

Programme

Programme directors: Ms Matshepo Seedat and Mr Mohlalefi Lebotha

- Opening remarks: **Programme Director**
- Opening Prayer: **Ms Nomazwe Ntlokwana**

Musical item

- Welcome and Opening: **GCIS Director-General, Ms Phumla Williams**

Musical item

- On behalf of the Gauteng Government Communicators' Forum: **Mr Vuyo Mhaga**
- On behalf of the South African National Editors' Forum: **Mr Sbu Ngalwa**

Musical item

- On behalf of Colleagues in the Media: **Mr Given Mkhari**

Musical item

- Friend, Wine Connoisseur and Golf Buddy: **Ms Nickelwa Tengimfene**
- Friend: **Ms Hajra Omarjee**
- Friend: **Mr Makhudu Sefara**

Video

- The Presidency: **Ms Phindile Baleni**
- Gauteng Provincial Government: **MEC Lebogang Maile**
- Masebe Family: **MEC Phophi Ramathuba**
- Announcements: **Ms Matshepo Seedat**

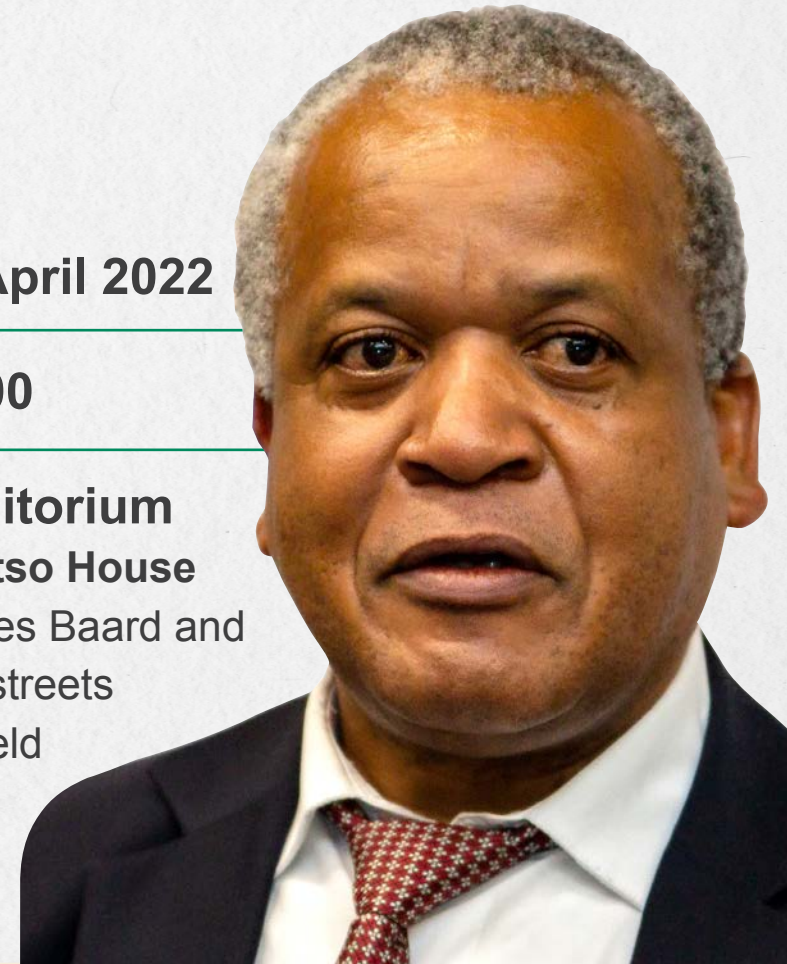
MEMORIAL SERVICE FOR

Mr Thabo Masebe

Friday, 22 April 2022

11:00

GCIS Auditorium
Tshedimosetso House
1035 Cnr Frances Baard and
Festival streets
Hatfield



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



Obituary of Mr Thabo Masebe

25 August 1964 – 18 April 2022

Mr Thabo Masebe, also fondly called Bra Thabo or T'bos by friends and colleagues, was a skilled and versatile communications practitioner with a wealth of experience as a public servant. He had more than 20 years of experience working at various levels of the Senior Management Service in government. In his various capacities as a communications practitioner, he contributed immensely in promoting effective communication between government and the public.

Before his appointment as the Head of Communication (HoC) at the Gauteng Provincial Government, he worked at The Presidency as the spokesperson to then Deputy President Kgalema Motlanthe.

During his tenure at The Presidency, he also headed the communications unit in the Private Office of the Deputy President, and his responsibilities included media liaison, issue management and speech writing.

He previously worked for a number of years as Chief Director: Media Liaison at the Government Communication and Information System. He was responsible, among others, for providing support and guidance to HoCs to fulfil their communication functions.

Based on his deep knowledge and understanding of communications and its challenges, over the years, he strived to find creative and innovative ways to improve communication between government and the public. He spent many years writing communication strategies and advising members of the Executive both at national and provincial spheres of government.

Mr Masebe strongly believed in an integrated approach to government communication and spent most of his years as a government communicator building the government communication system and sharing his knowledge and experience with other government communicators.

He contributed immensely to the cultivation of healthy working relations between government and the media. He worked hard to maintain these relations and spent a great deal of time talking to journalists, including senior editorial executives. He continues to be held in high regard by media practitioners.

Mr Masebe's communications skills were honed during his time in the African National Congress (ANC) Youth League, where he served as HoC and held various other leadership positions.

He also served as the spokesperson of the ANC during 1998 and 1999, and was involved in several high-profile projects, including the 1999 elections campaign, during which he had a significant contribution in promoting a positive profile of President Thabo Mbeki.

Bra Thabo also had a short stint in the private sector as a public relations practitioner in 1998 where he was responsible for writing public relations strategies and advising clients on public affairs.

At the time of his passing on Monday, 18 April 2022, Mr Masebe was Acting Director-General in the Office of the Premier of Gauteng.

May his gentle soul rest in eternal peace!