

2010 National Communication Partnership Newsletter



VOLUME 1, ISSUE 2

JUNE 2007

The annual Partnership Conference: Africa's time has come!



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



Preparations are in full swing for the second annual 2010 National Communication Partnership (NCP) Conference. African communicators from across communication disciplines will be invited and the theme is 'Africa's time has come!' The conference will take place on 15 August 2007 at the Sandton Convention Centre, Sandton, Gauteng.

In 2006, the Partnership processes and conference focused on engaging communicators nationally. Now, the process of engaging communicators on the continent is underway.

The hosting of the first African World Cup is a unique communication opportunity for Africans to tell their own stories of the continent. It's a time for African communicators to express and promote African solidarity, create a positive communication climate to promote development and expand opportunities, market the continent within a common framework and improve international perceptions.

Achieving these communication objectives will require collaborative effort from communicators across the many communication and creative disciplines, in the public and private sectors and civil society – and across the continent.

South Africa, the continent and FIFA have committed that the 2010 FIFA World Cup will contribute to a 21st century of growth and development in Africa, and provide momentum to the African Renaissance. We communicators have a vital role play!

Inside this issue:

Talking to communicators	2
Media participation	2
Upcoming events	3

Did you know?

In a declaration of the 8th Assembly of the African Union (AU) heads of state and government, the AU reaffirmed its commitment to make the 2010 FIFA World Cup a truly African tournament, committing its countries to 'full and substantive involvement in the preparations leading to the 2010 World Cup'.

Members of the AU Assembly committed themselves 'to provide all-round support to the Government and people of South Africa in their efforts to organise the 2010 World Cup tournament successfully and effectively'.

The AU also urged its member states to develop national programmes.

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

Talking to communicators on the continent

The process of building alliances with communicators on the continent has begun!

African Editors' Forum

A meeting took place with the Chair of The African Editors' Forum (Taef) to get participation within the Partnership from editors on the African continent. The proposal was accepted in principle and their representation on the Partnership will be decided by Taef leadership at their forthcoming summit in July 2007.

African Broadcasters' Conference

The Partnership was part of the African Broadcasters' Conference, where a message of solidarity and commitment to a future relationship was conveyed. Broadcasters from 30 countries in Africa were represented at the conference.

Participants of the communication and marketing commission identified the

need for African broadcasters to change negative perceptions about Africa through communication to Africans, those in the diaspora and the world in general.

The conference was organised under the auspices of the SABC, the Southern African Broadcasting Corporation and the African Union of Broadcasters, from 11 to 12 June 2007, in Roodepoort, Gauteng.

FCB Africa Conference

A presentation on the objectives and updates on the work done by the 2010 NCP was given on 22 June 2007, in Kyalami, Gauteng, to the entire leadership of FCB Africa at their annual conference.

Other happenings

Engagement with Sanef

Representatives of the 2010 NCP met with the South African National Editors' Forum (Sanef), to establish a mutually beneficial two-way line of intelligence, information and communication. The Executive Director of Sanef, Ms Femida Mehtar, is now representing the organisation on the 2010 NCP Task Team and will make strategic input on

the needs of the media. This meeting was part of engagements within the media and communication cluster, championed by Chris Moerdyk.

Business Opportunities Conference

The 2010 NCP participated in the Business Opportunities Conference organised by the Department of Trade and Industry, the Organising Committee and the Ekurhuleni Metropolitan Municipality from 19 to 20 June 2007.

At the conference, representatives from government, business and organised labour looked at ways of ensuring economic participation, especially for the small enterprises sector.

This conference will be followed by roadshows across the country to facilitate participation by small, medium and micro enterprises. For more information, visit: www.sa2010.gov.za

Launch of websites

Both the Organising Committee and government have launched their 2010-websites. The Organising Committee's website is within *fifa.com* and provides information on readiness, news, South Africa in general and the tournament. Government's website, *sa2010.gov.za*, provides complementary information on government programmes, South Africa and Africa in the context of the World Cup. The sites have mutual links and government, FIFA and the Organising Committee are collaborating to ensure information delivery through this important media.

Events

Event	Date	Venue
Third International EMBOK - Event Management Body of Knowledge - Imbizo For information on this major step in the profession of event management in South Africa, see http://www.iem.co.za/embok3/index.html	2 - 4 July 2007	Sandton Convention Centre, Gauteng
2010 National Communication Partnership Core Group Meeting	25 July 2007	Siemens Park, 300 Janadel Avenue, Halfway House
2010 National Communication Partnership Annual Conference	15 August 2007	Sandton Convention Centre, Gauteng

CONTACT DETAILS

International Marketing Council:
Margaret Dingalo
+27 (0) 11 483 0122
MargaretD@imc.org.za

Government Communications:
Kholiswa Kleinbooi
+27 (0) 12 314 2173
kholiswa@gcis.gov.za

2010 National Communication Partnership website
<http://www.imc.org.za/2010-npc-3.html>