

**GGT2030**
GROWING GAUTENG TOGETHER

The Challenge

Government communications require a particular kind of creative discipline. Every asset produced for a provincial department carries institutional weight – it represents not just a brand, but a public body with obligations to the people it serves. Visual standards must reflect that accountability. Cultural sensitivity is not optional. And the work must be delivered on time, often against the backdrop of fixed national commemorative dates that cannot be moved.

The Gauteng Department of Sport, Arts, Culture and Recreation needed creative content across a range of national days, cultural campaigns, and executive communications. The challenge was producing content that felt modern and engaging – not the flat, stock-heavy government creative that citizens have come to expect – while staying within the framework of provincial government brand guidelines.

My Approach

Working through Dikwe.Agency under the Matuka Media mandate, I produced creative content across multiple national campaigns and government communication initiatives – bringing the same quality standard to public sector work that I apply to enterprise and FMCG clients.

Cultural accuracy was a non-negotiable starting point for every national day brief. Before any design work began, I ensured that the creative direction was appropriate for the occasion – whether that was Youth Day, Mandela Day, or Africa Day – and that the visual language reflected the significance of the event rather than treating it as a generic social media moment.

What I Did

- Designed social media graphics for Youth Day, Mandela Day, and MEC communications
- Produced a full-scale brand campaign for Africa Day – including presentations, social media graphics, animated content, and live event content
- Created a social media identity for the Talks with MEC digital programme

Results & Impact

- Institutional brand integrity maintained across all government communications with no compliance issues
- A noticeably modernised public sector creative output – moving away from generic design towards distinctive, purposeful work
- Strong civic engagement on key national and cultural days through emotionally resonant creative
- Seamless multi-format delivery across static, animated, and live event content
- A clear executive communications identity established for the MEC's public engagements
- Demonstrated real-time production agility across live events and time-sensitive deadlines

Skills Demonstrated

Government Brand Communications | Cultural Campaign Design | Social Media Creative | Animation & Motion Design | Executive Communications Design | CI Compliance | Multi-format Campaign Production | Live Event Creative | Public Sector Creative | Real-time Production

How this translates to any organisation

The skills demonstrated in this engagement are directly relevant to any organisation communicating with a large public audience – whether that is a government department, a state-owned entity, a listed company with investor and public communications obligations, or a corporate with a significant CSI or public affairs function.

The ability to produce culturally sensitive, institutionally appropriate creative – at speed and across multiple formats – is a capability that most creative professionals do not have. It requires an understanding of context that goes beyond design skill, and a discipline around accuracy and appropriateness that is essential in any high-stakes communications environment.

For organisations managing communications around national events, executive visibility, or public-facing campaigns, this engagement demonstrates that I can handle the creative without requiring extensive oversight – and without producing work that embarrasses the institution.

Reference Period

Bafedile Manota, Matuka Media
2020–2021

Contacts available upon request

