
Strategic Marketing & Communications Ops Plans FY 2020/2021

UNIT	Colour
Marketing	Orange
Research	Grey
Communications	Yellow
Global Markets	Pink
Stakeholder Relations	Green

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Improved Reputation of Brand SA as an entity	Approved organisational corporate identity	Completed review of organisational corporate identity work to date recommended by ExCo	Consultation of reviewed design with ExCo and MarCo	Consultation of reviewed design with and Board of Trustees	Organisation CI submitted to Board of Trustees for approval	
		<ul style="list-style-type: none"> Review the CI development work done in 2017 	<ul style="list-style-type: none"> Brief to brand agency and consultation with MANCO and EXCO 	<ul style="list-style-type: none"> Implement changes from different committees (if any) 	Approval of Organisation CI and promotion thereof	R 600 000

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

BRAND MARKETING

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of marketing campaigns that illustrate the attractiveness thereby competitiveness of the Nation Brand to domestic audiences	4x marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to domestic audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to domestic audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to domestic audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to domestic audiences	
	Focus themes: - Creative arts - Culture - Heritage - Democracy	<ul style="list-style-type: none"> A brief to brand agencies Develop and promote a campaign that showcases the fruits of SA democracy and youth campaign. Post campaign report 	<ul style="list-style-type: none"> A brief to brand agencies Showcase the Nation Brand's achievements and attractiveness (culture and heritage)targeting multi marketing domestic platforms 	<ul style="list-style-type: none"> Promote a campaign that profiles South Africa as a preferred investment destination and entrepreneurship capabilities in support of South Africa Investment conference(SAIC) 	<ul style="list-style-type: none"> Promote a campaign that profiles South Africa's strengths in the creative arts space and innovation. 	R 6 050 000
Comms & Digital		<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	R 105 513 (digital)
Number of marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	4x marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to international audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to international audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to international audiences	1x marketing campaign that illustrate the attractiveness of the Nation Brand to international audiences	
	Focus themes: - Innovation, - Investment, - Science and technology, sports and creative arts). - One theme per quarter	<ul style="list-style-type: none"> A brief to brand agencies Implement campaigns that showcases South Africa strengths 	<ul style="list-style-type: none"> A brief to brand agencies Flighting of the marketing campaign targeting at least 3 markets. Campaign to be linked to proposed themes 	<ul style="list-style-type: none"> Showcase Nation Brand strengths in multi marketing platforms focusing on creative arts and investment in support of EXPO 2020 . 	<ul style="list-style-type: none"> Flighting of the revamped testimonial campaign communicating the reasons for investing in South Africa targeting at least 3 markets. The campaign will sport WEF Davos and Mining Indaba 	R 6 000 000
Comms & Digital		<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	<ul style="list-style-type: none"> Press statement and/or media interviews Behind the scenes footage of making the campaign Social media content development to support campaign 	R 8 757 165 (International Media Partnerships)

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

STAKEHOLDER RELATIONS AND GLOBAL MARKETS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of integrated reputation & communication activities implemented at strategic platforms	6x integrated reputation & communication activities implemented at strategic platforms domestically	1x integrated reputation & communication activities implemented at strategic platforms domestically	2x integrated reputations & communication activities implemented at strategic platforms domestically	2x integrated reputation & communication activities implemented at strategic platforms domestically	1x integrated reputation & communication activities implemented at strategic platforms domestically	
Stakeholder Relations	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners.	Domestic: <ul style="list-style-type: none"> Domestic tourism focused activity 	Domestic: <ul style="list-style-type: none"> Africa South Biennale/South Africa Art focused activity 	Domestic: <ul style="list-style-type: none"> SA Investment Conference Africa Investment Forum 	Domestic: <ul style="list-style-type: none"> Mining Indaba / Mining sector focused activity 	R1 500 000
Global Markets HO		<ul style="list-style-type: none"> AU Chairship (one year programme) 				R 700 000
	9x integrated reputation & communication activities implemented at strategic platforms internationally	1x integrated reputation & communication activities implemented at strategic platforms internationally	1x integrated reputation & communication activities implemented at strategic platforms internationally	1x integrated reputation & communication activities implemented at strategic platforms internationally	1x integrated reputation & communication activities implemented at strategic platforms internationally	
Stakeholder Relations	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners.	<ul style="list-style-type: none"> WEF Africa 	<ul style="list-style-type: none"> DUBAI EXPO – preparatory work as Expo postponed Swedish Book Fair 		<ul style="list-style-type: none"> WEF Davos 	R8 600 000
Global Markets USA			<ul style="list-style-type: none"> UNGA 	<ul style="list-style-type: none"> SATomorrow 		R745 000
Global Markets UK		<ul style="list-style-type: none"> Africa Business Summit 2020 Oxford Africa Conference 				R 800 000
Global Markets HO	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners		<ul style="list-style-type: none"> BRICS 2020, Russia 			R 600 000
Comms & Digital	<i>These are subject to the environment i.e. during and post COVID-19 and will be adjusted as and when required.</i>	AU Extraordinary Summit supported through media partnerships with Reuters, Euro News/Africa News, (PURSUE) Al Jazeera, LinkedIn	WEF Africa - Ethiopia, BRICS Summit , (September), AU (Women’s month) or Africa-France Summit supported through Media Partnerships	SAIC, World Expo - Dubai supported through media Partnerships	AU Handover, WEF Davos , Mining Indaba supported through Media Partnerships	Provided for in international media partnership and reputation management

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

RESEARCH

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of domestic perceptions research activities conducted	1x domestic perceptions research study conducted	<ul style="list-style-type: none"> 3x monthly surveys 3x FGDs 	<ul style="list-style-type: none"> 3x monthly surveys 3x FGDs 	<ul style="list-style-type: none"> 2x monthly surveys 3x FGDs National omnibus survey 	<ul style="list-style-type: none"> 2x monthly surveys 3x FGDs 	
Operational Plan targets		<ul style="list-style-type: none"> Identify issues to include in monthly surveys with service provider Conduct focus groups. Proposed theme - Land reform 	<ul style="list-style-type: none"> Identify issues to include in monthly surveys with service provider Conduct focus groups. Proposed theme - South African identity & values Finalise planning & design of Omnibus Survey fieldwork, questionnaire 	<ul style="list-style-type: none"> Identify issues to include in monthly surveys with service provider Conduct focus groups. Proposed theme - Reconciliation, Social Cohesion and societal integration Implement & conduct national omnibus survey 	<ul style="list-style-type: none"> Identify issues to include in monthly surveys with service provider Conduct focus groups. Proposed theme - Active Citizenship as driver of nation building? Finalise analysis of annual national omnibus survey 	R 2 765 611
Comms & Digital		<ul style="list-style-type: none"> Finalise media placements and identification of relevant platforms 	<ul style="list-style-type: none"> Content development inclusive of digital assets 	<ul style="list-style-type: none"> Content development inclusive of digital assets 	<ul style="list-style-type: none"> Content development inclusive of digital assets 	
Number of Nation Brand performance monitoring activities	15x internal analysis pieces produced	2x internal analysis pieces produced	4x internal analysis pieces produced	4x internal analysis pieces produced	5x internal analysis pieces produced	
Operational Plan targets		<ul style="list-style-type: none"> World Bank - Logistics Performance Index Press Freedom Index 	<ul style="list-style-type: none"> Brand Finance - Nation Brands report WEF - Global Competitiveness Index EY Africa Attractiveness Climatescope 	<ul style="list-style-type: none"> Ibrahim Index of African Governance UNDP - Human Development Index World Bank - Ease of Doing Business Index Innovation indicators 	<ul style="list-style-type: none"> Corruption Perceptions Index Annual review of Consumer and Business confidence indices Good Country Index Democracy & Governance performance review Country brand indices annual review 	R 700 000
Comms & Digital		<ul style="list-style-type: none"> Develop press release Facilitate interviews to publicise reports on Nation Brand performance Digital content development 	<ul style="list-style-type: none"> Develop press release Facilitate interviews to publicise reports on Nation Brand performance Digital content development 	<ul style="list-style-type: none"> Develop press release Facilitate interviews to publicise reports on Nation Brand performance Digital content development Media roundtable to discuss Nation Brand performance 	<ul style="list-style-type: none"> Develop press release Facilitate interviews to publicise reports on Nation Brand performance Digital content development 	R 100 000 digital Covered under reputation management / PR

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of South African global reputation study activities	Initiate development of SAGR study	1x Stakeholder consultation	1x Stakeholder consultation	1x Stakeholder consultations SAGR study progress report recommended by ExCO	Review the SAGR study Terms of Reference	
Operational Plan targets		<ul style="list-style-type: none"> - Commission scoping study (RFQ); - Government stakeholder consultation session: gather input, identify stakeholder needs, identify strategic target markets 	<ul style="list-style-type: none"> - Finalise scoping study; Civil-society, business & academia stakeholder consultation session: gather input, identify stakeholder needs, identify strategic target markets, secure input on scope & methodology for the project 	<ul style="list-style-type: none"> - Feedback to Q1 & 2 stakeholders; - Finalise and submit SAGR study progress report to Exco including draft terms of reference 	<ul style="list-style-type: none"> - Finalise TOR & initiate tender/procurement process 	<p>R 710 000</p> <p>[Scoping Study RFQ = R500 000]</p> <p>[Stakeholder consultations = R 210 000]</p>
Number of research reference groups conducted	3x research reference groups	Research reference groups planning and inception report	1x research reference groups conducted	1x research reference groups conducted	1x research reference groups conducted	
Operational Plan targets		Identify trends in economic, social, and political environments to inform selection of themes/issues for Q2, 3, 4 reference groups	Implement research reference group as per themes identified in Q1	Implement research reference group as per themes identified in Q1	Implement research reference group as per themes identified in Q1	R 380 000

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

COMMUNICATIONS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Approved Reputation Management strategy implemented	Develop Reputation Management strategy	Implement Reputation Management strategy	Implement Reputation Management strategy	Implement Reputation Management strategy		R 4 500 000
		Implement 1st phase of approved Reputation Management strategy 1 500 000	Implement 2nd phase of approved Reputation Management strategy	Implement 3rd phase of approved Reputation Management strategy	Implement 4th phase of approved Reputation Management strategy	
Increase in positive tonality for BSA-generated coverage	60x positive communication pieces 8x positive thought leadership pieces 4x positive webinars	<ul style="list-style-type: none"> 15x positive communication pieces 2x positive thought leadership pieces 1x positive webinar 	<ul style="list-style-type: none"> 15x positive communication pieces 2x positive thought leadership pieces 1x positive webinar 	<ul style="list-style-type: none"> 15x positive communication pieces 2x positive thought leadership pieces 1x positive webinar 	<ul style="list-style-type: none"> 15x positive communication pieces 2x positive thought leadership pieces 1x positive webinar 	R4 000 000
	<i>These are subject to the environment i.e. during and post COVID-19 and will be adjusted as and when required.</i>	<ul style="list-style-type: none"> Partner with key stakeholders (business, academia, youth, Multi faith based, media & influential personalities) to drive the positive narrative. Monthly Op-eds to influence the narrative Monthly content pieces that pro-actively and reactively address issues in the environment Produce positive highlights of the month (multimedia content) 	<ul style="list-style-type: none"> Partner with key stakeholders (business, academia, youth, Multi faith based, media & influential personalities) to drive the positive narrative. Monthly Op-eds to influence the narrative Monthly content pieces that pro-actively and reactively address issues in the environment Produce positive highlights of the month (multimedia content) 	<ul style="list-style-type: none"> Partner with key stakeholders (business, academia, youth, Multi faith based, media & influential personalities) to drive the positive narrative. Monthly Op-eds to influence the narrative Monthly content pieces that pro-actively and reactively address issues in the environment Produce positive highlights of the month (multimedia content) 	<ul style="list-style-type: none"> Partner with key stakeholders (business, academia, youth, Multi faith based, media & influential personalities) to drive the positive narrative. Monthly Op-eds to influence the narrative Monthly content pieces that pro-actively and reactively address issues in the environment Produce positive highlights of the month (multimedia content) 	
Number of articles produced from media relations tours and engagements	11x content pieces published emanating from media tours and engagements	3x content pieces published emanating from media tours and engagements	3x content pieces published emanating from media tours and engagements	3x content pieces published emanating from media tours and engagements	2x content pieces published emanating from media tours and engagements	R 2 000 000 Travel: R2 000 000
	<i>These are subject to the environment i.e. during and post COVID-19 and will be adjusted as and when required.</i>	<ul style="list-style-type: none"> Media engagements to showcase youth innovation, entrepreneurship/small business. 	<ul style="list-style-type: none"> Media engagements to showcase women led businesses and initiatives that contribute positively to the profile of the Nation Brand. 	<ul style="list-style-type: none"> Media engagements to showcase outcomes of the SAIC Focus on lifestyle pre-empting the holiday season. 	<ul style="list-style-type: none"> Media engagement World expo - opportunity to showcase South Africa in Dubai 	

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Reactive communication activities implemented	Review and respond to relevant issues impacting on the Nation Brand in line with the reputation management strategy	Reputation management report highlighting issues assessed and responded to	Reputation management report highlighting issues assessed and responded to	Reputation management report highlighting issues assessed and responded to	Reputation management report highlighting issues assessed and responded to	Media Monitoring R1 741 321,62
		•Produce report of issues assessed and responded to.	•Produce report of issues assessed and responded to.	•Produce report of issues assessed and responded to.	•Produce report of issues assessed and responded to.	
Percentage of amplified Nation Brand messaging through increased user engagement on digital platforms	15% growth in user engagement on social media platforms	2% growth in user engagement on social media platforms	5% growth in user engagement on social media platforms	3% growth in user engagement on social media platforms	5% growth in user engagement on social media platforms	Website hosting & maintenance: R540 000 Digital Agency Retainer: R3 500 000 (R500 000 in support of PYP programme)
		•Develop paid media strategy to drive engagement and awareness (brief submitted to agency)	•Implement paid media strategy to drive engagement and awareness • Digital led content pieces curated by influencers	•Implement paid media strategy to drive engagement and awareness •Introduce rich media/experience content (digital activation -VR, AR)	•Implement paid media strategy to drive engagement and awareness	Digital media buy: R1 100 000,38

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

BRAND MARKETING

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of implemented Play Your Part activities in each province	9 x provincial PYP activities implemented	3x PYP provincial activities	3x PYP provincial activities	2x PYP provincial activities	1x PYP provincial activities	Budget
	Focus Themes: - Entrepreneurship - Education - Innovation	<ul style="list-style-type: none"> Develop & implement new concept for Play Your Part activities (on or off line) focusing on youth in North West, Limpopo and Gauteng . Include an above the line campaign in support of PYP initiatives. 	<ul style="list-style-type: none"> Play Your Part activities(on or off line) in KZN, Eastern Cape and Free State. Include an above the line campaign in support of PYP initiatives. 	<ul style="list-style-type: none"> Play Your Part activities in Mpumalanga, Western Cape. Include an above the line campaign in support of PYP initiatives. 	<ul style="list-style-type: none"> Play Your Part activities in Northern Cape. Include an above the line campaign in support of PYP initiatives. 	R 12 010 000
Number of PYP ambassador engagement activities implemented with civil society, government, business & PYP Ambassadors	60x PYP ambassador engagement activities implemented with civil society, government, business & PYP Ambassadors	15x PYP ambassador engagement activities	15x PYP ambassador engagements activities	15x PYP ambassador engagements activities	15x PYP ambassador engagements activities	
Marketing	Focus pillars: - Sports - Entrepreneurship - Creative arts - Innovation - Science & technology	<ul style="list-style-type: none"> Develop quarterly schedule and implement 10 x PYP activities (on/offline) with ambassadors. Monitor PYP ambassador support of Brand South Africa activities as per TOR's. Develop standard template for PYP Ambassador offline/ online support (e.g. digital elements, messaging, venue etc.) 	<ul style="list-style-type: none"> Develop quarterly schedule and implement 10 x PYP activities (on/offline) with ambassadors. Monitor PYP ambassador support of Brand South Africa activities as per TOR's. Develop standard template for PYP Ambassador offline/online support (e.g. digital elements, messaging, venue etc.) 	<ul style="list-style-type: none"> Develop quarterly schedule and implement 10 x PYP activities (on/offline) with ambassadors. Monitor PYP ambassador support of Brand South Africa activities as per TOR's. Develop standard template for PYP Ambassador offline/online support (e.g. digital elements, messaging, venue etc.) 	<ul style="list-style-type: none"> Develop quarterly schedule and implement 15 x PYP activities (on/offline) with ambassadors. Monitor PYP ambassador support of Brand South Africa activities as per TOR's. Develop standard template for PYP Ambassador offline/online support (e.g. digital elements, messaging, venue etc.) 	R1 700 000
Stakeholder Relations		2x PYP ambassador engagement activities aligned to the business sector 1x PYP ambassador engagement activities aligned to the public sector 2x PYP ambassador engagement activities aligned to the civil society	2x PYP ambassador engagement activities aligned to the business sector 1x PYP ambassador engagement activities aligned to the public sector 2x PYP ambassador engagement activities aligned to the civil society	2x PYP ambassador engagement activities aligned to the business sector 1x PYP ambassador engagement activities aligned to the public sector 2x PYP ambassador engagement activities aligned to the civil society	2x PYP ambassador engagement activities aligned to the business sector 1x PYP ambassador engagement activities aligned to the public sector 2x PYP ambassador engagement activities aligned to the civil society	R300 000
Comms & Digital		<ul style="list-style-type: none"> Content development and digital coverage as per quarterly themes Align content with GTG Quarterly round-up content piece Domestic media partnership 	<ul style="list-style-type: none"> Content development and digital coverage as per quarterly themes Align content with GTG Quarterly round-up content piece Domestic media partnership 	<ul style="list-style-type: none"> Content development and digital coverage as per quarterly themes Align content with GTG Quarterly round-up content piece Domestic media partnership 	<ul style="list-style-type: none"> Content development and digital coverage as per quarterly themes Align content with GTG Quarterly round-up content piece Domestic media partnership 	<p>Comms: R1 000 000</p> <p>Digital: R500 000</p>

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of constitutional awareness campaigns	4x constitutional awareness campaigns	1x constitutional awareness campaigns	1x constitutional awareness campaigns	1x constitutional awareness campaigns	1x constitutional awareness campaigns	
Brand Marketing	Focus pillars: <ul style="list-style-type: none"> - Inclusiveness - Unity - Human dignity and - GBV Proposed platforms (digital, radio)	Develop and flight new material for Constitutional awareness.	Constitutional awareness campaign promoted on multi marketing platforms.	Constitutional awareness campaign promoted on multi marketing platforms.	Constitutional awareness campaign promoted on multi marketing platforms	R5 000 000
Comms & Digital		<ul style="list-style-type: none"> • Content development showcasing human stories aligned to campaign theme • Media placement to promote and enhance campaign 	<ul style="list-style-type: none"> • Content development showcasing human stories aligned to campaign theme • Media placement to promote and enhance campaign 	<ul style="list-style-type: none"> • Content development showcasing human stories aligned to campaign theme • Media placement to promote and enhance campaign 	<ul style="list-style-type: none"> • Content development showcasing human stories aligned to campaign theme • Media placement to promote and enhance campaign 	Covered under media partnerships
Number of constitutional awareness activations	10x constitutional awareness activations	2x constitutional awareness activations:	3x constitutional awareness activations:	2x constitutional awareness activations:	3x constitutional awareness activation:	
Stakeholder Relations	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	<ol style="list-style-type: none"> Freedom Month Activation (Democracy - History game) Youth focused Activation (Accountability / Responsibility - Office of the Chief Justice) 	<ol style="list-style-type: none"> Women’s Month activation (equality) Heritage focused Activation (Ubuntu) SA Flag focussed activation 	<ol style="list-style-type: none"> Non-racism and Non sexism focused activation Diversity focused Activation (inclusion, disability, mental health etc.) 	<ol style="list-style-type: none"> Human rights focused activation (History game) ‘Open society’ focused activation (Gender advocacy, freedom of belief) Youth focused Activation (Respect & Rule of Law) 	R1 200 000
Brand Marketing	Marketing Tactical opportunity	Promote Nation Brand strengths	Nation Brand pride activity	Promote Nation Brand values by targeting creative industry		R1 300 000

PROGRAMME 2: BRAND, MARKETING AND REPUTATION

STAKEHOLDER RELATIONS AND GLOBAL MARKETS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of Global South Africans activations implemented in key markets	17 x Global South Africans activations implemented	3 x Global South Africans activations implemented	5 x Global South Africans activations implemented	5 x Global South Africans activations implemented	4 x Global South Africans activations implemented	
USA (5x GSA Activations)		<ul style="list-style-type: none"> 1 X GSA activation in Washington DC 	<ul style="list-style-type: none"> 1 x GSA in Atlanta - Women's Day celebration 1 x GSA in New York - Heritage Day 	<ul style="list-style-type: none"> 1 x GSA activation with SAiD 	<ul style="list-style-type: none"> 1 x GSA in Los Angeles - Sport, Arts and culture 	R2 632 000
UK (5x GSA Activations)		<ul style="list-style-type: none"> Celebrate Southern Africa 	<ul style="list-style-type: none"> Mzansi Festival South Africa Youth Day South Africa Day Wales (moved to 20/21. Budgeted for in 2019/20) 		<ul style="list-style-type: none"> GSA Activation in Liverpool 	R1 200 000
Global Markets HO (incl. China) (7x GSA activations)	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	<ul style="list-style-type: none"> GSA Activation in France 	<ul style="list-style-type: none"> GSA Activation in Kenya (Heritage Day) 	<ul style="list-style-type: none"> Dubai, UAE (Heritage Day, linked to Dubai Expo) GSA Activation with SA peacekeepers Qatar 	<ul style="list-style-type: none"> Canada (broader community) OR South Korea (teachers) (tbc) China (Shanghai/Hong Kong/Guangzhou) (pending appointment of China CH) (R500 000) 	R 2 450 000 (HO) R 564 024 (China)
Stakeholder Relations	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	<ul style="list-style-type: none"> Pre-planning, Concept development 	<ol style="list-style-type: none"> GSA Australia 	Digital maintenance	<ul style="list-style-type: none"> Digital maintenance 	R1 400 000
Communications & Digital		<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	BUDGET R 300 000 digital Aligned to Reputation Strategy and Budget

PROGRAMME 3: STAKEHOLDER RELATIONS

STAKEHOLDER RELATIONS-GOVT

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Approved Stakeholder Relations Strategy	Reviewed and Implemented annual Stakeholder Relations Strategy	Reviewed stakeholder relations strategy recommended by ExCo	Stakeholder relations strategy effectiveness report	Stakeholder relations strategy effectiveness report	Stakeholder relations strategy effectiveness report with recommendations on strategy improvements	
		Submitted in Q4 2019/20	<ul style="list-style-type: none"> Q1 Stakeholder relations strategy effectiveness report 	<ul style="list-style-type: none"> Q2 Stakeholder relations strategy effectiveness report 	<ul style="list-style-type: none"> Q3 Stakeholder relations strategy effectiveness report with recommendations on strategy improvements 	No Cost
Collaborative activities with public sector stakeholders (Domestic)	14x collaborative activities implemented in partnerships with public sector stakeholders	3x collaborative activities implemented in partnerships with public sector stakeholders	4x collaborative activities implemented in partnerships with public sector stakeholders	3x collaborative activities implemented in partnerships with public sector stakeholders	4x collaborative activities implemented in partnerships with public sector stakeholders	
Targeted stakeholders: The dti ;SAT; Proudly SA; Department of Women, youth & persons with disabilities; SAPS; SRSA; DBE; DHA; Higher Education, Science and Technology; CSIR; PIPA's; Tourism Agencies; ConHill; DOT; Dept Sport, Arts & Culture; DOH; Dept of Justice; DIRCO; Parliament; NHC; Human Rights Council <i>Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners</i>		<ol style="list-style-type: none"> Africa Month Youth focused Collaborative activity (Basha Uhuru) 	<ol style="list-style-type: none"> Entrepreneurship KZN (Youth in Business) (PYP) Education focused engagement (History Game) Tourism Promotion focused Engagement SA Sports focused collaborative activity (PYP) 	<ol style="list-style-type: none"> Health - Stakeholder Engagement (PYP) Dept Women - Activation Governance Focused Collaborative activity 	<ol style="list-style-type: none"> Investment Promotion focused Collaborative activity Education - Back to School Safety & crime management focused Collaborative activity SONA focused Collaborative activity 	R1 200 000
		<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral 	<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral 	<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral 	<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral 	

PROGRAMME 3: STAKEHOLDER RELATIONS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Collaborative activities with civil society stakeholders (Domestic)	12x collaborative activities implemented in partnerships with civil society stakeholders	3x collaborative activities implemented in partnerships with civil society stakeholders	3x collaborative activities implemented in partnerships with civil society stakeholders	3x collaborative activities implemented in partnerships with civil society stakeholders	3x collaborative activities implemented in partnerships with civil society stakeholders	
Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	<p>Targeted stakeholders:</p> <ul style="list-style-type: none"> Sindisa Dunga Foundation; NUMSA; SACC; UN; Motsepe Foundation; Gift of the Givers; Tolarence Education Awareness Movement; NMF; Tambo Foundation; Equal Education; Social Justice Coalition; POWA; TAC; Thabo Mbeki Foundation; JCI; Abantu Book Festival; Academia; SAWID- South African Women in Dialogue 	<ol style="list-style-type: none"> Career development collaboration Collaborative activity with organised labour Collaborative activity with FBO/s Access to education focused collaborative activity (PYP) 	<ol style="list-style-type: none"> Women empowerment focused activity Youth Month focused activity (PYP) NMF Collaborations 	<ol style="list-style-type: none"> Literacy promotion focused activity (PYP) Tambo Lecture Collaborative activity focusing on Gender Based Violence 	<ol style="list-style-type: none"> Access to education focused collaborative activity Academia focused collaboration Collaborative activity with organised labour 	<p>CS Collabs - 1 500 000</p> <p>NMF Collab - 300 000</p>
		<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral Facilitate PR 	<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral Facilitate PR 	<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral Facilitate PR 	<ul style="list-style-type: none"> Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia Facilitate online RSVP functionalities Design collateral Facilitate PR 	

PROGRAMME 3: STAKEHOLDER RELATIONS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Collaborative activities with business stakeholders (Domestic)	12x collaborative activities implemented in partnerships with business stakeholders	3x collaborative activities implemented in partnerships with business stakeholders	3x collaborative activities implemented in partnerships with business stakeholders	3x collaborative activities implemented in partnerships with business stakeholders	3x collaborative activities implemented in partnerships with business stakeholders	
Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	Targeted stakeholders: <ul style="list-style-type: none"> • BUSA • BASA • JCCI • SA Taxi • JSE • Brand Finance • BLSA • SA Corporates: <ul style="list-style-type: none"> ○ MTN ○ Ubank ○ SA ○ Multichoice ○ ABSA 	<ol style="list-style-type: none"> 1. Corporate PYP Collaborative activity 2. Top 50 Brands 3. Business collaboration Fly Your Flag Campaign 	<ol style="list-style-type: none"> 1. Business Roundtable Discussion 2. Corporate PYP - Nation Builder Conference 3. Business collaboration Fly the Flag 	<ol style="list-style-type: none"> 1. Corporate PYP Collaborative activity 2. World Rally Flying Championships 3. PYP Collaboration - SA Taxi 4. Business Roundtable Discussion - BASA 	<ol style="list-style-type: none"> 1. Corporate PYP Collaborative activity 2. Business collaboration Fly Your Flag Campaign 3. Business Roundtable Discussion 	R1 100 000
		<ul style="list-style-type: none"> • Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia • Facilitate online RSVP functionalities • Design collateral • Facilitate PR support 	<ul style="list-style-type: none"> • Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia • Facilitate online RSVP functionalities • Design collateral • Facilitate PR support 	<ul style="list-style-type: none"> • Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia • Facilitate online RSVP functionalities • Design collateral • Facilitate PR support 	<ul style="list-style-type: none"> • Develop weekly content plan to provide coverage and support for activities and campaigns - articles, banners and multimedia • Facilitate online RSVP functionalities • Design collateral • Facilitate PR support 	<ul style="list-style-type: none"> • Covered under media partnerships • Digital??

PROGRAMME 3: STAKEHOLDER RELATIONS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Collaborative activities with public sector, business and/or civil society stakeholders internationally	20x collaborative activities implemented in partnerships with public sector, business and/or civil society stakeholders	4 x collaborative activities implemented in partnerships with public sector, business and/or civil society sector	6 x collaborative activities implemented in partnerships with public sector, business and/or civil society sector	5 x collaborative activities implemented in partnerships with public sector business and/or civil society sector	5x collaborative activities implemented in partnerships with public sector, business and/or civil society sector	
		<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<ul style="list-style-type: none"> Digital support and collateral design One GSA highlights content piece quarterly 	<p>BUDGET</p> <p>R300 000 digital</p> <p>R500 000 PR</p>
USA (5x activities)	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	<ul style="list-style-type: none"> 1 x Youth Day celebrations: Meeting of the Minds 	<ul style="list-style-type: none"> 1 x All Africa Team NASCAR Partnership project 1 x Influencer event during UNGA 	<ul style="list-style-type: none"> 1 x Mandela legacy celebration event 	<ul style="list-style-type: none"> 1 x Business Ambassadors Marketing and Branding Outreach to the USA project 	R3 726 000
UK (9x activities)		<ul style="list-style-type: none"> Nobilitas AFSIC in London 	<ul style="list-style-type: none"> Imbawula The Musical: Stage Production Women4Africa Mandela Mile 	<ul style="list-style-type: none"> Living Legends with CHIVA Oil & Gas Seminar in Aberdeen 	<ul style="list-style-type: none"> Africa Leadership Roundtable Global African Awards 	R 2 800 000
Global Markets HO incl. China (6x activities)	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	* NB: Q1 activities deferred to Q2 due to COVID-19	<ul style="list-style-type: none"> 1x collaborative activity in Asian market 1x collaborative activity in Southern African market 	<ul style="list-style-type: none"> 1x collaborative activity in North African market 1x collaborative activity in East African market 	<ul style="list-style-type: none"> 2x collaborative activities with SA Missions in China (Beijing/Shanghai/Hong Kong) 	R 2 500 000 (HO) R 800 000 (China)

PROGRAMME 3: STAKEHOLDER RELATIONS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Aligned Nation Brand execution and experience domestically and internationally	1 X Nation Brand Forum	Build up to Nation Brand Forum	Build up to NBF	1 x Nation Brand Forum	Showcase NBF Outcomes	
		<ul style="list-style-type: none"> Identify the theme for 2020 Nation Brand Forum as well as the target audience. Prepare a concept document Develop an overarching promotional concept for the Nation Brand toolkit. 	<ul style="list-style-type: none"> Promote the outcomes of 2019 Nation Brand Forum as a build up to 2020. Target radio and digital platforms Promote Nation Brand toolkit to encourage stakeholders to access the brand experience. 	<ul style="list-style-type: none"> Host Nation Brand Forum Promote Nation Brand toolkit on Brand South Africa owned social media platforms 	<ul style="list-style-type: none"> Disseminate Nation Brand Forum outcomes and target at least 2 potential collations. 	R1 750 000 + 700 000 toolkit promotions
Comms & Digital		<ul style="list-style-type: none"> Highlights reel of previous installments VOX POPS App awareness leading up to NBF Input comms messaging into creative execution to celebrate five years 	<ul style="list-style-type: none"> PR Media mix targeting different types of audiences on Nation Brand content - conversations driven by citizens Competition targeting marketing students to participate at Forum plus week long internship program. 	<ul style="list-style-type: none"> Execution of comms and PR plan Digital campaign including Livestreaming 	<p>Incorporate NBF messaging into strategic platforms programmes</p> <p>Media placement</p>	R 500 000 (digital) Covered under domestic media partnerships/media buy (Comms)

PROGRAMME 3: STAKEHOLDER RELATIONS

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Number of Nation Brand Alignment Trainings delivered	13x provincial Nation Brand alignment training	3x provincial Nation Brand alignment training	3x provincial Nation Brand alignment training	3x provincial Nation Brand alignment training	4x provincial Nation Brand alignment training	
Stakeholder Relations	Should platforms be derailed by COVID-19 pandemic - adjust and develop theme focussed digital activities, with partners	<ol style="list-style-type: none"> NW workshop KZN workshop Gauteng workshop 	<ol style="list-style-type: none"> Government Communicators workshop Western Cape workshop Mpumalanga workshop 	<ol style="list-style-type: none"> PIPA's workshop EC workshop NC workshop 	<ol style="list-style-type: none"> Free State workshop SOE/C's workshop Gauteng workshop COTTII 	R1 000 000
		<ul style="list-style-type: none"> Digital support, collateral design and online RSVP facilitation 	<ul style="list-style-type: none"> Digital support, collateral design and online RSVP facilitation 	<ul style="list-style-type: none"> Digital support, collateral design and online RSVP facilitation 	<ul style="list-style-type: none"> Digital support, collateral design and online RSVP facilitation 	R 100 000 (digital)
Assessment of Nation Brand Alignment Training	4x stakeholder impact survey	1x stakeholder impact survey	1x stakeholder impact survey	1x stakeholder impact survey	1x stakeholder impact survey	
Stakeholder Relations		1x stakeholder impact survey development and distribution	<ul style="list-style-type: none"> 1x stakeholder impact survey report 	1x stakeholder impact survey report	Consolidated report on impact training	

Output Indicators	Annual Target	Q1	Q2	Q3	Q4	BUDGET
Approved discussion paper on Nation Brand alignment policy	Approved discussion paper submitted to the Executive Authority for approval	Approved discussion paper by Exco	Approved discussion paper discussion by MarCo	Approved discussion paper approved by the Board of Trustees	Submission of the approved discussion paper to the Executive Authority	

Total Budget

UNIT	Budget
Marketing	R35 089 000
Research	R4 753 000
Communications	R31 044 000
Global Markets - USA (R5 500 000) - UK (R4 800 000) - Head Office, incl China (R 7 614 024)	R17 914 024
Stakeholder Relations	R18 470 000
Total Allocated to Marketing	R103 094 000

THANK YOU