

National Communication
Partnership Conference

Working Towards Communication Alignment Pre 2010

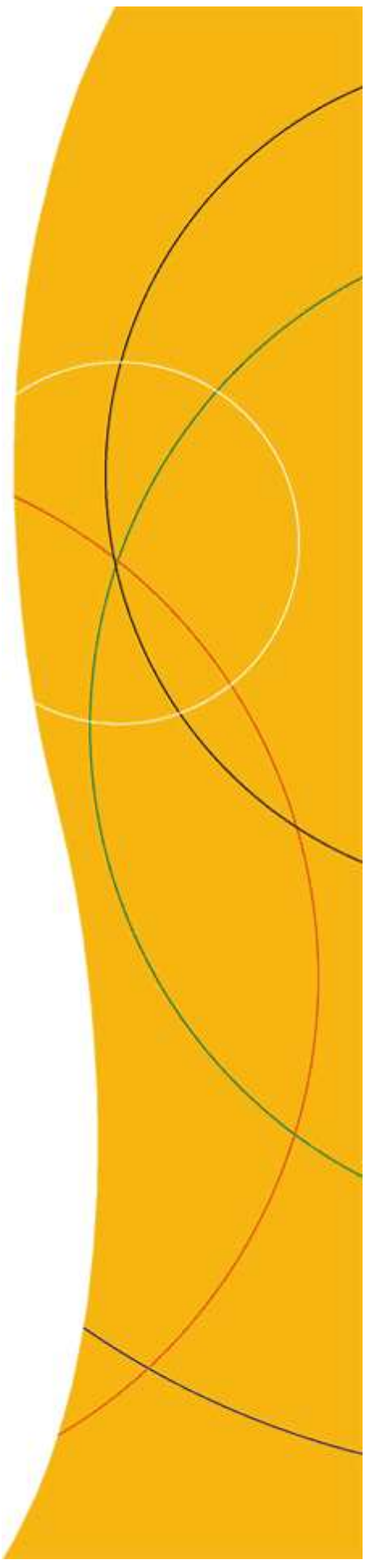


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2010

The Communication Opportunity The Communication Responsibility



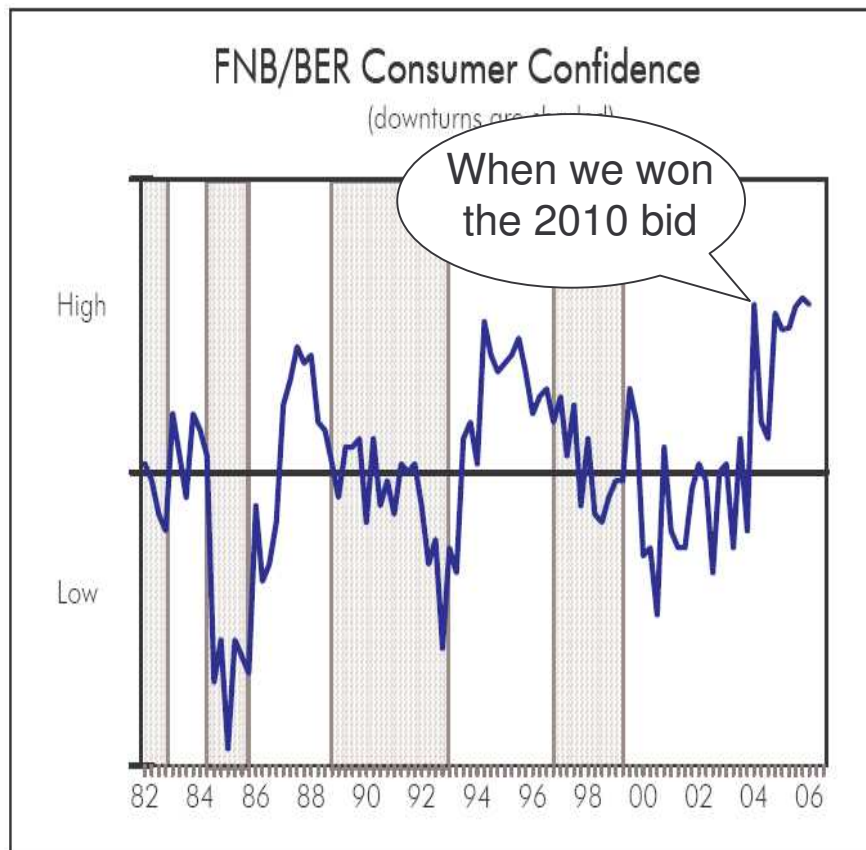
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Background



The huge leap in Confidence when FIFA decided to stage the first African World Cup here points to the feelings about 2010

It was also the time of the celebration and reflection on what the first ten years of freedom had brought



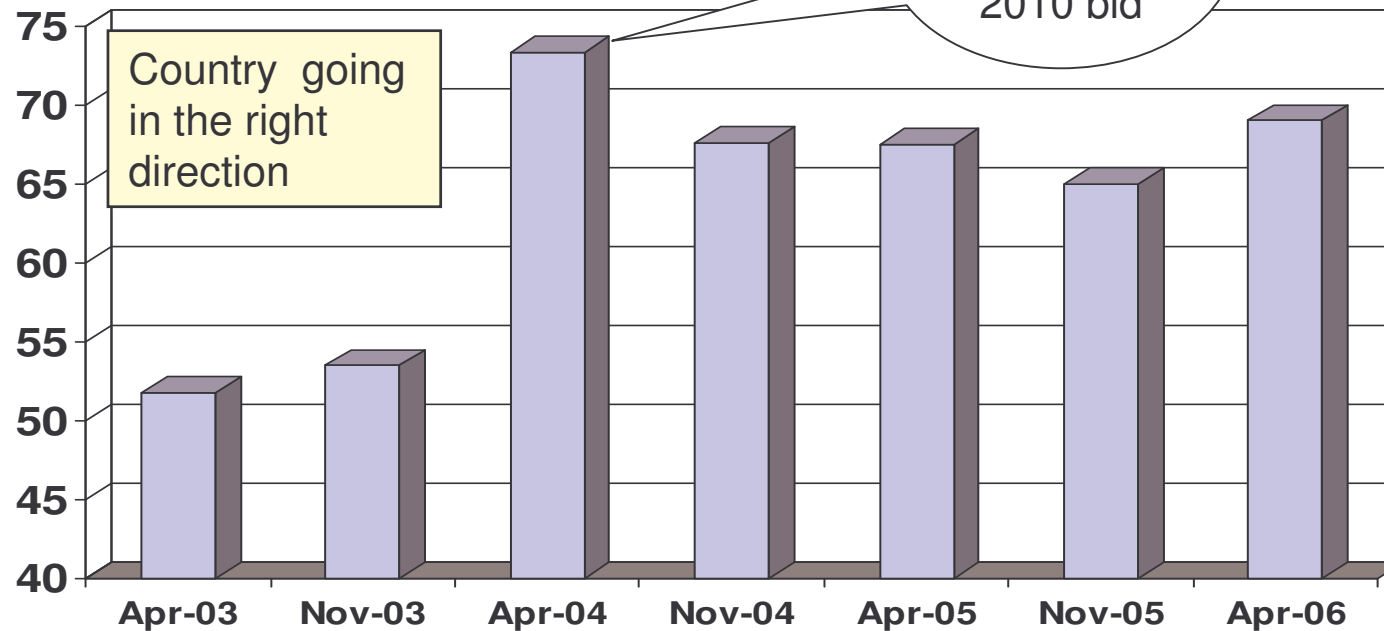
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Background



In fact it was also a spike on a rising trend in national mood – growing confidence in the direction of the country and our capacity to deal together with whatever problems we might have; a high levels of pride and a steadily increasing sense of unity – an Age of Hope



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Background



This was part of the context in which government and others began in 2004 to think through the communication implications of having been granted the right to host the 2010 FIFA World Cup.

It was also a time in which the country's communicators were feeling their way towards the articulation of a shared vision of the nation that we are becoming

Out of consultations and discussions there emerged the idea of a National Communication Partnership for 2010 within a broad framework of a national communication framework



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Opportunity of a lifetime



Two terrains of 2010 communication

- ◆ FIFA's World Cup
- ◆ FIFA communication
- ◆ Fulfilling SA obligations to FIFA (LOC)

**Mandatory –
fulfilling
soccer
obligations**

**Optional –
promoting
national
interest**

- ◆ Taking advantage of a unique opportunity to promote its national interest broadly and to work with rest of Africa to promote a positive image of the continent
- ◆ Terrain of National Communication Partnership for 2010



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Opportunity of a lifetime



Co-ordination, Integration, Partnership

- ◆ To sustain integrated and coherent communication over 4 to 5 years we need coordination in govt and a partnership of all communicators
- ◆ Intense world attention makes it essential that the many role-players with a stake in 2010 speak with one voice
- ◆ This requires building structures and linkages for a common approach and co-ordination in dealing with issues as they arise



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Opportunity of a lifetime



Making the most of the national opportunity

- ◆ As a country the opportunities that come with the hosting of 2010 include the possibility to:
 - ✓ Market our country to billions of people all over the world
 - ✓ Boost our tourism and sports industries
 - ✓ Speed up programmes to address infrastructure backlogs
 - ✓ Unite all South Africans behind concrete popular objectives within a concrete timeframe, promoting both unity and development.
- ◆ All of these to one degree or another require communication focused on a few objectives



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Objectives

An African World Cup



- ◆ Creative attention to building African solidarity, projecting 2010 as an African World Cup, in the continent and globally
- ◆ Working with the rest of Africa, as part of international marketing, to improve image of our continent
- ◆ Promoting our region and beyond to visitors
- ◆ Building links with communicators across the continent to promote a common approach
- ◆ Research says South Africans are positive about this – 82% think it a good thing that the world sees 2010 as an African World Cup



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Objectives

Learning best practices from others



Experience of other hosting countries married with our own perspective and character has important communication lessons:

- ◆ Successful integration of event in long-term marketing and development of the host country (**Barcelona**)
- ◆ Stereotypes unchallenged well in advance of the event can impact on the possibilities of positive communication (**Athens**)
- ◆ Effectively combining required communication for FIFA with national communication opportunities requires strong national structures (**German World Cup**)



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Environment

Expectations



Avoiding false expectations that will lead to disappointment

Number and price of tickets and concentration of matches to a few venues

Will limit how many South Africans attend matches

Will limit economic opportunities South Africans can take up

FIFA's sponsorship control, broadcast rights, access to opportunities at stadia

Appreciation of these issues should lead to creative initiatives to alternative forms of participation



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Environment

Unity

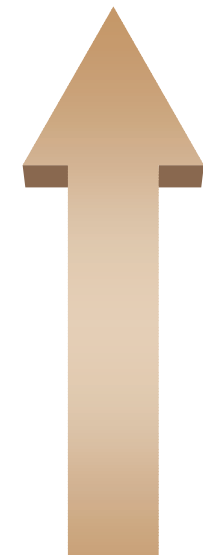


South Africans are more united than ever, but various developments could evoke negativity and fragmentation

National mood on a positive trajectory with growing national pride & unity

World Cup processes bring their own potential for negativity and fragmentation

2009 elections on eve of tournament will need a political party effort to make World Cup a point of consensus



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Environment



International perceptions

The gap between foreign perceptions of SA and its real strengths has narrowed, but is still too wide...



- ◆ While the Ten Year Celebrations did much to shift international media perceptions, SA no longer has previous international media profile
- ◆ We are continuously reminded of the potential for negativity to reassert itself



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Messaging and phasing

Core message and branding



We need to combine consistent branding of the country, premised on the brand essence of BrandSA, with messages appropriate to 2010

For this period, our core message, alongside the country brand:

‘Africa’s time has come - South Africa is ready’

More detailed messaging with emphases appropriate for each phase of the campaign and the particular circumstances will be developed and disseminated through networks and co-ordinating structures



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Structures



Government coordination and action

Government's institutional structures are in place: the Inter Ministerial Committee co-ordinates all government efforts, assisted by a Technical Coordination Committee (TCC) chaired by the Deputy Minister of Finance.

An operational and resource plan for all aspects of 2010 has been completed.

Government will work with all stakeholders to ensure common action across the three spheres of government, SOEs, business, SAFA/LOC, and across society as a whole

The TCC has a communication cluster, and a communication coordinating committee has been established involving all departments and spheres, agencies and SOEs



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Structures

2010 National Communication Partnership



‘A partnership of government and private sector communicators working through IMC and GCIS in parallel with organisations such as the 2010 Local Organising Committee, SA Tourism, and other stakeholders to promote co-ordinated local and international communication to maximise the benefit for all from the opportunities of 2010, beyond the fulfilment of our obligations to FIFA as host ‘

Providing a national framework and vision and/or a point of reference for all who engage in communication in the period leading to 2010 to facilitate coherent and coordinated communication and activities

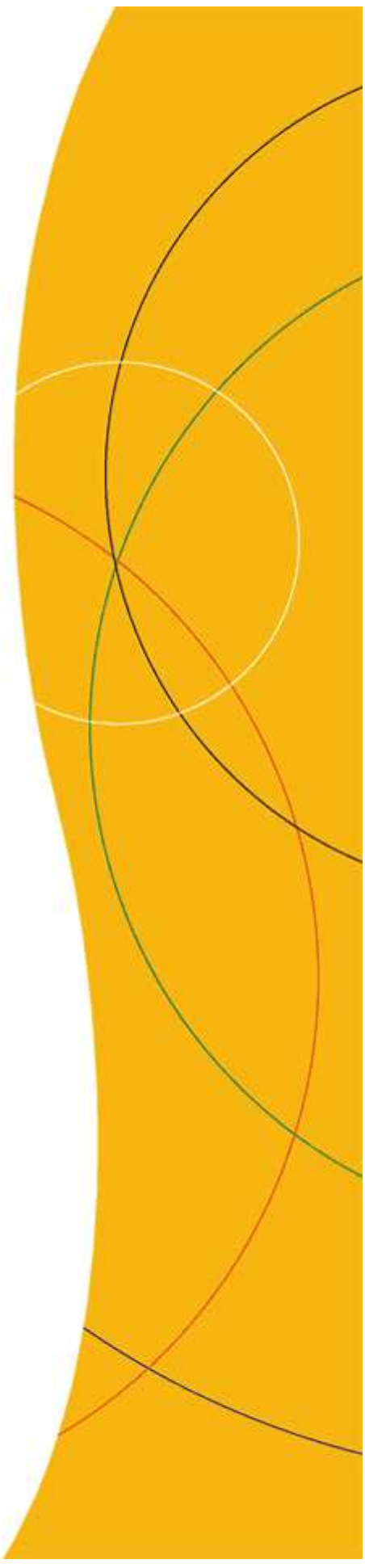


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