

2010 National Communication Partnership Newsletter



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2010 National Communication Partnership Annual Conference



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From left: Dr Arlindo Lopes, Secretary General: South African Union of Broadcasters; Dr Ben Egbuna, President: African Union of Broadcasters; Dr Joe Paahla, Director-General: 2010 FIFA World Cup™ Government Unit; Ms Xoliswa Sibeko, Director-General: Sport and Recreation South Africa

"Indeed, Africa's time has come – and as communicators we are ready to tell our own stories, as Africans we will tell stories of a developing African continent. It is our responsibility, not anybody else's responsibility. It is our assignment, not anybody else's assignment. We are delegated by history to communicate about Africa's stories of success; the World Cup is one of those stories to be told". – This statement was made by Mr Nkenke Kekana, Chairperson of the 2010 National Communication Partnership (NCP), at the NCP's annual conference held at the Sandton Convention Centre on 15 August 2007.

The conference brought together marketers, communicators and interested stakeholders from government and the private sector. The Minister of Sport and Recreation, Rev Dr Makhenkesi Stofile, gave the keynote address. Other speakers included the President of the African Union of Broadcasters,

Mr Ben Egbuna, the CEO of the International Marketing Council (IMC), Ms Yvonne Johnston, and the CEO of the 2010 FIFA World Cup™ Organising Committee, Mr Danny Jordaan.

The conference was held under the theme *Africa's time has come!* to:

- Mobilise all African communicators to heed the call to take advantage of the 2010 World Cup and communicate to positively project Africa to the world.
- Take advantage of the opportunity to build African solidarity.
- Foster a climate that contributes to African growth and development.

The rationale of the conference was further expressed by Minister Stofile, who indicated in his address that "Nobody is going to change Africa for us. Nobody is going to project Africa for us. No one knows Africa better than us. No one else knows how we want to project Africa to the world".

Did you know?

The announcement of Champion for the Arts and Culture Cluster will be made at a later stage. If you have suggestions for an Arts and Culture Champion, please send them on.

Membership of the 2010 National Communication Partnership is at no cost to you and participation is voluntary.

If you are interested in joining a particular cluster you can advise the Secretariat accordingly.

The annual National Communication Partnership conference was attended by approximately 480 persons from different sectors.

Africa's time has come! South Africa is ready!

2010 National Communication Partnership Newsletter



Nkenke Kekana, 2010 National Communication Partnership Chairperson

This year, the conference was attended by representatives from countries such as Burkina Faso, Cameroon, Democratic Republic of Congo, Kenya, Liberia, Nigeria, Swaziland, Malawi, Zimbabwe and the United Kingdom. This is one of the NCP objectives – to ensure that alliances are forged with communicators from across the continent and in the diaspora to ensure a truly African World Cup and one that leaves a legacy for Africa.

The conference discussed the communication of the message *Africa's time has come!* in many ways and using multiple channels. Partnerships and linkages between communicators were also proposed. It was

agreed that internal communication – within Africa – should be prioritised, but also to Africans in the diaspora and the world in general.

Some of the key suggestions of the conference included the following:

- talking points will be developed, specifically for the tourism industry
- a week-long celebration of Africa should be done, targeting the annual Africa Day as a vehicle
- media should declare a “Good News” media day on one day in the year leading up to the World Cup.



From left: Lethepu Matshaba, Organising Committee; Yvonne Johnston, International Marketing Council; and Nkwenke Nkomo, Association for Communication and Advertising

Impressions of the 2010 National Communication Partnership Conference

“I attended your conference in Johannesburg on Wednesday and found it very educational and inspiring for the potential of a country such as Malawi to be involved”. - Harry Gibbs, Umunthu Consulting, Malawi.

“Let me start by saying the conference was very fruitful and I'm so glad that I was fortunate enough to be part of it. All the speakers were so relevant and I hope that through partnerships that are to be formed or

established, the message will be communicated in a proper manner”. – Judy Ngoloyi, Senior Communication Officer, Amathole District Municipality.

“If there is a way Africans can take control of their future and rebuild their shattered continent in order to put a smile on their people's faces, this is just the kind of gatherings that they should be holding on a regular basis to share views, insights and plans. The conference

was one of best platforms African communicators have ever held to date, where transparency, team spirit and Afro-optimism reigned in terms of the African Renaissance”. – Issa Sikiti da Silva, freelance journalist and media researcher.

For more information visit our site: www.imc.org.za/2010-npc-3.html

Core Group meeting

The first Core Group meeting of 2007 took place on 25 July 2007 at Siemens Park, Halfway House, in Gauteng. The Core Group is the larger body of the Partnership, including communicators from across fields and sectors. Present at this meeting were approximately 50 communicators. The purpose of the Core Group meeting was to report on progress made by the Task Team in implementing Partnership activities. Among other things discussed at the meeting were:

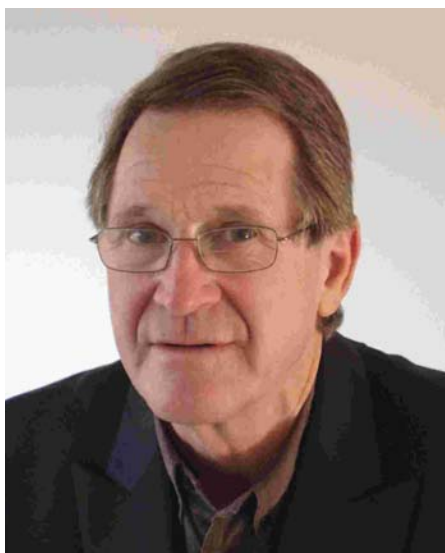
- Preparations for the annual NCP Conference.
- An update on the 2010 FIFA World Cup™ by the Organising Committee.
- Research on the World Cup from the Partnership research team.
- Clusters, functions and progress to date: Media and Communication, Tourism, Marketing and Advertising. The Arts and Culture cluster is in need of a champion.

Africa's time has come! South Africa is ready!

Meet our cluster champions

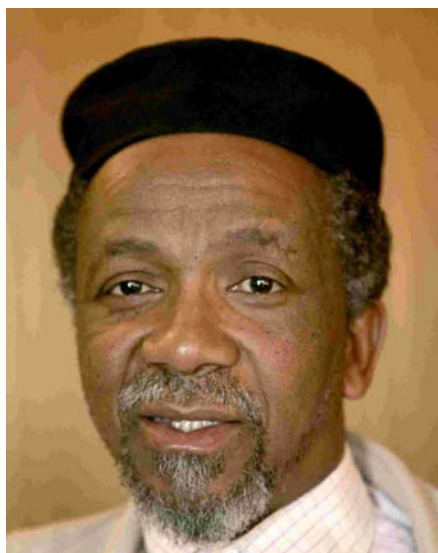
Chris Moerdyk

Champion for the Media and Communication Cluster, assisted by Government Communications (GCIS), this former head of strategic planning and public affairs at BMW South Africa is a founder member of the 2010 NCP. He was the founder of *Saturday Star Media & Marketing* and for many years the weekly marketing columnist for *Sunday Times*. He was inaugural chairperson of the Oversight Committee of the Marketing Association of South Africa.



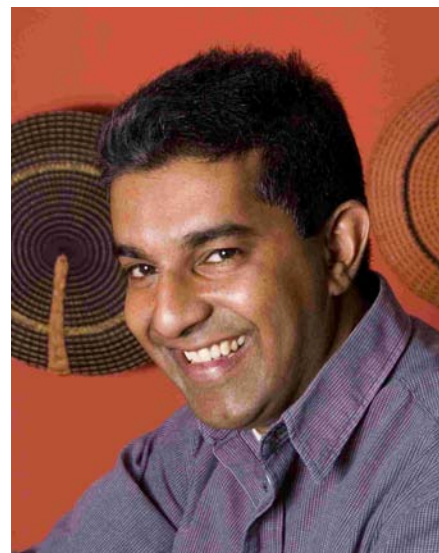
Nkwenkwe Nkomo

Champion for the Marketing and Advertising Cluster, assisted by the IMC, Nkwenkwe Nkomo cut his teeth as a trainer copywriter under Jim Haines at Lindsay Smithers FCB in 1983. He was creative director of FCB Johannesburg and later appointed deputy chairperson of the same company. He is currently Group Chairperson FCB South Africa as well as Co-chairperson of the 2010 NCP.



Sugen Pillay

Champion for the Tourism Cluster, assisted by South African Airways, Sugden Pillay is an event strategist, tourism promoter and research specialist. He is currently General Manager: Events Platforms at SA Tourism. Some of his previous positions include being General Manager for Tourism KwaZulu-Natal and planner/researcher at the Economic Development Department of the Durban Metropolitan Council.



Research highlights

The great majority of South Africans are confident of South Africans ability to host the 2010 World Cup. Tracking of a representative sample of the South African population from May 2006 shows consistent response of between 78% and 81% saying South Africa will do a good job hosting the event. 91% of South Africans say they are proud to be South African.

In 2007, Markinor found 76% of respondents saying South Africa is ready to host the World Cup. South Africans also strongly support an African World Cup. In 2007, Markinor found that 82,6% of South Africans agreed that an African World Cup would be good for South Africa.

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2010 National Communication Partnership website
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Africa's time has come! South Africa is ready!

The 2010 bulletin



Economic growth and development

- The 2010 FIFA World Cup™ is already the most successful FIFA World Cup ever. It has generated a massive 3,2 billion US dollars in signed agreements – more than any other World Cup. In addition, FIFA has donated 70 million US dollars towards the legacy programme, national government has approved R19 billion worth of infrastructure and South African companies have invested more than R700 million into this event.
- It is estimated that the 2010 World Cup will contribute R51,1 billion to South Africa's gross domestic product between 2006 and 2010.
- The full-year profit of Aveng, South Africa's biggest construction company, more than doubled in 2007 because of accelerating economic growth and building work on infrastructure needed to host the 2010 World Cup.
- The 2010 World Cup is stimulating multi-billion-rand hotel developments across South Africa. This includes investments from large foreign companies, such as Dubai World, England-based InterContinental Hotel Group, and US-based Starwood Hotels and Resorts Worldwide.
- The Organising Committee has agreed to procure 30% of the products and services it needs from small businesses and Black Economic Empowerment (BEE) companies. Seventy percent of this must be allocated to smaller black enterprises – especially to co-operatives with a large number of female members. State procurement for the World Cup will follow the standard practices of Broad-Based BEE and small, medium, and micro-enterprise (SMME) promotion.
- The 2010 will be the first World Cup in which FIFA will make use of non-hotel accommodation, providing business opportunities for guest houses and bed-and-breakfast facilities. To benefit, SMMEs must register with Match (the company contracted by FIFA). SMMEs also have to be graded. The Department of Environmental Affairs and Tourism has made provision for an amount of R200 million to assist with the grading of SMME accommodation.
- South African tourism grew by almost 14% in 2006, three times the global tourism growth rate of 4,5% for the same period. Almost 8,4 million tourists visited South Africa in 2006 – over a million more than in 2005, representing a 13,9% increase – as the country broke its annual tourist-arrivals record for the second year running.

for more information:



Africa's time has come! South Africa is ready!