

2010 National Communication Partnership Newsletter



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MAY 2007

W elcome to the first 2010 National Communication Partnership Newsletter!

This is the first of monthly Partnership newsletters, to enable information sharing among communicators and to keep you informed about Partnership activities. So if you have information about activities for fellow communicators that advances the Partnership objectives – please send it to us.

Purpose of the 2010 National Communication Partnership

The 2010 National Communication Partnership is a joint effort of communicators across society and in all the many creative and communication disciplines to take advantage of the communication opportunity of a lifetime – the 2010 FIFA World Cup™ – to benefit our country and continent.

The Partnership's purpose is to provide strategic vision and promote co-ordinated local and international communication, so that the many communication agencies and role-players speak with one powerful voice to maximise the benefit of hosting the FIFA World Cup™ for the country and continent.

Membership

The Partnership is not a legal entity but a voluntary association of communicators who have come together out of a sense of common responsibility to use the 2010 communication opportunity to create action for a better life for all. Membership is open to all communicators who want to be part of this joint effort.

Structures

The partnership is championed by a **Core Group** with members from across the public and private sector and communication disciplines - marketing, advertising, public relations, media, communication research, arts and culture.

A **Task Team**, representative of the sectors and disciplines in the Partnership, meets on a monthly basis and drives the work of the Partnership. Government Communication and Information System and the International Marketing Council serve as custodians of the Partnership and provide a secretariat.



government
communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA



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Inside this issue:

Annual	2
Conference	
Cluster Engagements	3
Contact Details	3

COMMUNICATION OBJECTIVES

**“Africa’s
time has
come -
South
Africa is
ready”**

The Partnership key strategic communication objectives are: to make the most of this unique opportunity to express and further build unity and pride amongst South Africans; to inspire our youth; to market the country to the world; to create a communication climate that helps use this chance to speed up development and expand opportunities, and to work with Africa - in the

context of the first African world cup - to build African solidarity.

The partnership’s key communication theme is "Africa's time has come - South Africa is ready".

The Partnership is based on recognition of the rights of FIFA and their commercial partners to the tournament itself and the role of the Organising Committee – which is also a Partnership member.

OUR ACTIVITIES



Break away sessions 2006



Gala dinner 2006



Our first Partnership

conference – the coming out party of the Partnership – was hosted last year, 15 August.

The Partnership has been working behind the scenes since 2005 – but been keeping quiet in public because until after July 2006, it was still Germany’s world cup.

The support for the 2006 conference from both media and interested stakeholders was

overwhelmingly enthusiastic - and already communicators are beginning to ask about the upcoming conference this August.

The Partnership conference will be held annually — and will be the culmination of all processes to engage communicators and cluster stakeholders.

OUR ACTIVITIES

Cluster Engagements

These are platforms that are geared to facilitate engagements within specific communication areas to enable coordination, information sharing, mobilisation within the strategic framework of the Partnership, and for peers to identify opportunities for collaboration.

Four clusters have been established, namely Tourism; Arts and Culture; Advertising and Marketing; and Media and Communication.

Each cluster is led by persons nominated based on their expertise within the following areas.

Tourism:

Mr Kingsley Potter (SA Tourism) .

Arts and Culture:

Mr Eddie Mbalo (National Film and Video Foundation).

Advertising and Marketing:

Mr Nkwenkwe Nkomo (Association for Communication and Advertising).

Media and Communication:

Mr Chris Moerdyk (Independent Analyst).

Cluster engagements will follow different processes depending on the cluster and will kick off from May 2007.

Good News Publications


The 2010 National Communication Partnership, through its member South Africa - The Good News (Pty) Ltd, supported by GCIS and IMC and a number of corporate sponsors, will publish two books to promote a positive view of both South Africa and Africa as we move towards hosting the 2010 FIFA World Cup™.

2010 - How We Will All Score (or a title to that effect) is the first of these books. It will cite some 50 reasons why hosting a successful World Cup will be of benefit to the majority of South Africans. Africa – The Good News is the second book, to be published in 2008 – and will tell the good news about the continent.

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