

# The Full ircle Advertising

<a member of the FC&A alliance>

Social Marketing and Social Upliftment Projects of the FC&A Alliance.

## Explaining our social response

The FC&A alliance was formalised as a co-operative consortium just on 7 years ago. But our common connections go back more than a decade to our collective involvement in social marketing projects that have been close to our hearts.

What brought most of our core members together was Wola Nani – a caring response to AIDS, an NGO begun under the Auspices of St George's Cathedral (with Archbishop Desmond Tutu as Patron) in the early 90's to provide employment and support to those with HIV in the townships of Cape Town, drawing on the skills of professionals like ourselves from across the business and communications world.

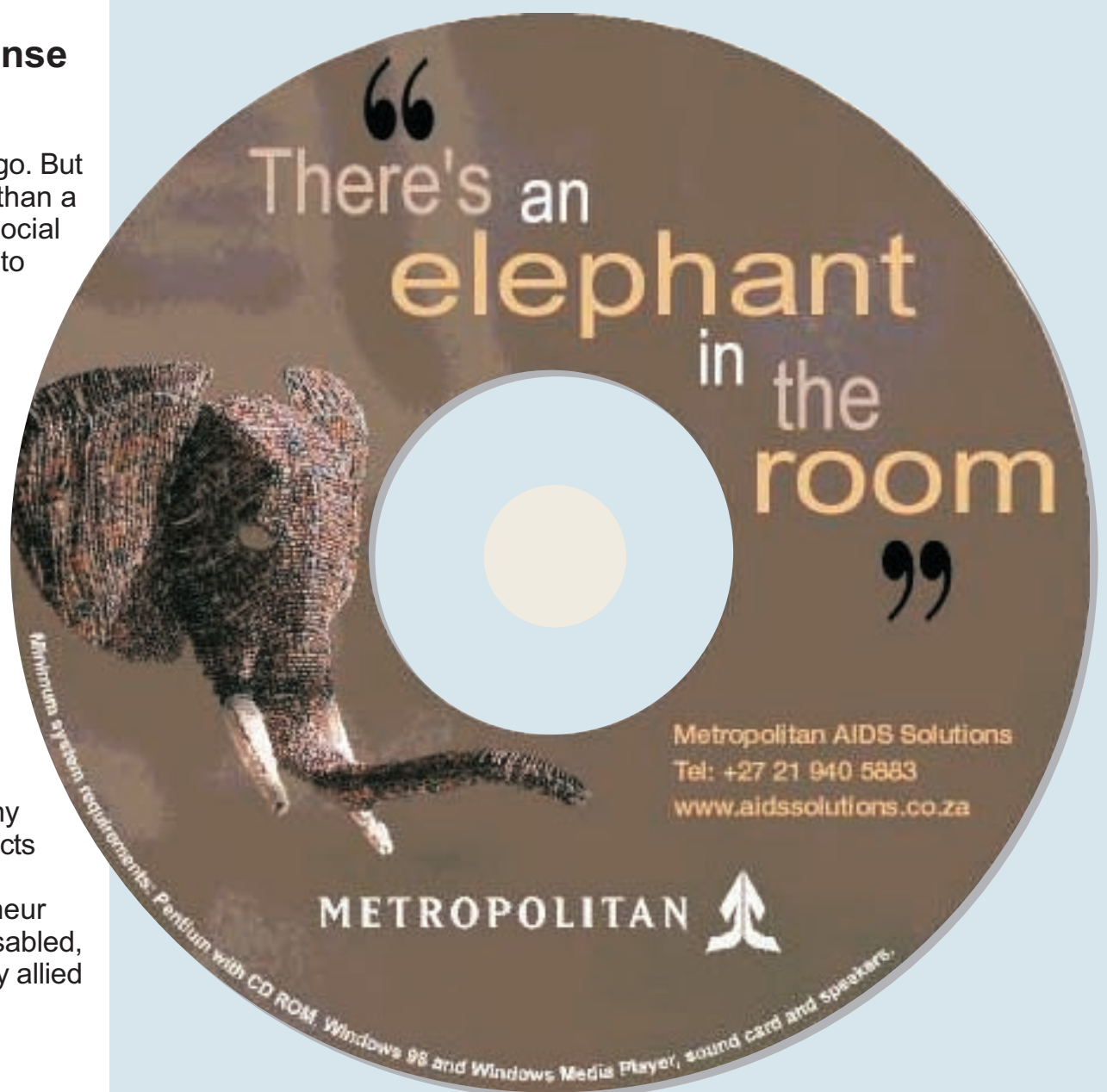
Today, AIDS remains one of our most passionate focuses, but our work since then has also seen us co-operate on many social marketing and social upliftment projects across the spectrum: job creation, skills mentoring, small business and entrepreneur development, education, the aged and disabled, gender rights, the environment and closely allied to these, tourism, sport and arts/culture development.

Is our work in these areas paying business? In many cases, yes – some of our current clients tap directly into our experience and we are trusted for our specific social marketing expertise. In most cases however, our response is unpaid. We do what we can, wherever we can... 'boer-maak-'n-plan'!



We are a small group of self-employed individuals. We lack a large company infrastructure and financial wherewithal for easy largesse, so projects are often funded (and sometimes staffed) by ourselves with a large measure of 'beg, borrow or steal' from clients and suppliers we work with. We pride ourselves on our ability to connect deserving projects with those we work with in business... and we're not above arm-twisting and bartering to make it happen!

We're also proud that unlike so many passive social investment activities in business, the projects we do most often involve us personally. If it's a local anti-graffiti campaign, you're likely to find us paint roller in hand; income generating crafts - cadging materials and sorting avenues of sale ourselves; specials-needs art classes - down on the floor with the kids; promoting soccer development in rural schools - out there organising the grassing of a field with a local



council; a job creation scheme - finding and mentoring the skills we need from someone we may find on a street corner.

We like being 'doers'. We take people and issues to heart. We absorb and include those we work with. We hate injustice; and we're astounded by indifference in a country with so much to do. We believe that there's a real opportunity every day to understand, empower, build and improve people's lives - even one person's life - in everything we do.

Our mantra: *"When all is said and done, a whole lot more needs to be done than said."*

It's helped us earn our reputation as social marketers. We never do business at all costs.



## An overview of our work

### Job creation

Our specific interest in job creation at grass roots level began some years ago when we conceived a unique project to uplift used fitted carpets from a major SA retailer (OK Bazaars) and create a workshop where these goods could be cleaned and recut into usable mats for resale. A small carpet outlet, **Mashumi's Carpets** was set up in Khayelitsha township, run by a keen young entrepreneur, Colin Cekiso.

This would be the springboard for other township ventures including township research and tours for marketers and business and would ultimately see Colin qualify as a national tour guide with a small tourism and transport business. Colin is today an associate member of the FC&A alliance.

Another ambitious community job-creation project begun in 1999 saw us create a candle manufacturing operation, **Liphumile Ilanga** whose products initially tapped into the publicity surrounding the City of Cape Town "Countdown to the Millennium" celebrations via its 'Lights of Hope' Project. Liphumile Ilanga subsequently split into two groups, one working under the auspices of Child Welfare in Khayelitsha.

This is but one example of community based projects over the years that have been set up to supply products and services – from beadwork and sewing, art, corporate gifts and recycled items for resale to finishing and packaging of direct mail, event and marketing launch items.

**Men on the Side of the Road Project**, one of FC&A's more recent projects is a unique job creation programme begun in 2000 that equips





some of Cape Town's 20 000 roadside jobseekers with recognised skills as bricklayers, gardeners, carpenters, mechanics etc and provides them with used tools, donated by the public and refurbished by the project.

Winner of the AGFUND United Nations Award for Innovation and supported by the Department of Social Services, MSR now also operates in centres across South Africa, channelling workers to a variety of job opportunities. The project has already seen major public and business support and continues to grow, with new projects including a recruitment centre.

Aside from these projects, we continue to be involved in marketing skills development and empowerment for various clients in the public and private sectors, for events such as the Metropolitan **Black Economic Empowerment (BEE) Conference series**, **The Township MBA**, and **Empowerment Workshops for local business** for the Cape Provincial Government: Department Business Promotion & Tourism.



### Health & Welfare

Our work in the AIDS arena is well known thanks to early associations with **Wola Nani - a caring response to AIDS**, one of SA's first AIDS-care NGO's, to provide care and job creation for HIV positive women and children in Cape Town's townships.

Linda Beatty (at that time with Saatchi & Saatchi Cape) was a founding member of the organisation and responsible for the first **"Red Ribbon Days"** in South Africa - massive citywide multimedia



ADVERTORIAL FEATURE



these incidents persist! Two weeks ago, for instance, 18 men standing on one of these roadsides were arrested for 'loitering' and others tear-gassed for no apparent reason. Fact: Every South African has the legal right to stand on public land while they wait for work. No one - not even the Police - have the right to remove them!

## "Another lazy beggar loitering on the side of the road!"

If this is what you thought when you looked at this picture, consider this: some 40% of South Africans of working age are jobless. They eke out an existence wherever they can. Many congregate where people hire casual labour - on the side of the road.

More than a year ago, a unique project called *The Men on the Side of the Road Project* began to assist these people, helping to train them with useful skills, organising them recognisable references, even negotiating with local councils for appropriate public land sites where they could gather to offer their services as gardeners, painters, handyman and manual labourers.

Recently we begun to train special skills like gardening through a major nursery chain and basic carpentry and bricklaying. We also run a highly successful free Tool-lending library for workers, with tools donated by the public. The project is supported by the Department of Social Services and officially recognised by the United Nations as one of its award-winning social upliftment projects.

But despite this official sanction, gatherings of job-seekers in some areas have made a few less tolerant citizens 'uncomfortable', belligerent, threatening... even violent.

In the past few months, jobseekers who stand on roadsides at Boy de Goede Circle and along Blaauwberg Road in Tableview have been subjected to treatment of a kind last seen since the ugliest days of Apartheid. They have been repeatedly harassed chased, intimidated, forced to move, even beaten, tear-gassed, charged, fined or imprisoned... by members of the SA Police who accuse them of 'loitering'.

Despite intervention from Men on the Side of the Road to the authorities,

The man you see in this picture (after yet another ugly, senseless, bigoted incident to prevent him from finding a few hours work and put bread on the table for his family) simply sat down and wept. It didn't take teargas to do it either!

This is an earnest appeal to the concerned citizens of Tableview and to those who support the fundamental human right to seek a living, to stop this intimidation, by alerting us to any incidents like this you witness in your area.

Of course, by far the most meaningful thing you could do to help is pull over to the side of the road... and offer one of these guys a job.



**For more information about The Men on the Side of the Road Project, call 021 448 4833.**

The Full Circle 0280

events that included radiothons, street festivals, VIP events and prestige concerts headlined by musicians such as Sibongile Khumalo and others. Over the years, various campaigns created by FC&A members have helped raise substantial awareness and an important income for Wola Nani, now one of the most important AIDS NGOs' in South Africa, which, besides its works as advocate, educator and caregiver derives much income for HIV positive people through the production of craft items for export to the USA and Europe.

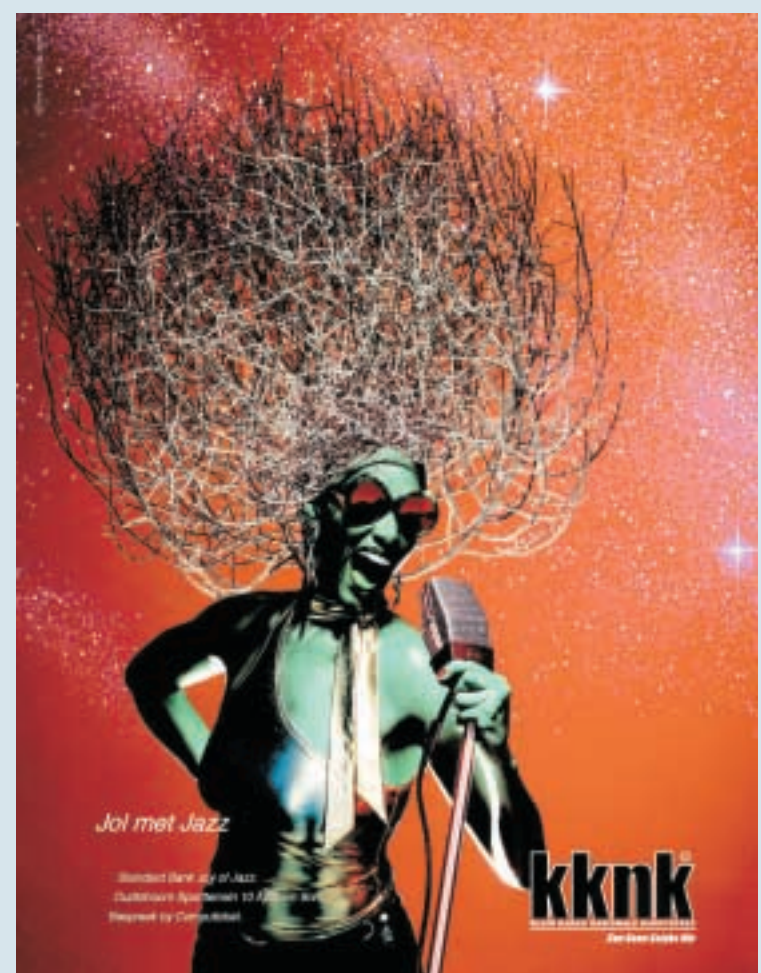
Our ongoing connections and expertise in the AIDS arena have recently seen us involved with corporate players such as life assurer, **Metropolitan** for whom we have provided AIDS communication marketing and audio visual materials for use at events such as the **South African National AIDS Conference in 2005**.

Besides our work in AIDS we continue to be active across the health and welfare spectrum with projects and clients that variously include: Ketogenic diets for **Red Cross Children's Hospital, Epilepsy South Africa, The Elizabeth Arden Visible Difference Awards, Elizabeth Arden's support of St Luke's Hospice and a KZN AIDS Foundation, CANSA Breast Cancer, The Heart Foundation of South Africa, the Advertising Benevolent Fund and Communicare.**

**Youth development & education**

One of the most satisfying avenues of social response at FC&A has been our involvement with the lives of South African youth. An exceptional example of this is the **Smart Soccer School's Development Programme**, created by Nushreen Coutts as part of a skills-based competition for SA soccer fans.

Proceeds from supporters of this competition were utilised to benefit school soccer teams in their communities across South Africa in the form of practical provision of much needed equipment and sports kits, balls, coaching materials, and even sports field and goalposts. Smart Soccer was the hands-on catalyst for involvement and contribution from sponsors such as Engen Petroleum, school bodies, sports administrators, local communities and government. Many deserving schools, most in rural or undeveloped areas were assisted in this way over a period of 3 years in all of South Africa's provinces.





**Youth Environment School (YES Programme)**, a regular feature on the Cape learners' calendar, convened by the City of Cape Town has seen us contribute conceptual, production and fundraising skills to the creation of various promotional materials, recycled sculptures and artwork, hand-made direct mail pieces and an extensive media launch based around the themes of recycling and the reuse of refuse in a useful creative process. Here, we were able to utilise and promote the skills of township musicians, crafters and suppliers.

Work with YES using recycled materials also kicked off involvements with art and crafts skills teaching at a community arts school and classes for disabled (blind) learners as part of an arts education programme for disabled artists organised by the SA National Gallery.



**Environment & tourism**

Preserving the Cape's unique environment and heritage has featured many times in our work over the years – often as it regards its impact on tourism, an area that, in itself, saw our involvement in one of the first **“tourism = jobs” type marketing campaigns** for Cape Town Tourism and similarly, in the promotion of the **Fairest Cape Association's Anti-Litter Programmes**, that included projects such as a **Butts off the Beach** campaign and summer beach clean-up projects, working together with community theatre groups and local radio stations (a feature of which was the well-known *Pick it up for Pikkie* anti-litter song).

One of our most recent environmental clean-up campaigns has been a **Detag/anti-graffiti campaign** run with the help of Civics in the Observatory community where our office is situated.

More direct tourism promotion work has also included the promotion of cultural heritage projects, which have, variously, included



marketing promotion or fundraising for the likes of the **Nelson Mandela Gateway** to Robben Island and some years ago, the **District Six Museum**. Mark Legward was responsible for researching and creating the content for 22 cultural and environmental **information sites for tourists on the summit of Table Mountain** for Cape Peninsula National Parks.

The “Butterfly Effect” environmental project is our most recent promotion. Done in association with Howard Shopping Centre, pledge forms for children to sign were distributed to all of the schools in the catchment area.

**Arts & Culture**

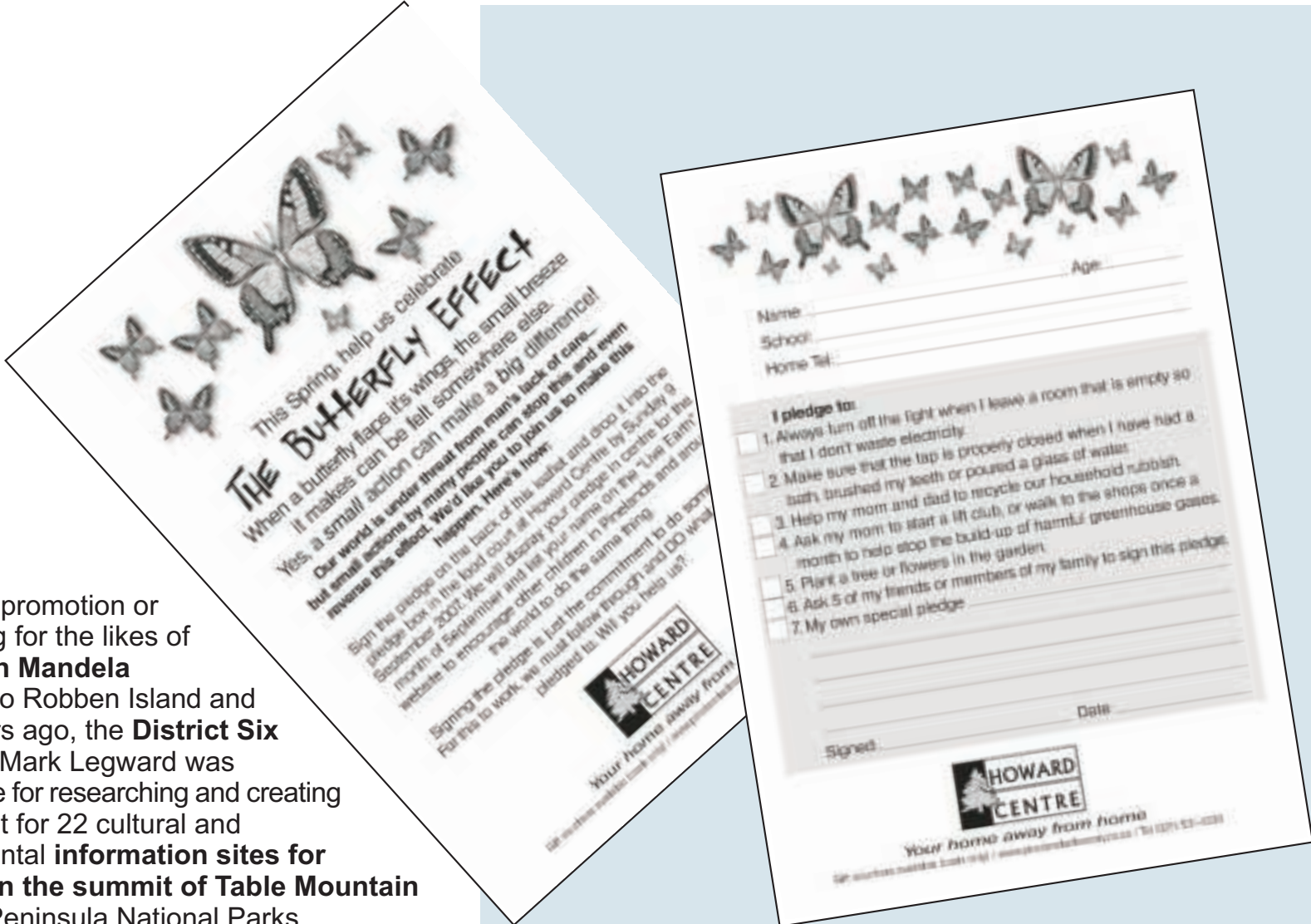
Our connections to the world of arts and culture go back almost two decades when Mark, a trained theatre person, took theatre-in-education projects to schools across the province. That connection has persisted in various linkages that have included **music ventures for AIDS with local musicians and broadcasters**.

Mark Legward and George de Braak also created the multimedia advertising campaigns for the **Klein Karoo National Arts Festival** in 1999 and 2000. In the past we have also been involved with marketing help for organisations such as the **Theatre for the Deaf**.

**Etcetera!**

In many cases our social marketing and social involvement cannot be easily separated or categorised and in many cases what we do involves work across a variety of disciplines, from traditional through-the-line marketing to media brokering, journalism, direct promotion, broadcasting, theatre or an actual psychical involvement with projects as members of NGO’s or as ambassadors for our clients.

Our work continues to be diverse - from the promotion of new community housing projects – as seen in our work with the **Good Hope Housing Institute**, to involvement in community initiatives like the **Hout Bay Community Policing Forum**, social integration projects such as the popular **Smokkelhuis (Shebeen) Tavern Experience** staged at the V&A Waterfront to encourage cross community exchange, or involvement in mainstream sporting charity events such as the **Pick ’n Pay/ Argus Cycle Tour** and the **Cape Times Big Walk**.



**Many faces. Many cultures.  
One joint initiative.**

The spirit of inclusion. With all its natural attractions, infrastructure, cosmopolitan cultural mix and economic growth, it is possible to make the Cape one of the world's top visitor destinations and investment points. But how do we work together?

The City of Cape Town and the Province of the Western Cape have formed the Cape Joint Marketing Initiative to realize this objective. With a single-minded, united and coordinated focus we will market the city and the province to the world – a bold brand initiative will guide the public and private efforts. This will enable us to achieve a better life for all who live and work in this special part of the world.

Please note: this represents a consultation process to include all stakeholders in private-public sector partnerships helping the regional agencies promoting tourism, trade and investment in the City of Cape Town and the Western Cape region.

If you would like to be part of this initiative or simply need more information, please give us a call. Together we can make it happen.

**CAPE JOINT MARKETING INITIATIVE**

Joint marketing initiative of The City of Cape Town and the Province of the Western Cape.  
Phone: 021 463-7400 Email: gwynne@capejointmarketing.co.za  
Website: 021 463-7445 Email: tourism@westerncape.gov.za (Tourism Hotline)

