

International Marketing Council

Brand South Africa

National Communications Partnership (NCP)

NCP 2009 Conference, 17 August 2009



TABLE OF CONTENT

SECTION A: EXECUTIVE SUMMARY	2-3
SECTION B: CONFERENCE INFORMATION	4-5
1. Conference programme	
2. Conference key messages	
3. Contact list	
SECTION C: SESSION SUMMARIES	6-27
1. Opening and welcoming address	
2. Opening address, Minister Sibusiso Ndebele: South African Minister of Transport	
3. Keynote address, Dr. Irvin Khoza: Chairperson 2010 FIFA World Cup Organising Committee	
4. Reality feedback session	
5. Media analysis, Wadim Schreiner: MD, Media Tenor South Africa	
6. Perception feedback, Jos Kuper: MD, Kuper Research	
7. Panel Discussion: Igniting a nation to deliver - the power of action-orientated, effective and inspirational communication	
8. Cluster break-away sessions	
a) Communications	
b) Domestic mobilisation	
c) Continental mobilisation	
d) Tourism/hospitality	
9. Closing remarks	
ADDENDUM A: NCP CAMPAIGN FACT SHEET	28-29

SECTION A: EXECUTIVE SUMMARY

“Each one of us in our own small way - makes the 2010 dream possible. Join the many in sharing in a dream of celebration – of welcoming the world to our home. Now, the time has come.”

SA Tourism commercial

The fourth, and final National Communications Partnership Conference, which took place on Monday 17th August 2009 delivered critical dialogue between communicators, within a context that finds South Africa less than 300 days away from the kick off of the FIFA 2010 World Cup™.

The forum featured the presentation of perceptions, planning and communications insights, straight-talking and rigorous debate and resounding agreement that the 2010 FIFA World Cup is South Africa’s next defining moment. It was clear from discussions that there is an urgent need for closer integration of communications messaging and concepts, in order to achieve the heavyweight reach and impact needed to ignite the nation and continent for 2010.

Objective

The conference objective was to generate an integrated communication plan, informed by reliable information from key stakeholders in order to provide conference attendees with information that would enable them to communicate appropriate facts to their respective stakeholders.

Specific communications objectives were as follows:

1. To further strengthen confidence in South Africa’s ability to host a successful FIFA 2010 World Cup.
2. To enhance the level of comfort among key public audiences about the progress to date, including lessons learned from the Confederations Cup and other recent events in South Africa, in preparation for the FIFA 2010 World Cup.
3. To reinforce the position that the hosting of the FIFA 2010 World Cup is a Pan-African project.
4. To build pride and patriotism among the people of South Africa and the rest of Africa.
5. To inspire all South Africans to get involved in delivering the World Cup.
6. To highlight the integration and cooperation achieved, and still required among all interested parties to ensure a successful FIFA 2010 World Cup.
7. To create public awareness for the work of the NCP.

Outcomes

The 2009 NCP Conference delivered agreement on the following points:

- Undoubtedly, the FIFA 2010 World Cup is South Africa’s next defining moment – a moment of truth whereby we have the opportunity of a lifetime to define to the world who we are as South Africans and Africans.
- 2010 World Cup is a nation building accelerator, and what happens now will determine how the world defines South Africa from now on.
- If we deliver a successful tournament next year, this could provide a springboard for future economic growth, job creation and social cohesion – and will provide the springboard for South Africa as a global brand.
- We have the opportunity to turn 1.5m visitors into 1.5m advocates for South Africa. 2010 visitors must become ambassadors for South Africa and their experience of our moments of truth needs to start even before they get to South Africa. They need to include how they get through passport control, their first taxi ride and everything they experience while they are here.

- A positive, proactive and Pan-African approach is imperative to secure successful 2010 communications. In addition, all Africans need to rally behind the six nations competing in the tournament.
- From a communications perspective, we need to be geared to service the fans – across all sectors.
- In order to bring South Africa’s campaign to life, we have to identify the singular way in which the country delivers to the world, and how we can express that graphically.
- We need to focus on the celebration of Africa’s humanity. The overriding need is to unite the country around Bafana Bafana, and then to bring people together with the view to delivering the best World Cup ever.
- There is a call for closer cooperation between FIFA, the public and private sector to collaborate to deliver maximum messaging impact through the event platform.
- From a tactical perspective, the ‘Diski Dance’ campaign, ‘Fly the Flag’ campaign and ‘Be a Good Host’ campaign provide three campaigns that need to be adopted across all sectors/clusters.
- There must also be communications support provided by all to messaging provided by Departments of Tourism, Transport and Safety & Security to address existing areas of negativity, both by media and the nation. A wide-spread information campaign must be undertaken to ensure that all the salient information is provided to all.
- The role of the FIFA 2010 OC is as a catalyst with which host cities and other stakeholders can partner to achieve this objective. The Organising Committee welcomes all partnerships, with an example cited as the Confederations Cup, City of Joburg partnership through which the biggest billboard campaign ever has been implemented in the city. This World Cup does not belong to FIFA or the OC, but to everybody who is South African.

SECTION B: CONFERENCE INFORMATION

1. CONFERENCE PROGRAMME

The programme featured an opening address by South African Minister of Transport, Minister Sibusiso Ndebele and a keynote address by Dr. Irvin Khoza, Chairperson of the FIFA 2010 Organising Committee (OC). The Programme Director was NCP Chairperson, Nkwenkwe Nkomo and facilitators were renowned journalist, Jeremy Maggs and Acting CEO: International Marketing Council of South Africa, Paul Bannister.

Conference speaker participants included Sindiswa Nhlumayo, Deputy Director General: Department of Transport; Assistant South African Police Commissioner, Ben Groenewald; Ron DelMont, Head: FIFA Office South Africa; Derek Carstens, Chief Marketing Officer: 2010 FIFA World Cup OC; Gab Mampone, Acting CEO: South African Broadcasting Corporation (SABC); Wadim Schreiner, MD: Media Tenor South Africa; Jos Kuper, MD: Kuper Research; Rich Mkhondo: Chief Communications Officer: 2010 FIFA World Cup OC; Mvuzo Mbebe, Group Executive Content Enterprises: SABC; Wendy Tlou, Global Manager of Communications, SA Tourism; Themba Maseko: CEO: Government Communication & Information System (GCIS); Senior Superintendent Vish Naidoo, National Police Spokesperson: South African Police Service; Dr. Nikolaus Ebert: CEO, Nation of Champions; David Smith, Africa Correspondent for The Guardian; Kwayke Donkor, Head of Marketing: Regional Tourism Organisation of South Africa.

The cluster, or group break-away sessions were facilitated as follows:

- **Communications:** Jermaine Craig (2010 World Cup OC) and Amina Frense (SANEF)
- **Domestic mobilisation:** Manana Moroka (2010 NCP Arts and Culture Cluster)
- **Continental mobilisation:** Kalusha Bwalya (Football Association of Zambia and 2010 FIFA World Cup Ambassador) and Wadim Schreiner (Media Tenor)
- **Tourism/hospitality:** Sugan Pillay (SA Tourism) and Dustin Chick (MS&L Worldwide/South Africa)

2. CONFERENCE KEY MESSAGES

“Imagine the whole of Africa – across the hills, rivers, valleys and mountains. Africa reverberates to the sound and echo of this wonderful horn. From the north, south, east and west - gathers all to the cradle of mankind – our own beautiful home. ... We are telling the story of Africa – telling her story because we are proud.”

Nkwenkwe Nkomo, NCP Chairperson

The 2010 National Communication Partnership (NCP) provided a platform for communicators within the African continent, to share ideas on how to further enhance and escalate efforts and to leverage opportunities created by the FIFA 2010 World Cup. A key objective of the NCP is to, among others, build African unity and pride and to reposition Africa to the world.

This year’s conference was the last such event before the FIFA 2010 World Cup, and as such, was the last opportunity for communicators to finalise plans, which, through their collaboration will help mobilise both South Africans and Africans behind the tournament. As a result of the event being less than 300 days away, messaging for this year’s conference was limited to 2-3 key platforms, with much of the effort focused on delivering effective proof points of these messages in building this groundswell.

Single minded idea

- The World Cup is a singular opportunity to define our “South Africanness” and our “Africanness”

Supporting platforms

- The importance of social cohesion in our society of diverse cultures
- The significance of working together to achieve results

Proof points emerged in the following areas:

- Knowing the national anthem and singing it with pride
- Fly the flag for football, learn the Diski Dance
- Be the best host you can be
- Initiatives such as Football Friday

Key messages

We call on all stakeholders of the NCP to continue to build on the progress that has been made to promote Africa within the context of the 2010 FIFA World Cup.

- o Through successful hosting of the 2009 FIFA Confederations Cup we have dispelled negative perceptions at home and abroad, about South Africa's overall state of readiness for 2010.
- o We have developed communication initiatives that seek to mobilise South Africans to be proud hosts, to know the national anthem, welcome visitors with pride and to showcase our spirit of *Ubuntu* through our diverse cultures.
- o Various partners of the 2010 NCP are implementing campaigns such as the "Diski dance", "fly the flag for football" and "United for Bafana Bafana". These seek to encourage mass public participation towards the vision of creating a unique African 2010 World Cup.
- o The intensification of mass participation campaigns requires a proactive approach and ongoing engagement with communicators from diverse sectors of society, domestically, regionally and on the continent.

We must use the period ahead to leverage 2010 FIFA World Cup™ opportunities to benefit the African continent.

- o We urge communicators to take advantage of this last period towards 2010 and to escalate communication initiatives aimed at mobilising people and advancing the African developmental agenda.
- o Communicators must collaborate on opportunities for maximum reach, impact and penetration of the 2010 World Cup messages to our diverse target audiences, thereby contributing towards an inclusive 2010 World Cup.
- o Communicators and marketers from other African countries should promote their countries as exciting tourist destinations in the period leading to, and during the 2010 World Cup.

KE NAKO. Celebrate Africa's Humanity™

SECTION C: SESSION SUMMARIES

This section provides a summary of discussion points, key considerations and outcomes and/or decisions taken during each of the sessions.

1. OPENING AND WELCOME ADDRESS

Speaker: Paul Bannister

Session objective

To set the tone and context for the 2009 NCP Conference.

Session salient points

A 'defining moment' for South Africa and Africa

- Paul Bannister addressed South Africa and Africa's FIFA 2010 World Cup™ context, referring to the event as the country's next defining moment.
- He said, "We have all experienced these kinds of moments. Those moments when you remember exactly where you were when something happened. We have defining moments in life and in politics, and for nations this is no different. We can talk about the end of World War II, we can talk about the election of Barak Obama as defining moments and for South Africa, we talk about the 27th of April 1994. On that day the world held its breath to see if this fledgling nation could make the transition to democracy."
- Bannister stated that SA's shift from pariah to sweetheart in the eyes of the world did not happen overnight. Though acknowledging that it takes a long time to change the view of a country in the eyes of the world, he believes that the 2010 World Cup is an accelerator, and "What happens now will determine how the world defines South Africa from now on."
- He indicated that though South Africa has hosted lots of International events, including the Rugby World Cup, the African Cup of Nations and the UN Conference on Sustainable Development, we have never hosted anything with such impact as the World Cup.
- 11th June 2010 is the next step - the next defining moment and the next step for the country – and the culmination of everything since 15th May 2004, when the unforgettable 2010 hosting announcement was made.
- If we deliver a successful tournament next year, this could provide a springboard for future economic growth, job creation and social cohesion – and will provide the springboard for South Africa as a global brand.
- The 2009 NCP Conference was referred to as the communicators training camp, enabling us to "produce the first full-colour World Cup and define the moments of truth for visitors."
- According to Bannister, "We want the visitors to become ambassadors for South Africa and these moments of truth need to start even before they get to South Africa. They need to include how they get through passport control, their first taxi ride and everything they experience while they are here."
- Concluding the welcome address, Bannister stated, "We have the opportunity to turn 1.5m visitors into 1.5m advocates for South Africa. Today is where we define the way forward." Reference was made to campaigns such as 'Flying the Flag for Football', 'Football Friday' and 'Doing the Diski Dance'.
- 2010 is an opportunity during which we will identify how we will welcome the world to South Africa. "It is about finding ways of how to turn about 500 000 expected visitors into ambassadors for the South Africa brand. The conference is an ignition point for the final push to the finish line."

2. OPENING ADDRESS BY MINISTER SIBUSISO NDEBELE

Speaker: South African Minister of Transport

Session objective

To provide the context and perspectives from National Government, as it related to hosting of the FIFA 2010 World Cup.

Topic

The need for SA to prepare itself to deliver the most memorable World Cup in 2010

Session salient points

- The Minister began his address by stating that Sepp Blatter's announcement that South Africa would host the FIFA 2010 World Cup was greeted by jubilation across the continent. "We saw this as an opportunity to unite people and give us the opportunity to kick start our way out of recession."
- This is an opportunity that very few, if any of us, will ever see a World Cup hosted in South Africa or Africa during our lifetimes.
- Following the hosting of the FIFA 2009 Confederations Cup, we know what is required of us. He spoke particularly within the context of the Ministry of Transport, stating, "Our responsibility is to get people to the stadiums on time and to get them back afterwards. Without adequate transport, there will be no fans at the games."
- The Minister made the analogy that when 11 people play on a field, it is just a game. It is only when people come to the stadium that it becomes a tournament - a World Cup.
- From a football perspective, our team performed beyond expectations at the Confederations Cup. From an organisational point of view, tighter national coordination from provinces to host cities and between local and National Government is required ahead of the World Cup.
- Reference to the limitations of the park and ride system, and improvement thereof was made. According to Minister Ndebele, "We will use a mix of transport with road and rail, supplemented by minibuses. For longer distances, we need to use road, rail and air."
- During the FIFA 2006 World Cup hosted in Germany, 40 000 fans from England and 100 000 from Brazil attended. We are expecting +/- 500 000 International fans.
- The Minister indicated that after the final draw on 4th December 2009, we will know exactly where the 32 qualifying teams will be based. This will give us an indication of where the big crowds will be, which is important to ensure that our systems are prepared and organised accordingly.
- While the FIFA 2010 Organising Committee has been lauded for the successful Confederations Cup tournament, improvements on transport and safety still need to be made ahead of next year. The safety of the fans is a non-negotiable, and everything is being done to improve in that regard.
- The Minister stated that a "command and control system" is being adopted by the Department of Transport, with one person per city where "the buck stops". The Government strongly recommends a single command centre to coordinate all aspects of infrastructure and organisation of the tournament, such as safety and security and transport.
- From a transport perspective, the taxi industry is an integral part of the 2010 plan. The Department of Transport will finalise negotiations with the industry, to ensure that the BRT system can be implemented without delay.
- Minister Ndebele expressed confidence in South Africa's abilities to deliver on what has been promised. "What we will see is the ability of the entire nation to rally behind the project and going forward, our children will know that they have to match up to what we have done." He made reference to the incredible hosting of the IPL in March 2009, whereby SA hosted 59 matches in 6 stadia with a lead time of less than one month.

- According to research referred to by the Minister, there have been major perceptual shifts by South Africans. This year, 88% of South Africans indicated a sense of pride in hosting of the World Cup; 76% believe that the tournament will be a success and 80% feel that it will benefit the country.
- What is needed now is to communicate the progress that has been made so far, regarding preparations for the tournament and the country's readiness to host it. "Our people need to know and understand the lasting benefits of the 2010 World Cup. The tournament must unite our people across all ages, races and cultures."
- There are four aspects that need to be addressed," to revitalise the passion of our people":
 - We must prepare people - Empower people with necessary event information – to enable them to be better ambassadors of our messages.
 - Our people must learn the national anthem – A country is the culmination of its name, flag and anthem. Its national anthem is a symbol of pride. By knowing how to sing it, people display their commitment to being alive with possibility and show the required dignity.
 - Take pride in flying the national flag - We need to take time to learn about the colours and their meanings. Our flag tells the story of where we have come from and where we are going.
 - People must be the best host they can be - We have to call on the spirit of Ubuntu to capture the same spirit achieved in Germany in 2006. As South Africans and Africans, we need to rally behind our national teams.
- We can use the World Cup to build the spirit of love and respect among all South Africans.
- Nothing unites like football - across all age groups, all languages and all religions. Football is a common bond that must be used to unite the country.

3. KEYNOTE ADDRESS

Speaker: Dr. Irvin Khoza

Session objective

To address what has been achieved to date and how we can build on the foundations that we have laid through hosting the Confederations Cup. To present strategic insights and the perspectives from the FIFA 2010 Organising Committee, which were critical to frame conference dialogue.

Topic: Getting psychologically ready for 2010

Session salient points

- With South Africa's preparedness to host the World Cup being a topical issue, the FIFA 2010 Organising Committee has identified three elements of readiness: infrastructural readiness, psychological readiness and Bafana Bafana readiness.
- Dr. Khoza addressed psychological readiness and what this requires from South Africans.
- He emphasised that South Africans need to understand and appreciate the enormity of what this tournament means, stating, "There is one show on the road at the moment and a psychological adjustment from all South Africans is needed. ... We will not have another opportunity to market this country in the next 100 years."
- Soccer is a vehicle of goodwill. Dr. Khoza announced support for Minister Ndebele's call for South Africans to show the required respect through knowing and singing the national anthem with pride. "We need to communicate the message of 1994, that when the National Anthem is sung we all stand a certain way."
- The Confederations Cup was important to confirm our readiness. FIFA's 75% assessment mark was a distinction and consistent with our readiness for 2010. Not only was it an excellent test event for the 2010 event, but a bold statement that South Africa can host the World Cup.
- The Confederations Cup was hosted in four stadiums across four cities. The vast majority of South Africa residents, 7.4 million in total, watched Brazil play Bafana Bafana in the semi-final. This alone was more than the 5.2 million that watched South Africa play in Rugby World Cup Final in 2007. The highest viewership figures were in Brazil, Spain and the UK.
- However, the World Cup is about more than just stadiums and pitches. It is about having a reason to smile, cry and make noise together.
- Dr. Khoza agreed that the World Cup will be a defining moment in the history of South Africa. He expressed disappointment, stating that he was not feeling the excitement around the event at the moment. "There is not much to make anyone feel that there is something special that is happening across the country. We need to feel that the World Cup is in town, and this does not just mean commercial advertising."
- The World Cup will have 32 teams competing in 64 matches with 3 million spectators crowding into the stadiums to watch the games.
- Now we need to harness the experiences from the Confederations Cup to strive for a common vision to truly unite the nation. A common messaging strategy is important to ensure the success of this nation building process.
- He referred to the NCP conference as being part of the de-brief that needs to happen before the World Cup. "This kind of de-brief needs to be constructive."
- 4th December 2009 will be another important milestone in preparation for the World Cup, as the final draw takes place in Cape Town.
- The last milestone will be the completion of the six stadiums that were not used for the Confederations Cup. Of these, Port Elizabeth is already complete and the rest are all more than 80% complete and will be ready for handover on time.

- Preparations for 2010 are now in the final stretch. Marketers and communicators must ensure that the opportunity that this event presents is not lost.
- The lifeblood of the tournament will be the volunteers. The OC is recruiting 15 000 volunteers and has already received more than 40 000 applications from 130 countries. Applications are still open.
- Dr. Khoza considers the 2010 World Cup to be a 30-day commercial about South Africa, to be watched by billions across the world. The extent to which the tournament changes lives will be largely determined by the degree to which we use the period in the build up to the event.
- “Our unique strength lies in our unique diversity. We need to create a sweet chorus singing the same song in perfect harmony.” Dr. Khoza provided three points (the three P’s) to be considered:
 - We must be relentlessly positive and avoid the tendency to be unnecessarily over self-critical. The media in particular needs to be positive and should see everything in perspective and focus on positive stories.
 - Communicators must always be proactive and stay ahead of the story to set the agenda. The 2010 World Cup must be a story of Africa’s arrival on the world soccer stage.
 - We must be Pan-African. In bidding for the tournament we promised to inspire the entire continent. In 2010, Africans must stand together and bask in the glory of the tournament. The World Cup is an opportunity to bury the Afro-pessimism about the continent. “From Cape to Cairo, Africa must stand together as never before. We must look beyond our borders and celebrate accordingly. Celebrate home-grown heroes. South Africans must reflect a genuine desire to share the prosperity with the continent.”
- What has come out of the Confederations Cup, and what will come out of the World Cup is increased cooperation between the different sectors of the economy. This provides us with a template for future growth.
- We need to ensure that we host an event that will be talked about by generations to come. This will send an undisputed message to the world that Africa’s time has come. Ke Nako.

4. REALITY FEEDBACK SESSION

Facilitator: Jeremy Maggs

Panel members:

- Minister Sibusiso Ndebele, South African Minister of Transport
- Ms Sindiswa Nhlumayo, Deputy Director General: Tourism
- Assistant Commissioner Ben Groenewald: South African Police Service
- Gab Mampone, Acting CEO: SABC
- Mr. Ron DelMont, FIFA: Head of SA Office

Session objective

To provide delegates with a Confederations Cup strategic report backs, addressing successes achieved and key learnings. Participants represented critical sectors required to deliver 2010, including South Africa's tourism, transport, safety and security, FIFA 2010 OC and the media.

Session salient points

Minister Sibusiso Ndebele

- The Department of Transport has tighter command control now through a structure whereby Ministers, MECs and host city representatives report into one command. The structure is in place and also entails coordination in all cities with the police.
- Are we being held hostage by taxi industry for 2010? As of 11th June 2009, Government is "on top of the situation. Generally everybody is cooperating."
- The Minister acknowledged the problems relating to the Park 'n Ride during Confederations Cup, stating that coordination between taxis and buses was not streamlined enough. Transport options and information needs to be communicated.
- Communicators need to support the Departmental communications to enable people to know what to do and what options are available. This communication needs to start as soon as possible. "Confusion arises out of unknown. ... From stadium to accommodation – that is the key thing."

Sindiswa Nhlumayo

- The Department of Tourism is confident that it has enough accommodation, but it is not all graded. An inventory is currently being compiled, to assess where grading of accommodation is still required.
- "Service excellence" is the tourism moment of truth. We will be hosting over 1.5 million people. The Department views the FIFA 2010 World Cup not only as an event, but an opportunity to reach new markets. "We must declare service excellence as a number one priority."
- The Department has partnered with the Disney Institute to benchmark where the SA tourism industry stands on service excellence – identifying gaps through the current discovery phase.
- The Department aims to reach over half a million South Africans before 2010 with its service excellence message – informing people as to how to be a good ambassador and dealing with softer issues of attitude.
- Service excellence requires behavioural change. "It is about ensuring that everyone gives their best service."
- The Confederations Cup provided tourism with a critical learning. "If we are honest, as South Africa, our information provisioning is not up to scratch." There is no national tourism call centre and information at ports is not up to scratch. We need to be geared to service the fans.
- The Department is launching its national service excellence initiative in October, through which it aims to drive understanding around why South Africans need to be communicating better as ambassadors.

Assistant Commissioner Ben Groenewald

- Are fans going to be safe? The Assistant Commissioner stated that overall, safety and security was a big success during the Confederations Cup.
- Safety and security guarantees signed, between FIFA and safety & security relate to event security and not law enforcement. Distinguish what was given by FIFA – guarantee category – law enforcement vs. event security. Guarantees signed. This distinction needs to be noted.
- Lack of communications and synergistic approaches were two of critical issues faced during Confederations Cup.
- From a safety perspective, the Government structure that had been established for the event worked well. However, with just under 500 000 visitors, the Assistant Commissioner indicated that safety and security will be a challenge. In response, the SA Police will be deploying over 30 000 permanent police to both the event and law enforcement. The total deployment will be 50 000.
- A security communications plan is being finalised.
- The South African Police Service has successfully policed events in the past. Saturation and visibility of police may have an impact on displacing crime.
- Law enforcement is not only a law enforcement function, but a responsibility of each community in South Africa.

Ron DelMont

- FIFA is happy with preparations to date and are also satisfied with the cooperation received thus far, in response to the concerns that were raised post-Confederations Cup.
- FIFA believes that the core challenge is an issue of focus. “We had benefit of hosting the Confederations Cup in four existing stadiums, but now we are going to have six new stadiums.” The training of staff is a critical focal area, with the new PE stadium as an example to follow in this regard.
- FIFA is confident that things are not being left too late. Integrated planning meetings are held on a daily basis, with communications streams being very strong within the OC.
- Transport-related information must reach visitors before they arrive in-country. Engagement via digital and media visits has been started by FIFA, but we need to consistently drive this message.
- FIFA believes that SA is on a good footing on the issues of accommodation and security.

Derek Carstens

- Responding to past marketing-related criticism, Mr. Carstens indicated that it is how you finish – not how you start.
- The OC aimed to position the Confederations Cup as an event of stature; educate the public heavily with regard to how to buy tickets; match Germany in terms of ticket sales; broaden the appeal through the use of sports stars from other codes; and dress stadiums.
- In terms of ticket sales, the OC achieved its target, despite the economic climate and it being winter.
- Looking forward, our challenge is two-fold
 - To get nation behind 2010 (emotional)
 - Informational (rational).
- FIFA’s budget of R20 million cannot address the nation building required. This budget is being allocated to the OC mandate to ensure stadiums look fantastic. The current focus is on the qualifying rounds, which will drive the impetus. The final draw will start to make the event a reality in the minds of South Africans and the world.
- The OC is a catalyst working with sponsors, host cities and the GCIS. It is critical for host cities to partner with the OC, and to use the opportunity to profile their cities.
- The OC will start driving awareness hard after the final draw, within the limited budget available.
- The OC has currently Joburg’s biggest ever billboard campaign, with 1 800 billboards used to promote the Confederations Cup and 2010.

- The OC is a catalyst more than anything else. This World Cup does not belong to FIFA or the OC, but to everybody who is South African.

Gab Mampone

- The SABC is very confident in its ability to deliver on the 2010 mandate, despite its current financial crisis. Resources had been set aside, which the broadcaster is using to ensure high quality broadcasting of a very successful World Cup.
- Mr. Mampone highlighted FIFA's commendation of the broadcasting efficiency delivered during the Confederations Cup. "200 countries received high quality broadcasting. We are absolutely geared to deliver."
- Addressing concerns regarding the low staff morale of the SABC, Mr. Mampone indicated that the organisation is back on track, with the new Board driving a turnaround in this regard. "With all the upheavals, you still had news and broadcasting on time. I must congratulate the staff who ensured the ship stayed intact."
- Part of the broadcasting responsibility is delivering matches. The other part is telling the World Cup story.
- Broadcasting excellence and efficiencies is non-negotiable. The SABC will be using public viewing areas to afford people the opportunity to enjoy the atmosphere. It is expecting 67 public viewing areas across the nine provinces.

Q&A

The following issues and comments were raised by delegates, in response to the session discussions.

- **2010 marketing:** A call for broader use of Zakumi, the FIFA 2010 World Cup mascot.
- **Tourism:** Concern with regard to the Department of Tourism's decision to partner with the Disney Institute for its benchmarking research vs. contracting a local service provider.
- **Tourism:** Questioning the accessibility of the Department of Tourism.
- **2010 marketing:** A requirement for parameters and guidance with regard to ambush marketing, and a proposal for the OC to engage with organisations with funding available and those wanting to leverage 2010 as a marketing opportunity.
- **Media:** The host city of Tshwane indicated its current focus on including all communities through its communications outreach. The question related to what options are available from the SABC in terms of English broadcasts.
- **Media:** Sustainability of the high quality of broadcasting was questioned, based on the post-Confederations Cup Serbia/SA match broadcasting problems experienced.
- **Transport:** Is the transport system equipped to transport people with disabilities to and from stadia?
- **Transport:** Tour operators voiced concern over being marginalised during the Confederations Cup, stating that it was only the taxi industry that was considered to provide services at that time.
- **Transport:** Concerns around the integration of small towns into the World Cup were raised, as well as 2010 benefits for rural communities.
- **Environmental:** The environmental stance of 2010 was questioned, including queries relating to whether the likes of match tickets were being printed locally, and in an environmentally friendly manner.
- **Tourism:** The Restaurant Association of South Africa raised concerns inclusion of the restaurant industry in the tourism grading process.
- **Marketing:** The issue of using art to elevate the status of the game was raised, through a question around what is being doing to culturalise 2010.
- **Safety and security:** Volunteerism programmes were asked about, specifically with regard to offering pro-bono language service support to the South African Police.

5. MEDIA PERCEPTIONS OF SOUTH AFRICA

Speaker: Wadim Schriener

Session objective

To provide insights into how South Africa, within the context of the FIFA 2010 World Cup has and is being perceived and profiled through the media - pre-; during and post-Confederations Cup.

Session salient points

- The Media Tenor research focused on the different views of South Africa as represented in the foreign media, within key areas.
- In June 2007, the start of the xenophobic attacks marked a low point, however prior to the SA National Democratic Elections in 2009, coverage reached a high point - one which was carried forward into the Confederations Cup. The strikes during July, however, drove the tone of foreign media coverage down.
- Media Tenor observed a massive increase in the amount of coverage on South Africa following the Confederations Cup and expects this to continue at these levels until after the World Cup.
- It is important to steer the tone of the conversation around South Africa, to which third party endorsement is key.
- When media report on South Africa, the trend has been to choose a negative point of view, which requires significant attention from communicators.
- Regional media analysis - across traditional western media, African media and the media in the Brazil Russia India and China (BRIC) block uncovered the trend of positive media coverage in emerging economies, whereas western media tend to take a consistently negative view of South Africa.
- However, it was noted that we cannot tar all media with one brush. While some adopt a negative attitude on a consistent basis others have changed their attitude towards South Africa. For example when the Financial Times recently ran a supplement on South Africa in its Chinese edition, the tone of all reporting about South Africa adopted a much more positive attitude.
- There is a significant difference in the manner in which local and international media cover SA stories. It is possible that because SA media have better access to newsmakers, they are likely to adopt more positive tone towards the country.
- People will make their decision to come or not to come to South Africa, based on what they read about the country in the press.
- The Media Tenor scorecard indicates that overall the perception of South Africa as host of the event is positive.
- Transport and Security receive negative coverage, locally and internationally.
- On the infrastructure front, reporting in the local press is positive while we are seeing a more positive tone from International press of late.
- The issue of accommodation is still attracting negative attention internationally, but local press is becoming more positive.
- On a social level, though international press is reporting that South Africa is ready, local media is more negative.
- Both international and local media are positive regarding the levels of support for the national team.
- In terms of African support, it appears that very little has been communicated about the benefits of the World Cup for the Africa continent. There is still a lot of work that needs to be done in this regard.

6. PERCEPTION FEEDBACK

Speaker: Jos Kuper

Topic: Touch points for igniting the nation

Session objective

To provide insight into critical trends within South African society, as well as on-the-ground perceptions relating to the hosting of the FIFA 2010 World Cup and all related issues.

Session salient points

- Based on Future Fact survey (2008), GCIS qualitative research and the IMC National Perception Audit (2003), there are some broad trends emerging as to why people have chosen to remain in South Africa. First is the presence of family and friends, second is the World Cup and third is the quality of life in the country.
- Ms. Kuper explored what the touch points will be to ignite the nation vs. those that will dampen the enthusiasm and vision.
- It will be critical to ensure that all visitors to the country feel part of the extended South African family.
- The event itself and a fundamental belief that we can successfully host it is a touch point, as is the African continent. People feel strongly that South Africa should align itself more strongly with Africa. In the surveys some 44% said that South Africa was more like Europe or America than the rest of Africa.
- There is a clear increase in the perception that South Africa is capable of hosting the World Cup with 80% of people surveyed believing that we will be ready.
- Active engagement is a further ignition point, with 87% of people surveyed expressing the wish to become more actively involved in making SA a better place for all. 9 in ten are willing to do whatever it takes to make 2010 a success.
- We need to draw on a common vision (Diski dance, flying flag with pride, national anthem) to capitalise on these attitudes.
- A good example of active engagement to consider is that of the Pikitup campaign, where 225 tons of litter was picked up by 20 000 volunteers in a single day. "If everyone picks up one piece of litter – 49 million pieces of litter would be picked up."
- On the issue of crime we are at a tipping point where it is possible that the fight against crime will descend into vigilantism. 77% of people surveyed said they were more vigilant because they were worried they might become a victim of crime. 56% believe that the police and the government are not doing anything to stop crime. In terms of the image of South Africa abroad the perceptions of the country remain ambivalent.
- Further stumbling blocks to the successful hosting of 2010 also include concerns relating to poverty; accommodation and transport.
- In terms of the perception of our readiness we are seeing a strong recovery after a dip earlier in the year.
- We can win the hearts and minds of people by:
 - Setting the communications agenda to create a picture of an African World Cup in people's minds. We must focus on alignment of Afro-centricity.
 - Through warm engagement in people's spheres of life, they need to become ambassadors for the benefit of all.
 - Exhibit our readiness – flying the flag for 2010
 - Provide reassurance through small, honest steps with regard to building belief in crime and security measures in place.

7. PANEL DISCUSSION

Facilitator: Paul Bannister

Topic: Igniting a nation to deliver – the power of action-oriented, effective and inspirational communication

Panel members:

- Mr. Rich Mkhondo, Chief of Communications: FIFA 2010 OC
- Mr. Mvuza Mbebe, Group Executive Content Enterprises: SABC
- Ms. Wendy Tlou, Global Manager of Communications, SA Tourism
- Mr. Derek Carstens, Head of Marketing: FIFA 2010 OC
- Mr. Themba Maseko: CEO: Government Communication & Information System (GCIS)
- Senior Superintendent Vish Naidoo, National Police Spokesperson: South African Police Service
- Dr. Nikolaus Ebert: CEO, Nation of Champions
- Mr. David Smith, Africa Correspondent for The Guardian
- Mr. Kwayke Donkor, Head of Marketing: Regional Tourism Organisation of South Africa.

Session objective

To debate communications-specific issues needing to be addressed, identifying solutions and existing initiatives through which to deliver the most memorable World Cup ever.

Session salient points

In opening the session, Paul Bannister emphasised the importance of thinking of ways in which to move forward, rather than looking for problems. He cited the example of ACSA's suggestion to turn all local flights into shuttles. Bannister also indicated concern around the impression he was getting, that we are waiting for the draw on the 4th of December to start working on marketing the World Cup. This debate shifted the focus from a question of whether we are ready to host 2010, to what kind of World Cup South Africa will host.

Rich Mkhondo

Sectoral focus: All

- Tighter integration in the communications process is imperative.
- Right now we need to coordinate the communications process, delivering communications to all the stakeholders coming to the World Cup. Logistically, we will be receiving 16 000 to 18 000 journalists and we need to equip them to report on the country.
- We have passed the stage where we need to show our readiness. What we need to do is communicate around the individual milestones, e.g. team qualifications.
- We also need to showcase the South African heritage using months such as Heritage Month (September) and Transport Month (October).
- It has always been a question that has been asked – are we doing enough to ignite the nation around 2010. At this stage, we must provide our African counterparts with access to information that is not controlled by the western media. The OC has been compiling stories that have been issued to publications across the continent to show the side of the country that is not covered by the western media. "If we can plant a positive story once a week, then we will make a big difference to the perceptions of the country and the World Cup across the continent."

Mvuza Mbebe**Sectoral focus: Media**

- The broadcasting environment is loaded with a lot of buzzwords such as Digital Terrestrial Television and High Definition 16:9. To cut through the confusion, the SABC is focusing on a single message: “The SABC is your front row seat to the World Cup.”
- Despite changes in technological platforms being used, the SABC assures customers that “no matter where you are you will get a signal.” The SABC will also have a dedicated sports channel through its new DTT offering which it plans to have available before the start of the World Cup.
- The SABC also offers a platform to communicate with the country, aiming to galvanise people in their support of the World Cup and Bafana Bafana.
- The SABC has partnered with FIFA to create a standard for non-commercial viewing areas. Fan parks will only be located in host cities. The broadcaster will be registering these public-viewing areas to ensure they have signal.
- The SABC has a five 2010-specific programmes scheduled to galvanise the nation: one on preparedness, another on the 2010 legacy, a third focusing on issues of heritage, a fourth about unity and diversity and a fifth - Viva 2010.
- Communicators are welcome to contact the SABC project manager for 2010 with all ideas and recommendations.

Wendy Tlou**Sectoral focus: Tourism**

- SA Tourism’s role is to invite and welcome the international community to have the best World Cup ever. It is working with the FIFA 2010 OC and FIFA itself to bring media to South Africa.
- On a local level, the organisation is using the Diski Dance campaign. And is hoping to work closely with SABC and other partners to ensure every South African knows how to do the basic Diski Dance – or at least certain elements of it. The Diski Dance demonstrates to the world just how vibrant and rhythmic we are. “Our aim is to have everyone able to do even a very basic Diski dance.”
- In terms of reaching markets not traditionally covered by SA Tourism, the organisation is working with Department of International Relations, promotion offices of each South African embassy and tour operators.
- With an expected 1 million visitors from Africa and 500 000 from the rest of the world, 2010 is a huge opportunity to advertise the country by word of mouth.
- SA Tourism also aims to target the meetings and incentives market.
- Sports can be used as a metaphor for life. It can galvanise people around a common goal. We need to understand the value of teamwork and can leverage this event to start being cohesive as a people.
- The important challenge we need to address is, “How do we deliver a truly world class event but one that is African.”

Kwakye Donkor**Sectoral focus: Southern Africa Tourism**

- The legacy of the World Cup is for Africa. There is a lot that the region has to offer including the trans-frontier parks and other attractions. However, to effectively leverage our tourism icons we need to work more closely with the FIFA 2010 OC and SA Tourism.
- Often, foreigners often think that Africa is one big country and don't realise the significant size of the continent. The FIFA 2010 World Cup represents an opportunity for us to educate the world about our continent.
- There has been limited engagement with strategic brands such as the banks, MTN and the SABC to date. These brands have significant presence in Africa. This needs to be addressed as these commercial entities can assist us in communicating the 2010 message.

Themba Maseko**Sectoral focus: All**

- Government, in supporting the bid for the World Cup intended to use it to reposition South Africa in the eyes of the rest of the world. It will allow us to project a positive image to rest of the world.
- What we need to do is ensure that communicators all speak with one voice. The GCIS has been working on getting the three governmental spheres to speak with one voice and has set up a structure to bring the communicators from all the host cities together.
- All Ministers are aware of the importance of the World Cup. GCIS has an inter-ministerial committee, chaired by the Deputy President that monitors departmental communications plans, to make sure that everything that needs to be done is being done.
- South Africans need to take ownership of the event.
- Issues management is an important part of the GCIS' responsibility, with significant work taking place to ensure sure delivery. Government is looking to work in partnership with embassies overseas as well as South African companies, which have an International presence to help handle issues that arise and to portray them in context.
- 2010 gives us the opportunity to showcase very positive stories - beamed to more than 26 billion people across the world.
- It is critical that Government communicates directly about what is being done to address challenges. "We are getting better at it, but there is still a lot of work to be done."

Vish Naidoo**Sectoral focus: Safety and Security**

- The South African Police Service has shifted its focus from telling people about the work they do, to showing them. This was done prior to the Confederations Cup, with success. Its aim is to provide visible policing.
- Successful safety and security during the Confederations Cup is a strong indicator that the police are doing things right.
- To address language and culture barriers during the FIFA 2010 World Cup, the police service is going to bring in representatives from the other countries that are participating, to help us manage their country's World Cup fans.
- When questioned on the possibility of contracting retired police officers to assist with desk jobs, to enable the police force to be patrolling, Mr. Naidoo confirmed that SAPS has reservists who already assist in this regard. Importantly, these reservists already have training in police strategies which is imperative to preserve the chain of evidence.

- SAPS has, however launched a process to increase number of reservists from 50 000 to 100 000. “We have also seen a huge increase in the number of people looking to assist the police. We encourage it and embrace the support, but because we are legal entity we have certain requirements in terms of who can do what.”

Dr. Nikolaus Eberl

Sectoral focus: All

- The FIFA 2006 World Cup, hosted by Germany had two communications dimensions. Firstly, the campaign was intended to strike a chord with the German nation. Germans knew they were efficient but wanted to prove that they were nice people as well. The second part was the ‘Land of Ideas’ campaign, which highlighted the country’s prowess in technology.
- In order to bring South Africa’s campaign to life, we have to identify the singular way in which the country delivers to the world, and how we can you express that graphically.
- Dr. Ebert believes that the issue that we need to focus on is the celebration of the Africa’s humanity.
- The overriding need is to unite the country around Bafana Bafana, and then to bring people together with the view to delivering the best World Cup ever.

David Smith

Sectoral focus: Media

- SA’s readiness will remain an angle of interest for foreign media moving forward. Though media will not pursue angles that explore whether the World Cup will be taken away from South Africa.
- We must be on the ‘front foot’ to set the tone for 2010. The more media engagement done, the better. For example, we should be doing things like inviting media to South Africa etc.
- Foreign press visiting South Africa for the first time will experience a culture shock. On the security front, there is still a message to be communicated.
- It is imperative to accentuate the positive, but keep in mind that the South African 5-second snapshot in the minds of tourists is of Nelson Mandela and vineyards. We must be honest about the negatives - the moment that people play down crime, we are setting ourselves up for a disaster. Mr. Smith recommended that we should rather be on the side of people coming here.
- Journalists hate being fobbed off - good lines of communications are non-negotiable. Do not take a generic approach to dealing with the media.
- One of the interesting narratives around South Africa is of first and third worlds coming together. This is a big issue to deal with. From a World Cup perspective, the question as to whether the FIFA 2010 World Cup South Africa is the “first world South Africa talking to itself and ignoring the rest of the populations.” We need to show how the World Cup is helping ordinary South Africans.

Derek Carstens

Sectoral focus: All

- Zakumi is “out there” and he will be more public going forward.
- On the subject of ambush marketing, the FIFA 2010 OC is responsible for the protection of the sponsors. Companies embracing the spirit of the event are allowed but if you want to undermine the sponsors then there is an issue. “We probably have been too tough and will engage with businesses going forward.”
- The OC is working on the African Six Pack campaign. “We see no reason why an African team shouldn’t make it to the semi-final and what we need is to get every South African to support the African teams, above teams from the rest of the world.”

Q&A

The following issues and comments were raised by delegates, in response to the session discussions.

- **Transport:** Query with regard to the National Land Transport Bill and licensing of vehicles, as well as the Road Accident Fund and uncertainty as to how tourists can secure accident cover.
- **Tourism:** Query around what SA Tourism is doing to make sure the nation is ready to welcome visitors, with reference to the Diski campaign being “OK, but how do we take it deeper”.
- **Media:** Engaging the African continent in terms of engaging the Diaspora.
- **Branding/National Identity:** Query with regard to when will have one unifying brand.
- **Media:** Uncertainty with regard to how fan parks will receive signal in light of the digital migration taking place at the SABC.
- **Tourism:** Clarification with regard to what will take place around grading of B&Bs
- **Security/safety:** A question was asked with regard to what is done around event management training at Police College.
- **Branding/National Identity:** An opinion was voiced, stating, “Isn’t it time that South Africans decide who they are. Are we nation in transformation or one nation?”
- **Communications Involvement:** A representative from the Italian Embassy indicated willingness from the team to get involved in partnership with 2010 stakeholders.
- **Media:** Query relating to whether the SABC will be telling African stories, and how SA music will be featured therein.
- **Tourism:** Concerns raised with regard to the 4-hour long queues at border posts. A critical plan must be made to inform border officials of the part they play in the broader tourism experience.
- **Health/safety:** Query regarding what support will be available for those unable to afford private sector healthcare and potential disease risk management.
- **Media/safety:** Concerns with regard to SABC strikes that have taken place.

8. CLUSTER BREAK-AWAY SESSIONS

Session objective

Through engagement with delegates, to brainstorm three campaigns/initiatives that can be conceptualised and implemented per NCP cluster.

8.1 Communications

Facilitators: Jermaine Craig (2010 World Cup OC) and Amina Frense (SANEF)

Session salient discussion points

- As Team South Africa, there are three very do-able potential campaigns aligned to Dr. Irvin Khoza's three strategic drivers as indicated in his conference address: i.e. positivity, pro-activity and Pan-Africanism. The facilitators proposed exploration around this.
- It was noted that football should be a by product and that we should be promoting 'Team South Africa'.
- A second line of thinking proposed by the facilitators was for three campaigns to focus as follows:
 - **Domestic** – Enthusiasm and ignite South Africans' passion about the event and what it means for our country and continent
 - **Continental** – Uniting all African nations – a World Cup on African soil
 - **International** – Telling our 2010 South African and African stories

Delegates raised the following concerns, points and ideas during the session:

- Corporates running internal campaigns – what enabling factor/s is FIFA providing to the corporate environment? There was a call for the FIFA 2010 OC to engage with the private sector.
- The effectiveness of the existing cluster structure was questioned. It was noted that though the cluster tools exist, they have not been effectively utilised and the invitation was extended to the delegates to join this cluster.
- A significant amount of discussion focused on the problems that delegates had experienced in engaging with the OC and the FIFA red tape. The question was posed by co-facilitator, Ms. Frense: "Do we set up a smaller sub-committee to liaise, interact and get results with shorter lead times?"
- A representative from Eskom shared the Powering Team South Africa internal campaign. It was agreed that this campaign should be shared with the cluster as a case study for other companies to consider leveraging.
- The Fly the flag campaign, which was generated at the last cluster meeting, was discussed and it was agreed that the campaign has significant potential to be implemented within their organisations within the next ten months.
- It was flagged that there is no central custodian for 2010 communications collateral. This needs to be addressed urgently, to provide communicators with toolkits e.g. message maps, communications objectives and timelines etc. The GCIS noted that the portal, www.SA2010.gov.za could be used as this content hub, but needed volunteers to assist with content management.
- The GCIS indicated that they receive requests for SA stories on a daily basis. Communicators were invited to submit their stories to the GCIS to pass on as relevant. An idea in this regard could be to create a centralised source of SA brand ambassadors.
- The idea of a 'Know your anthem' campaign was raised, but not explored within the session due to time constraints.
- Delegates welcomed the use of the IMC's digital initiatives, including www.twitter.com/2010NCP; its blog at www.2010NCP.co.za; facebook group; Linked In and You-Tube initiatives.

- Football Friday was agreed on, in principle and also agreed as far as possible, that we need to support our African football players. A further idea in this regard was to launch a campaign using African stars and using our own memorabilia.
- A request was made for a schedule of events within which organisations can participate. Facilitators indicated that is available and would be issued to the cluster. In this regard, a suggestion was tabled to allocate monthly campaign themes, to assist all communicators to streamline their plans. For example, September is Football Friday month.
- We need to leverage the IMC Media Club to a greater degree to tell our stories.
- A 'Tell your story' competition was proposed. In a similar vein, as per President Obama's inauguration, a campaign could encourage Africans to post their photos – "your stories to tell the bigger SA story". It was indicated that such an initiative exists, i.e. My country, My vision. My 2010 vision. (www.flytheflag.sa.mobi).
- A recommendation was made to stage six concerts to show friendliness to neighboring countries.

Session outcomes

In summary, the communications cluster agreed to focus on the following three campaigns/initiatives:

- 1. SA communicators and marketers – content centralisation and sharing**
- 2. Fly the Flag**
- 3. Football Fridays to replace Casual Days, in tandem with Fly the Flag**

Next steps

Delegates were asked to write down their recommendations and ideas, which were handed to the GCIS representative to review. Delegates were also asked for their contact details. The cluster chair is required to engage with all cluster attendees with details as to the next cluster meeting date/time/venue.

8.2 Domestic mobilisation

Facilitator: Manana Moroka (2010 NCP Arts and Culture Cluster)

Session salient discussion points

- It was noted that the cluster is the champion for 2010 Arts and Culture and as such, needs to mobilise a diverse set of teams including the African arts and culture section; cultivate strategic relationships; and mobilise support around Bafana Bafana.
- The cluster is also involved in optimising media platforms to showcase Arts and Culture by working with its media partners.
- Simultaneously, everything needs to be aligned with the strategy of the Department of Arts and Culture, which encourages progression with the theme of “Achieving the extraordinary.”

Delegates raised the following concerns, points and ideas during the session:

- The MD of SLAM (SAFA Legal and Management) is implementing the United for Bafana Bafana campaign:
 - The campaign aims to make all South Africans 12th member of the squad. It also aims to raise R10m by 2010, which will go to thetrust.org to help build future soccer stars.
 - The company aims to build Bafana Bafana into a lifestyle brand, so that the brand can be protected from counterfeiting.
 - The first aspect of the strategy is based around official merchandising, in order to dress the nation and make the official merchandise available through as many distribution channels as possible, as well as fan engagement and the United for Bafana Bafana band
 - By creating a clear identity for Bafana Bafana fans we can show the world what we are made of.
 - Aaron Mokoena is the leader of the campaign.
- The Director-General of the Department of Arts and Culture, Mr. Themba Wakashe stated that the Department’s strategy is built around popularising national symbols. “At a soccer game it is all about flag versus flag, not about country names.”
 - The reason we are focused on national symbols is because they unify people.
 - We invest time and money in “pushing symbols” because we cannot forget who we are.
 - The one thing we need to do is to get our house in order before the World Cup. This is why we are focusing on the flag as part of the campaign.
- The Department of Arts and Culture’s flag campaign is aimed at having a flag in every school, every house, every taxi and at strategic entry points to the host cities. The school campaign has even been a challenge. We have 24 000 schools in South Africa and so far we have only gotten to 2%.
 - The Department encourages vendors to sell the flags and to fly the flags. Many taxis showcase the flag motif.
 - What we need to do is get people to understand that when you fly the flag, you have to behave in a certain way.
 - The final aspect is erecting the flag at strategic entry points to the host cities. A good example of this is the Fountain Circle in Tshwane, where you can see the flag. The aim of this is to welcome people to the host cities and we would eventually like to have this for every town and city. With 9 host cities in 8 provinces we having the flag flying prominently to aid in reinforcing social cohesion.
- The Fly the Flag campaign, of which GCIS has been the custodian was conceptualised to communicate our South Africanness in a non-verbal manner to visitors. The aim of the campaign, launched just prior to the Confederations Cup, was to make people aware and to instil a sense of patriotism in all South Africans and get them to recommit to our national values. It also aims to instil a sense of readiness for all the matches.

Delegates raised the following concerns, points and ideas during the session:

- It is important to engage in arts and culture and all of those platforms that government has given to us and work with when it comes to cultural events. Activation-based media platforms must be considered in the communications mix.
- The meanings behind the colours of the flag could be a potential campaign.
- We need to consider how we reach people to teach them the National Anthem.
- Could we not also create an atmosphere at the airports and give them a football feel?
- We must consider not putting too many campaigns out there, because it gets confusing. We should have one strong campaign for everybody to participate in.
- The Services SETA has had 300 learners in communities around the country and these have been involved in providing services. People need to create competitions around the Diski Dance and singing the national anthem between these communities at a local level.
- Public participation can be generated, especially to 'Fly the Flag'. Government alone cannot put flags in all 24 000 schools. People can look at getting involved because it costs about R2 000 to put a flag in a school but for government it cost us R5m for 3 000 schools because of the tendering process.
- The IMC representative, based in London indicated that it is encouraging to see that people don't only want to come to SA to watch the football, but to experience the country and all it offers. He suggested a 10 campaign 2010 - there are 9 provinces and one World Cup. The concept could be a citizen-led campaign where people need to come up with 10 ideas to make SA a better place.
- The IMC representative, based in Washington suggested a campaign where people talk about getting behind Team SA.
- We are a diverse musical nation and could we expect to see a compilation CD or another song that people can get behind.
- The overall consensus of the session was that the current initiatives are the right ones to be pursued and that more effort needs to be put behind them to make them successful.

8.2 Continental mobilisation

Facilitator: Kalusha Bwalya (2010 Ambassador) and Wadim Schreiner (MediaTenor)

Session salient discussion points

- The FIFA 2010 World Cup must be a Pan-African event. When South Africa was given the right to host the World Cup, it was on the understanding that the tournament will be an African event.
- Communicators and marketers need to put more effort into continental mobilisation. South Africa needs to do more to embrace the African continent.
- Africans must stand together and support each other during the tournament.
- There is a great need for a Pan-African approach to the tournament and to create a strong sense of inclusivity. South Africa must align itself more strongly with other African countries to market itself and the continent.
- South Africa must send a message that the World Cup is for all Africans and that Africa's time has come.
- The World Cup is an excellent opportunity to reposition the continent.

The following key questions need to be asked:

- How does SA ensure that the rest of Africa identifies with or feels part of the World Cup, and get it to rally behind the tournament?
- What legacy is the World Cup going to leave for Africa?
- How do we hype up interest across the continent, and not just among South Africans?
- How do we create a picture or sense of what an African World Cup means to ordinary people?

Session outcomes

- The concept of the "African six pack" was suggested, where Africans needed to celebrate all the six African countries that will qualify for the World Cup. As one country is eliminated in qualifying rounds, all the support should be focused on the remaining teams. The six teams need to feel a home advantage during the tournament
- There is a need to use strong South African corporate brands such as MTN, Eskom and SAB. Such brands already have a presence on the continent and can be leveraged to galvanise support. They need to communicate the message of an African World Cup, as opposed to seeing the tournament as a South African event.
- There is an opportunity to use South Africa's diplomatic and trade missions and Nepad structures as conduits of information.
- Because many people in South Africa, let alone Africa will not make to the stadiums, there is need to take the World Cup to the continent by having as many public viewing areas as possible.
- Well-known past and present African football stars such Samuel Eto, Michael Essien, Didier Drogba, Stephen Pienaar, Roger Mila and Abedi Pele, could be used as ambassadors to market the tournament.

8.4 Tourism/hospitality

Facilitators: Sugen Pillay (SA Tourism) and Dustin Chick (MS&L Worldwide/South Africa)

Session salient discussion points

- During the brainstorming session, the cluster was flooded with ideas about how to get South Africans to grasp the FIFA 2010 World Cup vibe.
- It is imperative that every South African is made an ambassador in preparation of the arrival of about 500 000 overseas visitors.
- Opportunities to market and brand South Africa were identified. Partnerships with Coca Cola, FIFA, the International Marketing Council and others were discussed.
- Foreign members of the press have been hosted in South Africa as part of the IMC's marketing and branding exercise.
- Some global events were also identified as opportunities to market the country.
- The Diski Dance campaign provides a solid platform from which to mobilise the nation. An online component of the campaign is about to be rolled out, whereby people in other countries are being encouraged to post photographs of themselves doing the dance, via the Department of Tourism website. Two hundred people from the country with the most photographs will be invited to the tournament.

Session outcomes

- The cluster agreed unanimously that every South African must learn the Diski Dance, and that this should be the primary FIFA 2010 World Cup campaign to be adopted by all stakeholders.
- The domestic campaign seeks to get every South African to learn and do the Diski Dance, as part of "fly the flag for 2010" which is a coordinated 2010 campaign. This is in the spirit of getting South Africans to be good hosts, while simultaneously encouraging us all to learn the national anthem and support the national team, Bafana Bafana.
- Having been shown the video of the dance and how it works, the communicators in the tourism cluster faced a daunting question: "How to bring this dance to life?"
- To date, each host city has a group of trained dancers, who are available to private and public functions at a reduced rate. There is a search on for more dancers, to add to the groups available in each host city. Communicators were encouraged to review the video and train their own dancers, as a cost effective way to get as many people doing the dance.
- Corporate South Africa has already shown interest in getting staff on board. For example, Telkom has committed to train its 26 000 employees to do the Diski Dance.
- It was suggested that the dance be "taken" to schools where children would be taught the moves. This would have a significant multiplier effect, as school going children were expected to teach their families.
- A further suggestion was to distribute the dance DVDs as widely as possible. There are no foreseen copyright infringement issues, meaning the video can be copied and spread to many people.
- Suggestions included getting all South African to buy into a 2010 National Diski Day, as well as Football Fridays.
- It was noted that no copyright infringement issues apply to the "Fly the Flag for 2010" Logo. The logo can therefore be used by all, if the flag is used in its current form. Small and medium-size businesses could manufacture football related paraphernalia and sell it, without the fear of infringing on FIFA territory. T-shirts with the flag on one side and the national anthem on the other were suggested.

9. CLOSING REMARKS

“The time comes for the sun to rise. And the sun sets and slowly the stars give rise. Today the sun will not set because this conference has given us food for thought. This, our fourth has been culmination of three very good ones. Each one different - but each a milestone. Thank you to every person who has played a role. We believe in the ideas generated and that the collective will live on beyond 2010.”

Nkwenkwe Nkomo, NCP Chairperson

Mr. Derek Carstens, FIFA 2010 Head of Marketing provided a concise summary of key take-outs following the day’s discussions.

- We must empower people with information
- Every South African must learn the National Anthem
- We all need to Fly the Flag and be a great host, simultaneously supporting our own team
- We have to be relentless positivity about our country, our team and the FIFA 2010 World Cup - being constructive in our intent
- Proactive, in terms of setting the communications agenda within our spheres of influence is needed
- We must deliver communications from a Pan-African perspective

FACT SHEET

Campaigns undertaken by various stakeholders of the 2010 NCP

Campaign	Objectives	Facts
<p>Fly the flag for football</p> <p>Led by the Government Communications and the International Marketing Council of South African on behalf of the 2010 National Communication Partnership</p>	<p>To instill a sense of patriotism and pride among the public and to encourage them to know our national anthem; flag; World Cup facts and stadium conduct and support <i>Bafana Bafana</i>.</p>	<p>Launched by the 2010 NCP on 8 April 2009.</p> <p>Information distributed during the Easter Weekend (fact sheets, flags etc)</p> <p>Information distributed via strategic toll gates and major national airports etc) 9-13 April 2009.</p> <p>A community radio phone-in programme was hosted to complement mainstream media communication</p> <p>Campaign was taken to the public in FIFA Confederations Cup Host Cities between 20 May 2009 and 4 June 2009. Promotions were done at various communities, city centers/public areas and universities.</p> <p>Approximately 400 tickets given to students and members of the public who participated in a competition about the Confederations Cup, World Cup, national anthem and flag.</p>
<p>United for Bafana Bafana</p> <p>Led by the South African Football Association (SAFA)</p> <p>and</p> <p>SAFA Legal & Management (SLAM)- SAFA's Master Licensee and Bafana Bafana's exclusive licensing agency</p>	<p>To galvanise support for Bafana Bafana "off the field" of Play and to "Dress the Nation"</p>	<p>Launched by the South African Football Association on 24 November 2008</p> <p>Includes an Official Supporter Clothing range which forms part of the brand extension of Bafana Bafana</p> <p>The United 4 Bafana Bafana, Buy a Band, Unite a Nation Campaign" was launched on 15 July 2009. Forms part of the national football team's legacy programme for 2010 – their way of making a difference through a credible social programme; and at the same time leaving a positive mark in the community from now leading up to the World Cup.</p>
<p>2010 Mass Mobilisation and legacy campaign</p> <p>Led by the Department of Sport and Recreation South Africa and the 2010 FIFA</p>	<p>Used as a catalyst to advance sport development, broaden participation and inculcate the culture of sports in communities.</p>	<p>Launched on 27 January 2009 in Galeshewe Kimberley.</p> <p>To date, five provinces have hosted road shows viz Northern Cape, Eastern Cape, Free State, Gauteng and North West.</p> <p>Activities Coaching Clinics for learners/youth</p>

<p>World Cup Organising Committee</p>		<p>and provision of sports equipment to regional sports bodies. Information dissemination on 2010 FIFA World Cup preparations.</p>
<p>The Diski dance Led by SA Tourism</p>	<p>Leverages the country's status as 2010 FIFA World Cup host to mobilise the public around the unique dance that can become the hallmark of the first African World Cup.</p>	<p>Launched at the Tourism Indaba, Durban on 8 May 2009.</p> <p>It's a 60-second advert that takes its inspiration from South Africa's uniquely flamboyant football style - Diski.</p> <p>The Diski dance part of SA Tourism's global marketing strategy and is screened on various television channels (domestic and international).</p> <p>Targets the public and tourists. SA Tourism works with various partners to disseminate the clip containing the instructions on the dance and to teach people.</p>