

Africa's time has come



2010  
National Communication  
Partnership Conference

# THE 2010 NATIONAL COMMUNICATION PARTNERSHIP

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government  
communications

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[www.southafrica.info](http://www.southafrica.info)



## BACKGROUND

**January 2005**  
Discussion by  
Government and  
Private Sector  
Communicators

- Recognised the hosting of the first African World Cup as a communication opportunity of a lifetime for the country and continent.
- Identified the need for coordinated communication and marketing in the build up to 2010 World Cup.

**2010 National  
Communication  
Partnership formed**



## COMMUNICATION PARTNERSHIP

- The 2010 NCP is a voluntary association of public and private sector communicators across the many creative and communication disciplines.
- Aimed at promoting co-ordinated local and international communication to maximise the benefit of hosting the world cup for our country and continent.

**Unified by a framework, vision and message**

# FRAMEWORK: ① Two terrains of 2010 communication

- FIFA's World Cup
- FIFA communication
- Fulfilling SA obligations to FIFA

fulfilling  
tournament  
obligations

promoting  
national/  
African  
interest

- Taking advantage of a unique opportunity to promote national interest broadly and to work with rest of Africa to promote a positive image of the continent

# FRAMEWORK ② Making the most of the opportunity

- 2010 Communication goes beyond showcasing soccer
- It needs to make the most of a unique opportunity to:
  - express and promote unity;
  - create a positive communication climate to promote development and expand opportunities;
  - inspire the youth;
  - market the country and continent within a common framework and messages and
  - foster African solidarity



## OBJECTIVES

### **Nation building**

elaborate a vision for 2010 as a catalyst for change

### **African World Cup**

work with the rest of Africa to promote a positive image of the continent

### **Leverage for marketing & accelerated development**

domestic and global media platforms

### **Mobilise nation**

engage all South Africans hosts



## STRUCTURES

- Championed by Core Group reflective of sectors
  - Task Team from Core Group - drives process between meetings
  - Works through IMC, GCIS – and others as needed
  - Linkages with OC and Government 2010 structures
  - Cluster engagements and national/continental events
- Anyone who shares the vision and objectives of the Partnership can be a member**



## WHERE ARE WE?

- Ongoing work within three clusters
- Key communication interventions – good news SA
- 2010 NCP website
- Monthly Newsletter to update members
- International and local research to track media and public perceptions on 2010 World Cup

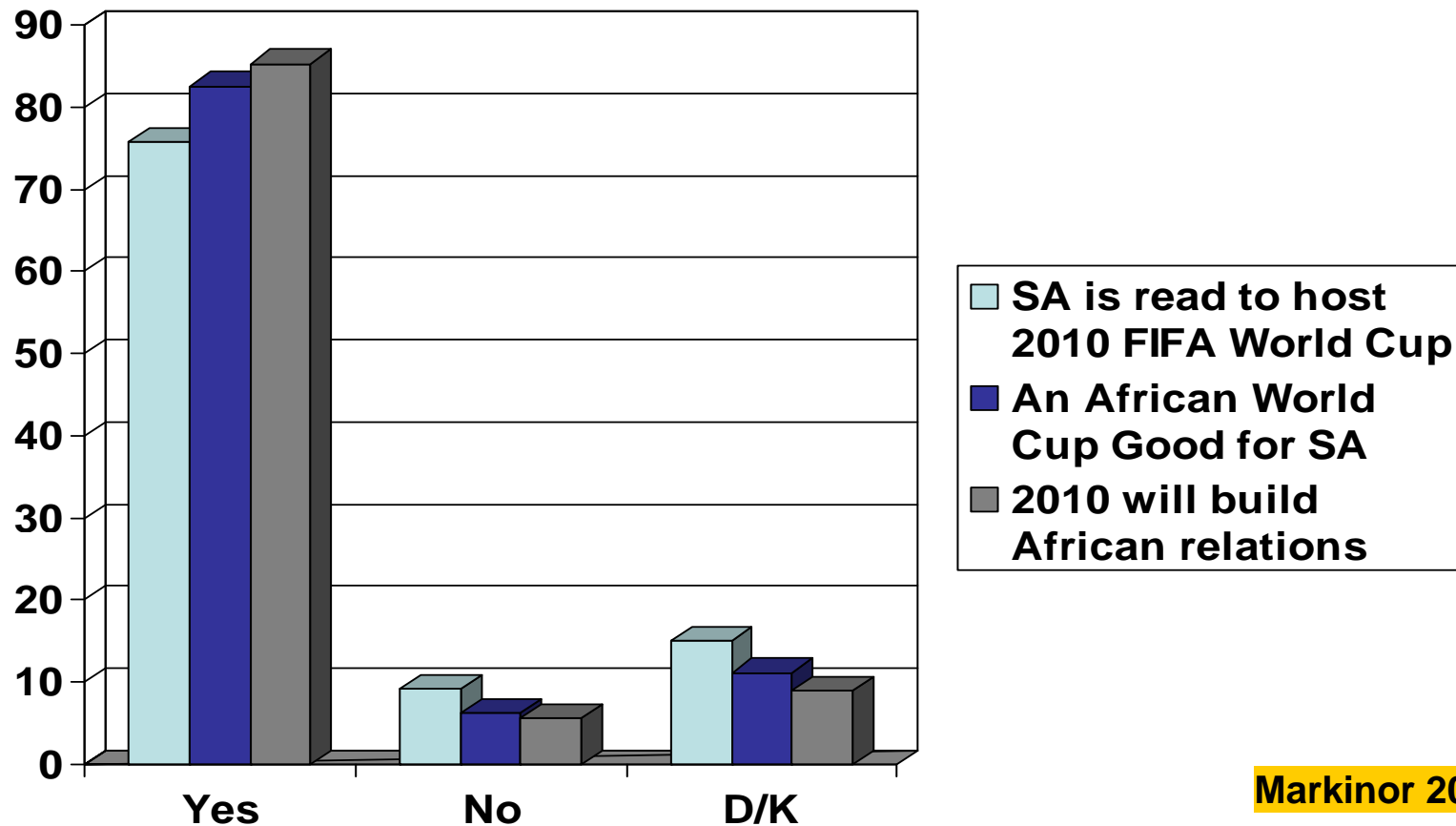


## **AFRICAN PARTNERSHIPS**

- Conference one of many processes building partnerships with communicators across Africa
- Some engagements thus far include:
  - African Union of Broadcasters
  - The African Editors Forum
  - FCB Africa conference

# SA in favour African world cup

- South African **public opinion** shows strong support for an **African World Cup** and belief 2010 will build African relations
- South African public opinion shows confidence in SA readiness





**END- Thank You**