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Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 11 - August 2009

BUILDING THE NATION BRICK BY BRICK

The construction industry lays concrete foundations in the era of renewal – the role of the construction industry in economic growth, social development and human-resources development.– Theme for National Construction Week 2009

A successful marketing campaign was implemented for National Construction Week 2009, targeting a vast selection of media to promote careers in and create awareness of the construction industry as a whole.

The campaign was managed by the Directorate: Marketing of Government Communications (GCIS) and the contracted media-buying agency, Mercury.

According to Johan Prins, Head of Client Service and Strategy at Mercury, the strategy of the campaign was to seek wide publicity to reach its objective. The campaign message was spread using media such as:

- **Radio:** 45-second radio spots were flighted for four weeks on SABC and other independent radio stations.

- **Television:** as the core of the positioning strategy and to provide a national footprint,

The repercussions of the current and very serious economic crisis can be felt worldwide, but the current construction boom has proven to be a beacon of light for South Africa's economy.

The campaign further aimed to position the industry as vital to everyday living and therefore propagate careers in engineering and construction as an outstanding choice, injecting glamour and honour in the industry.

a 45-second advertisement ran for a month on DSTV and SABC channels. Current affairs and local programmes were also targeted.

- **Outdoor media:** electronic billboards, taxi advertising and street poles in major cities.
- **Internet:** additional information from government websites was placed on 24.com and Primedia Online.

The fourth annual National Construction Week has never been more important to South Africa as it has been this year in particular. With the economic recession being felt globally, it is this theme that National Construction Week 2009 fittingly latched onto during their marketing campaign to highlight and recognise the visible contribution of the construction and building environment sectors to the country's development and growth.



As much as the campaign is the brainchild of the Ministry of Public Works, the success of the campaign has always depended on the devoted participation of government departments, the media, the private construction sector, public entities and other state-owned enterprises to get the message across.

Government's infrastructure development roll-out programme can only be accomplished when all these stakeholders come together with these goals in mind – to alleviate poverty by improving service delivery, employing labour-intensive methodologies to create job opportunities while stimulating emerging enterprises.

SAARF RAMS® AUGUST 2009 RELEASE: COMMUNITY RADIO BUOYS UP THE MEDIUM

Community radio is proving to be an unstoppable force in the South African radio market. Since the South African Advertising Research Foundation's (SAARF) August 2008 release, each new RAMS® wave shows the

Across all time periods, radio is down on RAMS® August 2008:

- **past seven days:** from 94,1% in the year previous to 90,8%
- **average Monday to Friday:** down from

sector on the rise, as it posts year-on-year increases for a sixth year in a row.

Thanks to growth in KwaZulu-Natal, North West, Limpopo and the Eastern Cape, community radio has increased its weekly reach over RAMS® August 2008, up from 20,2% to 22,8%.

Within the sector, **Eden Fm** is up year on year, from a 2,5% to 4,1% weekly reach.

Gagasi 99.5 FM grew its weekly audience from 4,9% in RAMS® August 2008 to 5,8% currently, with 1,81 million listeners. Similarly, its average Monday-to-Friday audience is up, increasing the station's reach from 2,7% to 3,4%. Compared to the RAMS® June 2009 release, however, Gagasi's figures remained stable.

PBS station **Radio 2000** has improved audience figures over the year previous. On a weekly basis, the station boosted its reach from 0,9% in RAMS® August 2008 to 1,5% currently. During the working week, Radio 2000's reach is currently at 0,5%, up from 0,3%.

Gauteng station, **Talk Radio 702**, has had a weekly rise in audience from 1,5% in RAMS® August 2008 to 2% currently, pushing it past the 600 000 audience level by 22 000 listeners.

The downside

Despite the gains of some stations, radio has continued to drop significantly, although listening in general has remained stable on RAMS® June 2009.

77,3% to 74%, with significantly fewer Living Standards Measure (LSM) 3 listeners (from 10,6% to 9,2%) and significantly more LSM 8 listeners (from 6,9% to 7,8%)

- **Saturday** listening dropped from 73,6% to 67,1%
- **Sunday** listening fell from 71,8% to 66,4%.

Time spent listening has declined by an average of one hour and 12 minutes across the week (to 28 hours, 54 minutes currently), and with daily listening averaging four hours and eight minutes, down by 10 minutes on the year previous. Four stations mirrored the overall declines of the medium:

Jacaranda 94.2 lost listeners across the year, dropping from an 8,3% weekly reach in RAMS® August 2008 to 7,2% at present. On an average Monday to Friday, the station fell from 4,2% to 3,3% (RMFM's reach also fell, from 0,8% to 0,5%.)

Heart 104.9 FM's weekday audience declined from 1,4% in the year previous to 1% currently.

Lesedi FM's weekly and average Monday-to-Friday audiences are lower than a year ago. The station's weekly reach fell from 11,9% to 10,7%, while its average Monday-to-Friday reach decreased from 7,5% to 6,6%.

Thobela FM's Monday-to-Friday audience declined, with its reach falling from 6,6% in the year previous, to 5,6% currently.

Finally, in the community sector, the weekly reach of **Soshanguve Community Radio** declined from 2% in the year previous to 1,2% currently, while Radio **Tygerberg 104 FM's** weekly reach fell from 10,7% to 8,3%.

The second-last release of SAARF RAMS® for 2009 is scheduled for 27 October.
www.saarf.co.za

WINTER 2009 CLEAN FIRES CAMPAIGN

During the winter of 2009, the Department of Environmental Affairs and Tourism, in conjunction with other government departments and relevant partners, implemented a high-profile outreach campaign called the Winter 2009 Clean Fires Campaign. The fire-making methodology, "Basa njengo Magogo", was aimed at reducing air pollution in dense low-income settlements in the national priority areas, the Vaal Triangle Airshed Priority Area and the Highveld Priority Area.

The objective of the advertising campaign was to inform the target audiences about the dangers of emissions associated with coal and wood fires involved in existing fire-making methods and how a new and safer method can benefit them through various media.

The target market was identified as:

- Living Standards Measure 1 – 6 (low-income areas such as informal settlements and RDP houses)
- Age group: 15 – 45.
- Education: illiteracy is a huge barrier that needs to be overcome.
- Personality: tendency to be resigned, pessimistic and passive. Survival is the primary concern and therefore strong persuasion techniques are essential.

Media channels such as relevant outdoor billboard advertising, flyers as part of a road show, targeted radio stations and local community publications were used to reach these target audiences.



SA COMMUNICATORS CALL FOR RELENTLESS POSITIVITY BEHIND 2010 FIFA WORLD CUP™

The fourth and final 2010 FIFA World Cup South Africa™ communicators' conference was hosted by the National Communications Partnership (NCP) on 17 August in Johannesburg. Speakers included the Minister of Transport, Mr Sibusiso Ndebele and Dr Irvin Khoza, chairperson of the 2010 FIFA Organising Committee.

Khoza affirmed that the 2010 FIFA World Cup Organising Committee had a very good understanding of what is needed for next year's event. "We must be relentlessly positive", he said. "As South Africans, we have the tendency to be self-critical. We should see everything in perspective and importantly, see the positive stories."

"As a country and continent, we will need to pull together. The 2010 FIFA World Cup calls for unity of our people because together we can do more", said Minister Ndebele.

Dr Khoza said that South Africans must realise the enormity of the opportunities that are being generated through the tournament. The World Cup will be delivered on a far bigger scale than the Confederations Cup.

According to Khoza, the psychological readiness of the nation is critical. "There is one show in town at the moment and a psychological adjustment from all South Africans is needed."

Khoza said that South Africans needed to be thinking of the World Cup as a 30-day commercial for the country that will be watched by billions around the globe. "The extent to which the tournament changes lives will be largely determined by the degree to which we use the tournament to grow beyond 2010."

He referred to outstanding progress that has been made by the 2010 FIFA Organising Committee over the past five years, through the building of six new stadiums in less than four years and the potential legacy that will be generated in terms of job creation, tourism, trade and investment.

"We must be proactive and shape the narrative – not merely reacting to everything being said by the media", he added. The 2010 story is one of a continent that is being redefined in a historic way.

"We need to think beyond borders", Khoza concluded. "South Africa 2010 must be Pan-African in word, thought and deed, as we stage a tournament that inspires and empowers Africa. This tournament must ensure that our African teams feel like they are playing at home."



TRADEMARKS AND COPYRIGHT

BY ODETTE ROPER, CEO OF THE ASSOCIATION FOR COMMUNICATION AND ADVERTISING

I recently met with an attorney who told me all about the importance of trademarks and copyright. He also told me that for some unknown reason, marketers and advertisers often do not protect their intellectual property.

Naturally, I was mortified and decided that it was time to unpack the business of trademarks and copyright and encourage our

What does all this mean for marketers and advertisers?

We are in the business of generating creative concepts, creating products and brands that often succeed our own careers and/or lifetimes. In a nutshell, marketers and advertisers should protect product names, brand names and creative work, to stop others from later adopting the same or similar names, concepts or work, thus

profession to seriously consider this matter.

So what exactly is a trademark™?

“De-legalised”, trademarks are words, names, symbols, devices and images that are used to identify any goods. “Goods” being physical commodities used in commerce whether natural, manufactured or produced. It is a distinguishing sign or indicator used by an individual, business organisation or other legal entity to identify that the products or services to consumers – with which the trademark appears – originates from a unique source, and to distinguish its products or services from those of other entities.

It is represented by the following symbols:

- ™ (for an unregistered trademark, that is, a mark used to promote or brand goods)
- ℠ (for an unregistered service mark, that is, a mark used to promote or brand services)
- ® (for a registered trademark).

A copyright © gives the author of original work exclusive right for a specific period of time in relation to that work. It includes its publication, distribution and adaptation, after which the work enters public domain. It applies to an idea or substantial information that is distinct and fixed in a medium.

Sometimes a copyright relates to “moral rights” of the creator of work, for example, the right to be credited for the work. Copyright is internationally standardised and lasts between 50 and a 100 years from the author's death, or a shorter period for anonymous or corporate authorship.

confusing consumers and leveraging advertising created and paid for by others.

If left unprotected, there are dire and very costly consequences. The costs to register trademarks and/or copyright are minimal – a small price to pay to protect your intellectual property.

Did you know that just after the Second World War, a University of Pretoria lecturer, Dr Anton Rupert, registered his first trademark for REMBRANDT VAN RIJN: a picture of the infamous artist wearing a beret and holding a palette and paintbrush – this on a yellow background. This trademark for REMBRANDT VAN RIJN was in respect of liquor – brandy to be exact – and the next followed soon thereafter for smoker's pipes. It was only once he had left the university and launched his business that he registered the REMBRANDT VAN RIJN trademark in respect of cigarettes.

Dr Rupert is regarded as the doyenne of intellectual property. Records show that his company spent up to 1% of their turnover in protecting and registering their intellectual property, such as trademarks. Take a leaf out of Dr Rupert's book and copyright and trademark register everything that moves that you have developed and designed. It will be worth it in the long run and will ensure that all creations are protected.

DON'T ADVERTISE ON TV WITHOUT DOING RESEARCH

BY CHRIS MOERDYK

There was a time when TV advertisements were subjected to some kind of consumer research. Sure, getting opinions from people in the street has its drawbacks and hassles,

No matter how excited an agency creative team and client might feel about an ad, the consumer will never share that level of excitement. What keeps the consumer

but on the odd occasion going through the exercise has actually ended up saving a lot of money.

Too many communicators have forgotten that research is critical to the efficiency of advertising. It is an investment that pays dividends but downright dangerous if it is not done properly. These days, far too many TV commercials seem to go on air without the agency or client giving too much thought to the real impression it will have on viewers.

Unless an agency and its unsuspecting client are careful, the team that is producing the ad gets too involved with what they are doing. Often, without knowing, they conceptualise an ad that is too long and too expensive, which is cut down to a one-minute or 30-second commercial. The poor viewer doesn't have the foggiest notion of what is going on because they weren't able to see the cut parts that made the ad make sense.

The first area where many companies falls short is the mistake of producing a "once-off" commercial – unconsciously working on the basis that the ad will only be seen once. The second is wrongfully assuming that viewers will absorb every aspect of a TV ad.

It is vital that before producing an ad, the creative team is awarded the flighting frequency. Commercials, like jokes, eventually lose its original punch. Frequency can also be an advertisement's worst enemy.

One way to test the difference between a good and bad ad is to take a 60-second commercial and count how many points of interest (attention grabbers) there are. If there is only one at the beginning and one at the end, then you have an ad that should definitely not be run frequently.

watching and not channel swapping or heading for the kitchen are those little things: facial expressions, pieces of action, bits of dialogue – sufficient points of interest. Lasting impressions are vital for the success of a TV commercial.

One of the most memorable television ads ever flighted in this country was the "ISM Elephants" commercial produced when IBM withdrew from South Africa. Local management bought the company and called it ISM. They ran an ad featuring a "big brother" and baby elephant in the desert.

It fast became one of the most loved ads in the country. It won awards and the hearts of the majority of South Africans.

What were the lasting impressions? Quite simply, it was of a cute baby elephant. Most viewers could not remember who the advertiser was and those that eventually did link it to ISM were unable to say what the ad was trying to achieve. They had no idea what the message was.

Internationally, the Budweiser Beers' "Wassup!" Campaign won top honours at the Cannes International Advertising Awards but sales dropped and Budweiser lost a few percentage points in market share.

All too often, TV commercials are being spewed out without anyone in the communication, creative or production teams giving an iota of thought to how the viewer will react. Proper research is the best way of reducing that risk.

INSTALMENT SIX SOCIAL MEDIA! WHAT'S THAT ALL ABOUT?

Hi again everyone. First off, I'd like to clear a misconception if I may. I was asked the other day if social media was restricted to social media applications like Facebook, Twitter, MySpace as examples. Unfortunately for us as marketers the short answer is "No". While these are known to be social media portals or places for virtual social gathering, unfortunately it has become far more complex and widespread than just social media applications.

Social media in my opinion is any media or online entity where people, both professional and social can gather in communities of varying sizes and subjects. As such, social media is pretty much every website with a forum or blog as well as any other online community, including the likes of Facebook and MySpace. It also includes any other chat room or conference facility like a web-based instant chat application where ordinary people and professionals have the capacity to generate comment or content (User Generated Content or UGC) for view by that community or to the general online public. So, we need to cast our net far and wide to encapsulate all of social media in the true sense of the word.

Anyway, last month we discussed the need for a SMAERTO as the core entity in the drive to manage online communications and then decided that we'd get stuck into BRM in this issue as the first step. BRM? Brand Reputation Management. It should be self explanatory, but essentially, we are going to try to search for any content online that influences perception with regard to our brand, service or product. Then, we will monitor, analyse and only then engage these instances or references before reporting back to the organisation. In some instances, if there is uncertainty, reporting back on issues should be the course of action taken before engaging. Remember, that there are many who've elected not to engage for fear of making things worse as there is a strong possibility that responding incorrectly will make things worse. Although I believe that not doing anything is about the worst thing

So, we've gone online and are looking at a number of applications and methods to "search" for anything pertaining to the brand, product or service. You can use applications like "Google Alerts" and set each alert up with a key word and as these are found by Google, you will receive an e-mail with the links to these matches on an ongoing basis until you cancel that specific alert. For example, if I was interested in search alerts for Simba Chips, that's what I'd put into the alert – Simba Chips. Google will send me notification of every instance where the phrase "Simba Chips" is used. However, I'd do additional alerts for chips, fries, snacks, bad chips, unhappy Simba customer etc. so I can ensure that I cover most references to the brand, service or product I was searching for. Because Google is the biggest search engine out there at the moment, you could get away with only a search using Google. However, to be more effective, I'd do the same in the big engines like MSN and Yahoo to be safe.

Also search websites like consumer sites and niche sites and forums. Google has more search functions too, including News, Groups and Blogs to make searching more effective and more specific.

So until next month, go and try it. Start with something that interests you to see how effective this can be in rooting out relative content.

Until next month where we look deeper, keep well.

Stuart Moerdyk

you can do, I would advise proceeding with great caution. There are rules or guidelines to consider before engaging, which we will cover later.



ARE YOU A MEMBER OF PRISA?

BY SUSAN RICHARDSON, PRISA

The Public Relations Institute of Southern Africa (PRISA) serves as a professional body that represents the public relations (PR) industry and the interest of its members.

Mission:

- to establish PRISA as the authority for the southern African PR profession
- to foster the professionalisation of PR practice in southern Africa
- to set and maintain professional ethics and standards among members of the institute
- to provide dynamic value-added services to members of the institute and its stakeholders
- to establish PR as a strategic management function
- to continually transform the institute to stay ahead of dynamic changes in the social, political and economic environment.

Vision:

- The recognised leader of the PR and communication management profession in southern Africa and beyond.

Over the past 50 years, PRISA has been registering public relations professionals as members of the institute. Registered members enjoy the benefits of networking with other PR professionals as well as personal and professional development.

By being a PRISA member, individuals are given the opportunity to acquire growth in terms of status levels. This means moving from lowest level of affiliate to the highest, which is recognised as Accredited in Public Relations (APR). Members also receive discount on any continuing professional development programmes (CPDPs) or other events hosted by PRISA. CPDPs are there to assist individuals in acquiring better and more efficient expertise as well as increased career prospects.

PR is an ever changing profession and PRISA is there to ensure that its members adapt to this change with greater flexibility. PRISA invites PR professionals to join the organisation and encourages feedback on how we can better our service.



MEDIA EVALUATION AND MEASUREMENT TRENDS

By Daniel Munslow, Executive Strategist:

Considering the multidimensionality of

Operational Development and Marketing, Newsclip Media Monitoring

The issue of measuring and evaluating media exposure is a contentious one. The realities that emerged from recent AMEC (Association for Measurement and Evaluation of Communication) research are that 77% of members identify increased interest in measurement from clients; there has been a 92% increase in client interest in measuring social media; and 77% of AMEC members report clients demanding greater proof of programme effectiveness.

The requirements for solid measurement have shifted from the traditional output level to outcomes. Pre-agreed goals are now set out at the start of a campaign and are measured against actual business objectives and equated to a unit of measure that represents the media exposure component.

While many public relations professionals still tend to judge success on their ability to place material in the media, clients are looking to the impact that such coverage might have on shifting opinion, awareness and perceptions.

corporate research, the media component forms one dimension and AVE (Advertising Value Equivalent) can help hugely in providing objective and comparable data. The secret to AVE lies in the fact that it is "a unit of measure", and does not have to mean rands or dollars, which has been the traditional school of thought.

AVE should not be weighted and should only be used in conjunction with other measurement criteria, such as favourability; media impact; relevance of media in which clips were found; depth of mention; and proportionally measurement. AVE is therefore not a stand-alone measurement tool. As a base unit, it remains an effective way of measuring media output.

As for the measurement of social media, the reality is that one cannot transpose traditional media measurement methodologies onto social media. A whole new set of matrices is required that moves away from eyeballs towards engagement. In this scenario, communicators should not be concerned with the number of friends on Facebook, for example, but rather the percentage of those who comments online or otherwise engage with the brand.

VODACOM JOURNALIST OF THE YEAR 2009 COMPETITION INUNDATED WITH ENTRIES

Seeking to raise the bar in pursuit of journalistic excellence and outstanding ethics in content, enterprise and technical requirements, a record number of entries for this year's Vodacom Journalist of the Year awards have been submitted.

The closing date for entries was 28 May this year and the total number of catalogued entries topped a monstrous 1 300. This is by far the most number of entries received since the inception of the awards that spans a broad category list.

One of the most prestigious categories is the Editors' Choice where editors are encouraged to recognise and submit their choice of talented up-and-coming journalists. Winners of this category receive a media study sojourn in the United Kingdom to further nurture and encourage their talent.

Regional award winners will be announced at award ceremonies in Durban, Cape Town, Bloemfontein, Port Elizabeth and Johannesburg from 1 to 14 September, whereafter the Journalist of the Year will be announced at a national ceremony in

As convenor of judges, Advocate Robin Sewlal said, "I am encouraged by the enhanced level of interest displayed in the competition. It is a sure signal that the awards are driving excellence in journalism".

The 5 000-strong professional journalist community plays a vital role in informing, entertaining and most importantly, educating a broad spectrum of South African audiences. The winning entries are an opportunity for journalists to be recognised by their peers for their honest, objective and brave reporting on current issues. This is a great responsibility that helps communities make informed decisions – big and small.

Johannesburg in early October.

The main sponsor is Vodacom in association with 1Time Airline, Southern Sun, Sandton Sun, Media Express, Nokia and the JSE.



SOUTH AFRICA SCOOPS FOUR AWARDS AT THE CNN MULTICHOICE AFRICAN JOURNALIST AWARDS

South African journalism was honoured on 18 July, when it won a total of four awards at the prestigious CNN MultiChoice African Journalist Awards. The South African winners were among 25 finalists at the awards ceremony on Saturday evening where John-Allan Namu of KTN Kenya was named the overall CNN MultiChoice African Journalist of the Year.

The HIV/AIDS Reporting in Africa Award went to Anna-Maria Lombard, Health-e-News Service for 3rd Degree (e-tv) for her piece called "Taking on the Quacks". The programme tackles the issue around quackery that follows the misery of the HIV/AIDS pandemic. Apart from the obvious quacks, the producers also show how the natural medicine sector is not immune from the disease of trading in desperation.

The Mohamed Amin Photographic Award was given to The Times' Haldon Krog for his work capturing the recent xenophobic attacks entitled "Is This the New South Africa? Flames of Hate, Tents of Shame".

The Print General News Award was given to Beauregard Tromp from The Star for "The Flaming Man' series. His story followed the killing of a Mozambique builder in South Africa in the 2008 xenophobic riots.

The awards, which rotate location each year in tribute to their Pan-African credentials, returned to South Africa in 2009 and were held at a gala ceremony hosted by CNN and MultiChoice at The International Convention Centre, Durban.

The CNN MultiChoice competition is now in its 14th year. Other prestigious sponsors

The MSD Health and Medical Award went to Paul McNally from Men's Health Magazine whose story "Throw Away the Bones" deals with traditional medicine in a sensitive and comprehensive way.

include British Airways; Coca-Cola Africa; Ecobank; IPP Media; Tanzania; Merck Sharp & Dohme (MSD); Safebond Africa Ltd; South African Tourism; Zain; Global Media Alliance; and A24 Media. Southern Sun Elangeni provided the accommodation in Durban.



IN BRIEF



Commenting after the Cannes Advertising Awards, Online Publishers Association (OPA) chairperson, Adrian Hewlett, noticed that South Africa featured nowhere on the digital landscape. He called for 2009 to be the last year that South Africa does not take home any digital awards from Cannes.

It was no small coincidence then that the OPE and FNB held a panel discussion, chaired by Tony Koenderman entitled "Cannes: The Impact of Digital". The discussion was held at the FNB Conference and Learning Centre in Sandown on Monday, 3 August 2009, and was attended by OPA members and associates.



During a panel discussion at the 2010 National Communications Partnership Conference, key figures involved in the organisation of the 2010 FIFA World Cup debated the hot topics around infrastructure, crime, tourism and media. The session, hosted by Jeremy Maggs, revealed a common sense of unity, but also mixed opinions as to the progress that has been made.



Public transport in South Africa will enter a new era when the Gautrain is completed. The Bombela Concession Company has awarded the contract to supply 125 buses for Gautrain's dedicated bus feeder fleet to Mercedes-Benz South Africa. The buses have a 35 – 45 seat configuration with standing capacity for approximately 17 passengers. The low-entry design makes accessibility easy for wheel-chair users, young children and the elderly. The complete order is expected to be delivered during the course of 2010.

GCIS Golf Day also a farewell

Eagles and birdies were high on the agenda on Friday, 28 August 2009 at the Woodhill Country Club in Pretoria, where the annual GCIS Golf Day was hosted by the CEO Themba Maseko.



While trying to conquer fairways and greens, the day was a good platform for members of the GCIS senior management and representatives of the media, advertising and communication industry to network and strengthen relationships. The day culminated in a lucky draw and prize-giving dinner where the best golfers were rewarded.

Babs Naidoo, GCIS' Chief Director of the Communication Service Agency, has championed the Golf Day since its inception in 2007. This year's Golf Day was also a farewell occasion, as it was Babs' last day at the GCIS. He joined the South African Revenue Service as Senior Manager of external communications as of 1 September 2009.

The Golf Day has been established as a platform to raise funds in aid of the "16 Days of Activism for No Violence against Women and Children" Campaign. Proceeds raised this year will once again be donated to Foundation for Human Rights, which will administer the funds in aid of 16 Days-

related projects.

Generous sponsorships by Mercury, Primedia@home, Formeset Printers, Media 24, Paarl Media, Shereno Printers, Crossroads Distribution and Avusa made the successful Golf Day possible.

Keep your eyes on this space for pictures of the Golf Day in our next edition.

SURVEY

We would like to know what you think of the newsletter.

Please connect to the link <http://surveys.poll daddy.com/s/5BD4A6CC4EFDB688/> and complete the survey. Please note that your responses are anonymous.

We look forward to your participation.

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