Working Towards Communication Alignment Pre 2010

National Communication Partnership Conference 2010
The Communication Responsibility
2010
The Communication Opportunity
When we won the 2010 bid

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

FNB/Ber Consumer Confidence
(downturns are grey, dips are blue)

High

Low

82 84 86 88 90 92 94 96 98 00 02 04 06
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.
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.
Two terrains of 2010 communication

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

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

Mandatory – fulfilling soccer obligations
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
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.
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
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)
Appreciation of these issues should lead to creative initiatives to alternative forms of participation.
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.
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
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.
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.
‘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
End