



Communication Resource Centre



For the Hatfield-based Communication Resource Centre (CRC), the 2007/08 financial year was marked by strong wins in ongoing group efforts, and significant beginnings in new territory.

During 2007, the CRC grew its relationship and interaction with communicators in Government and other sectors. The CRC supported communicators in initiatives ranging from assistance and guidance in the development and implementation of communication strategies, to tracking and analysis of international media coverage relating to South Africa.

The CRC continued the effective monitoring and analysis of international media coverage, supplemented by local media coverage. This formed

the basis for strategic communication advice and, when required, the crafting of responses and approaches to deal with critical issues covered by media.

The CRC, in fulfilling its brief, relied more and more on the assistance and input of the IMC country managers in Washington, London and Mumbai, specifically when faced with critical issues covered by media in the respective countries. This relationship with the country managers enabled the CRC to provide informed advice to communicators and draft effectively targeted responses.

In terms of new territory, the most significant development has been the conceptual roll-out of the online MediaClubSouthAfrica.com.

This portal will provide an up-to-date, comprehensive information service to South African and world media in the lead-up to the 2010 FIFA World Cup and beyond, taking advantage of the unprecedented communication and marketing opportunity this global event presents to the country and the African Continent.

MediaClubSouthAfrica.com will focus on the generic positioning of South Africa in its entirety. Content produced by the project is dedicated to this positioning.

It must also mesh in with 2010-specific communication by the 2010 FIFA World Cup Local Organising Committee, Government, SA Tourism and other key stakeholders.

The idea originated from Germany's experience of hosting the 2006 FIFA World Cup. In the lead-up to 2006, Germany's Land of Ideas established a Media Club to brand Germany and maintain relations with key international media beyond the World Cup itself.

Similar, long-term utility formed the basis of the planning for this service.

The CRC's core domain is strategic communication and the continuous partnership and exchange with the Government Communication and

Information System (GCIS). In the period under review, this was characterised by a number of significant events and developments that generated, or were at least expected to, generate international media interest in the country.

CRC Communication Managers concentrated on a number of activities that fall within the area of the respective Government clusters for which they assume responsibility. These included:

- The tracking and analysis of international media coverage relating to crime and crime-related issues pertaining to South Africa. The coverage was collated and used for the CRC's occasional Justice, Crime Prevention and Security (JCPS) Cluster reports.
- The tracking of economic and financial media coverage on South Africa. This formed the basis for the regular economic media environment reports that CRC put together.
- Compilation of regular tourism reports, which were supplied to South African Tourism, DEAT, tourism provincial officials and other tourism stakeholders.

Looking ahead, the CRC will play a key role in the IMC's commitment to strengthening media relations domestically and internationally over the next two years.

The emphasis on media cooperation forms part of the effort to extract the maximum benefit from the international spotlight on the country, thanks to the 2010 FIFA World Cup, the country's broadening economic relations internationally as well as preparations for the 2009 general elections plus the Confederations Cup football tournament.

