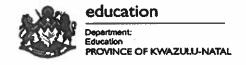
Arrange Logistics

-Conduct Research into community dynamics

Conduct Risk Assessment

Obtain authorisation for the Event

**Media Monitoring** 



Title: Media Monitoring

| Logical Sequence   Name the activity   Describe the control that govern the sequence   Sequence   Communication   Strategy   Describe the control that govern the sequence in the govern the sequence of the six                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | STEP | ACTIVITY                | CONTROL         | WHO          | TIME     | INPUT            | OUTPUT           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------------------|-----------------|--------------|----------|------------------|------------------|
| Sequence   Interpretation of the teast   for executing tesk takes   for execution of the teast   for execution of teast least lea   |      |                         | MECHANISM       |              |          |                  |                  |
| media; print, online and broadcast for Education-related issues  2. Contact relevant content owners and obtain further information  2. Communication formation  2. Communication formation  2. Contact relevant content owners and obtain further information  2. Communication formation  3. Communication formation  3. Communication formation  4. Senior formation  5. Senior formation  6. Communication formation  8. Senior formation  9. Senior formation  9. Senior formation  1. Senior formation  |      | Name the activity       | that govern the |              | how long |                  |                  |
| online and broadcast for Education-related issues    Marketing and Exhibitions Senior Communications Officer: Corporate Communications Officer: Communications Officer: Communications Officer: Communications Officer: Communications Officer: Communication Officer: Communications Officer: Communications Officer: Publications   Contact relevant content owners and obtain further information   Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1.   | Scrutinize various      |                 |              | 60 min   | l '              | ' ' '            |
| broadcast for Education-related issues  Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio ns Officer: Communicatio n Officer: Communicatio n Officer: Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information  Communication Strategy  Communication Strategy  Communication Senior Communicatio ns Officer: Facebooks, Radio and Television Education-related articles Communicatio ns Officer: Communicat |      | media; print,           | Strategy        |              |          |                  | •                |
| broadcast for Education-related issues  Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Community Outreach and Lialson Senior Communicatio n Officer: Publications  Contact relevant content owners and obtain further information  Communicatio ns Officer: Communicatio n Officer: Marketing and Exhibitions Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |      | online and              |                 | _            |          | media            |                  |
| Education-related issues  Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and Liaison Senior Communicatio n Officer: Publications  Communicatio n Officer: Publications  Communicatio no Officer: Publications  Assistant Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio ns Officer: Corporate Communicatio ns Officer: Corporate Communicatio ns Officer: Communicatio  |      | broadcast for           |                 |              |          | ==               | and Television   |
| issues    Sofficer: Corporate Communication n and Marketing Senior Community Outreach and Liaison Senior Communication n Officer: Publications   Contact relevant content owners and obtain further information   Communication n Officer: Communication n Officer: Publications   Communication n Officer: Publications   Communication n Officer: Publications   Communication n Officer: Communication n  |      | <br>  Education-related |                 | 1 10 10      |          |                  |                  |
| Corporate Communicatio n and Marketing Senior Community Outreach and Lialson Senior Communicatio n Officer: Publications Assistant Content owners and obtain further information  Communicatio n Officer: Publications Assistant Director: Marketing and Exhibitions Senior Communicatio n Officer: Publications Assistant Director: Marketing and Exhibitions Senior Communicatio n officer: Corporate Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio n officer: Communicatio n officer |      |                         |                 |              |          |                  |                  |
| Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and Liaison Senior Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information Strategy  Communicatio ns Officer: Publications Assistant Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio ns Officer: Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio ns officer: Communicatio no sofficer: Communic |      | 155065                  |                 |              |          |                  |                  |
| n and Marketing Senior Communicatio ns Officer: Community Outreach and Liaison Senior Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information  Strategy  Communicatio n Senior Communicatio n Officer: Publications  Strategy  Communicatio n Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio n Sofficer: Communicatio n Sofficer: Communicatio ns Officer: Communi |      |                         |                 | ,            |          |                  |                  |
| Marketing Senior Communicatio ns Officer: Community Outreach and Liaison Senior Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information  Communicatio n Senior Communicatio Strategy  Communicatio ns Officer: Communicatio ns Officer: Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio n officer: Co |      |                         |                 |              |          |                  |                  |
| Senior Communicatio ns Officer: Community Outreach and Liaison Senior Community Outreach and Liaison Senior Communicatio n Officer: Publications Strategy Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |      |                         |                 |              |          |                  |                  |
| ns Officer: Community Outreach and Liaison Senior Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information  Communicatio n Officer: Publications  Assistant Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |      |                         |                 | _            |          |                  |                  |
| Community Outreach and Liaison Senior Communicatio n Officer: Publications Assistant content owners and obtain further information  Communicatio n Strategy  Communication Strategy  Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |      |                         |                 | Communicatio |          |                  |                  |
| Outreach and Liaison Senior Communicatio n Officer: Publications  Strategy  Contact relevant content owners and obtain further information  Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio n officer: Communicatio n officer: Communicatio n officer: Communicatio ns Officer: Communicatio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |      |                         |                 | ns Officer:  |          |                  |                  |
| Liaison Senior Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information  Communication Strategy  Communication Strategy  Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio Ns O |      |                         |                 | Community    |          |                  |                  |
| 2. Contact relevant content owners and obtain further information  Information  Senior Communication Strategy  Communication Strategy  Communication Strategy  Assistant Director: Marketing and Exhibitions Senior Communicatio In Sofficer: Corporate Communicatio In Information  Senior Communicatio In Information  Content owners Information  Content owners Information  Communicatio In Information  Communicatio Information  Information  Communicatio Information  Informa |      |                         |                 | l '          |          |                  |                  |
| Communicatio n Officer: Publications  2. Contact relevant content owners and obtain further information  Information  Communication Strategy  Communication Strategy  Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |      |                         |                 |              |          |                  |                  |
| 2. Contact relevant content owners and obtain further information  Strategy  Director:  Marketing and Exhibitions Senior Communication Senior Communication Senior Communication Newspapers, Twitter, Facebooks, Radio and Television Education-related articles Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |      |                         |                 |              |          |                  |                  |
| 2. Contact relevant content owners and obtain further information  Information  Publications  Assistant Director:  Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |      |                         |                 |              |          |                  |                  |
| 2. Contact relevant content owners and obtain further information  Strategy  Director:  Marketing and Exhibitions Senior Communicatio ns Officer: Communicatio n and Marketing Senior Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio n officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |      |                         |                 |              |          |                  |                  |
| content owners and obtain further information  Strategy  Director: Marketing and Exhibitions Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio n officer: Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 2    | Contact relevant        | Communication   |              | 20 min   | Newspapers       | Content owners   |
| and obtain further information  Marketing and Exhibitions Senior Communicatio ns Officer: Communicatio n and Marketing Senior Communicatio n Officer: Communicatio n Officer: Communicatio n Officer: Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2.   |                         |                 |              | 30 11111 | , , .            |                  |
| information  Exhibitions Senior Communicatio ns Officer: Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio n officer: Communicatio ns Officer: Communicatio ns Officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |      |                         | Strategy        |              |          |                  | III Of Itilation |
| information  Senior Communicatio ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |      |                         |                 | _            |          | · ·              |                  |
| ns Officer: Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      | information             |                 |              |          |                  |                  |
| Corporate Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |      |                         | 12              | Communicatio |          | Education-       |                  |
| Communicatio n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |      |                         |                 | ns Officer:  |          | related articles |                  |
| n and Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |      |                         |                 | Corporate    |          |                  |                  |
| Marketing Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |      |                         |                 | Communicatio |          |                  |                  |
| Senior Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |      |                         |                 |              |          |                  |                  |
| Communicatio ns Officer: Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |      |                         |                 | _            |          |                  |                  |
| ns Officer:<br>Community<br>Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |      |                         |                 |              |          |                  |                  |
| Community Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 9    |                         |                 |              |          |                  |                  |
| Outreach and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |      |                         |                 |              |          |                  |                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |      |                         |                 |              |          |                  |                  |
| (                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |      |                         |                 |              |          |                  |                  |
| Senior                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |      |                         |                 |              |          |                  |                  |
| Communicatio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |      |                         |                 |              |          |                  |                  |



|     | *                        |               | n Officer:    |        |                |                 |
|-----|--------------------------|---------------|---------------|--------|----------------|-----------------|
|     |                          |               | Publications  |        |                |                 |
| 3.  | Capture relevant         | Communication | Assistant     | 15 min | Media Analysis | Media Analysi   |
|     | information in a         | Strategy      | Director:     |        |                | Report          |
|     | brief Report,            |               | Marketing and |        |                |                 |
|     | noting the media         |               | Exhibitions   |        |                |                 |
|     | house, author and        |               | Senior        |        |                |                 |
| tor | tone.                    |               | Communicatio  |        |                |                 |
|     |                          |               | ns Officer:   |        |                | 13              |
|     | to                       |               | Corporate     |        |                |                 |
|     |                          |               | Communicatio  |        |                | ļ               |
|     |                          |               | n and         |        |                |                 |
|     |                          |               | Marketing     |        |                |                 |
|     |                          |               | Senior        |        |                |                 |
|     |                          |               | Communicatio  |        |                |                 |
|     |                          |               | ns Officer:   |        |                |                 |
|     |                          |               | Community     |        |                |                 |
|     |                          | ļ             | Outreach and  |        |                |                 |
|     |                          |               | Liaison       |        |                |                 |
|     |                          |               | Senior        |        |                |                 |
|     |                          |               | Communicatio  |        |                | ,               |
|     | 170                      |               | n Officer:    |        |                |                 |
|     | 1.00                     |               | Publications  |        |                |                 |
| 4.  | Analyse the              | Communication | Deputy        | 15 min | Media Analysis | Recommended     |
|     | Report and make          | Strategy      | Director:     |        | Report         | Interventions   |
|     | recommendations          |               | Publication   |        | ,              | document        |
|     | on the                   |               | and Website   |        |                |                 |
|     | interventions            |               |               |        |                |                 |
|     | required                 |               |               |        |                |                 |
|     | deemed a Crisis are ca   |               |               |        |                |                 |
|     | ion of 'Crisis" via medi |               |               |        |                |                 |
| 5.  | Prepare and              | Communication | Director:     | 30 min | Recommende     | Response        |
|     | approve ,                | Strategy      | Communicatio  |        | d              | documents       |
|     | response/s to            |               | n and         |        | Interventions  |                 |
|     | matters                  |               | Publication   |        | document       |                 |
| 6.  | Submit response/s        | Communication | Communicatio  | 5 min  | Response       | Response        |
|     | to relevant media        | Strategy      | n Officer:    | !      | document       | document e-mail |
|     |                          |               | Corporate     |        |                |                 |
|     |                          |               | Communicatio  |        |                |                 |
|     |                          |               | ns and        |        |                |                 |
|     |                          |               | Marketing     |        |                |                 |
| 7.  | File for record          | Communication | Communicatio  | 5 min  | Updating       | Filed Reports.  |
|     | keeping in the           | Strategy      | n Officer:    |        | database       | •               |
|     | Directorate.             | Registry      | Corporate     |        | documents file |                 |
|     |                          | Prescripts    | Communicatio  |        |                |                 |
|     |                          |               | ns and        |        |                |                 |
|     |                          |               |               |        | . 1            |                 |
|     |                          |               | Marketing     |        |                |                 |

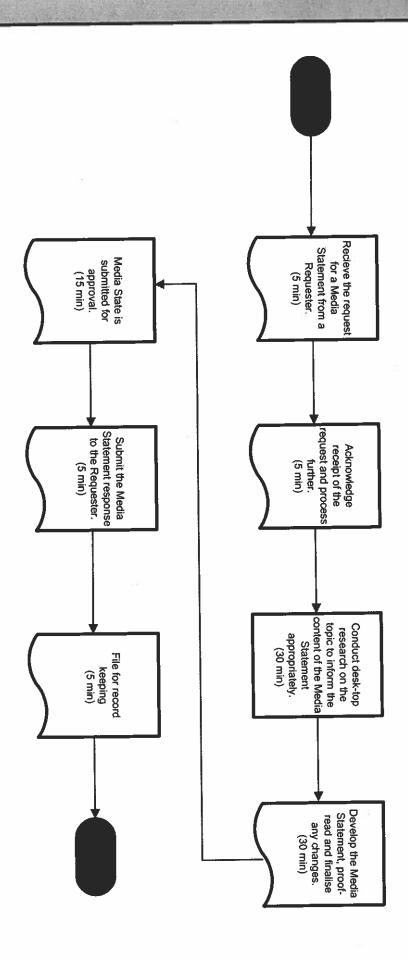


Title: Issuing of a Media Statement

| STEP                | ACTIVITY                                                                                           | CONTROL<br>MECHANISM                                             | WHO                                                                                                                                                                                                                     | TIME                                 | INPUT                                            | OUTPUT                                          |
|---------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|--------------------------------------------------|-------------------------------------------------|
| Logical<br>Sequence | Name the activity                                                                                  | Describe the control<br>that govern the<br>execution of the task | Who is responsible for executing task                                                                                                                                                                                   | On average<br>how long<br>task takes | What information is used                         | What forms of documentation                     |
| 1                   | Recieve the request for a Media Statement from a Requester.                                        | Communication<br>Strategy                                        | Director                                                                                                                                                                                                                | 5 min                                | Request for<br>Information                       | Request for<br>Information<br>Document          |
| 2                   | Acknowledge receipt of the request and process further.                                            | Communication<br>Strategy                                        | Deputy Director: Publication and Website                                                                                                                                                                                | 5 min                                | Request for<br>Information                       | Acknowledgemen<br>t of the request<br>Document  |
| 3                   | Conduct desk-top research on the topic to inform the content of the Media Statement appropriately. | Communication Strategy                                           | Deputy Director: Publication and Website Senior Communicatio n Officer: Communicatio ns Research Senior Communicatio n Officer: Communicatio n Officer: Communicatio n officer: Corporate Communicatio ns and Marketing | 30 min                               | Request for<br>Information<br>Document           | Researched Draft<br>Media Statement<br>Document |
| 4                   | Develop the Media Statement, proof-read and finalise any changes.                                  | Communication<br>Strategy                                        | Deputy Director: Publication and Website Senior Communicatio n Officer: Communicatio ns Research Senior Communicatio n Officer: Communicatio n Officer: Communicatio                                                    | 30 min                               | Draft Media<br>Statement<br>Research<br>document | Final Media<br>Statement<br>Document            |



|       | 8                                                              |                           | ns and                                                                                   |        | =                                          | 155                                                                      |
|-------|----------------------------------------------------------------|---------------------------|------------------------------------------------------------------------------------------|--------|--------------------------------------------|--------------------------------------------------------------------------|
|       |                                                                |                           | Marketing                                                                                |        |                                            |                                                                          |
| 5     | Media Statement is submitted for approval.                     | Communication<br>Strategy | Director: Communicatio n and Publication Deputy Director: Publication and Website Senior | 15 min | Prepared<br>Media<br>Statement<br>Response | Approved Media<br>Statement<br>Response<br>Document                      |
| 6     | Submit the Media<br>Statement<br>response to the<br>Requester. | Communication<br>Strategy | Communicatio n Officer: Corporate Communicatio ns and Marketing                          | 5 min  | Approved<br>Media<br>Statement<br>Response | Approved Media Statement Response Documents released to Requester e-mail |
| 7     | File for record<br>keeping in the<br>Directorate.              | Communication<br>Strategy | Communicatio n Officer: Corporate Communicatio ns and Marketing                          | 5 min  | Media<br>Statement<br>Documents<br>filed   | Filed Media<br>Statement<br>Documents                                    |
| TOTAL |                                                                |                           |                                                                                          | 95 min | 14                                         |                                                                          |



## Audio Visual Segment Recording

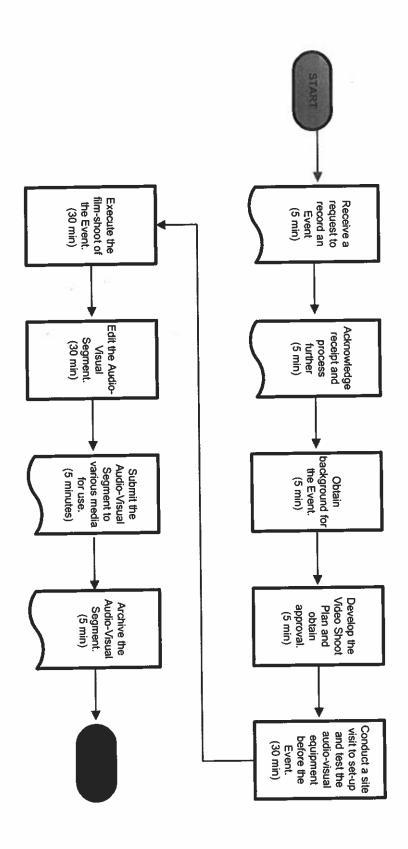


**Title: Audio Visual Segment Recording** 

| STEP     | ACTIVITY                                                | CONTROL                               | WHO                                                                                                                                  | TIME                   | INPUT            | OUTPUT                               |
|----------|---------------------------------------------------------|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------|--------------------------------------|
| Logicai  | Name the activity                                       | MECHANISM  Describe the control       | Who is responsible                                                                                                                   | On average             | What information | What forms of                        |
| Sequence |                                                         | that govern the execution of the task | for executing task                                                                                                                   | how long<br>task takes | is used          | documentation                        |
| 1        | Recieve the request to record an Event.                 | Communication<br>Strategy             | Director: Communicatio n and Publication                                                                                             | 5 min                  | Event request    | Event request document               |
| 2        | Acknowledge receipt of the request and process further. | Communication<br>Strategy             | Deputy Director: Publication and Website Senior Communicatio ns Officer: Audio Visual Media                                          | 5 min                  | Event request    | Acknowledgemen<br>t of the request   |
| 3        | Obtain background for the Event.                        | Communication<br>Strategy             | Director: Communicatio n and Publication Deputy Director: Publication and Website Senior Communicatio ns Officer: Audio Visual Media | 5 min                  | Event Brief      | Event Brief<br>Submission            |
| 4        | Develop the Video<br>Shoot Plan and<br>obtain approval. | 1                                     | Director: Communicatio n and Publication Deputy Director: Publication and Website Senior Communicatio ns Officer: Audio Visual       |                        | Video Plan       | Video Plan<br>approval<br>submission |



| 5     | Conduct a site visit | Communication | Deputy       | 30 min  | Role players   | Event request and |
|-------|----------------------|---------------|--------------|---------|----------------|-------------------|
|       | to set-up and test   | Strategy      | Director:    |         | from Event     | Video Plan        |
| 1     | the audio-visual     | -             | Publication  |         | request and    | approval          |
|       | equipment before     |               | and Website  |         | requirements   | submission        |
|       | the Event.           |               | Senior       |         | from the       |                   |
|       |                      |               | Communicatio |         | Video Plan     |                   |
|       | 1                    |               | ns Officer:  |         |                |                   |
|       |                      |               | Audio Visual |         |                |                   |
|       |                      |               | Media        |         |                |                   |
| 6     | Execute the film-    | Communication | Deputy       | 30 min  | Role players   | Event request and |
| · ·   | shoot of the         | Strategy      | Director:    |         | from Event     | Video Plan        |
|       | Event.               |               | Publication  |         | request and    | approval          |
|       |                      | 324           | and Website  |         | requirements   | submission        |
|       |                      |               | Senior       |         | from the       |                   |
|       |                      |               | Communicatio |         | Video Plan     |                   |
|       |                      |               | ns Officer:  |         |                |                   |
|       |                      |               | Audio Visual |         |                |                   |
|       |                      |               | Media        |         |                |                   |
| 7     | Edit the Audio-      | Communication | Deputy       | 30 min  | Raw footage    | Finalised Audio-  |
|       | Visual Segment.      | Strategy      | Director:    |         | of the Audio-  | Visual Segment    |
|       |                      | J             | Publication  | ļ       | Visual         |                   |
|       |                      |               | and Website  |         | Segment        |                   |
|       |                      |               | Senior       |         | _              |                   |
|       |                      |               | Communicatio |         |                |                   |
|       |                      |               | ns Officer:  |         | ļ              |                   |
|       |                      |               | Audio Visual |         |                |                   |
|       |                      |               | Media        |         |                |                   |
| 8     | Submit the Audio-    | Communication | Director:    | 5 min   | Finalised      | Media             |
|       | Visual Segment to    | Strategy      | Communicatio |         | Audio-Visual   | correspondence    |
|       | various media for    |               | n and        |         | Segment        |                   |
|       | use.                 |               | Publication  |         |                |                   |
|       |                      |               | Deputy       |         |                |                   |
|       |                      |               | Director:    |         |                |                   |
|       |                      |               | Publication  |         |                |                   |
|       |                      |               | and Website  |         |                |                   |
|       |                      |               | Senior       |         |                |                   |
|       |                      |               | Communicatio |         |                |                   |
|       |                      |               | ns Officer:  |         |                |                   |
|       |                      |               | Audio Visual |         |                |                   |
|       |                      |               | Media        |         |                |                   |
| 9     | Archive the Audio-   | Communication | Senior       | 5 min   | Archive        | Filed Event       |
|       | Visual Segment.      | Strategy      | Communicatio |         | database       | request           |
|       |                      | Registry      | ns Officer:  |         | documents file | documents         |
|       |                      | Prescripts    | Audio Visual |         | 0              |                   |
|       |                      |               | Media        |         |                |                   |
| TOTAL |                      | <del> </del>  | <u> </u>     | 120 min |                |                   |



# Rapid Response Crisis Management



Title: Rapid Response Crisis Management

| STEP                | ACTIVITY                | CONTROL                                                          | WHO                                   | TIME                                 | INPUT                     | OUTPUT                      |    |
|---------------------|-------------------------|------------------------------------------------------------------|---------------------------------------|--------------------------------------|---------------------------|-----------------------------|----|
|                     |                         | MECHANISM                                                        |                                       |                                      |                           |                             |    |
| Logical<br>Sequence | Name the activity       | Describe the control<br>that govern the<br>execution of the task | Who is responsible for executing task | On average<br>how long<br>task takes | What information is used  | What forms of documentation |    |
| Notificati          | on of 'Crisis' via Medi |                                                                  |                                       |                                      | 1                         |                             |    |
| 1.                  | Conduct an initial      | Communication                                                    | Director:                             | 30 min                               | Media                     | Notification                | of |
|                     | assessment by           | Strategy                                                         | Communicatio                          |                                      | Monitoring                | Crisis                      |    |
|                     | determining what        |                                                                  | n and                                 |                                      | Crisis Alert Notification |                             |    |
|                     | happened and            |                                                                  | Publications                          |                                      | Notification              |                             |    |
|                     | collecting data         |                                                                  | Deputy Director:                      |                                      |                           |                             |    |
|                     | and facts               |                                                                  | Publication                           |                                      |                           |                             |    |
|                     |                         |                                                                  | and Website                           |                                      |                           |                             |    |
|                     | available.              | ¥21                                                              | Senior                                |                                      |                           |                             |    |
|                     |                         |                                                                  | Communicatio                          | 1                                    |                           |                             |    |
|                     |                         |                                                                  | ns Officer:                           |                                      |                           |                             |    |
|                     |                         |                                                                  | Corporate                             |                                      |                           |                             |    |
|                     |                         |                                                                  | Communicatio                          |                                      |                           |                             |    |
|                     | 42                      |                                                                  | n and                                 |                                      |                           |                             |    |
|                     |                         |                                                                  | Marketing                             |                                      |                           |                             |    |
| !                   |                         |                                                                  | Senior                                |                                      |                           |                             |    |
|                     |                         | 121                                                              | Communicatio                          |                                      |                           |                             |    |
|                     |                         |                                                                  | ns Officer:                           |                                      |                           |                             |    |
|                     |                         |                                                                  | Community Outreach and                |                                      |                           |                             |    |
|                     |                         |                                                                  | Liaison                               |                                      |                           |                             |    |
|                     | Notify the MEC,         | Communication                                                    | Director:                             | 5 min                                | SMS messages              | Notification                | of |
| 2.                  | 1                       | Strategy                                                         | Communicatio                          |                                      |                           | Crisis alert                |    |
|                     | DG and Crisis           | July 1                                                           | n and                                 |                                      |                           |                             |    |
|                     | Management              |                                                                  | Publications                          |                                      |                           |                             |    |
|                     | Team vis SMS            |                                                                  | Deputy                                |                                      |                           |                             |    |
|                     | alerts                  |                                                                  | Director:                             |                                      |                           |                             |    |
|                     |                         |                                                                  | Publication                           |                                      |                           |                             |    |
|                     |                         |                                                                  | and Website                           |                                      |                           | ļ                           |    |
|                     |                         |                                                                  | Senior                                |                                      |                           |                             |    |
|                     |                         |                                                                  | Communicatio                          |                                      |                           |                             |    |
|                     |                         |                                                                  | ns Officer:<br>Corporate              |                                      |                           |                             |    |
|                     |                         |                                                                  | Communicatio                          |                                      |                           |                             |    |
|                     |                         |                                                                  | n and                                 | 1                                    |                           |                             |    |
|                     |                         |                                                                  | Marketing                             |                                      |                           |                             |    |
|                     |                         |                                                                  | Senior                                |                                      |                           | 20                          |    |
|                     |                         |                                                                  | Communicatio                          |                                      |                           |                             |    |
|                     |                         |                                                                  | ns Officer:                           |                                      | 0                         |                             |    |

|          |                     |               | · · · · · · · · · · · · · · · · · · · |        |                                              |                  |
|----------|---------------------|---------------|---------------------------------------|--------|----------------------------------------------|------------------|
|          |                     |               | Community                             |        |                                              |                  |
| <u> </u> |                     |               | Outreach and                          |        |                                              |                  |
|          |                     |               | Liaison                               |        |                                              |                  |
|          |                     |               | MEC, DG and                           |        |                                              |                  |
|          |                     |               | Crisis                                |        |                                              |                  |
| ļ        |                     |               | Management                            |        |                                              |                  |
|          |                     |               | Team                                  |        |                                              |                  |
|          |                     |               |                                       |        |                                              |                  |
|          |                     |               | members                               |        |                                              |                  |
| 3.       | Compile a Media     | Communication | Communicatio                          | 30 min | Media Analysis                               | Media Analysis   |
|          | Analysis Report     | Strategy      | n and                                 |        |                                              | Report           |
|          | and outline the     |               | Publications                          |        |                                              |                  |
|          | nature and level of | !             | Deputy                                | ~      |                                              |                  |
|          | the Crisis.         | 31            | Director:                             |        |                                              |                  |
|          |                     |               | Publication                           |        |                                              |                  |
|          |                     |               | and Website                           |        |                                              |                  |
|          |                     |               | Senior                                |        |                                              |                  |
|          |                     |               |                                       |        |                                              |                  |
|          |                     |               | Communicatio                          |        |                                              |                  |
|          |                     |               | ns Officer:                           |        |                                              |                  |
|          |                     |               | Corporate                             |        |                                              |                  |
|          |                     |               | Communicatio                          |        |                                              |                  |
| i        |                     |               | n and                                 |        |                                              |                  |
|          |                     |               | Marketing                             |        |                                              |                  |
|          |                     |               | Senior                                |        |                                              |                  |
|          |                     |               | Communicatio                          |        |                                              |                  |
|          |                     |               |                                       |        |                                              |                  |
|          |                     |               | l                                     |        |                                              |                  |
|          |                     |               | Community                             |        |                                              |                  |
|          |                     |               | Outreach and                          |        |                                              |                  |
|          |                     |               | Liaison                               |        |                                              |                  |
| 4.       | Meet the Crisis     | Communication | Director:                             | 30 min | Media Analysis                               | Remedial and     |
| 1        | Management          | Strategy      | Communicatio                          |        | Report                                       | Contingency Plan |
|          | Team as part of     | 0,            | n and                                 |        | '                                            | with roles and   |
|          | remedial and        |               | Publications                          |        |                                              | activities       |
|          | I                   |               |                                       |        |                                              |                  |
|          | contingency         |               | Deputy                                |        |                                              |                  |
|          | planning in order   |               | Director:                             |        |                                              |                  |
|          | to coordinate and   |               | Publication                           |        |                                              |                  |
| -        | allocate roles and  |               | and Website                           |        |                                              |                  |
|          | activities.         |               | Senior                                |        |                                              |                  |
|          |                     |               | Communicatio                          |        |                                              |                  |
|          |                     |               | ns Officer:                           |        |                                              |                  |
|          |                     |               | Corporate                             |        |                                              |                  |
|          |                     |               | Communicatio                          |        |                                              |                  |
|          |                     |               | n and                                 |        |                                              |                  |
|          |                     |               |                                       |        |                                              |                  |
|          |                     |               | Marketing                             |        |                                              |                  |
|          |                     |               | Senior                                |        |                                              |                  |
|          |                     |               | Communicatio                          |        |                                              |                  |
|          |                     |               | ns Officer:                           |        |                                              |                  |
|          |                     |               | Community                             |        |                                              |                  |
|          |                     |               | Outreach and                          |        |                                              |                  |
|          |                     |               | Liaison                               |        |                                              |                  |
|          | <u> </u>            |               |                                       | L      | <u>.                                    </u> | <u> </u>         |



|           |                      |               | Crisis           |        |                 |                 |
|-----------|----------------------|---------------|------------------|--------|-----------------|-----------------|
|           |                      |               | Management       |        |                 |                 |
|           |                      |               | Team             |        |                 |                 |
|           |                      |               | members          |        |                 |                 |
| 5.        | Identify the Crisis  | Communication | Director:        | 30 min | Media Analysis  | Approved        |
|           | story angles and     | Strategy      | Communicatio     |        | Report          | Messages        |
|           | consult with         |               | n and            |        | Remedial and    | _               |
|           | Advisors to          |               | Publications     |        | Contingency     | - L             |
|           | develop, approve     |               | Deputy           |        | Plan with roles |                 |
|           | and release          |               | Director:        |        | and activities  |                 |
|           | messages to          |               | Publication      |        |                 |                 |
|           | different            | :             | and Website      |        |                 |                 |
|           | audiences and        |               | Senior           |        |                 |                 |
|           | groups in order to   |               | Communicatio     |        |                 |                 |
|           | mitigate the         |               | ns Officer:      |        |                 |                 |
| ĺ         | effects of the       |               | Corporate        |        |                 |                 |
|           | Crisis.              |               | Communicatio     |        |                 |                 |
|           |                      |               | n and            |        |                 |                 |
|           |                      |               | Marketing        |        |                 |                 |
| 10        |                      |               | Senior           |        |                 |                 |
|           |                      |               | Communicatio     |        |                 |                 |
|           | 25                   |               | ns Officer:      |        |                 |                 |
|           |                      |               | Community        |        |                 |                 |
|           | E-                   |               | Outreach and     |        |                 |                 |
|           |                      |               | Liaison          |        |                 |                 |
|           |                      |               | Crisis           | •      |                 |                 |
|           |                      |               | Management       |        |                 |                 |
|           | į                    |               | Team             |        |                 |                 |
|           |                      |               | members          |        |                 |                 |
| 6.        | Prepare the Rapid    | Communication | Director:        | 30 min | Rapid           | Briefing Report |
|           | Response Report      | Strategy      | Communicatio     |        | Response        |                 |
|           | and brief the MEC    |               | n and            |        | Report          |                 |
|           | and DG.              |               | Publications     |        |                 |                 |
|           |                      |               | Deputy           |        |                 |                 |
|           |                      |               | Director:        |        |                 |                 |
|           |                      |               | Publication      |        |                 |                 |
|           |                      |               | and Website      |        |                 |                 |
|           |                      |               | MEC and DG       |        |                 |                 |
| Theresees | محيدام مسجيدات حاطيف |               | - II <del></del> |        |                 |                 |

Throughout the day employ one or more of the following mechanisms:

- Follow-up on recommendations from the MEC, Dg and Crisis Management Team
- Provide on-going Media Statements
- Engage in Community meetings
- Conduct Radio and Media interviews
- Undertake Public Participation Programmes
- Monitor and Evaluate the handling of the Crisis Coverage

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| 7.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | File for record | Communication | Communicatio | 5 min | Updating       | Filed Reports. |  |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | keeping in the  | Strategy      | n Officer:   |       | database       |                |  |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Directorate.    | Registry      | Corporate    |       | documents file |                |  |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 | Prescripts    | Communicatio |       |                |                |  |  |  |



|       |  |  | ns        | and     |  | 20 - 600 102 |  |
|-------|--|--|-----------|---------|--|--------------|--|
|       |  |  | Marketing |         |  |              |  |
| TOTAL |  |  |           | 160 min |  |              |  |

Notification of 'Crisis' via Media Monitoring alert

