

## Cluster focus on what's important at 2010 NCP

By Daniel Munslow

The *Fourth National 2010 Communication Partnership* (NCP) concluded with four breakaway sessions that saw specialists in specific clusters sitting down to address key issues around the 2010 World Cup. The clusters included Tourism - facilitated by Sugden Pillay of SAT; Domestic mobilisation – facilitated by Manaba Moroka; Continental mobilisation – facilitated by Kalusha Bwalya; and Communication – facilitated by Jermain Craig and Amina Frens. Rigorous debates took place at all four sessions, which were followed by group feedback to all delegates in the main hall. The purpose was to ensure that all attendees were part of the discussions taking place, and were able to walk away with tangible outcomes and key points going forward.



### Hospitality / Tourism Feedback

The cluster provided feedback that suggested the need for a 'Diski' dance and a 'Fly the Flag' campaign that should be adopted on a national level. The aim will be to unify the country around common cultural values. The cluster went so far as to suggest that the 'Diski' dance should be performed at every football game and even taken to the schools. It was also felt that more bumper stickers should be used to communicate the various messages that need to be sent out. to send out messages.

### Domestic Mobilisation Feedback

Mobilising people on the ground would see the nation wearing a South African football kit – a common level approach to nation-building and sharing of ideas. A common theme discussed by several speakers and in the corridors of the Convention Centre throughout the day was the requirement for all South Africans to know and understand the national anthem. This would require buy-in by all, and a common understanding of the reasons for the words in the anthem. It was also suggested that the country adopts a national flag day at houses; schools; museums; taxis; and any other public locations.

### Continental Mobilisation Feedback

On a Pan-African front, the continental mobilisation cluster suggested that African embassies needed more information to share with people in their respective countries. African-based companies and companies that work across the continent should have more information on hand, and should be better utilised in conveying whatever needs to be known about 2010. African partners generally said they needed more communication in order to better share information. The cluster suggested using celebrity soccer players to mobilise and get people's buy-in.

### Communications Feedback

The communications cluster generally agreed that a lot of marketing and communications activities are taking place around the country, but that they are not being rolled out as an integrated marketing communications strategy that would tie their needs back to the goals of 2010. By way of bridging this information gap, it was suggested that 'Football Fridays' need to be held across the country, and that these should start as early as 4 September.

The conference was transcribed in its entirety, and a report on the 2010 NCP event will be published in the near future. There will also be an outcomes discussion and follow up to ensure that these objectives are met.

### About the 2010 NCP

The right to host the 2010 FIFA World Cup brings South Africa a unique opportunity that extends well beyond football.

One of the biggest impacts from hosting the 2010 FIFA World Cup will come from the phenomenal marketing and communication opportunity it will offer the country and continent. As world attention focuses on the first African World Cup, this is an opportunity for Africans to tell their own stories.

The 2010 National Communication Partnership is a joint effort of communicators across society, and in the many creative and communication disciplines, to take advantage of this communication opportunity of a lifetime to benefit our country and continent.

The 2010 National Communications Partnership had its genesis in a meeting in early 2006, convened by GCIS and the IMC, and hosted by the Minister in the Presidency, of senior government communicators and a group of private sector corporate communicators. The latter expressed their commitment to taking advantage of the 2010 FIFA World Cup communication opportunity for the benefit of the country and continent.

They identified the need for some facility to ensure a well co-ordinated marketing and communication campaign in the build-up to 2010, to maximise tourism and foreign investment opportunities for many years beyond 2010, as well as to mobilise South Africans across sectors as hosts, and to build national pride.

Such a facility would help ensure that all 'left hands' were aware of what 'right hands' were doing; facilitate the development of an overarching strategic vision for communicators across sectors and disciplines so everyone worked

together to take advantage of this communication opportunity of a lifetime for our country and continent.

As a result, the 2010 National Communications Partnership (NCP) was formed. Its plenary membership now stands at around 250 leaders of communication across sectors and disciplines – marketing; advertising; communication; public relations; creative industries; and tourism in the public and private sectors. The work of the Partnership is driven by a task team representative of the various disciplines and sectors, which meets monthly.  
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