

DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM AND ENVIRONMENTAL AFFAIRS

2013/14 COMMUNICATION PROGRAMME

EVENT	BUDGET INJUNCTION	DATE	VENUE	RESPONSIBILITY	COMMUNICATION OPPORTUNITY	IMPACT Scale of 1-5	BUDGET
JUNE							
Launch of the Free State Youth Green Economy Programme and workshops (500 young people from Lejweleputswa)	Greening Projects <ul style="list-style-type: none"> • Job creation • Recycling and Greening Competitions amongst communities 	5	Welkom	Zia	Promoting Government's initiatives towards empowerment of youth	3	0
Awareness raising Section 24 and World Environmental Day Celebrations. (300 young people to participate)	Greening Projects <ul style="list-style-type: none"> • Job creation • Recycling and Greening Competitions amongst communities 	6, 7, 10, 11, 12, 14	Sasolburg (Boiketlong) Community Hall in Lindley Gariep Dam Hertzogville Clocolan Villiers	Zia	To profile the initiative and create awareness about cleaner, greener and healthier environment	4	0

Media launch of the arrival of the Dome	Leverage the Knowledge Economy - Naval Hill Planetarium	18	Naval Hill	Kagisho	Creating awareness about the establishment of the planetarium at the Naval Hill	5	0
Consumer workshops for young people. (400 number of young people per session)	Consumer Protection Services - Education and Investigation	19, 20, 24; 28	Arlington, Tweeling, Paul Roux, Warden	Festy/Elsie	Create awareness of consumer protection services	3	0
Youth Educational Tour Provide a practical career guidance opportunity where 100 young people have a “look and feel experience; of career choices available within the SOCs	SMME Incubation Program <ul style="list-style-type: none"> • Business Ideas School competition on best business concept: <ul style="list-style-type: none"> • Target - non fee schools, fee paying schools and unemployed youth 	23-29 and	Denel-Johannesburg	Mme Keke/Mme Ino/Tau	To showcase benefits provided by the Government to young people	3	0

JULY

Launch of the grant fund 1000 people to participate in the event	Rendering better & faster assistance to SMMEs <ul style="list-style-type: none"> Assistance to entrepreneurs @ survivalist & micro level toward sustainability 	13	Warden	Thenjiwe/Mr Selemela	Popularise and market the grant funding to the communities of the Free State	5	R150 000
Roll out of Grant Funding 1000 people to witness the event	Rendering better & faster assistance to SMMEs Assistance to entrepreneurs @ survivalist & micro level toward sustainability	20	Parys		Popularise and market the grant funding to the communities of the Free State	5	

AUGUST

SA Handmade Exhibition. FDC to coordinate	Product development, Pricing strategies and access to markets for SMMEs	5-11	Gallagher Johannesburg	Thenjiwe	Promoting DETEA's support to SMMEs	3	0
Roll out of Grant Funding 500 people to witness the event	Rendering better & faster assistance to SMMEs Assistance to entrepreneurs @ survivalist & micro level toward sustainability	07	Frankfort		Popularise and market the grant funding to the communities of the Free State	5	
Liquor Legotla Workshops for liquor licensees, SAPS and the community	Improved Communication with Stakeholders	6	TBC	Banzy	Advocacy about liquor regulations in the Free State	3	????
Free State Women Empowerment Summit 2013	Improved Communication with Stakeholders	15	Bloemfontein	FDC/Tau	Two way communications between	4	R100 000

					Department and its Stakeholders about its service and programmes. The stakeholders feedback on their expectations and their satisfaction with the services provided.		
Launch of the Cooperatives	Identification of active & existing cooperatives <ul style="list-style-type: none"> • Access to markets • Adopt government purchase power 	28	Qwaqwa	Thenjiwe/Moja	Develop a campaign propagating the government policy that puts cooperatives and their importance within economic. Government should procure services like cleaning, security and uniform from local cooperatives.	4	R50 000
Round table discussion with tourism industry	Improved Communication with Stakeholders	31	WPNR	Tau	Same as above	4	R10 000

stakeholders							
<p>Launch of Tourism Month</p> <ul style="list-style-type: none"> ✓ Opening of WPNR ✓ launching stockvel tourism (Treasure hunt competition. A treasure key to be found in one of the 14 resorts) ✓ Big Five Route Concept 	<p>Positioning FS Tourism through effective Tourism Routes Strategy</p>	<p>31st August</p>	<p>Willem Pretorius</p>	<p>Lebogang/ Motsosi/ Tshediso/ Thole/ Festy/Mr Motsosi</p>	<p>Market and profile the resorts, facilities, leisure and adventure activities available in different resorts</p>	<p>5</p>	<p>R200 000</p>

SEPTEMBER							
FS 500 NASCAR	Vigorously promoting the Free State as a preferred inland tourism destination	TBC	Phakisa in Welkom		Promote and market the event among the targeted public	4	0
National Arbor Week ✓ Planting of indigenous and fruit trees ✓ Handing over of Batho Greening Projects ✓ Other events to be scheduled at most Eco-Schools throughout the Free State province and Hlasela Town.	Greening Projects <ul style="list-style-type: none"> • Job creation • Recycling and Greening Competitions amongst communities 	3-7	Bethulie Batho Location Hlasela Towns Parys	Kagisho/Monde	Create awareness about greening	3	0
Roll out of Grant Funding 500 people to witness	Rendering better & faster assistance to SMMEs Assistance to entrepreneurs @ survivalist & micro level toward sustainability	06	Parys	Tau/Selemela/The njiwe	Popularise and market the grant funding to the	5	

the event					communities of the Free State		
Provincial Tourism Awards	Vigorous Marketing of FS as preferred inland tourism destination.	6	BFN	Festy	Promote FS as tourism destination of choice	3	0
Choral and gospel music to promote tourism	Tourism Innovation programmes <ul style="list-style-type: none"> • Kassie Tourism • Stokvel Tourism • Music Tourism 	14	Tussen die Reviere	Tshidiso/Tau	Develop messages and create awareness about the department's initiative to promote tourism through music	4	R50 000
Tour de Free State	Vigorously promoting the Free State as a preferred inland tourism destination	25-29	The route to be confirmed		Promote and market the event among the targeted public	4	0
4x4 Challenge 30 4X4 enthusiast, ecologists, palaeontologist and members of the media to participate	Vigorous Marketing of FS as preferred inland tourism destination.	28 &29	TDR	Lebogang/Tau	To promote responsible off road tourism in the Free State	4	R80 000

OCTOBER

F1 Power Boat	<ul style="list-style-type: none"> Vigorous Marketing of FS as preferred inland tourism destination. 	TBC	Parys		Promote FS as tourism destination of choice	4	0
Round Table discussions with Professional hunters associations	Improved Communication with Stakeholders	09	TBC	Lebogang/Tau	Two way communications between Department and its Stakeholders about its service and programmes. The stakeholders feedback on their expectations and their satisfaction with the services provided.	3	R10 000
Launch of Free State IT HUB	Leverage the Knowledge Economy	24	BNF	Tau	Promote and popularise work done by government on Knowledge economy	4	R60 000

Opening of Naval Hill Planetarium	Leverage the Knowledge Economy - Naval Hill Planetarium	TBC	Naval Hill	Kagisho	Promoting and marketing the Planetarium as part of tourism attractions at Naval Hill	5	R25 000
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NOVEMBER

Cherry Festival South Africa's oldest crop festival, which started in 1976. The is also a music festival which aims to highlight the pride of the Cherry Festival	Vigorous Marketing of FS as preferred inland tourism destination	10-19	Showgrounds, Ficksburg	Tshidiso/Tau	To promote the Free State as a tourism destination through events	3	0
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SMEE Summit	Improved Communication with Stakeholders	TBC	TBC		Two way communications between Department and its Stakeholders about its service and programmes. The stakeholders feedback on their expectations		
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					and their satisfaction with the services provided.		
DECEMBER							
F2 Power Boat	Vigorous Marketing of FS as preferred inland tourism destination	1	Parys	Tshediso/Tau/T hole	To reaffirm major events as vehicles to promote tourism in Free State	5	0
JANUARY 2014							
FEBRUARY 2014							
World Wetlands Day Environmental Awareness Campaign	Creation of Artificial Wetlands	2	Batho Location	Kagisho	Educate communities about wetlands.	3	0
MARCH 2014							
Budget Vote Speech	Improved Communication with Stakeholders	TBC	TBC	All	Organising the event and popularising the delivering of policy statement for 2013/14	5	R250 000