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STAKEHOLDER RELATIONS COMMUNICATION

We believe that differentiation, messaging and especially consistency are the three most important tenets of maintaining and growing a great brand. This belief has guided our actions to build Brand South Africa over the past year. Providing context and reassurance in a credible and prompt manner comprised a critical component of our brand-building strategy.

A well known adage states that there is always something new out of Africa and South Africa today is brimming with innovation and development. Yet the 2007 Africa Economic Summit of the WEF noted that “for the moment Africa lacks an international image to match the real growth of its economies and the vibrant aspirations of its people. News headlines highlight only war, famine, crime, mismanaged aid or epidemic disease.”

South Africa is mostly not tainted with the same brush. Since it astounded the world with its peaceful transition to democratic rule in 1994 it has assumed an influential position on the global socio-economic stage.

The 2010 FIFA World Cup™ gives the IMC the opportunity to cement and evolve the South African narrative and leverage this unique opportunity. Diversity is a key theme of the South African brand – from the many cultures that co-exist harmoniously to the splendor of the country’s natural wonders. Another dimension of the Brand is achievement, particularly in the sporting arena, be it in hosting events or on the sports field.

As we focus on our communications strategy it is the message of diversity and achievement that we will disseminate among international audiences to corroborate a simple truth: it is a great country to call home.

The year under review witnessed the successful execution of a number of ambitious media interventions to support the strategy:

BEIJING 2010 MEDIA FACE-OFF

In line with the focused strategy of entrenching the 2010 FIFA World Cup™ at the core of our marketing approach, an international media face-off was facilitated during the Beijing Olympic Games in August 2008. The main thrust of this event was to leverage the only other global sports event to promote South Africa’s hosting of 2010. The face-off was attended by 450 international media with a sizeable African and Asian contingent.

EURO 2008 MEDIA FACE-OFF

By collaborating with the 2010 Organising Committee we attracted almost 2000 global sports writers from across the globe to a media face-off in Austria, one of the two host nations for the Euro 2008 soccer championships in June 2008. Most of these writers are likely to come to South Africa to cover the 2010 FIFA World Cup™.

MEDIA AWARENESS TOURS

Media tours to South Africa are an integral mix in exposing influential foreign journalists to this country and giving credibility to one of our core value propositions: “South Africa delivers in new and different ways”. During the reporting period the IMC hosted media from India, the UK and the USA and exposed them to the diverse experiences on offer in the country.



MEDIA FACE-OFF IN BEIJING (AUGUST 2008)

MEDIA FACE-OFF IN BERLIN (EURO AUGUST 2008)

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PUBLIC RELATIONS

When it was first announced that South Africa will host the 2010 FIFA World Cup™, it was repeatedly emphasised that this is a significant 'first' for the country and the continent. It was critical that the IMC's public relations effort be redirected in line with this achievement. We need to shape this once-in-a-lifetime opportunity and mould global consciousness about the country's ability to host an event of this magnitude.

The 2010 tournament will not only be evaluated in terms of planning, organisation, execution and the quality of our infrastructure; South African society and culture as a whole will come under scrutiny. Against this background we launched a public relations campaign to support the active citizenship initiative – a campaign aimed at encouraging South Africans to contribute to the crafting of a vision for the nation. At the same time this initiative seeks to encourage South Africans to contribute individually to the country's image.

To maximise participation, mass media vehicles were employed to tell stories of ordinary South Africans who have already heeded the call to become nation builders. Telling their stories delivered communication that did justice to the Brand promise. This methodology was driven by the realisation that stories inspired by the realities experienced by ordinary South Africans have more traction and inspire others.

During the reporting past year the IMC also participated in the third annual 2010 National Communications conference. The focus of the conference was primarily on integrating and finalising the collective execution of domestic mobilisation plans and led to the development of integrated communications plan for the 2009 Confederations Cup.



INDIA MEDIA AWARENESS TOUR TO SOUTH AFRICA OCTOBER 2008

GROWING FOREIGN DIRECT INVESTMENT

In 2007, South Africa was ranked the world's 18th best foreign direct investment destination on the FDI confidence Index. This achievement is underpinned by factors such as a sound macro-economic policy, advanced infrastructure, rich natural resources and a modern banking and financial sector.

To attract and grow foreign direct investment, we collaborated with Trade and Investment South Africa to bring the South African story to potential investors. During the year under review, we focused on India and China (growth markets) and the USA and UK (maintenance markets) – an approach that allowed South African officials to interact with close to 400 potential investors per country.



USA TRADE AND INVESTMENT MISSION JULY 2008



LAUNCH OF INDIA BUSINESS FORUM AUGUST 2008



HEY MAKARABABA!
 GET READY TO STAND OUT IN THE 2010 CROWD. DESIGN YOUR OWN MAKARABA
 LOG ONTO www.makaraba.co.za

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COMMUNICATION RESOURCE CENTRE RIVETING, RELEVANT COMMENTARY

The past year was a turbulent one for the South African Brand. A number of domestic issues elicited comprehensive international media coverage and posed a reputational risk to the country among international stakeholders. These issues included former President Thabo Mbeki's departure from office and the subsequent reconfiguration of cabinet, the electricity supply crisis and the widespread load shedding that followed as well as the outbreak of xenophobic violence against nationals from other African countries.

Clearly it wasn't all bad news. Solid progress made in preparations for the Confederations Cup and 2010 FIFA World Cup™ as well as South Africa's ability to cushion itself from the worst effects of the global economic meltdown featured mostly positively on the international media's agenda. But media management, of which media monitoring and analysis constitute an important

element, is central to reputation management as the 2010 FIFA World Cup™ approaches. Conscious of the symbiotic relationship between the country's reputation and its global competitiveness, the Communication Resources Centre (CRC) continued to collaborate with Government Communication and Information System (GCIS) to provide extensive media reports to CRC stakeholders. These include the Presidency, various government departments and the International Marketing Council.

Reports are only submitted after undergoing extensive analysis and in-depth discussion.

This methodology allows stakeholders crucial to the country's brand to make educated assessments of the media environment and develop appropriate pro-active and re-active communication strategies. GCIS's Content Hub oversees the creation of synergies among current affairs messaging. In turn, such messaging effects the country's brand positioning. To extract maximum alignment, and to ensure the IMC articulates the most current and appropriate messages applicable to an international audience, the CRC plays an active role in the structures of the Hub.



MARKETING THE WORLD'S MOST ANTICIPATED SPORTING EVENT

The 2010 FIFA World Cup™ is not only the world's biggest sporting tournament, it is also a catalyst for the country's national economic and social development initiatives. A particular focus is the modernisation and upgrade of priority infrastructure, including the transport system and telecommunications. The event also requires an intensive marketing effort and thus represents a critical component of Brand South Africa. This is especially crucial as the tournament will be used to determine the readiness of the African continent to host similar events in future.

In pursuit of this objective, the CRC participated in a range of forums responsible for devising and planning communication around Government's guarantees for the tournament. In a similar vein, the CRC also contributed to a Department of Foreign Affairs (DFA) initiative to involve diplomatic missions in popularising the World Cup on the international stage.

INTERACTING WITH THE DIPLOMATIC ACADEMY

The IMC has a standing arrangement with the DFA's Diplomatic Academy to make presentations on the marketing and current messaging of Brand South Africa.

The CRC regards such interactions as critical as it contributes to diplomats' understanding of projecting a positive image of South Africa. The ongoing interaction between the two parties is also beneficial to the CRC as it helps the Centre gain insight into issues that dominate the media and public agenda on the diplomatic stage.

INTEGRATION WITH GCIS

The key responsibility of the Government Communication and Information System (GCIS) is to structure and develop communication with outside stakeholders while at the same time managing and transforming communication functions within government. A review of the role, structure and mandate of the IMC found that the CRC's integration into the GCIS would strengthen and streamline its frame of reference. Integration occurred towards the end of the reporting year. Although it is still early days, there are definite indications that the agility with which brand and reputation management interventions are conducted, is improving.

The integration will not impact CRC's critical function of providing media intelligence to the IMC and other stakeholders as the unit will remain part of all communication project teams in which the IMC participates.

INFORMATION DATABASE

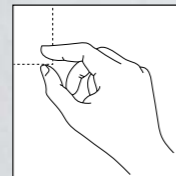
Building the attributes of Brand South Africa is an ongoing process and one that benefits from the participation of diverse stakeholders, including media professionals. To enable journalists and commentators to report on South Africa in a comprehensive and factual manner, the CRC launched a free online service, MediaClubSouthAfrica.com. The website provides in-depth background articles detailing all aspects of South African society, economy and culture. It also contains up-to-date news and feature articles. The site's popularity increased steadily throughout the year as it has developed into a valued resource for other websites and traditional media sources, which republish its material. Registered users of the site's image library have increased from a zero base to more than 3 000 by the end of the financial year.

The screenshot shows the MediaClubSouthAfrica.com website as of 25 May 2009. The header includes the date, the site name, and navigation links for 'About us', 'Contact us', 'Terms and Conditions', and 'Home'. A 'SOUTH AFRICA ALIVE WITH POSSIBILITY' logo is in the top right. The left sidebar contains a navigation menu with categories like 'The land and its people', 'Growth and democracy', 'Culture and history', 'The media', 'Economy and business', 'Science and technology', 'Welcome to Africa', 'Visit South Africa', '2010 Fifa World Cup', and 'MediaClub weekly columns'. Below this is an 'Image library' and 'RSS feeds' section. The main content area features a large article titled 'World-class banking for 2010' with a photo of a large meeting. Below this is a grid of smaller news items with images and headlines, such as 'Plastic-bag billboard a world first', 'Nelson Mandela Bay is smart', 'South Africa's rainbow salsa', 'Cape Town boosts water system', 'Vodacom launches The Grid', 'Early African fossils found', 'Return to Zimbabwe', and 'World-class banking for 2010'. The right sidebar includes a search bar, a 'Log in' section with a 'Logout' button, a 'Register now' section, an 'Edit Your Profile' link, a 'Weekly Newsletter' subscription section, an 'Image library' section with various categories, and a 'Visit us on Facebook' section.

YOU'RE A PROUD SUPPORTER OF
SOUTH AFRICA.
ISN'T IT TIME YOU GOT THE T-SHIRT?

Step 1

Carefully tear off the transfer along the inside of the cut lines.



Step 2

DO NOT USE STEAM! Place your transfer paper image face down, making sure it's wrinkle-free before ironing. Use a hot iron to iron on your fabric, pressing firmly for about 6-10 seconds from the bottom right hand corner to the top.



Step 3

Let the transfer paper cool down, and then peel off smoothly. Wait 24 hours before washing and make sure you re-iron on the reverse side of the fabric.

Wear proudly.



TIP: If you want a matte finish, place a blank piece of paper over the printed design and apply the hot iron for 15 seconds in circular motion. Wait 2-3 seconds and peel off the paper while it's still hot.

