



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



# THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 4 - November 2008

## SAARF RESEARCH SHOWS LIFE IS BETTER

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South Africa has a long way to go before it's the land of milk and honey, but we're on the right track. The SAARF (South African Advertising Research Foundation) Development Index shows that upliftment and development are still the order of the day.

"Many South Africans easily fall into the trap of focusing only on where the country is going wrong, without acknowledging where we're getting it right", says Dr Paul Haupt, SAARF CEO. "There is still much to be done, but our research shows that the groundwork is in place to improve the lives of South Africans on grassroots level."

The SAARF Development Index is part of the foundation's All Media and Products Survey (AMPS®), one of the country's largest nationally representative studies of South African adults (aged 16+). The Development Index is based on the results of certain AMPS® questions, which can be regarded as indicators of development.

It shows trends since 1994 relating to the provision of services and changes in wealth structures, and proves how great strides have been made in several fundamental areas – from having access to water and electricity, to getting an education.

Positive change is continuing to be made on a number of levels and South Africans are doing better than ever before:

- 76% of people have running water either in their house or on the plot, up by 2% over the past index, and by 8% over 1994.
  - While electricity supply may not be getting a passing grade, electrification of South Africa's homes is getting an A+ – 88% of people have electricity, up a further 2% since the last index. In rural areas, 80% of homes have electricity, up six percentage points.
  - 4% more rural dwellers have cellphones than in the previous survey – 51% in total. In urban areas, 71% are connected, up by over 4%. Nationally, 35% of LSM® 2 and 46% of LSM® 3 now have access to a cellphone.
  - Full-time employment is slightly up over the previous survey, from 27,9% to 29%. Currently, 21% of women have full-time employment, while 38% of men are employed full-time.
  - Almost 50% of urban households earn over R6 000 per month, 6,3% up on the previous period, while 16% of rural households fall into this category, an improvement of 25%.
  - Among lower-income earners, 26% of urban households and 62% of rural households exist on less than R2 500 per month. Fractionally more households than in the previous survey (23%, up from 22,8%) have between R2 500 to R5 999 in their coffers each month.
  - Almost 100% (99%) of urban dwellers can read and comprehend writing, with rural dwellers only three percentage points behind (96%). Rural literacy has improved significantly since 1994, when 79% of people could read and
- LSM® 1 has fallen by 29% over the previous index. This most poverty-stricken group now accounts for only 2% of all adults, in sharp contrast with 1994 when LSM® 1 was South Africa's dominant wealth grouping, consisting

of 17,8% of the adult population.

- Similar improvements have been seen in LSM® 2, which has shrunk by 14% over the last index to 10% of all adults in rural areas, and by 62% since 1994.
- LSM® 5 and 6, which made up only a quarter of South Africans at the dawn of the new South Africa, now account for 44% of adults, up over the previous index by 4%

understand.

- Gains, though small, are also being made in schooling up to matric level, up from 25,6% in the previous Index, to 27% currently, and post-matric qualifications have climbed from 11,1% to 12% over the same period.
- In its last survey, SAARF showed that 55,5% of adults consumed print media, a figure that has now grown to 58%. In rural areas today, 42% of adult people read newspapers or magazines, compared to 29% in 1994

## WEEDBUSTER CAMPAIGN

WeedBuster Week was launched on Monday 6 October at Jacobsdal in the Free State, followed by other ministerial events rolled out nationally from the 6th to 10th October. The main celebrations were held on Tuesday 7th October at Witfontein Nature Reserve in George, Western Cape.

The activities of the day included the opening of an in-situ learning centre in the nature reserve by the Minister of Department of Water Affairs & Forestry, Minister Lindiwe Hendricks. The learning centre will assist learners to identify plants in their natural environment.

Awareness, support and ownership are created through this week, in an effort to ensure that Invasive Alien Plants (IAPs) control initiatives in South Africa are effective and sustainable. Furthermore, the campaign raises public awareness and understanding about the negative impact the IAPs have and how South Africans need to safeguard their water resources.

Other celebrations were held as follows: North West province - Roodeplat Dam on Wednesday 8th October; Northern Cape at Kuruman on Thursday 9th October and finally on Friday 10th October in Gauteng at Sebokeng township.

FCB Redline was awarded the tender to handle public relations for the Weedbuster Campaign, with the 2008 campaign receiving extensive coverage and being one of the more successful Weedbuster campaigns the department has seen.

Redline explains the WeedBuster Week campaign was one of the most exciting projects they have recently worked on, giving a lot of meaning and a feeling of accomplishment as this was a campaign that affected and changed the lives of people on the ground in a meaningful way.

The key message of the campaign was "plant me instead" and this message was successfully conveyed throughout the entire campaign. The Department of Water Affairs and Forestry (DWAF) and the Working for Water Programme (WFW) printed marketing collateral which comprised posters, fridge magnets etc - clearly demonstrating the difference between IAPs () and indigenous plants.

All print adverts that were run also included the visuals of IAPs and options regarding "good plants" to plough instead of the bad ones. The entire community, irrespective of social standing and literacy levels, easily understood this message. The use of visuals also made it easy for even the man on the street to identify the good from the bad. Editorial messaging was positive and also included the "plant me instead" message in the articles.

## TRAINING GOVERNMENT COMMUNICATORS

Forty students from various provinces have just completed their professional certificate in government communication and marketing through the Unilever Mandela Rhodes Academy of Communication and Marketing for the Public Sector, based at the Wits Graduate School of Public and Development Management.

The five-module course is presented by Wits academics and guest lecturers who are engaged in a wide variety of communication arenas, with the programme designed to bring a range of perspectives and insights to participants' attention, in response to the challenges faced by government communicators.

"It gives an overview of government communication and the environment it exists in and the challenges it's facing", said one of the students who's just handed in the last assignment. "I have learnt a lot and I would encourage my colleagues in the Public Service to do this programme."

Some of the challenges addressed in the programme are:

- The complex environment in which government operates, both locally and globally, requires new skills and expertise to communicate government policies and programmes.
- The assumption of the "right to know" among all stakeholders is creating ever-increasing demands for continuous communication, and the interrogation of all public activities.
- The power of new communication media has created opportunities and risks that require expert management. The coaching role of the professional communicator is vital within organisational leadership teams.
- All stakeholders demand world-class competence in this field.
- There is a universal sensitivity towards all aspects of governance today, particularly with regard to issues of ethics and values. These issues constitute the fault-line of corporate communication today.
- Graduation Day will take place at the Government Communicators' Awards on 5 December 2008, with the Minister in The Presidency handing over the certificates and the overall winner jetting off to London.

## FASTEST GROWING RADIO STATION IN SOUTH AFRICA



Limpopo's only commercial radio station has reached its goal of exceeding 1,5 million listeners in its first year. The South African Advertising Research Foundation (SAARF) has named Capricorn FM as the fastest growing station in South Africa and the biggest in the province.

According to figures released by SAARF, the station has managed to attract over 1,5 million listeners in a space of 10 months. The total radio listening public in Limpopo is estimated at 3,3 million and Capricorn FM has captured just under 50% of the total market.

The CEO of Capricorn FM, Simphiwe Mdlalose, says while they had always been confident about the station's popularity, the results now endorse the station's ascendancy in the market. "As a new entrant in the market, we focused on being innovative and fresh and assumed the leadership position from launch date", said Mdlalose.

According to Mdlalose, Capricorn FM has managed to attract blue chip advertisers such as MTN, Standard Bank and DSTV as well as both national and provincial government. "We have become a major feature and lifestyle benchmark in the lives of the people of Limpopo," adds Mdlalose.

Capricorn FM is an adult contemporary music radio station with a province-wide footprint. Based in Polokwane, the provincial capital, it broadcasts 70% in English with

African languages covering the balance.

Taking to the airwaves in November 2007, the station derived its name from the Tropic of Capricorn, a tropical line that cuts across the province

## SIYA VOTA. REA VOTA. WE ARE VOTING. TO THE FUTURE



The countdown to national and provincial elections has begun, with the Electoral Commission of South Africa (IEC) launching the 2009 logo and theme: To The Future.

The chairperson of the IEC, Dr Brigalia Bam, explains: "As the electoral commission we are proud of our contribution to the establishment of a common voters' roll, a national unifying symbol that has details of each and every South African registered voter."

The voters' roll was first established in 1998 and at that time had 18 million voters. There are currently 20 164 609 registered voters on the national voters' roll.

If you want to check your registration status, visit [www.elections.org.za](http://www.elections.org.za) or send an SMS with your ID number to 32810.

- For more information, please visit <http://www.elections.org.za>

## GOVERNMENT COMMUNICATORS' AWARDS (GCA)

This year's awards will be taking place on Friday, 5 December, at Emperor's Palace, Kempton Park.

With entries having closed on the 31st October, categories include the national BUA award, provincial BUA award, local BUA award, national Ubungcweti award, provincial Ubungcweti award and the local Ubungcweti award.

The GCA recognises improved delivery, innovation and excellence in the government communication profession and has been taking place annually since 2002, with the adjudication panel recognising all projects that took place between 1 October 2007 and 31 September 2008.

Look out for a report back in later editions of Right Connection.

## KNOW YOUR ABC

We live in a world where the acronym is king. How often do you come across an organisation's shortened name and you don't know what is? Right Connection will be profiling three companies/organisations in each edition to ensure you stay abreast: SAARF is an acronym for the South African Advertising Foundation. It is a non-profit organisation founded in 1974 to provide ongoing, comprehensive, unbiased, valid, reliable and credible media audience and

Internationally, ACA professionals are ranked among the world's leaders in creativity and media innovation. An inspiring number of South Africans are at the helm of some of the world's communication giants.

ASA, the Advertising Standards Authority of South Africa, is an independent body set up and paid for by the marketing communication industry to regulate advertising in the public interest through a system of self-regulation.

product consumption measures.

It is a tripartite organisation consisting of marketers, advertising agencies and media owners.

ACA, the Association for Communication and Advertising, is the official representative body of South Africa's communication profession. Originally created to improve the credibility of the business, the association now represents the country's most creative and successful agencies.

The ASA works closely with government, statutory bodies, consumer organisations and the industry to ensure that the content of advertising meets the requirements of the Code of advertising Practice.

## IN BRIEF

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### Readers Digest



Reader's Digest is still a popular read for many South Africans, with the AMPS 2008 (Jul 2007 – Jun 2008) figures revealing that ethnic language readers account for 40% of the readership, with English sitting at 34% and Afrikaans at 24%.

### Ukhozi FM popular

Radio station, Ukhozi FM, has increased dramatically with regard to the number of listeners. The South African Advertising Research Foundation says the isiZulu broadcaster boasts 6, 7 million listeners nationwide.

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### Meet Señor Zakumi - our mascot the 2010 World Cup



Zakumi, the 2010 FIFA World Cup TM official mascot, paid the Spanish team a surprise visit in Brussels. The funky spotted yellow leopard with the green dreadlocks caused quite a stir as it received a rousing reception from the 500 or so boisterous Spanish fans who attended the team's training session.

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### Apex Awards recognise excellence

Submissions have opened for Apex 2009. The awards recognise and celebrate the achievements of communication campaigns that have performed with excellence and recognise and reward the teamwork between marketers and advertisers who execute successful communication campaigns that adopt a holistic approach to brand marketing. Log onto [www.acasa.co.za](http://www.acasa.co.za) for further information.

Dates to diarise

24 November – Government Communicators Forum

5 December – Government Communicators Awards (per invitation only)

For more information contact Michelle Greeff at 012 314 2208 or [michelle@gcis.gov.za](mailto:michelle@gcis.gov.za)

Dates for the last cluster meetings for 2008:

18 November – Economic Cluster

19 November – Governance and Administration Cluster

20 November – Social Cluster

27 November – Justice, Crime Prevention and Security Cluster

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