SEVEN 56



Seven56 Technical Proposal to Graça Machel Trust (GMT)

Profiling Impact Stories of 60 Women in the WCW–FASSET Programme (WCW IGNITE)

Submitted by Seven56 Boutique Communications Agency (Seven56)

6 February 2026

GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

Graça Machel Trust (GMT)
Women Creating Wealth – FASSET Programme

Dear GMT, WCW–FASSET Programme Team,

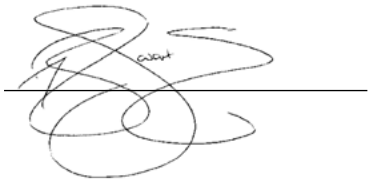
Seven56 Boutique Communications Agency is pleased to submit our proposal for the Profiling Impact Stories project for the WCW–FASSET programme. We appreciate the opportunity to contribute to a body of work that not only recognises the achievements of women in financial services, but also strengthens the visibility and credibility of the programme's outcomes for key stakeholders across the development and skills ecosystem.

This submission outlines a practical, quality-driven delivery model suited to a multi province dispersed participant group, tight timeframes, and cost conscious budget. Our proposed methodology is designed to ensure smooth participant coordination, strong editorial control, and a consistent visual identity across all outputs—resulting in a set of stories and media assets that are publication-ready, platform-ready, and built for longevity across GMT and FASSET channels.

We look forward to the possibility of working with GMT and WCE on this important initiative. Should you require any additional information, clarifications, or adjustments to align the approach to internal processes, our team is available to answer any questions.

Thank you for your consideration.

Kind regards,



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SEVEN 56

1. Seven56 Company Profile



GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

SEVEN 56

PROFILE



ABOUT SEVEN56

BOUTIQUE COMMUNICATIONS AGENCY

Seven56 is a specialised Communications Agency driven by passionate and dedicated professionals, who use our skills and networks to fulfil the different needs of our clients, while ensuring that each service is delivered with the utmost quality.

- We service all Brand, Marketing, Communications, Design and Public Relations needs of our clients who fall within the Corporate, Media, Lifestyle, Government, Private Sector and NGO spheres.

- We are strategic and creative thinkers who tackle business and client challenges with a holistic approach in order to give our clients a 360º solution.

- We have a "look for opportunity" mind-set and create products and strategies that effectively link people and business through brand positioning and the right approach to communication.

- Our work creates synergy between who our clients are, and what they would want to achieve.

- We believe that..."if better is possible... good is not enough" and a return on investment is not an option, it's a guarantee.



OUR EXPERIENCE

seven56 is the **'king maker'** to all our clients. We pride ourselves on being one of the new kids on the block, as this alone drives us to prove to the market that a company only brought to life in 2011 has a competitive edge. Our skilled staff have experience in fields such as Brand Identity and Strategy, Mass and Interpersonal Communications as well as Marketing and Media.

Our knowledge and experience has given seven56 insight into how to synergistically deliver across various platforms and mediums.

METHODOLOGY

We know needs might differ, but believe that whether a company is big, medium or small - there is no such thing as in insignificant client. In order to deliver effectively, we make it our task to know each client as well as they know themselves, but with the added advantage of not getting trapped in the underlying conventions of how things are perceived to be done in the client environment. It's only through immersing ourselves in who our client is that we can respond with ideas and solutions that are tailor-made for their needs.



HOW DO WE APPROACH OUR WORK?

At seven56, we approach our work with:

SEVEN 56

- CLIENT NEEDS AS TOP OF MIND
- INNOVATION AND STRATEGY
- VISIBLE IMPACT AND RETURN ON INVESTMENT
- CREATIVITY AND NETWORKING
- A 360º APPROACH TO PROJECTS

SEVEN56 CAPACITY

AT SEVEN56 OUR AREAS OF EXTENSIVE EXPERTISE RANGE FROM:

BRAND MANAGEMENT

seven56 offers the management of a company's brand. This includes the analysis and planning of how the company's brand is positioned in the market; who their target audiences are and how to target these sometimes niche audiences. Through effective brand management, seven56 maintains the desired reputation of the company.
Our services include research on audiences, the development of good relationships with the various target markets, tangibles such us look and feel, the product itself, packaging and corporate identity to mention but a few.

STRATEGY

An effective marketing, communications, media/public relations and brand strategy is the best approach to ensure that the company attains its goals under conditions of uncertainty. seven56 works with our clients to create these strategies in order to attain and maintain a competitive advantage especially in circumstances where resources are lacking to achieve company goals.

MARKETING

If you expect your business to grow to any size, you'll have to employ effective marketing and advertising.
At seven56 we craft successful Marketing strategies that are carefully researched, well thought-out and focused on detail and execution. We don't put all our eggs in one basket and know that a single grand idea is not always enough to guarantee success. We ensure that we understand our client's position in the marketplace to guarantee that details such as the wording of an advertisement has the desirable impact, that the campaign leaves room to adapt in a changing environment and assists our clients to commit to taking a strong step towards growth.

CORPORATE COMMUNICATIONS

In the often stiff and stifled corporate environment, most top management are clueless about how to get their company "out there" and creating favourable point-of-view among their stakeholders. seven56 offers the management of a range of activities focussing on internal and external communications ensuring all employees speak one language, thereby giving the company its rightful place in the market.

CAMPAIGNS AND ACTIVATIONS

Knowing who your target audience is and crystallising your marketing messages is one thing. But to successfully design, create and execute an advertising and marketing campaign that resonates with the audience, is relevant and fresh and has a synergistic approach in the platforms used, is a skill seven56 prides itself in.
With measurable ROI, Seven56 designs and activates clients' campaigns tailored to the needs of their audiences.

PROJECT MANAGEMENT

Projects very rarely achieve their desired goals if they are not well managed. At seven56 we know that the discipline of planning, organising, motivating and controlling resources are all important to bring about the desired change and added value.
We are able to manage our clients' projects within the constraints of its scope, time, quality and the budget allocated to the project.

PUBLIC RELATIONS

seven56 creates and maintains press, media and stakeholder relationships on behalf of our clients. We produce, distribute and promote content that we expertly create to generate constant top-of-mind public and media interest for our client's brands and businesses.

EVENT MANAGEMENT

seven56 prides itself in creating top-notch events from concept to completion. We take charge of all event-related requirements including the creative, technical and logistical aspects of an event.

DESIGN DELIVERY

seven56 offers in-house design facilities to cater for all design requirements of our clients. Whether it's for your Corporate Identity, invitations or website development, seven56 is able to conceptualise and execute any creative requirement your business or brand needs.

COPYWRITING/ PUBLISHING

With over a decade's worth of mainstream journalistic experience as well as a decade of marketing expertise, seven56 is perfectly geared to handle all your writing, editing, copywriting and publishing requirements. Whether it is a press release, biography, corporate brochure or creative script writing need, we deliver quality in all our written products.

SOCIAL MEDIA MANAGEMENT

seven56 effectively manages our clients' social media platforms to ensure a synergistic approach to all communication and marketing initiatives. and on the pulse updates for both internal and external stakeholders. We have an on the pulse-update system, which allows the client added brand recognition through repeat exposure, and assists them to cultivate an interactive community, while positioning them as thought leaders in their field of expertise and allows for a competitive advantage through mind sharing.

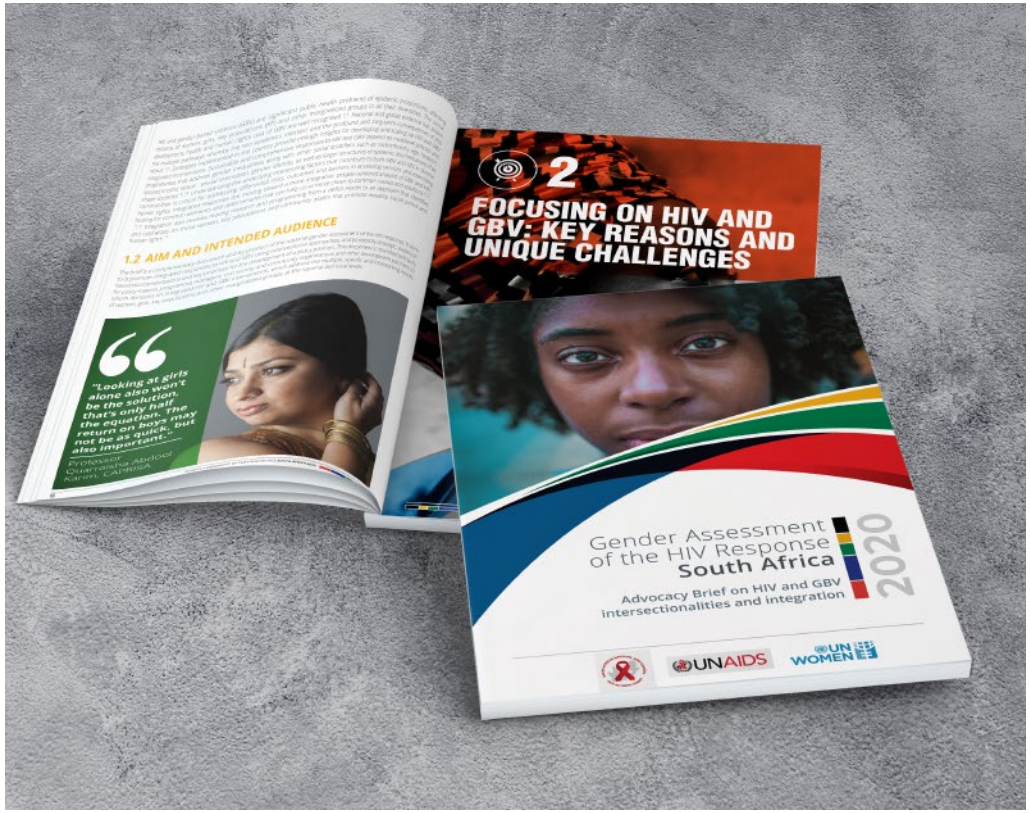
WEBSITE DEVELOPMENT & MANAGEMENT

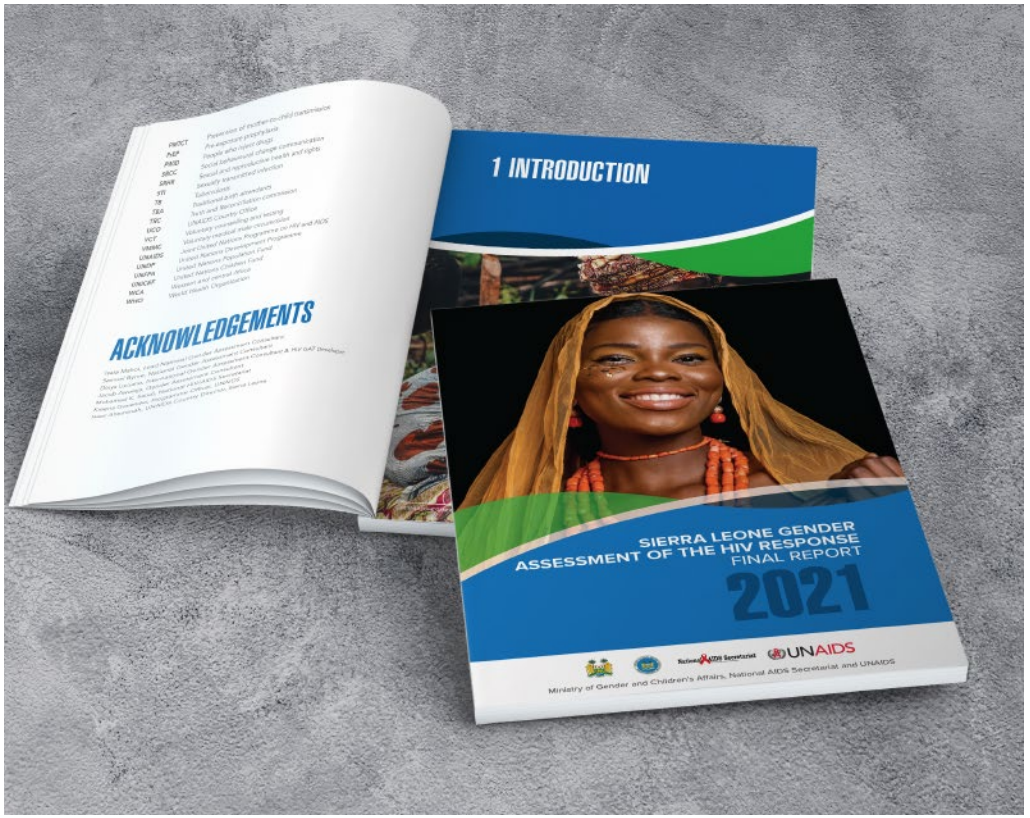
seven56, specialises in strategically developing and maintaining websites. We are experts in aligning the website with the organisation's brand, strategy and vision. Our primary role is to ensure that websites are visually appealing, easy to navigate and creates a return on investment for the client.

WORK EXAMPLES



REPORT EXAMPLES





REPORT EXAMPLES





REPORT EXAMPLES





REPORT EXAMPLES





PUBLISHED MAGAZINE EXAMPLES





DL FLYERS AND BUSINESS CARD EXAMPLES



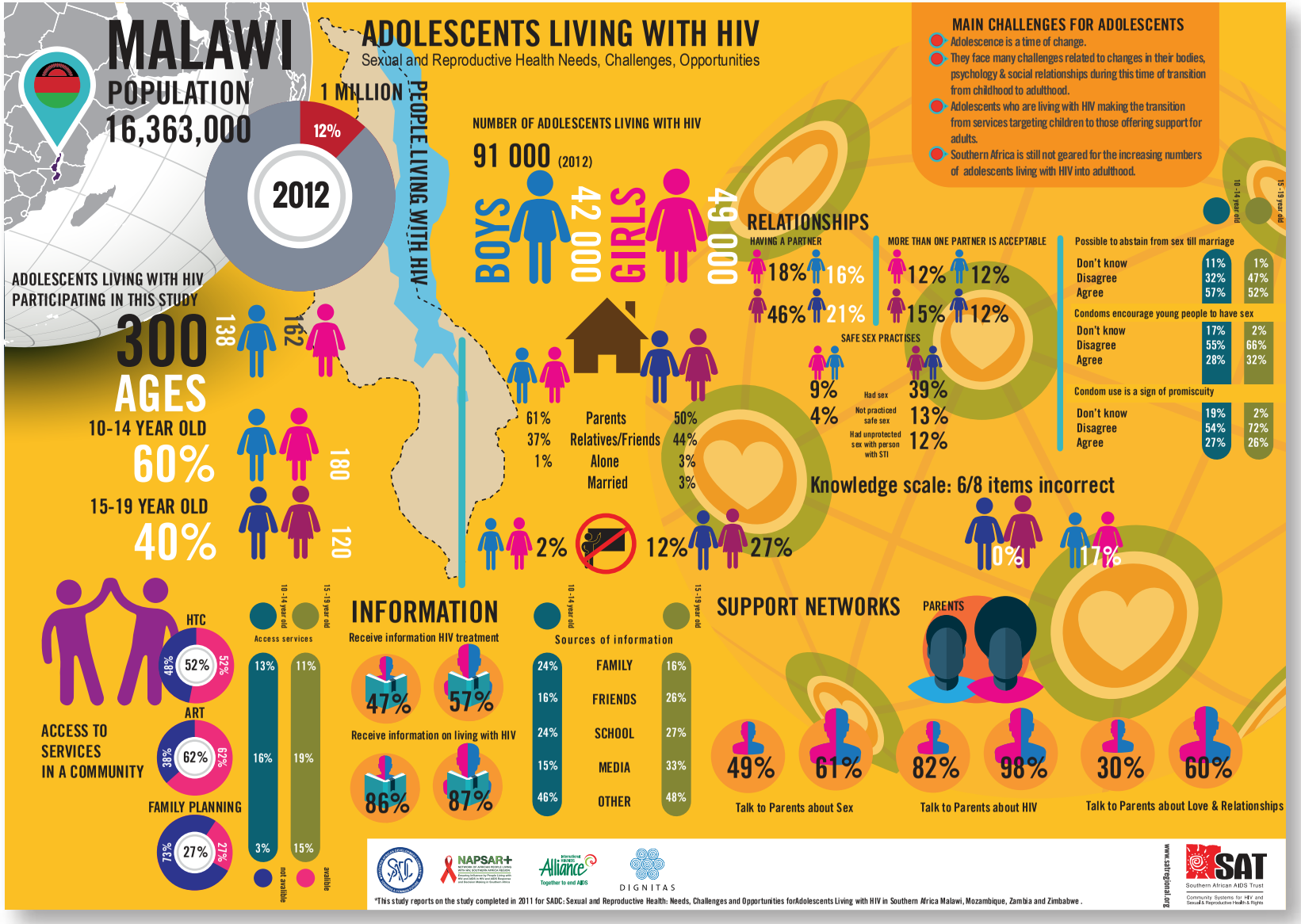











MALAWI
POPULATION
16,363,000
1 MILLION
12%
2012
PEOPLE LIVING WITH HIV
ADOLESCENTS LIVING WITH HIV
Sexual and Reproductive Health Needs, Challenges, Opportunities
NUMBER OF ADOLESCENTS LIVING WITH HIV
91 000 (2012)
BOYS 42 000
GIRLS 49 000
MAIN CHALLENGES FOR ADOLESCENTS
Adolescence is a time of change.
They face many challenges related to changes in their bodies, psychology & social relationships during this time of transition from childhood to adulthood.
Adolescents who are living with HIV making the transition from services targeting children to those offering support for adults.
Southern Africa is still not geared for the increasing numbers of adolescents living with HIV into adulthood.
ADOLESCENTS LIVING WITH HIV PARTICIPATING IN THIS STUDY
300
138
162
AGES
10-14 YEAR OLD
60%
180
15-19 YEAR OLD
40%
120
RELATIONSHIPS
HAVING A PARTNER
18% 16%
46% 21%
MORE THAN ONE PARTNER IS ACCEPTABLE
12% 12%
15% 12%
SAFE SEX PRACTISES
9% 39%
4% 13%
Had sex
Not practiced safe sex
Had unprotected sex with person with STI
12%
Possible to abstain from sex till marriage
Don't know 11% 1%
Disagree 32% 47%
Agree 57% 52%
Condoms encourage young people to have sex
Don't know 17% 2%
Disagree 55% 66%
Agree 28% 32%
Condom use is a sign of promiscuity
Don't know 19% 2%
Disagree 54% 72%
Agree 27% 26%
61% Parents 50%
37% Relatives/Friends 44%
1% Alone 3%
Married 3%
2%
12% 27%
Knowledge scale: 6/8 items incorrect
0% 17%
ACCESS TO SERVICES IN A COMMUNITY
HTC 48% 52% 52%
ART 38% 62% 62%
FAMILY PLANNING 73% 27% 27%
Access services
13% 16% 3%
11% 19% 15%
INFORMATION
Receive information HIV treatment
47% 57%
Receive information on living with HIV
86% 87%
Sources of information
24% FAMILY 16%
16% FRIENDS 26%
24% SCHOOL 27%
15% MEDIA 33%
46% OTHER 48%
SUPPORT NETWORKS
PARENTS
49% 61%
Talk to Parents about Sex
82% 98%
Talk to Parents about HIV
30% 60%
Talk to Parents about Love & Relationships
NAPSAR+
Alliance
DIGNITAS
SAT
Southern African AIDS Trust
*This study reports on the study completed in 2011 for SADC: Sexual and Reproductive Health: Needs, Challenges and Opportunities forAdolescents Living with HIV in Southern Africa Malawi, Mozambique, Zambia and Zimbabwe .

PUBLISHED ADVERT EXAMPLES







WEBSITE EXAMPLES

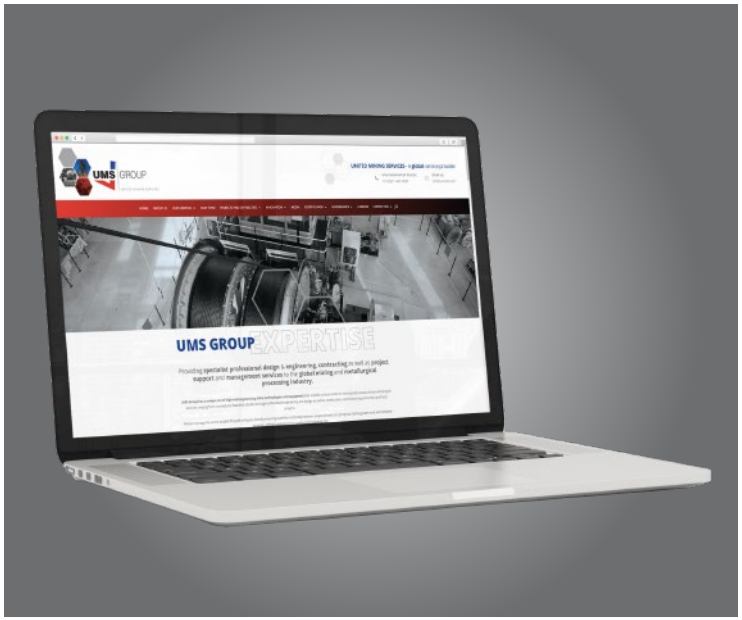


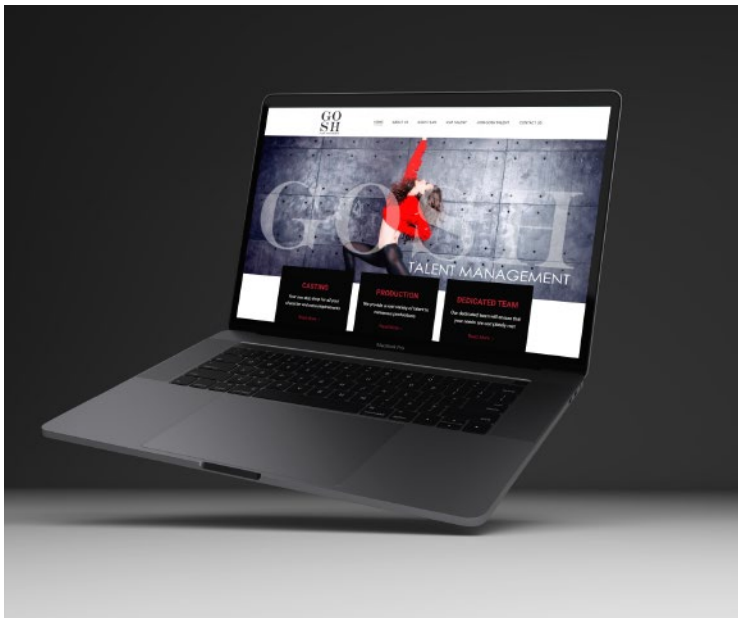






WEBSITE EXAMPLES









VEHICLE BRANDING



CAMPAIGNS: GAMBLING BOARD













CAMPAIGNS: SOUTHERN AFRICAN SCHOOL CAMPAIGN







CAMPAIGNS: CITY OF TSHWANE






HOW TO
WEAR A
MASK.

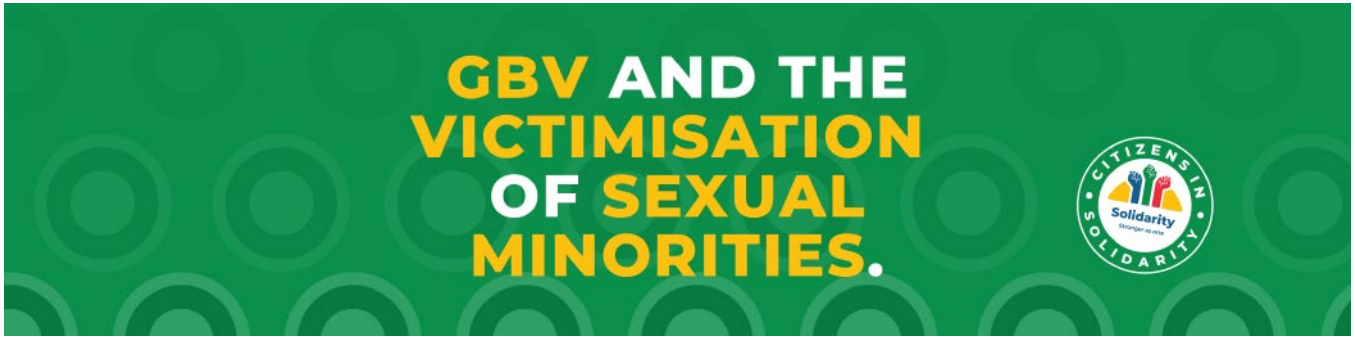

PHYSICAL AND
SOCIAL
DISTANCING:
WEARING A
MASK:
PROTECT
YOURSELF
AND
OTHERS.


PREVENT
THE
SPREAD.
WASH HANDS
FREQUENTLY
AVOID LARGE CROWDS
SOME INFECTED PEOPLE CAN SHOW NO SYMPTOMS,
BUT CAN STILL PASS ON THE VIRUS.


HOW TO
WEAR A
MASK.
USING A MASK HELPS PREVENT
THE SPREAD OF THE VIRUS AND CAN
PROTECT YOU AND THOSE AROUND YOU
Ensure the proper side of the mask faces outwards
Secure the strings behind your head or over your ears
Press the metallic strip to fit the shape of the nose
Cover mouth and nose fully making sure there are no gaps
Do not touch the mask while using it, if you
do wash your hands
Remove the mask from behind holding
the strings with clean hands

CAMPAIGNS: SOLIDARITY FUND (ONLINE)

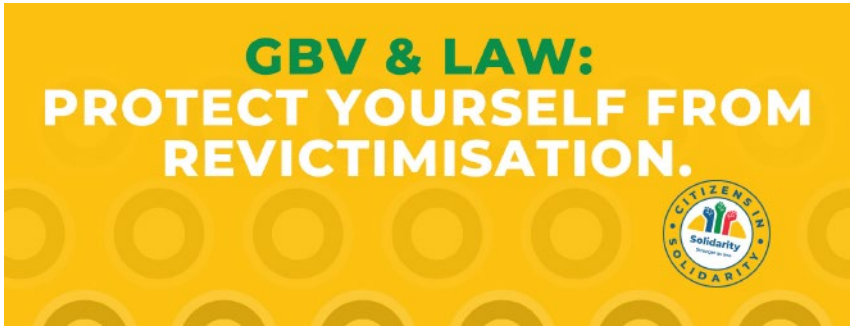




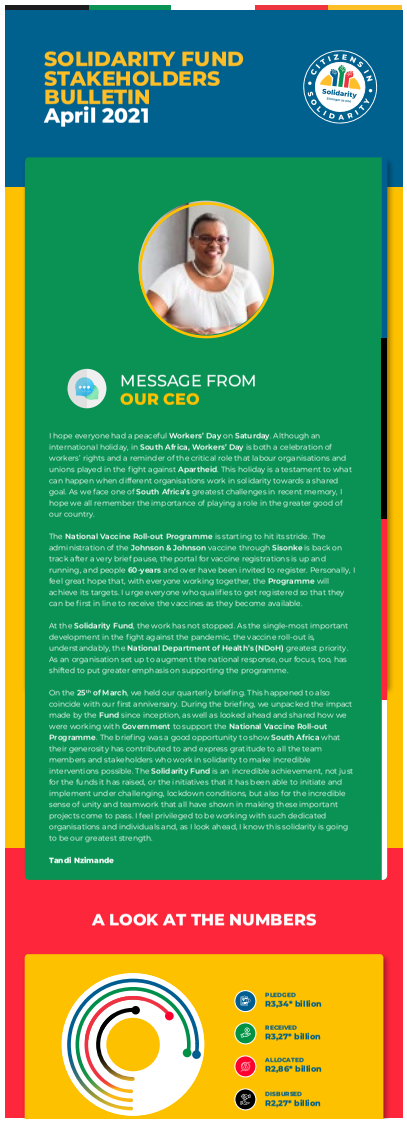








CAMPAIGNS: SOLIDARITY FUND (NEWSLETTER)



SOLIDARITY FUND STAKEHOLDERS BULLETIN
April 2021

MESSAGE FROM OUR CEO

I hope everyone had a peaceful **Workers' Day** on **Saturday**. Although an international holiday, in **South Africa, Workers' Day** is both a celebration of workers' rights and a reminder of the critical role that labour organisations and unions played in the fight against **Apartheid**. This holiday is a testament to what can happen when different organisations work in solidarity towards a shared goal. As we face one of **South Africa's** greatest challenges in recent memory, I hope we all remember the importance of playing a role in the greater good of our country.

The **National Vaccine Roll-out Programme** is starting to hit its stride. The administration of the **Johnson & Johnson** vaccine through **Sisonke** is back on track after a very brief pause, the portal for vaccine registration is up and running, and people **60 years** and over have been invited to register. Personally, I feel great hope that, with everyone working together, the **Programme** will achieve its targets. I urge everyone who qualifies to get registered so that they can be first in line to receive the vaccines as they become available.

At the **Solidarity Fund**, the work has not stopped. As the single-most important development in the fight against the pandemic, the vaccine roll-out is, understandably, the **National Department of Health's (NDoH)** greatest priority. As an organisation set up to augment the national response, our focus, too, has shifted to put greater emphasis on supporting the programme.

On the **25th of March**, we held our quarterly briefing. This happened to also coincide with our first anniversary. During the briefing, we unpacked the impact made by the **Fund** since inception, as well as looked ahead and shared how we were working with **Government** to support the **National Vaccine Roll-out Programme**. The briefing was a good opportunity to show **South Africa** what their generosity has contributed to and express gratitude to all the team members and stakeholders who work in solidarity to make incredible interventions possible. The **Solidarity Fund** is an incredible achievement, not just for the funds it has raised, or the initiatives that it has been able to initiate and implement under challenging, lockdown conditions, but also for the incredible sense of unity and teamwork that all have shown in making these important projects come to pass. I feel privileged to be working with such dedicated organisations and individuals and, as I look ahead, I know this solidarity is going to be our greatest strength.

Tandi Nzimande

A LOOK AT THE NUMBERS

PLEDGED **R3,34* billion**
RECEIVED **R3,27* billion**
ALLOCATED **R2,86* billion**
DISBURSED **R2,27* billion**

Disbursed- R2,27* billion (the difference between allocated and disbursed is as a result of a number of projects which are in execution but have not been fully closed off).

*** Accurate as of 23 April 2021**

PROJECTS UNDERWAY

Health Interventions: 16 Projects
Humanitarian Relief Efforts: 6 Projects (11 sub-projects)
Behavioural Change: 11 Projects (22 sub-projects)

AT A GLANCE

Pillars	Allocated	Disbursed
Health	R2,239bn	R1,818bn
Humanitarian	R425m	R310m
Behavioural	R196m	R141m
Total	**R2,896bn**	**R2,269bn**

FIRST ANNIVERSARY PRESS BRIEFING

The purpose of the press briefing, held virtually on the **25th of March 2021**, was to update **South Africa** and our stakeholders on the impact delivered by the **Fund** in the first quarter of the year, and to discuss the way forward as the pandemic moves into its second year. This briefing was in line with our commitment to transparency and accountability.

After a welcome from our **Chairperson, Gloria Serobe, CEO, Tandi Nzimande** provided an overview of all the activity undertaken by the **Fund** across its 3 pillars, including an update on total donations received, and how the funds have been allocated and disbursed. This was followed by an update on our role in the **National Vaccine Roll-out Programme**. Our initiatives here fall under both the **Health and Behavioural Change pillars**. As a vehicle designed for agility and speed, the **Fund** considers itself well positioned to augment the roll-out programme. **Adrian Enthoven** concluded with a call to all **South Africans** to continue to practice safe behaviours ahead of holidays and winter.

If you were unable to join us on the day, or should you wish to refresh your memory on all the content that was shared, the entire briefing is available on the **Solidarity Fund's YouTube channel**.

CLICK HERE TO VIEW:
https://bit.ly/3329D88

THE FUND'S EVOLVING ROLE IN THE NATIONAL VACCINE ROLL-OUT PROGRAMME

The **Solidarity Fund's** work in support of the **National Department of Health (NDoH)** and the **National Vaccine Roll-out Programme** began by catalysing the country's entry into **COVAX** with the down payment of **R283m** needed to secure the country's position. From there, the **Fund** was able to quickly respond, and the following programmes have been approved:

SISONKE STUDY
R50m in funding in support of the **Sisonke Study** and roll-out of **J&J vaccines** through the **South African Medical Research Council (SAMRC)**, which helped kickstart the vaccination of **Health workers** ahead of a potential third wave and winter.

NDoH TECHNICAL SUPPORT
A co-funding contribution of **R69m** to provide technical support to the **NDoH**. This is to capacitate the national, provincial and district departments of health to implement an effective nation-wide **COVID-19 vaccination programme** to the general population.

NDoH CALL CENTRE
The **NDoH** identified a need to set-up and manage a dedicated central call centre to support phases 2 and 3 of the **COVID vaccine** roll-out – with phase 2 scheduled to start on the **17 May 2021**. The call centre will be set up by a leading service provider and managed by **Business Process Enabling SA (BPESA)**. **The Solidarity Fund** has agreed to support this important initiative with a contribution of **R72m**.

NATIONAL COMMUNICATIONS PARTNERSHIP
The Solidarity Fund is providing **R8m** in funding to support community/social partners that are represented at the **National Communication Partnership**, an initiative spearheaded by **GCIS**. The funds will be used to augment and amplify behaviour change and vaccine roll-out communication campaigns being carried out by **COVID Comms, C-19 People's Coalition (C19 PC)** and the **Community Constituency Covid-19 Front (CCF)**.

RESEARCH
An amount of **R2m** has been approved to conduct research jointly commissioned by the **Solidarity Fund** and **GCIS**. The research will enable a deeper understanding of attitudes, perceptions and behaviours amongst people so that evidence-based interventions can be implemented to ensure a greater impact of behaviour change public health campaigns and the vaccination roll-out.

INTERFAITH NETWORK SUPPORT
Support of **R2m** is also being provided to the **South African Council of Churches' (SACC) Inter-Faith Behaviour Change Communications Programme**. The creation and maintenance of an inter-faith leadership network for **COVID-19** communication is a critical platform for influencing significant numbers of citizens.

DON'T JUST TALK, LISTEN

SOLIDARITY FUND TO LAUNCH NATIONAL COMMUNICATION CAMPAIGN

On the **12th of May**, the **Solidarity Fund** will be launching a large-scale national campaign aimed at creating behavioural change for the better. With extensive reach that will be achieved by utilising a broad and detailed media strategy, the campaign is aiming to reach **80% of the population**.

The campaign will target **three key objectives**:

OBJECTIVE 1 – Distribute vaccine literacy and knowledge and encourage registration.
OBJECTIVE 2 – Reiterate and educate communities on **COVID-19** preventative measures.
OBJECTIVE 3 – Listen and adapt.

The campaign will run on **TV** (with a 60"/45" spot and 4x20" spots. 50% of the 20" spots will focus on vaccine messaging), **Radio, Out-of-home** and **social media**. It includes **Rank TV, Taxi TV**, and **80 Wall Murals** spread across the entire country. A focused **TikTok** campaign launches on the **10th of June** with influencers, while **PR** will be utilised to achieve maximum reach and impact with respect to vaccine literacy and knowledge.

Besides the traditional media, an online toolkit will go live on the **12th of May** to assist **South Africans** in providing education on the virus and the vaccine. There will also be branding and messaging toolkits available for business and social partners to co-brand.

The campaign activations, involving our **Foot Soldiers** and **Behavioural Change Agents**, will roll out from the end of **May** and will be highly targeted.

Foot Soldiers are rural focused (**approx. 280**) and will activate in **North West, Mpumalanga, Limpopo, Eastern Cape** and **Kwazulu-Natal**. They will hold door-to-door conversations with citizens on preventative measures as well as a focused drive on vaccine literacy and knowledge. There will be leave behind toolkits to assist.

Behavioural Change Agents will activate in **Gauteng, North West, Mpumalanga, KwaZulu Natal, Western Cape** and **Eastern Cape**, sparking conversations with a focused drive on vaccine literacy and knowledge. There will be leave behind toolkits at focused touchpoints, such as, schools, churches and plazas.



DR GUGU NGUBANE SPEAKS ABOUT VACCINES AND THE FUND'S ROLE IN THE ROLL-OUT

Our very own **Dr Gugu Ngubane**, the **Fund's health pillar co-lead**, has been busy making headlines and talking about the importance of the **National Vaccine Roll-out Programme** in the fight against the pandemic, as well as the **Fund's** role in the national roll-out. She has been featured in a number of online news outlets. You can read the article via the link below.

View full article

REGISTER FOR YOUR VACCINATION TODAY



The **COVID-19** vaccine is our strongest weapon against the pandemic – but only if we all register to get it. Registration for over-60's on the **SA COVID-19 Vaccination Programme** registration website has begun and we urge anyone who falls in to this category to register today. Further, if you know someone who qualifies, encourage them to register and assist if need be. We all need to do our part in slowing and eventually stopping the spread by getting vaccinated.

Visit https://vaccine.enroll.health.gov.za/#/ to register.

UPDATE ON REPORTS

As part of our responsibility to the public and our stakeholders, the **Fund** publishes reports on a regular basis with updates on projects and initiatives undertaken. Two new reports relating to our **Behavioural Change Pillar interventions** have been uploaded to our website since our **March** newsletter.

SACC CHURCH IN ACTION CAMPAIGN

The Solidarity Fund partnered with the **South African Council of Churches (SACC)** in a campaign to produce, distribute and disseminate digital educational content to help prevent the spread of the **COVID-19** pandemic. The content was designed for user friendly formats including animations, audio, documentary stories and other media. Content was distributed via printed posters, social media and radio, and was also housed on the churchinaction.org.za website.

The full report can be downloaded here.

https://bit.ly/3gMake2

SOLIDARITY FUND **SUPPORT OF THE COVID ALERT SOUTH AFRICA APP CAMPAIGN**

COVID Alert SA is a privacy-protecting app built on **Apple** and **Google's API**. It does not collect users' personal information or track their location. The app uses **Bluetooth** – not **GPS** – to anonymously identify when two users have been in proximity. The key objectives and mandate of the campaign was to increase awareness to drive app downloads and educate citizens on the relevance of the app. The campaign targeted adults of all income brackets across rural, metro and urban communities.

The full report can be downloaded here.

https://bit.ly/32YQT9y

The **Solidarity Fund** is committed to transparency around all of our activities. You can find detailed information and reporting around donations received, how we allocate resources as well as the impact created by visiting **www.solidarityfund.co.za**

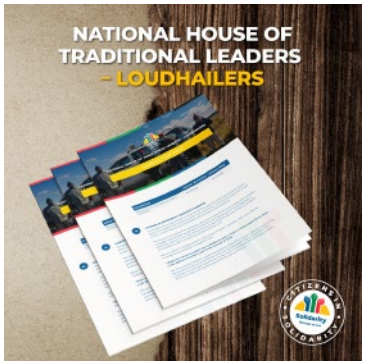
Click on the icons below to follow us on Social Media.

CAMPAIGNS: SOLIDARITY FUND (SOCIAL MEDIA)







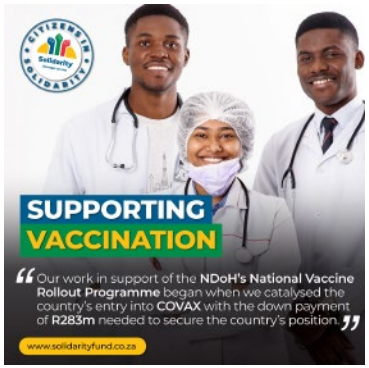


















CAMPAIGNS: YOUTH ACTIVISTS CAMPAIGN



PACKAGING DESIGN



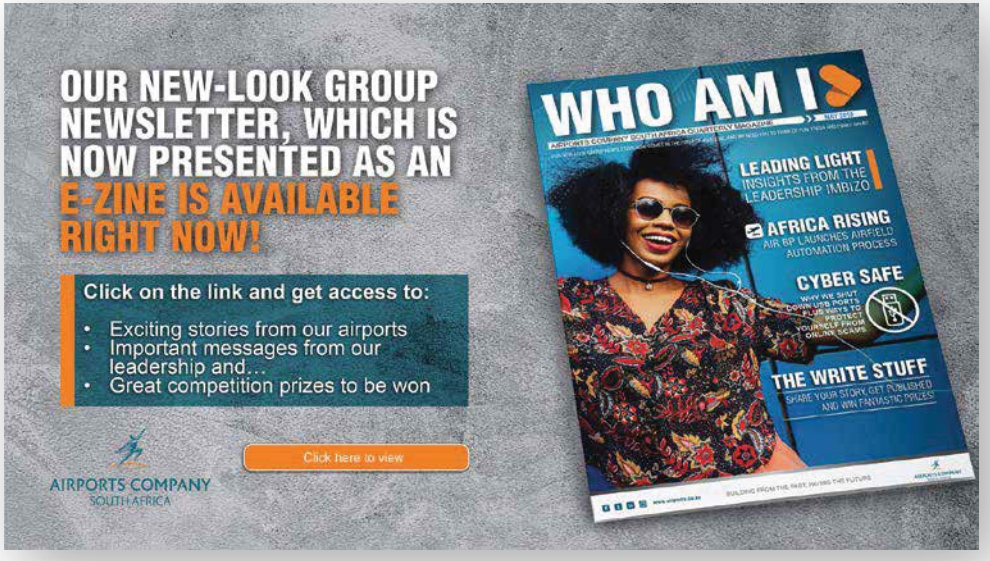
PULL UP BANNERS





EMAILERS

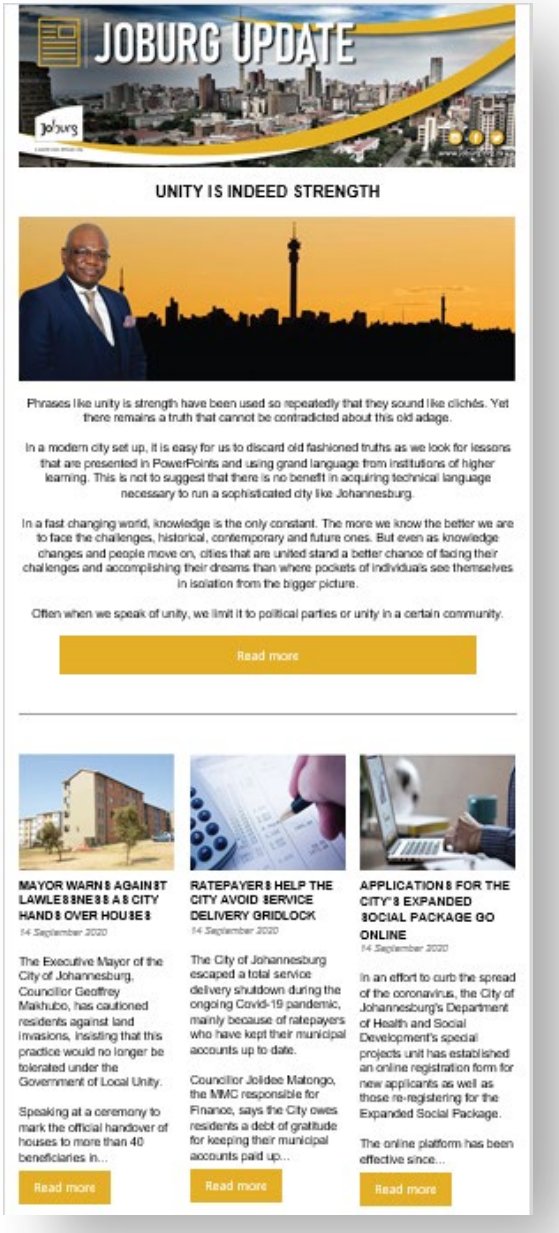

5
"FIVE OF OUR AIRPORTS HAVE RECEIVED NEW CARBON ACCREDITATION RECOGNITION FROM AIRPORTS COUNCIL INTERNATIONAL (ACI), FOR OUR DRIVE TO REDUCE OUR CARBON FOOTPRINT!"
airport carbon accredited
REDUCTION
We thank each and every Airports Company South Africa team member who is committed to our carbon footprint reduction programmes and initiatives.
ORTIA and CTIA have been upgraded to Level 2 (Reduction) status. KSIA and PEIA have been renewed at Level 1 (Mapping). George Airport has entered the Carbon Accreditation programme with a grading of Level 1 (Mapping).
Let us continue being MINDFUL of the environment as we continue RUNning and DEVELOPing our airports!
AIRPORTS COMPANY
SOUTH AFRICA

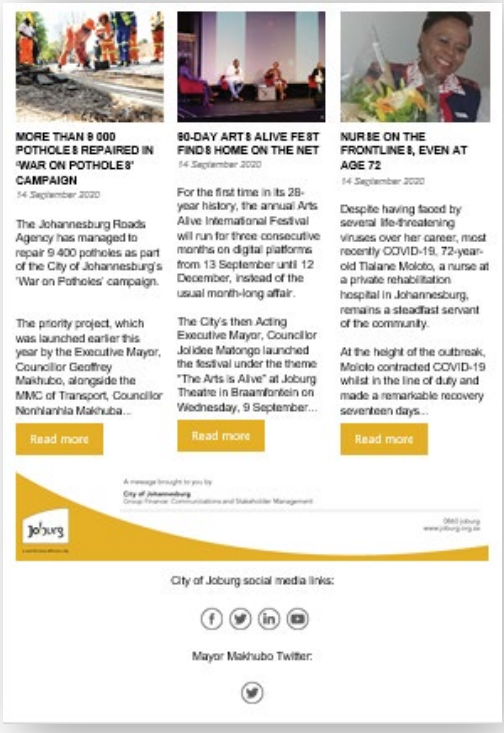

OUR NEW-LOOK GROUP NEWSLETTER, WHICH IS NOW PRESENTED AS AN E-ZINE IS AVAILABLE RIGHT NOW!
Click on the link and get access to:
• Exciting stories from our airports
• Important messages from our leadership and...
• Great competition prizes to be won
Click here to view
AIRPORTS COMPANY
SOUTH AFRICA
WHO AM I
LEADING LIGHT
INSIGHTS FROM THE LEADERSHIP IMBIZO
AFRICA RISING
AIR BP LAUNCHES AIRFIELD AUTOMATION PROCESS
CYBER SAFE
THE WRITE STUFF
SHARE YOUR STORY, GET PUBLISHED AND WIN FANTASTIC PRIZES


FLIGHT DECK
Thank you for making your voice heard.
AIRPORTS COMPANY
SOUTH AFRICA
YOU SPOKE, WE LISTENED.
Earlier this year, Corporate Affairs asked employees to share their feelings about leadership communication at Airports Company South Africa.
The results were clear:
We can do better!
Corporate Affairs is ready to help! The Flight Deck will help you know more, so that you can share more! Team leader-to-team messaging is rated higher than our other leadership communication channels
CEO Roadshow
GM Imbizo
Line manager/Team leader
2.4 2.4 2.5
2.4 2.4 2.5
2.4 2.4 2.5
2.4 2.4 2.5
2.4 2.4 2.5
Communication is transparent
Information is up to date
Messaging is clear
Affording me the opportunity to ask questions
Ensuring I leave feeling more than when I arrived
But we're not so hot at taking our teams on the journey with us:
2.49
2.48
2.47
2.60
2.47
Communication is transparent
Information is up to date
Messaging is clear
Affording me the opportunity to ask questions
Ensuring I leave feeling more than when I arrived
Share the Flight Deck with your team!
Corporate Affairs will track progress so that we know we're on the right track.
Enquiries:
Kuselwa Gongo
Kuselwa.gongo@airports.co.za
083 461 4207
AIRPORTS COMPANY
SOUTH AFRICA
www.airports.co.za

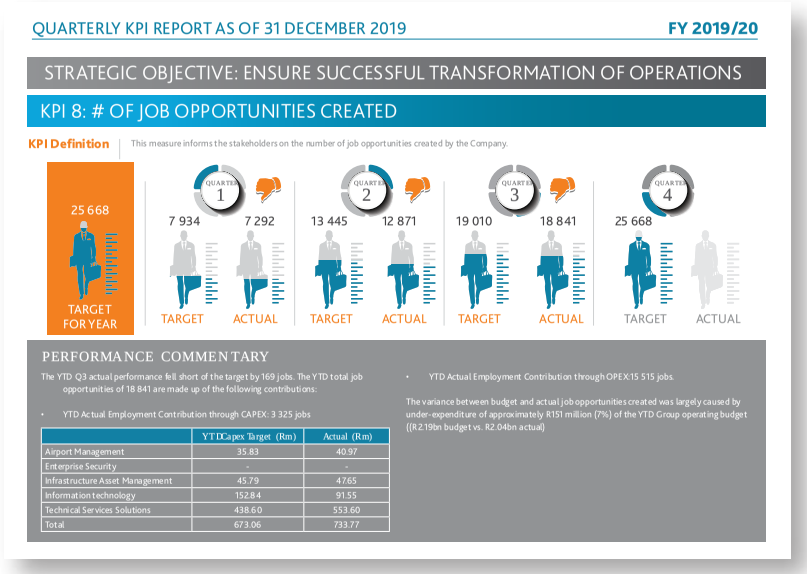
Joburg

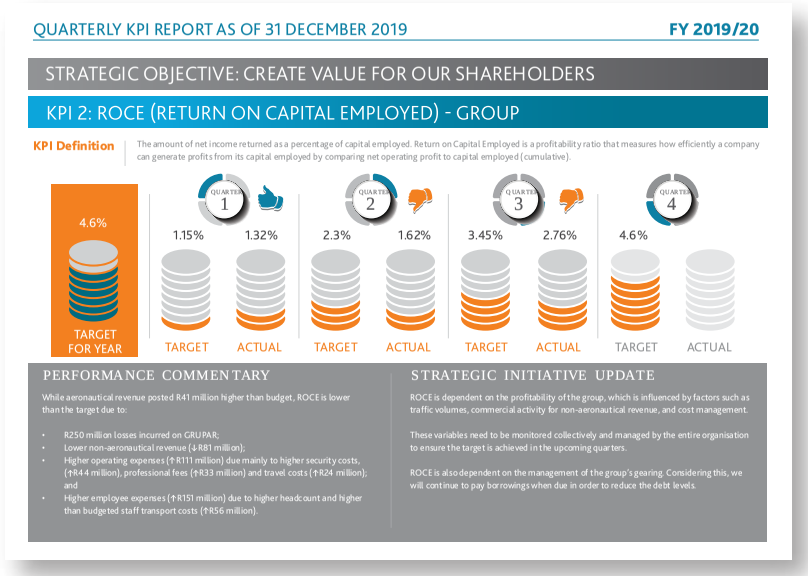
a world class African city






www.airports.co.za
THE INSIDE TRACK
KEEPING YOU UP TO DATE WITH OUR PERFORMANCE
AIRPORTS COMPANY SOUTH AFRICA
QUARTERLY KPI REPORT AS OF 31 DECEMBER 2019
AIRPORTS COMPANY
SOUTH AFRICA


QUARTERLY KPI REPORT AS OF 31 DECEMBER 2019
FY 2019/20
STRATEGIC OBJECTIVE: ENSURE SUCCESSFUL TRANSFORMATION OF OPERATIONS
KPI 8: # OF JOB OPPORTUNITIES CREATED
KPI Definition
This measure informs the stakeholders on the number of job opportunities created by the Company.
25 668
TARGET FOR YEAR
QUARTER 1
7 934
7 292
QUARTER 2
13 445
12 871
QUARTER 3
19 010
18 841
QUARTER 4
25 668
TARGET
ACTUAL
PERFORMANCE COMMENTARY
The YTD Q3 actual performance fell short of the target by 169 jobs. The YTD total job opportunities of 18 841 are made up of the following contributions:
YTD Actual Employment Contribution through CAPEX: 3 325 jobs
YTD Actual Employment Contribution through OPEX:15 515 jobs.
The variance between budget and actual job opportunities created was largely caused by under-expenditure of approximately R151 million (7%) of the YTD Group operating budget ((R2.19bn budget vs. R2.04bn actual)
YTD Capex Target (Rm)
Actual (Rm)
Airport Management 35.83 40.97
Enterprise Security - -
Infrastructure Asset Management 45.79 47.65
Information technology 152.84 91.55
Technical Services Solutions 438.60 553.60
Total 673.06 733.77


QUARTERLY KPI REPORT AS OF 31 DECEMBER 2019
FY 2019/20
STRATEGIC OBJECTIVE: CREATE VALUE FOR OUR SHAREHOLDERS
KPI 2: ROCE (RETURN ON CAPITAL EMPLOYED) - GROUP
KPI Definition
The amount of net income returned as a percentage of capital employed. Return on Capital Employed is a profitability ratio that measures how efficiently a company can generate profits from its capital employed by comparing net operating profit to capital employed (cumulative).
4.6%
TARGET FOR YEAR
QUARTER 1
1.15%
1.32%
QUARTER 2
2.3%
1.62%
QUARTER 3
3.45%
2.76%
QUARTER 4
4.6%
TARGET
ACTUAL
PERFORMANCE COMMENTARY
While aeronautical revenue posted R41 million higher than budget, ROCE is lower than the target due to:
R250 million losses incurred on GRUPAR;
Lower non-aeronautical revenue (↓R81 million);
Higher operating expenses (↑R111 million) due mainly to higher security costs, (↑R44 million), professional fees (↑R33 million) and travel costs (↑R24 million); and
Higher employee expenses (↑R151 million) due to higher headcount and higher than budgeted staff transport costs (↑R56 million).
STRATEGIC INITIATIVE UPDATE
ROCE is dependent on the profitability of the group, which is influenced by factors such as traffic volumes, commercial activity for non-aeronautical revenue, and cost management.
These variables need to be monitored collectively and managed by the entire organisation to ensure the target is achieved in the upcoming quarters.
ROCE is also dependent on the management of the group's gearing. Considering this, we will continue to pay borrowings when due in order to reduce the debt levels.


QUARTERLY KPI REPORT AS OF 31 DECEMBER 2019
FY 2019/20
ORGANISATIONAL CAPABILITY
BUSINESS DIGITISATION
At Airports Company South Africa, we are preparing for the future through business digitisation. We are working on improving passenger experience, social and mobile applications, and intelligent business and digital infrastructure.
The integration development of the eGates are in progress and the passenger self-service tender documents are nearly complete. We are also in the process of evaluating the tender for the mobile application and Retail Transaction Management solution. Finally, the tender for business intelligence and analytics has been published.
HUMAN CAPITAL
Airports Company South Africa wouldn't be where we are without our employees. Therefore, our energy remains focused on our employee value propositions (EVP) including entrenching our PRIDE culture, coaching and mentoring our young talent through the National Employment Equity and Skills Development Forum, establishing the career management framework and the RISE leadership programme, establishing talent management and more. We want the Company to be a place where our employees can thrive and build their dream careers.

AUTOMOTIVE ONLINE BANNERS





SOCIAL MEDIA BANNERS AND POST EXAMPLES - GENERAL









SOCIAL MEDIA BANNERS AND POST EXAMPLES - GENERAL





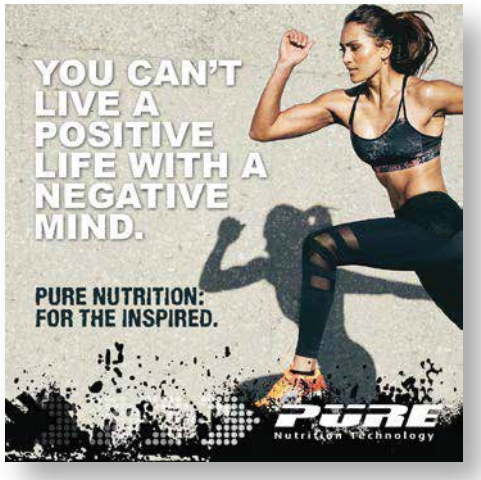


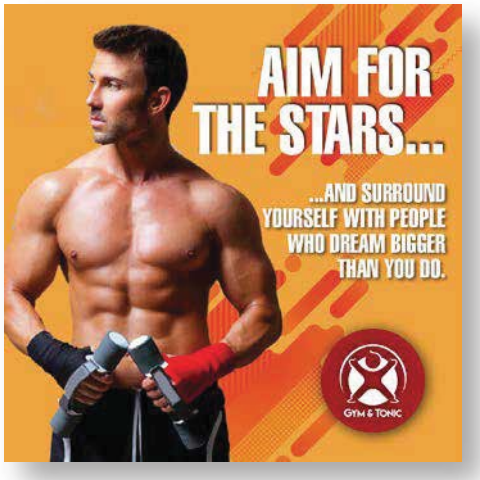


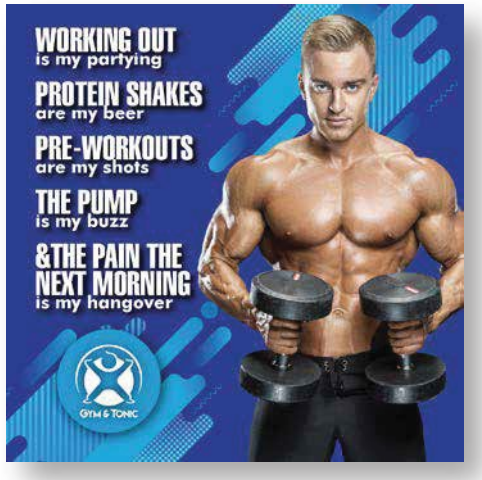


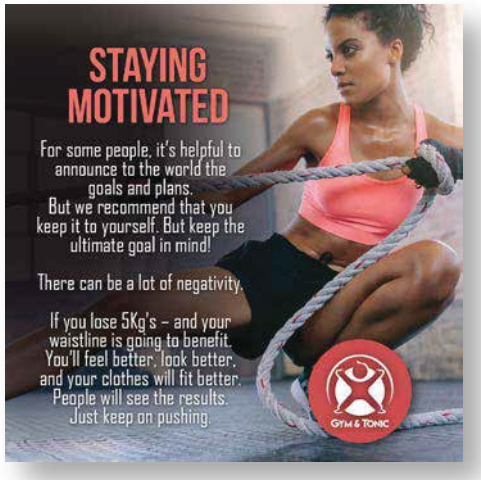


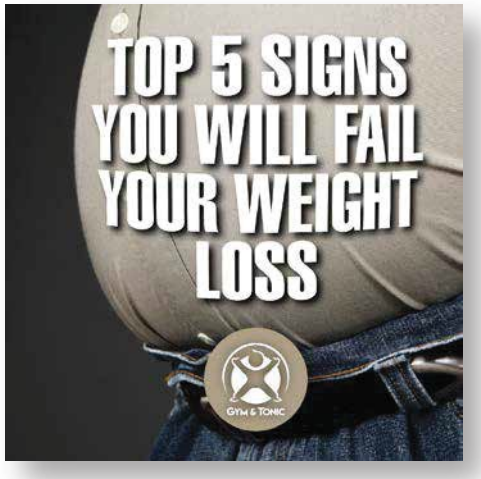
SOCIAL MEDIA POSTS - GENERAL













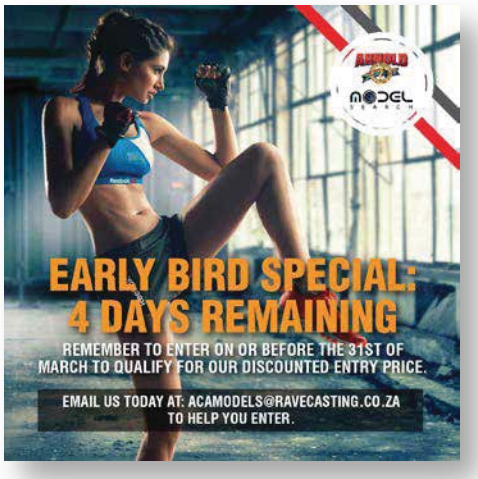




SOCIAL MEDIA POSTS - GENERAL



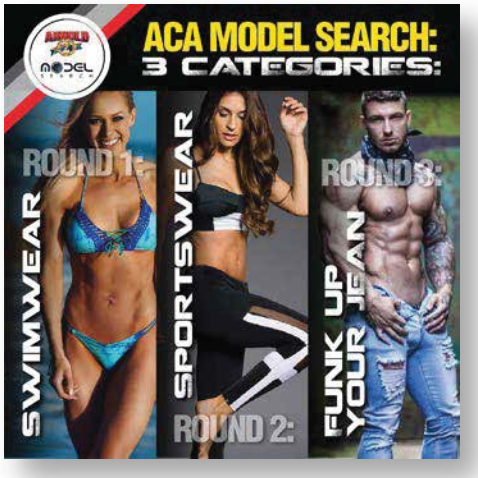














SOCIAL MEDIA BANNERS EXAMPLES - NGOs





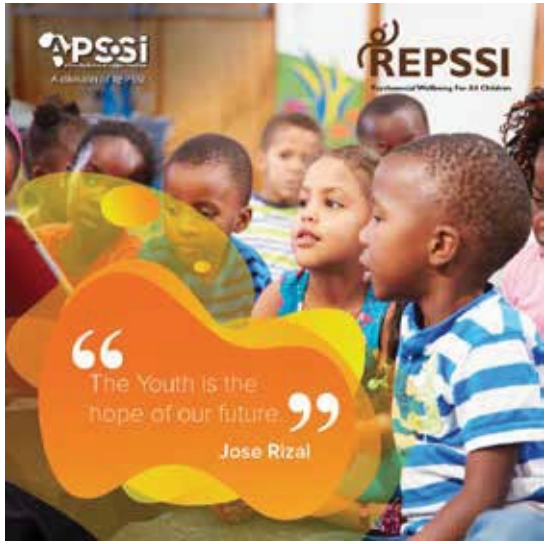


SOCIAL MEDIA POST EXAMPLES - NGOs

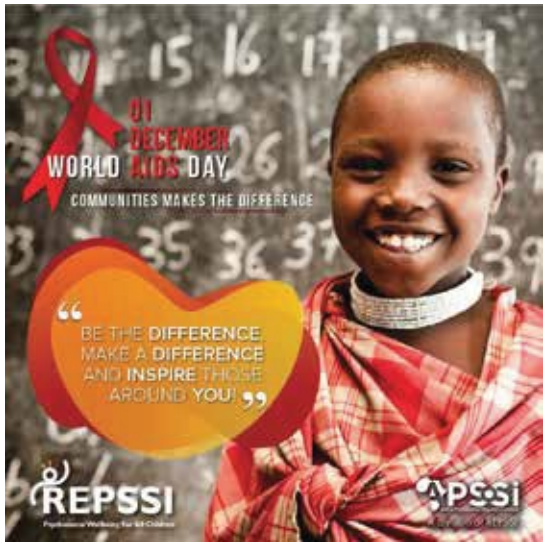






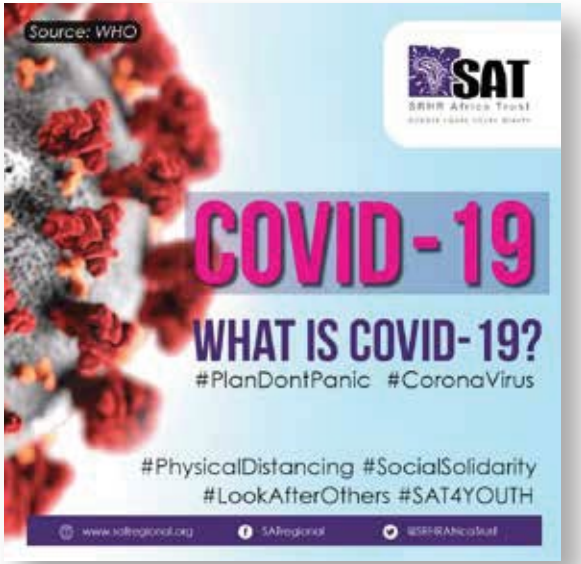






SOCIAL MEDIA: COVID-19 POSTS













10. How frequently are high-touch areas and bathrooms sanitised?

The bathrooms and high-touch areas will be sanitised in accordance with the public health procedure as approved by the SACAA.

11. Will baggage handlers wear full PPE to prevent possible virus transmission from one bag to another?

All baggage handlers will wear full PPE when assisting passengers and handling baggage.

12. Will trolleys be sanitised? If so, how frequently?

Yes, after every use. As an extra safety precaution, we recommend that passengers also sanitise their hands before using a trolley.

13. What will happen to people who do not observe the airport rules?

They will not be permitted in the terminal building and will be removed by airport security if they are already on the premises.

14. Will there be isolation facilities available for people who are infected? How will we handle people who present symptoms and are suspected to be infected?

All airports managed by Airports Company South Africa have designated areas for the isolation of passengers should it be necessary.

15. Can public transport access the airport?

Yes, public transport is permitted to operate under Alert Level 3.

16. How will social distancing be enforced at airports?

Social distancing will be enforced through signage that is available at the terminals. Additional 'COVID-19 Monitors' will be on the floor to monitor compliance to guidelines.

17. Will masks be available for passengers who do not have one?

Passengers must have a mask to be permitted inside the terminal building.

18. Where will hand sanitisers be placed at the airports?

Hand sanitisers have been made available at strategic passenger journey touchpoints throughout the terminals. Soap is also provided inside all the toilets.

19. What are the rules inside the aircraft cabin?

Passengers must confirm directly with the airline.

20. Will screening be done on all flights?

All passengers will be screened upon entering the terminal building. Passengers will also be screened at the airport upon arrival.

21. What training have staff been given on the new procedures?

All staff have been given compulsory induction on Occupational Health and Safety training on COVID-19.

22. What happens if a person who works at the airport becomes infected?

We will activate our Occupational Health and Safety Staff Response Plan. Any staff member who is suspected to be ill will be placed in isolation. The Department of Health will be alerted, and the employee will be attended to.

23. Will you close the airport if a frontline employee becomes infected?

We will activate the Occupational Health and Safety processes as stipulated by the regulations.

24. Can I greet passengers at the airport or come inside if I am not travelling?

Only passengers are permitted inside the terminal buildings during Alert Level 3.

25. Where can I get more information on the airport operations and regulations?

Corporate Affairs will send out regular communication that is credible and factual.

PROTECTING YOU, PROTECTING US

BRAAI CHAT QUESTIONS



AIRPORTS COMPANY SOUTH AFRICA

We have prepared this short guide to assist you with some questions your friends and family may have about the new airport operations in response to the coronavirus pandemic.

1. Which airports will be operating under Level 3?

The following airports are operating:

- O.R. Tambo International
- Cape Town International
- King Shaka International airports
- Bram Fischer International Airport
- Port Elizabeth International Airport
- Upington International Airport

2. What about the other airports?

The Ministry of Transport will make announcements on the re-opening of the other airports.

3. Which airlines are flying?

Public announcements will be made as-and-when the airlines confirm. Please look out for information directly from the airlines.

4. What has Airports Company South Africa done to make airports safe?

Airports Company South Africa has followed extensive protocols and procedures to ensure the health and safety of its staff and stakeholders. Additional staff has been recruited and strict health compliance protocols implemented, including social distancing, temperature screening of all passengers and staff, regular deep cleaning, and surface sanitising of the airports. We have equipped all staff with the necessary PPE equipment and sanitisers.

5. What are the rules for passengers?

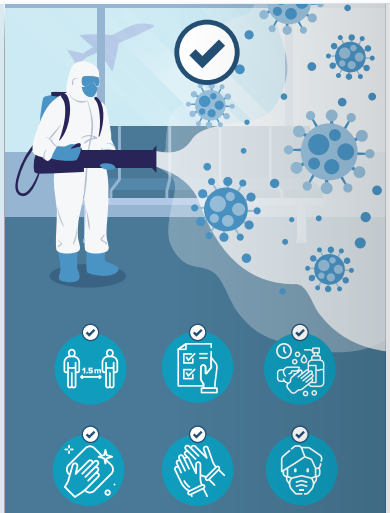
Passengers **must** wear a mask to be permitted inside the terminal building. Passengers who have a temperature higher than 37.2 degrees will not be permitted to enter the airport. Passengers are asked to ensure they adhere to physical distancing.

6. How many hours before departure must a passenger be at the airport?

Passengers must be at the airport at least two hours prior for domestic flights to ensure enough time is allocated for screening and operational procedures.

7. Which parking areas are open?

The following areas will be mothballed. This permits users who have parked to collect their cars, but no new parkers will be accepted at the entrances.



O.R. Tambo International Airport

- The Parkade 1 levels KB 1 and 2
- The Piazza
- The ground floor pick-up facility
- Parkade 2 North, Levels 0 to 3 and
- Parkade 2 South, Levels 3 and 4

Cape Town International Airport

- Parkade 1, Shade P3, Shade P4 and long-stay P5 parkade

King Shaka International Airport

- The shaded parking and long-stay parkade will remain closed until the relaxation of the restrictions is communicated
- All pax will be facilitated through the MSP and the pick-up area
- Each airport will have signposts leading to the appropriate parking areas, passengers should follow the signs and instructions

8. How will the airlines ensure that seats are deep-cleaned after every flight?

Each airline will provide specific information on sanitation and hygiene for their aircraft.

9. Can I accompany my passengers to the airport or come inside if I am not travelling?

Only passengers are permitted inside the terminal buildings during Alert Level 3.



If you have any queries,
please send an email to **Myldeas@airports.co.za**
Emergency Hotline: **0800 029 999**
Dept of Health - WhatsApp Support Line: **0600-123456**
Website: **https://sacoronavirus.co.za/**

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PUBLIC RELATIONS: RADIO













PUBLIC RELATIONS: PRINT











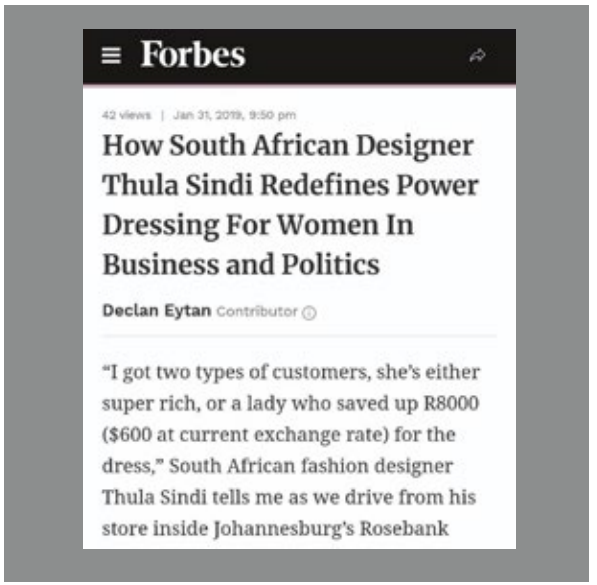

Making the president's dream a reality, from the ground up

At local level we must think beyond new taxi ranks and market stalls

BY ALEX MABUNDA

● "I dream of a SA where the first entirely new city built in the democratic era rises. With skyscrapers, schools, universities, hospitals and factories." So said President Cyril Ramaphosa in his state of the nation address.

With 36 million South Africans (63% of the total population) cramped in urban areas that comprise 2% of the country's 121 million hectare land mass, the president is right to dream about new cities.

For this dream to become reality, however, the government will have to be awakened to the fact that building a city is not only about finding space and putting up skyscrapers. It is about creating and sustaining the economic opportunities that result in the necessity for skyscrapers and other elements of a city.

Johannesburg, for example, was built on the back of the mining industry. A city built on such an economic driver that attracts people to the area is bound to become a white elephant. Angola and Botswana are instructive in this regard.

Given this reality, the conversation about building new cities should be a conversation about the creation of new frontiers of the economic value chain. Of course, building new economic frontiers is easier said than done, and this is where the government has to dig much deeper and come up with evidence-based solutions that are implementable.

When developing new economic value chains, the government will have to identify sunrise industries, especially in the context of the fourth industrial revolution. It must also identify sunset industries that can be resuscitated or orientated into a different path of growth.

These industries must be chosen based on our strengths and weaknesses as a country, and factors such as local and global market trends.

The government can leverage the country's research and development capabilities by creating an environment for product development and commercialisation of existing and new intellectual property. As it stands, SA's nine science councils, amongst them the Council for Scientific and Industrial Research, hold a number of innovations, potential patents and intellectual properties that are ripe for commercialisation.

Also, from a research and product development point of view, indigenous knowledge has untapped potential that could provide scope for new and globally competitive products. The country needs these products to create new industries and materials to grow the economy — and spawn the building of not just one new city.

Development funding institutions (DFI) will have to be repurposed to focus on supporting the development of new industries with a clear transformation agenda. The government will have to find ways to de-risk some of the outlays DFIs will have to make to support these new industries or new entrants to existing industries. The black industrialisation programme model is a step in the right direction in this regard, but such programmes must become a norm.

In fact, this task must not only be left to DFIs. private funding institutions must take up the mantle and provide funding alongside the DFIs, especially for those initiatives that hold greater promise of growth. Funders must work towards scaling up their funding initiatives and align them to the greater purpose of growing our economy.

There is also a conversation that must be had regarding the structuring of the beneficiaries of the many catalytic economic initiatives. From a transformation point of view. Structures such as co-operatives, employee share schemes and other broad-based empowerment schemes will have to be given preference without negating opportunities for an individual entrepreneur who adds genuine value to an initiative.



The government can do much to encourage the new value chains that will spur the growth of the 'new city' of President Cyril Ramaphosa's imagining, says the writer. Picture: 123rf/Gerda Zaneld Kotzee

If the vision is premised on the fact that we are a hopeless society of thoughtless individuals who must be spoon-fed into prosperity by all-knowing local and international experts, then the point of the initiative would have been completely lost.

Also, key to living the president's dream is a well-functioning local government. Only local governments can conceive, plan, zone, build, service and maintain cities. It is only local government that can provide the necessary infrastructure for industries to develop and thrive. It is therefore necessary that the new economic value chains are cascaded down to municipalities and provided for in their economic development strategies. Gone should be the days when these strategies are only about taxi ranks and market stalls. We need more imaginative and sustainable initiatives that are linked to regional and national economic development plans.

The unimpressive outcomes of the recent municipal audit points to a local government that has been neglected and largely treated as an appendage of government. Unfortunately for the president, among the hurdles he has to cross to realise his dream is fixing and capacitating municipalities. This may include redefining some aspects of the model for local government.

It is possible for a country to lift itself by its bootstraps and leapfrog beyond the trap of poverty, hunger and unemployment. Countries such as Singapore are a living example of how a poor country can, in one generation, rise from poverty to being wealthy and influential. Singapore was once a colony of the British Empire, and had no industry except its participation in entrepot trade. Now one of the world's fastest-growing economies, Singapore was saved by its vision of industrialisation and globalisation of the sunrise industries while maintaining the sunset activities as a backbone of the economy.

SA too, can leverage its collective intellect, its highly sophisticated financial system, developed transport and energy infrastructure, skilled human resources, unique geographical location and climate and relatively favourable standing among nations to achieve the same.

Above all, we can emulate Singapore's example by joining the president in his dream.

* Mabunda is group chief advisor and solutions architect at Ntsepo Consulting





PUBLIC RELATIONS: PRINT



Bonnie, the global player

Molefe brings his magic touch to TV

Relebogile continues to rule airwaves

Eat healthily in Ramadaan



Tech geek helps the blind

3 Things to do this weekend

Schwarzenegger to address SA Hall of Fame

From steppes of wintery Russia

PRIME PERSIAN

WAREHOUSE EASTER SALE

PUBLIC RELATIONS: LIVE TV INTERVIEWS







PUBLIC RELATIONS: PRESS





PUBLIC RELATIONS: PRESS









SEVEN 56

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botha@seven56.com Private bag 532, Melrose Arch, JHB, 2076
19C Villagers Lane, Irene Security Estate, Irene, PTA, 0157

SEVEN 56

2. Technical Proposal and Value Proposition



GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

1. INTRODUCTION

Graça Machel Trust (GMT)
Women Creating Wealth – FASSET Programme

Seven56 Boutique Communications Agency thanks the Graça Machel Trust for the opportunity to submit this technical proposal for the **Profiling Impact Stories of Women in the WCW–FASSET** programme. We recognise the strategic importance of documenting and celebrating the journeys of women financial services entrepreneurs who have completed the **WCW IGNITE Programme**, and the value this content brings as a learning tool, advocacy asset, and legacy resource.

Seven56 is a South Africa–based boutique communications, marketing, design and development agency that is able to develop high-quality, audience-ready storytelling assets—written, visual, and digital—built for credibility, consistency, and real-world implementation. Our work spans editorial development, brand-aligned content systems, and end-to-end production management (content, design and publication and online-ready deliverables).

Please view our attached profile for more information.

2. PROJECT UNDERSTANDING & STRATEGIC VALUE

The GMT–FASSET partnership is positioned as a catalytic force in strengthening South Africa's entrepreneurial ecosystem within financial services, advancing women entrepreneurs to **harness their potential, enhance leadership capacity, and contribute meaningfully to inclusive economic growth.**

This project will document 60 impact stories that capture the intersection of **vision, resilience, innovation, and impact**, demonstrating how structured mentorship, access to resources, and financial education translate into measurable business and community outcomes.

2.1 BRAND VOICE ALIGNMENT (GMT/WCW LANGUAGE WE WILL CARRY THROUGH)

Across GMT and WCW communications, a consistent thread is **amplifying the voices and agency of African women**, dismantling structural barriers, and driving inclusive social and economic transformation.

GMT and WCW's positioning emphasises women's progression from **income generation to long-term wealth creation**, combining mindset/leadership development with practical tools, networks, and systemic advocacy.

We will mirror this language in the editorial tone and in the framing of outcomes for funders, policymakers, and development partners.

2.2 AUDIENCES THIS PROJECT MUST SERVE (PER TOR)

- **Primary audience:** funders, policymakers, SETAs, development partners
- **Secondary audience:** emerging entrepreneurs, programme participants, public

This project is designed to serve two audiences with equal strategic value: decision-makers who need credible proof and entrepreneurs who need practical visibility. For funders, policymakers, SETAs and development partners, the 60 profiles will function as a **funder-ready impact product**—combining human-centred storytelling with data-informed outcomes to strengthen reporting, accountability, and evidence-based decision-making. It will surface repeatable insights on what enables women-led enterprises to grow, helping stakeholders refine programme design, support advocacy efforts, and mobilise resources for scaling what works.

For emerging entrepreneurs, programme participants and the public, the profiles will act as a **practical inspiration and visibility product**—showcasing real journeys, challenges and turning points while elevating each participant's credibility through professional storytelling assets. The content will strengthen participants' public presence and market confidence, promote peer learning and collaboration, and build broader public recognition of women entrepreneurs as economic drivers contributing to inclusive growth.

2.3 ASSUMPTIONS (NOT EXPLICITLY COVERED IN THE TOR)

Our proposal and approach are built on these operational assumptions:

1. **All participants are based in South Africa** (distributed nationally across 3 provinces Gauteng, Western Cape and Kwa-Zulu Natal and not centralised).
2. **Project duration:** mid-February to end-April 2026 (three months), aligned with the TOR contract duration window.
3. **Budget constraint:** The TOR fee (R300 000.00 including VAT) does not realistically support individual travel to 60 locations nationwide; therefore, a templated + hub-based production model is required.

3. OUR TEAM

Our team consists of a dedicated, senior-led production unit comprising experienced communications professionals with deep expertise in women's economic empowerment storytelling, editorial development, publishing systems, content QA, and production management—aligned with the TOR requirement for qualified personnel, publishing knowledge, strong editing capability, and project management competence.



PROJECT LEAD: BOTHA SWARTS

Botha Swarts is an executive-level communications and brand management specialist and the Owner/Managing Director of Seven56 Boutique Communications Agency, with a proven track record in structuring and delivering high-impact communications programmes, national media campaigns, and publication-ready content under tight timelines.

With more than 2 decades of leadership experience across the NGO, health, corporate and development sectors, he has managed large-scale, multi-stakeholder initiatives including major national and international events and conference programmes and is known for producing high-quality deliverables that meet demanding organisational targets.

As Managing Director at Seven56, he has led the agency's growth to a substantial national and international client base, delivering end-to-end communications services spanning strategic content development, editorial oversight, design systems and digital publishing support—capabilities directly aligned to leading a nationally distributed profiling project requiring strong coordination, quality assurance and stakeholder engagement.



AUDIOVISUAL AND PHOTOGRAPHY LEAD: ROXANNE BYRNE

Roxanne Byrne is a Western Cape-based operations and media professional and Director of RB Consulting Services & RB Media (2015–current), bringing strong production coordination, quality assurance, and digital media capability to the role of Audiovisual and Photography Lead for this project.

She combines hands-on digital and content expertise across the Adobe Suite and major social platforms (including Facebook, Instagram, LinkedIn, X/Twitter, Pinterest and TikTok), supporting the delivery of consistent, publication-ready visual assets at scale.

Roxanne is particularly well-suited to high-volume, time-sensitive storytelling projects due to her structured approach to systems and workflow, her strong attention to detail, and her focus on quality management and risk control—critical for maintaining consistency across photography, video outputs, and final media packages.



CONTENT CREATION LEAD: SKY RADEBE

Sky Radebe is a results-driven Digital Marketing Strategist and Analytics Specialist with 15+ years' experience translating complex information into clear, audience-ready narratives and insights across multiple stakeholder groups.

His strengths lie in structured reporting, governance, and process standardisation, which are essential for managing high-volume participant engagement and ensuring consistency across all 60 profiles.

With experience spanning major brands and the financial services sector—including Momentum—Sky is well-positioned to lead the end-to-end content generation process: coordinating participant data capture, conducting and recording interviews, synthesising inputs into compelling success stories, and producing profiles that are human-centred, credible, and insight-led, while remaining aligned to programme objectives and timelines.



CREATIVE LEAD: DAN IGNAT

Dan Ignat is a highly experienced Lead Designer with 21 years' experience delivering brand-led creative across print, digital and web, and a proven track record of producing premium, publication-ready design under tight deadlines.

He holds a Diploma in Graphic Design and Advertising (AAA School of Advertising) and brings advanced proficiency across the Adobe Suite and presentation tools, including Photoshop, InDesign and Illustrator—capabilities essential for building a consistent design system across 60 profiles and a cohesive booklet.

As Seven56's Lead Designer since 2018, Dan has led the conceptualisation and execution of visual communications that align to client objectives, including developing and maintaining brand guidelines, creating high-impact layouts, and managing multiple concurrent projects to deliver high-quality outputs on time.



SOCIAL MEDIA AND WEB REPURPOSING DESIGN LEAD: TANYA VAN DER WALT

Tanya van der Walt is a Graphic and Web Designer with 9 years' experience in digital-first design and brand execution, and has been part of Seven56 Boutique Communications Agency since April 2019, where she designs and manages WordPress websites, produces social media design and content, and delivers a wide range of campaign collateral including brochures/reports, newsletters/ emailers, packaging, banners and brand stationery. With strong proficiency across the Adobe Suite (Photoshop, Illustrator, InDesign) and a detail-driven production mindset, Tanya will serve as the Repurposing Design Lead on the Graça Machel Trust project—adapting the core profile and booklet creative into web-optimised layouts and platform-ready social media assets, ensuring consistency, accessibility, and a cohesive visual identity across all digital outputs.

4. METHODOLOGY & APPROACH

4.1 PREPARE, CAPTURE & PACKAGE (HIGH-VOLUME, HIGH-QUALITY, NATIONALLY DISTRIBUTED)

Given the timeline and budget constraints, Seven56 will implement a systemised approach built on:

- **Pre-populated templates** (story arc, data points, captioning, social copy variants, metadata for web).
- **Participant preparation** (clear guidance packs, sample outputs, checklists, consent workflows).
- **A secure online participant portal** to:
  - collect structured information and supporting documentation
  - upload smartphone environment photos
  - book interview slots
  - sign consents/releases
  - review and approve draft profiles before publication (TOR requirement).

4.2 DELIVERABLE-BY-DELIVERABLE OUTLINED

4.2.1 INTERVIEWS & WRITING OF THE 60 SUCCESS STORIES & BUSINESS PROFILES

TOR scope alignment: interviews; success story collection; business profiling; content creation.

A) SCHEDULING & COORDINATION

- Each participant will be contacted (WhatsApp and email) with:
  - an introduction to the team, project and scope
  - portal link
  - available interview windows
  - preparation pack and question set
- Interview booking occurs via the portal calendar, backed by direct WhatsApp follow-ups for attendance assurance.

B) INTERVIEW MECHANISM (COST-EFFECTIVE, RECORDABLE & TRANSCRIBABLE)

Recommended primary mechanism: Descript Rooms (or Descript interview recording)

- Records high-quality audio/video remotely, generates transcripts, and integrates directly into editing workflows.
- Ensures a consistent capture method across provinces without travel overhead.

Backup mechanism: MS Teams / Zoom recording (if participant connectivity requires it), then imported into Descript for transcription and assembly.

C) PRE-INTERVIEW PREPARATION TO ASSIST WITH AND ASSURE QUALITY AND SPEED

To maintain the required editorial tone—**inspirational but credible, human-centred, data-informed, policy-relevant**—participants will receive the questions in advance, plus a short "how to answer" guide to encourage specificity and evidence.

Participants will also be requested to submit short written responses to prepopulated questions through the portal (even bullet form), allowing Seven56 to:

- validate facts and dates
- identify missing information early
- shorten interview time while improving story depth

D) STANDARDISED NARRATIVE ARC (CONSISTENT ACROSS ALL 60)

Every profile will follow a structured story architecture (with controlled flexibility) to ensure delivery within the set deadline, for example:

1. Snapshot: who she is, what her business does
2. Origin: the "why" and early journey
3. Barriers: constraints and turning points
4. WCW IGNITE: what shifted (skills, confidence, systems, networks)
5. Business model: target market, USP, traction, differentiators
6. Impact: jobs, community outcomes, sector contribution
7. Looking forward: growth plan, what support unlocks scale
8. Key message / quote (for social and design use)

E) REVIEW & APPROVAL WORKFLOW

Once the stories and business profiles have been written it will be re-uploaded onto the portal or a Shared OneDrive for editorial review by the participants to ensure accuracy.

- One consolidated feedback cycle (tracked)
- Final sign-off recorded before publication, as required.

4.2.2 PHOTOGRAPHY: PROFESSIONAL SHOTS AND ENVIRONMENT IMAGES (DUAL APPROACH)

The TOR asks for professional photoshoots in work environments — however, to remain within the practical realities of a national footprint and to unlock budget for video production, Seven56 proposes a hybrid model:

A) STUDIO PORTRAIT DAY PER PROVINCE (HUB MODEL)

- Participants are grouped per province and invited to a **studio day** in their province.
- GMT/FASSET provides participant lists by province; Seven56 schedules time slots via the **portal.**
- We budget participant travel stipends (where needed) rather than nationwide crew travel.

What we captue on studio day:

- high-quality portrait set (consistent lighting + brand look)
- a short on-camera testimonial capture (optional, see video approach)

B) PARTICIPANT ENVIRONMENT IMAGES (SMARTPHONE) – TEMPLATED AND GUIDED

Each participant receives a clear image brief with examples, including:

- business exterior or signage (if applicable)
- a "work-in-action" moment
- products/services context
- client interaction (where permissions allow)
- tools of trade / workspace scene-setters

Uploads occur through the portal (with file naming rules and a quality checklist). This approach produces authentic "ground-level" context while controlling production costs.

C) THE DESIGNED COMPOSITE LOOK (INTENTIONAL, TRANSPARENT, AND BRANDABLE)

Seven56 will creatively overlay the studio portraits onto participant-submitted environment imagery, making the design language a deliberate signature of the project (not pretending every portrait was shot onsite). This becomes the visual identity across:

- profile headers
- social teasers
- booklet spreads
- web thumbnails

Refer to section 5 for an illustration of the proposed look and feel.

4.2.3 VIDEO PRODUCTION (SHORT PROFILES/TESTIMONIALS)

The TOR lists video profiles as optional ("if applicable). Given the strategic value of short-form video for visibility and funder-facing storytelling, Seven56 recommends including video as a core (but tightly systemised) output:

- Raw recordings capped at ~10 minutes
- Edited outputs: **30–40 seconds** each
- Consistent opener/lower-thirds/branding aligned to the composite visual identity
- Captioned for social and silent viewing
- Delivered in formats suitable for web and social cutdowns

A) FILMING OPTIONS (TWO PRIMARY & ONE CONTINGENCY)

OPTION A (preferred): Studio-day capture

- While portraits are shot, we record a short, guided testimonial on-camera.
- Highest quality-to-cost ratio: one setup, many outputs, consistent look.

OPTION B: Remote recording via Descript (we already subscribe)

- Scheduled interviews recorded directly in Descript, then edited into short clips.
- Works for participants who cannot attend studio days or where scheduling is constrained.

OPTION C (contingency): Self-recorded smartphone video

- Participants record guided clips using a provided script + framing/lighting guide.
- Quality varies, but can be elevated with strong motion graphics, captions, and controlled editing.

All participants receive the question prompts in advance for stronger delivery and reduced retakes.

4.2.4 BOOKLET DESIGN & WEB-READY CONTENT PACKAGE

The purpose of the project includes legacy building, reporting visibility, and advocacy value. Seven56 will produce a digital-first publication pack that can also be print-ready if Graça Machel Trust and FASSET elect to print hard copies, as the TOR anticipates a limited print run as part of the broader plan.

Outputs

- Designed **PDF booklet** (downloadable and screen-optimised, with an optional page-turn/ flipbook-ready layout)
- Individual profile layouts (modular) for web publication
- Copyedited manuscripts, image library, captions, metadata, and alt-text recommendations

Web optimisation

In line with TOR requirements, we will prepare content **optimised for GMT and WCW websites.**

This includes:

- consistent headings and SEO-friendly titles (where appropriate)
- standardised tags/categories
- thumbnail crops and hero banners per profile

4.2.5 SOCIAL MEDIA TEASER ASSETS (60 ASSETS)

Per TOR deliverables: "Social Media content snippets or teasers for each profile."

For each entrepreneur, Seven56 will provide:

- 1 x primary teaser post layout (square)
- size adaptations for Facebook/Instagram/LinkedIn/X
- suggested captions/quote to be included on the design

5. PROJECT LOOK & FEEL (IDENTITY SYSTEM FOR EFFICIENCY & RECOGNITION)

To deliver 60 profiles rapidly while keeping the work premium and consistent, we will implement an identifiable design system:

- bold cut-out portraits with a distinctive outline colour
- contextual background imagery from the participant's business environment
- translucent text panels for readability
- name lockup and pull quote styling for instant recognition
- consistent typography hierarchy to reinforce programme identity across all outputs

This design approach is intentionally scalable: it keeps the project within budget, creates a unified "programme identity," and remains honest about the hybrid production method (studio portrait and participant environment imagery).

The following pages showcase the creative approach of a proffesional photo of the participant overlayed onto a business image supplied by the participants, as per our proposed approach. It also shows samples of the participants' Business Profile and Story layouts as part of the booklet layout.


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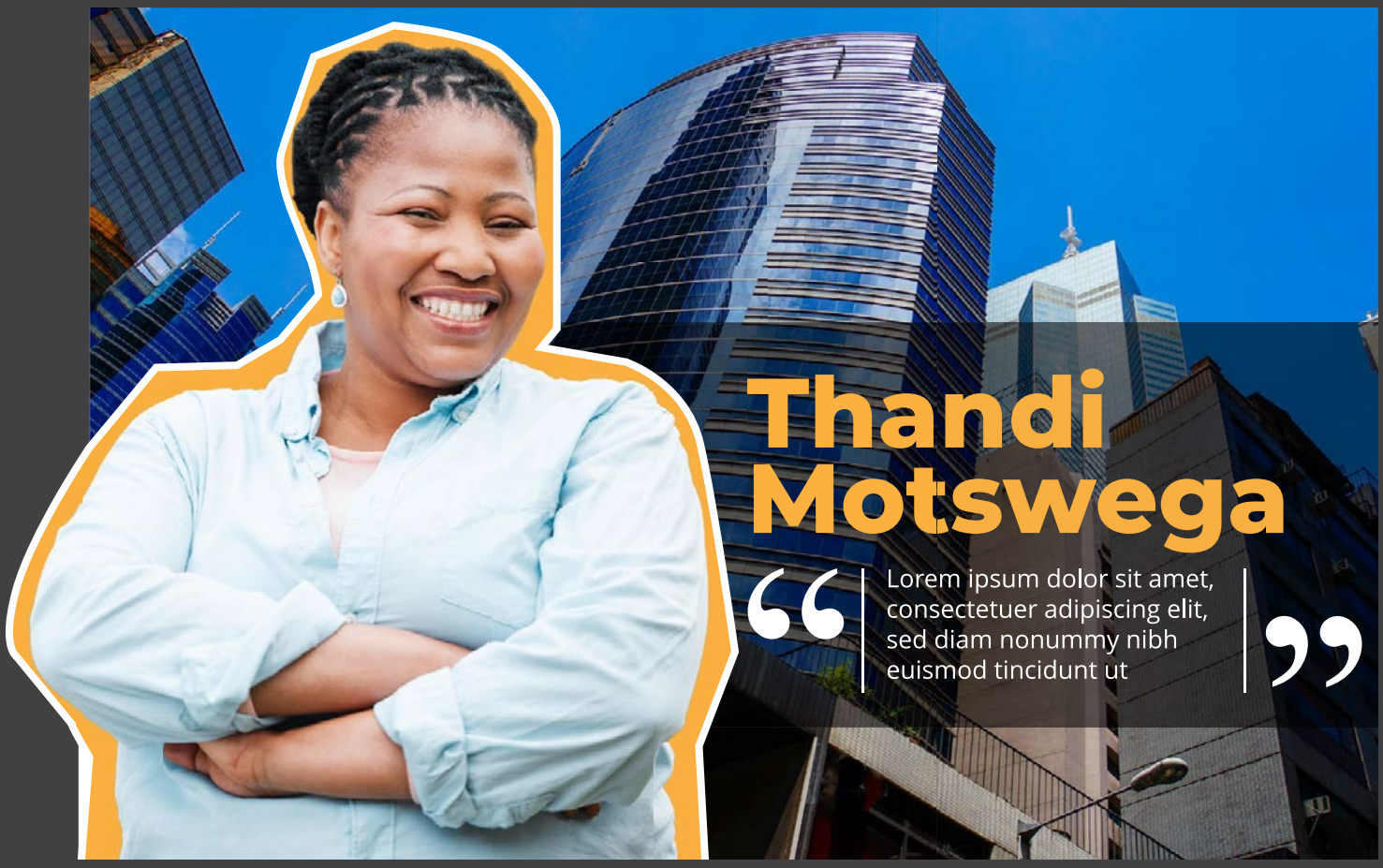

Business Profile

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My Successes Story

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Business Profile

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My Successes Story

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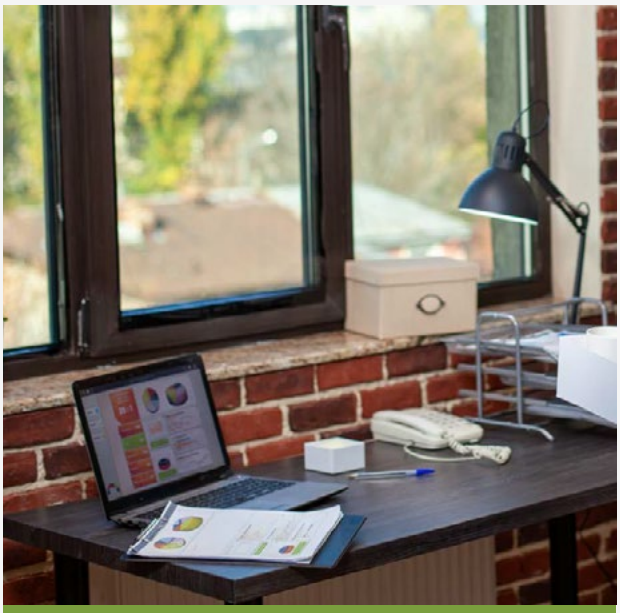

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Business Profile

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My Successes Story

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6. QUALITY ASSURANCE, RIGHTS, CONSENT & GOVERNANCE

6.1 EDITORIAL QA

- Editorial checklist per profile: factual accuracy, tone, structure, grammar, brand language, policy relevance
- Consistency instructions to ensure the "standardised narrative arc" is maintained across all material.

6.2 PARTICIPANT VALIDATION

- Draft profile returned to the participant via the online portal for review.
- One consolidated feedback cycle (tracked).
- Final sign-off recorded before publication (mandatory).

6.3 CONSENT AND CONTENT OWNERSHIP

- Seven56 will secure written consent from all participants for the use of their stories, photographs and video content.
- All content produced through this project will be owned by Graça Machel Trust and FASSET in perpetuity, and may be used across their platforms and publications.

7. RISK & CONTINGENCY MANAGEMENT

The TOR explicitly requests mitigation for: non-responsive participants, delayed interviews, and quality control under pressure.

7.1 NON-RESPONSIVE PARTICIPANTS

Mitigation approach:

- reminders via the online portal, plus WhatsApp nudges
- escalation ladder (3 attempts - notify GMT and WCW Project Team)
- pre-filled templates allow partial drafting pending final confirmation
- pre-scheduled studio day rosters with standby slots

7.2 DELAYED INTERVIEWS / SCHEDULING BOTTLENECKS

- interview "waves" by province with controlled weekly targets
- backup recording options (remote Descript if studio missed)
- concise pre-submitted written answers reduce reliance on long interviews
- weekly progress dashboards for GMT/WCW visibility

7.3 QUALITY CONTROL UNDER PRESSURE

- locked templates and style guide from week 1
- parallel production pipeline (interviews, drafting & editing running concurrently)
- batch proofing cycles (10–12 profiles per batch)
- senior editorial sign-off before participant review

7.4 GOVERNANCE & REPORTING

- regular coordination meetings will be scheduled to track progress, address bottlenecks early, and keep deliverables on time
- project reporting will follow the agreed governance structure, with a clear lead contact from the programme side to streamline approvals, decision-making and issue escalation

8. WORKPLAN & TIMELINE (MID-FEBRUARY TO END-APRIL 2026)

Project window assumption: 16 February 2026 – 30 April 2026 (approximately 11 weeks)

PHASE	TIMING	KEY ACTIVITIES	OUTPUTS
1. Inception & Setup	WEEK 1 (16–20 Feb)	Kick-off; confirm story template + tone; portal build; consent packs; master schedule by province	Approved templates; portal live
2. Participant Onboarding	WEEK 2 (23–27 Feb)	Onboarding messages; portal training notes; intake form completion; schedule interviews	60 participants activated; interview calendar populated
3. Story Capture Wave 1	WEEKS 3–4 (2–13 Mar)	Remote interviews (Descript/ Teams); transcription; first drafts begin	Draft batch 1 (≈20 profiles)
4. Studio Days (Provincial Hubs)	WEEKS 3–5 (2–20 Mar)	Studio portraits by province (rolling); short on-camera testimonial capture	Portrait sets; raw testimonial footage
5. Story Capture Wave 2	WEEKS 5–6 (16–27 Mar)	Remaining interviews; follow-ups; collect missing data points	Draft batch 2 (≈20 profiles)
6. Story Capture Wave 3 + Gap Closure	WEEKS 7–8 (30 Mar–10 Apr)	Final interviews; contingency recordings; environment image submissions finalised	Draft batch 3 (≈20 profiles)
7. Participant Review & Approval	WEEKS 7–9 (30 Mar–17 Apr)	Portal-based review cycles; consolidate feedback; approvals recorded	Approved profile texts
8. Final Edit + Design System Rollout	WEEKS 8–10 (6–24 Apr)	Copyedit all stories; design of booklet; composite visual layouts; social templates	Booklet draft; profile design templates; social draft assets
9. Video Finalisation	WEEKS 8–10 (6–24 Apr)	Edit 30–40 sec videos; captions; export sets	60 short videos (if confirmed as in-scope)
10. Final Packaging & Handover	WEEK 11 (27–30 Apr)	Final QA; web-ready content packs; asset library handover	Final deliverables delivered end-April

Note: This plan is built to meet the TOR's deliverables and editorial requirements while managing national distance constraints through a hub and remote model. It also preserves the TOR requirement that participants approve content prior to final publication.

9. DELIVERABLES SUMMARY (TECHNICAL)

Seven56 will deliver the following outputs for the project:

- 60 written profiles (a success story and business profile for each entrepreneur, professionally edited and participant-approved).
- High-quality photographs (studio portraits per province, supported by participant-submitted business environment imagery, combined into a consistent, branded visual style).
- Short video profiles/testimonials (captured either during studio days or recorded remotely, edited into 30–40 second videos aligned to the project look and feel).
- Social media teaser assets for each profile (adapted for Facebook, Instagram, LinkedIn and X, with caption suggestions and link prompts).
- A final, approved, web-ready content package prepared for publication on the Graça Machel Trust and FASSET platforms, including the designed booklet PDF and individual profile content prepared for web use.

10. VALUE PROPOSITION

Seven56 Boutique Communications Agency is the right partner for this project as we specialise in turning complex development work into credible, high-impact storytelling systems—not once-off content. Profiling 60 women across South Africa requires more than good writing and design; it requires tight production management, editorial discipline, and a repeatable framework that keeps every profile consistent, authentic, and publication-ready. Our team brings the communications, publishing and project execution capability to deliver a polished body of work that strengthens the WCW–FASSET programme narrative for funders and policymakers, while giving each participant a professional, usable profile that builds real-world credibility.

Our approach is purpose-built for the realities of this TOR: national distance, limited time, and cost constraints—without compromising quality. By combining templated story architecture, early participant preparation, and a structured online portal, we reduce friction for participants and accelerate turnaround while improving the standard of information collected. The portal approach ensures clean administration (booking, consent, uploads, approvals), creates a single source of truth, and protects quality through standardised inputs and a controlled review process—allowing Seven56 to move efficiently in production "waves" and keep the project on schedule.

Finally, our hybrid creative model delivers more value per rand by allocating budget where it counts most: toward a distinctive visual identity and scalable multi-platform outputs. The dual photography approach—studio portraits per province plus participant-supplied environment imagery—creates a cohesive, premium look while unlocking capacity for video storytelling, which is essential for digital visibility and stakeholder engagement. The result is a unified package of written stories, visuals, web-ready content, a booklet, and social teaser assets that work together as a coherent campaign—amplifying the impact of the WCW–FASSET programme and positioning GMT and FASSET as leaders in women's economic empowerment.

SEVEN 56

3. Financial Proposal



GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

CONTENT: STORIES OF SUCCESS & BUSINESS PROFILE				
LINE ITEM	NUMBER OF DELIVERABLES	UNIT PRICE EX VAT	FULL PRICE EX VAT	TOTAL EX VAT
Conduct Interviews	60	350.00	21 000.00	
Compile and Write content	60	350.00	21 000.00	
Content Editing	60	250.00	15 000.00	
				57 000.00
PHOTOGRAPHY & VIDEOGRAPHY SHOOT				
LINE ITEM	NUMBER OF DELIVERABLES	UNIT PRICE EX VAT	FULL PRICE EX VAT	TOTAL EX VAT
Photographer	6	5 000	30 000.00	
Travel Photographer	6	500	3 000.00	
Travel Participants	60	200	12 000.00	
Studio Rental	6	2 500	15 000.00	
Raw Image Editing	180	75	13 500.00	
Hair and Makeup	6	2 000	12 000.00	
				85 500.00
VIDEOGRAPHY EDITING				
LINE ITEM	NUMBER OF DELIVERABLES	UNIT PRICE EX VAT	FULL PRICE EX VAT	TOTAL EX VAT
Studio Rental	6	Covered in Photography		
Shoot/Recording	6	Covered in Photography		
Travel Participants	60	Covered in Photography		
Editing	60	850.00	51 000.00	
				51 000.00
SOCIAL MEDIA DESIGNS				
LINE ITEM	NUMBER OF DELIVERABLES	UNIT PRICE EX VAT	FULL PRICE EX VAT	TOTAL EX VAT
Teaser design for each Participant	60	200.00	12 000.00	
				12 000.00
BOOKLET DESIGN AND FINAL APPROVED CONTENT OPTIMIZED FOR GMT AND WCW WEBSITES				
LINE ITEM	NUMBER OF DELIVERABLES	UNIT PRICE EX VAT	FULL PRICE EX VAT	TOTAL EX VAT
Content Design and Layout	128	175.00	22 400.00	
Image editing for layout purposes	60	50.00	3 000.00	
				25 400.00
ADMINISTRATION				
LINE ITEM	NUMBER OF DELIVERABLES	UNIT PRICE EX VAT	FULL PRICE EX VAT	TOTAL EX VAT
Template creation	6	450.00	2 700.00	
Online participant interface for file uploads, including a booking system for interviews and shoots	1	8 000.00	8 000.00	
Stock Image database	1	3 000.00	3 000.00	
Project Administration and Coordination	1	15 000.00	15 000.00	
				28 700.00
			FULL TOTAL EX VAT	**259 600.00**
			FULL TOTAL INCL VAT	**298 540.00**

SEVEN 56

4. Resumes



GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

Executive Level Management Professional

CURRICULUM VITAE OF MR THEUNIS BOTHA SWARTS

Irene • Pretoria • Tel: +27 60 828 6606• Mobile: + 27 72 229 0618 Email: botha@seven56.com

Personal Details

Date of birth, Nationality	12 June 1979, South African
Languages	English | Afrikaans | Conversational French
Professional Affiliations	Member of the Golden Key International Honour Society | Part of the Alumni of the University of the North-West
Driver's license	Code EB; Own Transport
Marital status	Single

Personal Attributes

- Achiever: Hard working with high stamina, enjoy being busy and productive.
- Works well in a changing environment and pressure.
- Competition: Measures progress against performance of others, strives to achieve first place and revel in contest.
- Adaptability: Tends to be a "now" person. Takes things as they come and discovers the future one day at a time.
- Command: Positive decision-making ability, while controlling various situations.
- Activator: Can make things happen by turning thoughts into action.

Professional Profile:

Well-rounded and results driven executive and business owner. Exceptional track record of structuring, design and promoting national media campaigns and marketing initiatives, managing national public relations, media and communication strategies, organising major national and international events, marketing and awareness initiatives, developing corporate identity and image, brand management, designing effective branding and marketing material/initiatives, research and evaluation, including strategic planning and communication. Ability to provide added value and create project deliverables in a timely manner with a prominent reputation for meeting/exceeding the most challenging organisational goals, targets and objectives.

Career Summary:

- *Positions:* Entrepreneur, Business owner, Managing Director, Broadcasting, Media, Communication (Internal, External and Funder relations), Marketing, Public Relations, Brand & Media Specialist
- *Industries:* Commercial, Media, Education, Hospitality, Mining, Health, Pharmaceuticals & NGO Sectors

Career Highlights:

- Successfully opened and managed two Communication and Marketing agencies servicing both national and international clients. Been self-employed since February 2012 and serviced over 200 clients in the past 13 years.
- Accumulated over R9 million per annum in PR with very little cost to the organisation since 2006. In 2010 alone accumulated over R33 million in PR for loveLife with and approximately R3 million in one day [16 June 2011] with the launch of a new campaign.

- Organised and hosted a satellite conference session in Vienna, Austria as part of the Annual International HIV/Aids conference, 2010 and organised international breakfast session in Washington DC on the use of mobile technology as conditional incentive to prevent HIV in Africa in 2012.
- Developed and project managed a complete international conference held in Soweto; Theme: Pushing the boundaries of Youth HIV prevention, 2009.
- Obtained the 2009 Public sector Excellence Award for being one of the top five campaigns in South Africa as voted by the South African citizens.
- Accountable for the effective re-design of the brand identity of one of the top ten most renowned brands in the country [loveLife] in 2007 & 2008. loveLife was voted as one of the top ten prominent brands in the country for three consecutive years under management as National Head during 2005 to 2007.
- Was awarded the 2006 Business Times Brand Excellence Award for "Best Brand Marketing Campaign of the year: Institutions" [National Head of Corporate Communications and Marketing].
- Invited to be a Guest Lecturer for the Honours Degree students at the University of the North-West, for four successive years [Potchefstroom Campus] on Social Behaviour Change Communication and Guest Lecturer at Wits on the creation of successful Social Behaviour Change Communication strategies and creative media campaigns.
- Was selected to act as one of the speakers at the second Annual Social Marketing Bootcamp; Topic: Creating relevant, fashionable and effective messages to influence behaviour change among young people.
- Successfully designed brand identities for numerous new companies.
- Productively designed and launched several national annual campaigns.

Key Skills:

- Strong leadership and extensive communication, media and brand management acumen.
- Supporting and guiding organisational leadership in implementing strategic communication initiatives.
- Alignment of internal communication in support of the organisational strategy and vision.
- Internal and external marketing and employee brand engagement.
- Effective planning and implementation of change management principles and initiatives.
- National impact and behavioural change through programmatic implementation and strategic marketing and media use.
- Corporate marketing, public relations, advertising, journalism, mass media (print, radio, broadcast, outdoor and online), new media designing as well as communication-and media research experience.
- International, corporate and social event and conference management.
- General organisational management: measure, identify and control.
- Focused on absolute customer satisfaction and strong client relationship experience.
- Strong communication, interpersonal and negotiations etiquette.
- Ability to work according to stringent deadlines.
- Always recognise the human aspect of the business.
- Solution enthused problem solving.
- Ability to build lasting relationships.
- Computer Proficiency; Microsoft Word | Corel Draw | Microsoft PowerPoint | HTML Coding | Microsoft Excel | Photoshop | Microsoft Access | Fireworks | Page Maker | Dream Weaver.

Marketing, Brand, Corporate Communication & Business Development Operations:

- Hands-on experience in media, campaign and communication development (creative conceptualisation through to management of roll out and implementation), public relations, marketing and advertising as well as supplier negotiation and relationship management.
- Broad research and analysis undertakings, capturing across-the-board perceptions of targeted public.
- Identification, analysis, creation, execution and maintenance of leading-edge trends.
- Managing organisational reputation and development of crisis communication protocol/plans.
- Communication expertise; mass communication, business communication, political communication and development communication.
- Structuring and implementing communication, brand and service audits and the packaging of market intelligence, directing strategy development.
- Stakeholder mapping and management, as well as development of approaches and plans.
- Implementation of comprehensive marketing strategies and fresh ideas.
- Strengthening lasting relationships with valuable clientele to high levels of trust and loyalty.
- Professional co-ordination and support of projects in line with programme, schedules and budget.
- Oversee design of marketing and sales literature / exhibition stands / photography / elite publications.
- Facilitating the development of profitable business and sustainable clientele affiliations.
- Authorise expenditures and monitor expenses on a regular basis.

Education Details:

B. Business Communication and Honours Degree; University of the North West (Potchefstroom Campus), 2001
Fields of specialisation in Honours Degree: Corporate Communication and Marketing | Business Communication | Development Communication | New Media Design.
Extra subjects: Business Psychology I, II & III | Tourism I, II & III | French I, II | Catering and Food Service Management I.

Senior Certificate / Matric [with exemption]; Hoërskool Langenhoven (Western Cape), 1997

Tertiary Participation & Achievements:

- Attended the 2001 African Journalism-and new media-application conference [Highway Africa] held at the Rhodes University, Grahamstown, South Africa, September 2001.
- Successfully obtained merit awards for Communication in 1998 and 2000 and for being one of the best final year students in applied business communication and development communication.
- Was identified and awarded as one of the best tourism students and also participated in the Elite Elect training programme in 1999.
- Selected as a professional member of the Golden Key International Honour Society in 2000; an International Honour Society based in Atlanta, which recognises the top 15% students of chosen tertiary institutions, demonstrating academic achievement in accordance with international standards and criteria.
- Was elected to act as a member of the executive committee of the Potchefstroom Chapter of Golden Key International Honour Society in 2000.
- Achieved an international award for the best upcoming new chapter as part of the executive committee of the Golden Key Chapter, Dallas, Texas, USA, 2001.
- Acted as a member of three University Committees and four Executive Committees during the four-year studies; Portfolios; Marketing, Audiovisual Design, Liaison and MSW (Mobilising students for world evangelism).
- Pro-actively participated in two international outreach programmes [Tanzania and Germany] and also acted as organiser of the Western Cape outreach, as well as an organiser and a team leader of the Germany outreach.
- Was one of five student selected from the University of Potchefstroom who participated in the year 2000 International Sustainable Development Training Programme in Zimbabwe; the programme was launched in association with the Universities of Washington [Seattle USA], Zimbabwe, Potchefstroom and North West Province, 14 January 2000 to 19 February 2000.
- Attended the international Symposium held on Sustainable Development at Potchefstroom University, 10 & 11 February 2000.
- Was one of four students to be chosen to act as representative of the Potchefstroom Chapter of Golden Key International Honour Society at the International Conference held in Dallas, Texas USA, 7 to 14 August.

Work-related courses attended:

February 2012 – May 2012: Gender equality in Gender approach in the use of Media platforms: GenderLinks

27 February 2012 – 02 March 2012: Applying Social and Behaviour Change Theory to Practice: Wits University

Career Summary:

Name of firm	seven56 Boutique Communications Agency
Designation	Owner and Managing Director
Date	01 July 2016 to date

- Opened a Communications, Branding and Marketing Agency known as seven56. The Agency specialises in Brand development, Marketing, Communications, Design, Events and Product design and -Launches and Strategy. Currently (September 2025) the Agency had 205 clients and growing.

RELEVANT CLIENTS TO MENTION:

SRHR Africa Trust (South, East and West Africa)
Responsible for:

- Full communications and Marketing services
- Internal and External Communications across 16 countries
- Social media management and online development and design for all online and website needs across 16 countries
- Brand management and strategy

Arnold Classic Africa (Africa)
Responsible for:

- National PR and Marketing
- Social media content development and platform management
- Event organizer for several sporing codes

Triton Pharmaceuticals: (South Africa)
Responsible for:

- Brand development and management for all pharmaceutical products
- Social media content development and platform management
- Website development and SEO
- Product development for all 3rd party clients

World Health Organization (Switzerland)
Responsible for:

- Content and report development
- Design of WHO marketing collateral
- International Audio-Visual production on several projects
- Social Media development
- Management of international online seminars

Prodcut of the year: South Africa (South Africa)
Responsible for:

- External communication platforms (design and content development)
- Design of all marketing collateral for national events
- National gala event organization and coordination

Geneva Management Group (Geneva)
Responsible for:

- Full brand development across all international offices in 7 countries (brand, stationery, internal documentation, external documentation, office branding etc.)
- Full marketing and communication strategy development and implementation across various communication platforms
- Website development and design (including SEO, back-end development)

United Mining Services (UMS) (International)
Responsible for:

- Full communications and marketing function for UMS, Shaft Sinkers and Mets
- Rebranding and repositioning of the company internationally
- Communication and marketing strategy and management of the implementation thereof across all communication platforms
- Social media content development, design and platform management
- Website development, SEO and Google management
- Design of all company marketing and communication, brand, collateral and online elements

Yangtze Optics Africa Cable (YOA) (Africa)
Responsible for:

- Brand development of Africa's largest fibre producer
- Full office and factory design and rebrand
- Website design and development (including SEO and Google management)
- Design of all marketing and communication collateral (online and produced) for all African markets

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Name of firm	BlackCumin – Boutique Communications Agency
Designation	Managing Director and Co-Founder
Date	18 February 2012 to 30 June 2016

- Co-Founded a highly specialised boutique Communications Agency known as BlackCumin. The Agency services all Public Relations, Marketing, Communications and Design needs of their clients who fall within the Corporate, Media, Lifestyle, Government and NGO spheres.

Name of firm	loveLife
Designation	Senior Manager: Brand
Date	August2012 to 15 February 2013

- Re-appointed to manage loveLife's Public Relations and Communications departments (see position: National Head: Corporate Communications and Marketing) but with emphasis on Brand and Marketing management.
- Responsible to reposition organisation nationally and penetrate selected international markets in Africa and the United Kingdom to ensure buy in, optimization of the brand, alignment of all communication collateral and overall campaign and marketing impact.

- Increase the organisation's position as thought leader through effective public relations, corporate and programme campaign designs and implementation.
- High focus on internal communication strategies and short-term campaigns to ensure effective information dissemination among a staff compliment of 9 500 staff members in 860 touch points/hubs nationally (across all oraganisational management levels) and position the organisation internally as a high performance and caring organisation.
- Responsible for the management of all communication channels, information, PR and designs (see position: National Head: Corporate Communications and Marketing)

August 2011 to July 2012, Broadcasting, Outdoor and MediaYs:

- Responsible for creating a new unit in the organisation to optimise the impact of the organisation's audio-visual content, the management of loveLife's outdoor media platform and the creation, design and implementation of a national citizen journalism programme (known as Media Ys), as elements of the behaviour and social change communication strategy.
- Develop and manage an annual strategy for the respective departmental functions in line with the strategic objectives of the organisation's overall campaign.
- Provide strategic, creative and editorial direction for audio-visual, outdoor and citizen journalism content produced through the organisation's Media Department and strategic partnerships.
- Demonstrate optimum return on investment (ROI) for all spend.
- Ensure the organisation retains the competitive edge in the youth market through constant product innovation.
- Devise and produce innovative, on-pulse, cutting edge content concepts which optimally impact the I target market segments (primary & secondary).
- Create loveLife campaign PSAs (public service announcements) and annual television series (both documentary and reality shows).
- Oversee and manage production flow, quality assurance and message integrity of all three platforms and their respective systems.
- Devise and manage content revisioning strategy including: content direction, production management and packaging of all audio-visual content outputs.
- Devise and manage an integrated content distribution strategy to optimise impact on all internal media platforms, networks and external platforms for all content produced in the department.
- Design and champion a monitoring and evaluation framework for audio visual content, outdoor advertising and the citizen journalism programme.
- Devise a relationship management programme for relevant broadcast and specifically youth media platforms, owners and internal programme managers.
- **Human Resources**: Manage project activation teams and any indirect reports responsible for audio-visual content, Outdoor and Media Ys management.
- **Financial Resources**: Effective management of the budgets.
- **Technical Resources**: Oversee usage and maintenance of all equipment in the Media Content Hub used for Adio Visual design and Media Ys.

October 2005 to July 2011, National Head; Corporate Communications & Marketing:

- Ultimately responsible for identifying, developing and coordinating communication opportunities across the organisation's programmes, focusing on marketing and communication systems.
- Proficiently adhere to all public relations, communication [below the line media], marketing, branding, information, design and new media departments [website, Facebook and twitter].

- Structure relations with the organisation's partners through management of all corporate communications and media needs of the Corporate Department.
- Accountable for internal and external communication, information and brand integrity, development of professional materials [writing, editing and productions] and provide assistance toward content development for the organisation's website and information system, whilst identifying and establishing new opportunities to enhance visitor access.
- Conduct the organisation's PR, marketing and presentations and departmental financial planning and budgeting.
- Productively synergise communication across the media platforms and provide support towards the development and implementation of communication and information strategies including communication dissemination systems.
- Liaise with various programme departments regarding the understanding of the media strategy and integration of themes into face-to-face programmes.
- Implementation of programmatic marketing operations and aligning all initiatives and campaigns in conjunction with current market trends and youth brands.
- Successfully managed the fourth most distinguished youth brand in the country, which involved development of radio and television content including communication and campaign conceptualisation.
- Liable for media programme briefings with a predominant emphasis on communication flows between programmes and the call centre.
- Carry out project and programme management, strategising and development of tools/content for improved communication.
- Efficiently improve branding and PR around programmes by monitoring and evaluating departmental functions.
- Event co-ordination of major corporate and media events, and manage numerous international conferences within South Africa and Europe.
- Provide facilitation with departmental administrative requirements.

November 2004 to September 2005, Media Analyst:

- Played an instrumental role in tracking the organisation's media and marketing use.
- Reported on all media activities to corporate partners, national and international funders and the organisation's management team.
- Provided professional advice on the use of media to target specific audiences and was actively involved in creative campaign design and brainstorming.
- Ensured strong media relationships and exposure through liaisons with various corporate partners.
- Organised and executed media research and analysis, while initiating and implementing creative solutions to ensure efficient data collection and appropriate cost savings.
- Translated and edited various loveLife publications, including the monthly editing of the Afrikaans edition of the UNCUT magazines.
- Organised various events, national training and participated in the planning of the organisation's communication and campaign strategy.
- Held ultimate responsibility towards the media induction programme for all new staff members, promoting awareness of the current use of media platforms, advertising and national focus group training for all Regional Campaign Managers.
- Provided lucrative assistance with all graduate and postgraduate studies on the organisation's related topics.

Employment History:

Name of firm Private
Designation Self Employed Period of work February 2004 to November 2004

Client Dossier:

- Smith, Chamberlain & Associates, **Corporate Image Consultant**; Design and implement corporate image and marketing material.
- Synergistic Solutions, **Corporate Image Consultant**; Design and implementation of the corporate image.
- ABN Africa, **Freelance Media Designer**; Multisource and Icon account.
- Maverick Masupatsela Group, **Creative and Event Manager**; Developed a creative proposal for the Super Sport and 2010 World Cup Soccer Bid committee gala event 2004 (ICC Durban).
- **Tina Nani Communications, Creative Consultant and Events Co-ordinator**; Re-branded the company, creating a relevant corporate identity | Created advertising tools, a website and stood at the head of presentation designing | Formed an integral part of creative brainstorming and acted as production manager on projects launched for SATOUR and Total SA.

Name of firm Bistro Roque Restaurant (Kintbury – United Kingdom)
Designation Assistant-& General Restaurant Manager Period of work April 2002 to January 2004
Key Roles & Accountabilities:

- Acted as General Manager of a 165-seater A' la Carte Restaurant [2 Michelin Star].
- Organised events and conferences for corporate companies; Vodafone UK, Bayer's and Austin Martin.

Freelance Assignments

Name of firm Various
Designation Freelance Designer Period of work January 2001 to January 2002
Client Dossier:

- SATOUR; Designed presentations for an international conference | Planned and delivered a 15 minute presentation on South African tourism | Liaised with the guest speaker, aligning the presentation to her speech.
- School of Communication [Potchefstroom University] **Event Manager and New Media designer**.
- Garcia Guest House, Potchefstroom, **Guest House Corporate Image Designer and Trainer**; Planned and designed an effective marketing plan | Worked with a graphic designer to reposition the corporate image and identity | Managed resistance to new company image through coaching and training | Championed the delivery of excellent customer service and support.
  Die Handelshuis Group, **New Media Designer and Corporate Investment Evaluator**; Designed numerous business presentations | Delivered an effective business marketing presentation | Evaluated the company website and lead the design of improved web pages | Managed the design of an in-house publication to improve presentation and internal communication | Created designs on PowerPoint, Dreamweaver, Corel Draw, Fireworks and Page maker | Lead the evaluation and advised on the current company Social Investment Programme.

Work Related Experience

Name of firm University of the North-West
Designation Various Period of work June 1999 to December 2000
Client Dossier:

- Golden Key International Honour Society, **Liaison for Golden Key**; facilitated all communication to and from participating organisations | Acted as communicator and event manager at national and international level, organising formal fundraisers and social events for delegates | Liaised with executive members of relevant publications to gain publicity | Played a key role in delivering a powerful presentation at the international conference.
- Public Relations -Potchefstroom Student Body, **New Media and Marketing Designer**; Oversaw the design and publication of university promotions to potential students | Managed the writing and editing of a university student life promotional video, in association with Scholtz Production | Lead the design of marketing material from a student point of view and the creative use of corporate identity to target the niche market | Appointed to utilise new media opportunities to increase publicity and awareness | Liaised with Marketing and Public Relations departments on promotional awareness | Planned and designed PowerPoint presentations for other management groups | Organised campus tours and used direct marketing to promote the university at schools | Gained management and leadership skills as an executive member, overseeing and organising duties of committee members.

Contactable References:

References available on request



ROXANNE BYRNE

BUSINESS MANAGER

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader".
- John Quincy Adams (6th Us President)

I passionately believe that the ongoing success of any institution is directly related to the quality of its employees and their level of dedication, motivation, and commitment to the organization and its clients. It is therefore my aim to create a staff compliment that want to improve and grow any business they form part of, provide the best possible service to its clients, but also remain motivated and fulfilled within their respective roles and as people in general.

I support individual professional development and career growth and I constantly strive to hone these qualities in the team members I work with no matter the position or size of a company. Along with the company management, and through open and positive communication, I would like to support staff in whichever their endeavors might be to improve their education, skills, and all other forms of professional advancement. By doing this, we create a working environment whereby management, staff and clients remain educated, inspired and willing to work together to enhance the experience of everybody that enters through the company doors, whether it be the staff on a daily basis or clients who we interact with.

I strongly believe in teamwork, whether you are working with employees in an organisation or working with the leaders in a business. The ability to function as a team is an especially important cornerstone of any business. We work in a highly competitive, fast expanding era and in order to remain at the forefront of business, it's imperative to create a sound working environment, were both staff and management work together as a team in order to promote the well-being and future success of the company.

I believe in leading by example, inspiring confidence by positive reinforcement, and creating an optimal working environment by implementing procedures and processes that are always fair, sometimes fun and most of all simple, practical, and effective.

CONTACT

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+27 82 371 8973

www.rbconsulting.co.za

Johannesburg SA

Nationality: South African
Languages: English, Afrikaans
Transport: Own
Criminal Offences: None
Children: 2 (Aged 8 & 13)
Marital Status: Married

SOFTWARE, SKILLS & more

SOFTWARE PACKAGES

Package and Skill level

- Microsoft Office 365
- Microsoft Dynamics
- Microsoft Sales
- Microsoft Teams
- Microsoft Suite
- Microsoft SharePoint
- Microsoft Projects
- Microsoft Visio
- Management Software
- Softline Pastel & Sage Accounting
- Pastel Payroll & Sage Payroll
- ESP Spa and Salon Software
- Slummed
- NetSys LG SETA
- NexTech Medical Practice
- Solumed Pro

Digital Experience

- Adobe Suite
- Corel Draw
- Google Suite
- Google Ads
- WordPress & Magento
- Facebook, Instagram, LinkedIn, Twitter, Pinterest & TikTok
- FreshWorks
- Social management tools

SKILLS AND STRENGTHS

- Cultural diversity
- Interviewing skills
- Coaching and mentoring
- Performance management
- People management and leadership
- Skills development
- Managing change
- Excellent communication skills
- Strong attention to detail
- Excellent time management skills
- Meticulous, systematic, and focused on quantitative results
- Strong Administrative and organisation skills
- Ability to prioritize tasks
- Problem solving
- Ability to put processes and systems in place
- Maintain excellent customer/supplier relationships
- Able to operate independently without supervision
- Leadership qualities
- Excellent Business writing skills
- Report writing
- Conflict resolution
- Planning, organizing and controlling.
- Highly self-motivated
- Diligence and Assertiveness
- Excellent computer skills proficiency, ability to produce professional documentation & presentation
- Knowledge and experience in organizational effectiveness and operations management implementing best practices
- Excellent interpersonal skills and collaborative management style
- Demonstrate leadership and vision in managing staff groups and major projects or initiatives
- A demonstrated commitment to high professional ethics and standards
- High comfort level working in a diverse environment
- Strategic planning and quality management

EDUCATIONAL HISTORY

Secondary and Tertiary

Primary School Attended	:	Bordeaux Primary School 1995
Secondary School Attended	:	Ferndale High School 1997
Secondary School Attended	:	Sandown High School 2000
Tertiary Education	:	UNISA - BCOM Law
Final Year Attended	:	Not completed

Additional Course (Non-Qualification Based)

Occupational Health and Safety
Marketing and Sales –

- Point of Sales
- Client Relations
- Competitor Analysis
- Selling techniques and presentation skills
- Negotiation Skills
- Customer Service and Front Line
- Sell Don't Tell
- Yes, a Four Letter Word
- Practical Sales Techniques

New Venture Creations
The Tender Processes – City of Johannesburg
Business Process Management
Professional Ethics and Etiquette
Communication
Professional Report Writing
Corporate Governance
Stress and Time Management
Human Resources:

- Basic Conditions of Employment Act
- Labour Relations Act
- Organisational Behaviour
- Team Building skills
- Incentive Programs
- Body Language Analysis
- Performance Management
- Training & Development Strategies

Six Sigma – White, Yellow & Green Belt
Conduct Outcomes Based Assessment – Unit Standard 115753
Project Management PMP / PMP
Project Management Agile Scrum
Operations Management – Business Processes and Systems
Process Flowcharts & Process Mapping
Business Fundamentals – Corporate Strategy
Business Process Modeling
Strategy for Management Consultant & Business Analysis
Social Media Marketing
The Complete Digital Marketing Course
The Complete WordPress Business Course
Ultimate Google AdWords Course
Google Certified Training
Effective Marketing Plan
Mastering Google My Business
Media Marketing Masterclass
The Complete Digital Marketing
Instagram Marketing
Google AdWords Certification
Copywriting Master Class
MBA In A Box – Business Lessons
Complete WordPress Website Program

LinkedIn Essentials
Google Webmaster & Search Console
SEO Strategies
SEO Implementation
Building and Developing Pipelines
Sales Funnels & Implementation
Sales Pipelines & Driving Sales Force
TikTok for Creatives
Instagram – the Dragons Formula
Video Content Strategies
Content Marketing
Content Marketing Foundations
Coaching and Leadership
Ads and Digital Skills
Life Coaching Fundamentals
Life Coaching – Woman Leadership

EMPLOYMENT HISTORY
Newest to Oldest

EMPLOYER (5)	RB Consulting Services & RB Media
TYPE OF FIRM	Business Consulting
PERIOD OF EMPLOYMENT	April 2015 – Current
POSITION HELD	Director/ Business Consultant
DUTIES	

RB Consulting offers a comprehensive range of business solutions for startup businesses and small and medium enterprises. Our services are aimed at the implementation of more effective, integrated business procedures, enhancement of business flow within your organization, the identification and design of optimal sales and marketing activities and improved HR, Financial and Strategy functions. My goal is to assist companies to increase and maintain organizational well-being, as well as improving positioning in the marketplace. Drawing from many years' experiences working with companies across diverse industries, I work closely with both management and employees in order to design and implement business solutions aimed at higher productivity, improved cost management, efficacy within the company and improved global positioning.

Business Process Management
Through Business Process Management services, I create a smarter, more controlled business flow by streamlining roles, functions and efforts. Employee effectiveness is improved, business productivity and growth, optimized.

Financial
Sound financial management is paramount to the security and welfare of any company. I assist with all your financial matters: from running your weekly/monthly payroll, budget- and cost control; right through to the management of more intricate tax and Vat related affairs. Implementation of new processes, cost reduction and saving advisory.

Sales and Marketing
A company's success in related to its ability to identify new product and service opportunities, improving on existing offerings and most importantly the ability to communicate these effectively to consumers. With a global escalation of social media platforms and a growing role of various digital means of communication, very few companies (industries) can thrive in modern society without paying heed to and embracing the multiple means of electronic communication available in the marketplace today. RB Consulting's services include the design and implementation of Sales and Marketing solutions that will complement your companies' existing sales techniques, identify new opportunities, and implement the most cost effective means of driving your product and services. Your company's position in the marketplace is identified and analyzed, marketing techniques formulated and applied.

Human Resource Management
Includes a complete range of services, starting with recruitment, all the way through to more general employee management activities. I take pride in our ability to select and qualify the best person for a given position, whilst at the same time ensuring that the role will suit the person - creating greater job satisfaction and improved productivity. The relationship between management and employers has a direct

effect on the future success and growth of a company and we study and implement the most suitable customs, role descriptions, hierarchy of positions and flow of management that are effective and beneficial to all. I personally developed a program which integrates KPA/KPI scoring with EQ and IQ components. Not only is this tool effective in finding the best employee match for businesses but it offers a support to existing performance management processes. I created this with two objectives in mind. Firstly, to try and establish a better employment fit through the recruitment process, in hopes of better employment longevity for both employee and employer. And secondly, to aid the process of performance manage which will ultimately aid in growth and development.

Strategy Design
A clearly defined business strategy ensures that an organization remains relevant and ahead of competitors in the marketplace. I guide companies through the various phases of research, planning, decision-making and implementation of ideas, services, and products.

Client Experience
Over the last year, I have worked with many different businesses in varied industries including Medical, Spa, Health & Wellness, Hair Styling, Marketing & Communications and Financial Services. Each company has required different services and as a result my consulting experience has be vast. Most of the clients I have worked with are small to medium sized businesses who require better processes and support functions to try and streamline their services and, in most cases, to establish new marketing initiatives to increases growth in sales.

Financial Consulting – I have utilized my skills with all my clients to date. Improving processes, financial management and where necessary I have moved clients over to new financial software to better manage their money. Improvement of cash flow streamlined supplier relationships and created more long term sustainable security with existing clients. I have also handled the reduction of debtors and where necessary assisted with the legal collection process.

Human Resources – I have assisted with recruitment and best placement for companies, including the induction and contract process. Created personalized Policies and Procedures and adherence to regulations. I have also assisted with CCMA cases and performance management.

Sales & Marketing – This has been one of the more diverse services I have offered with majority of my clients to date. Starting with creation of strategies, creating affordable budget solutions and implementation of these methods. Each service offering has been unique and required different approached. I work with the clients on corporate image, content creation and management, execution of communication strategies while incorporating these into the digital aspects of current day marketing. This includes website design, development, and improvements. Social Media integration on the different platforms that are industry aligned which aid in communication and lead generation. Each client has measured statists from each platform to monitor success.

Business Process Management – I have been able to work alongside clients with improving current processes and where necessary to establish and implement new processes. I have also created a personalized database for a training company to capture, record and manage learner successes and reporting.

EMPLOYER (4)	The Melrose Aesthetic Centre
TYPE OF FIRM	Medical/Healthcare- Aesthetics
PERIOD OF EMPLOYMENT	April 2011 – March 2015
POSITION HELD	**Business Manager**

DUTIES

General Operations, Administration and System Management: Establish and implement policies, goals, objectives, and procedures conferring with directors and staff members as necessary to ensure effective implementation and adherence. Direct and coordinate activities of business concerned with the production, pricing, sale and/or distribution of products and services. Deliver continuous improvement and positive impact on the services in delegated functional and/or operational areas. Handling complaints, settling disputes, and resolving grievances and conflicts, or otherwise negotiating with internal and external stakeholders. Maintain quality service by establishing and enforcing company standards. Process improvement on existing systems. Conducting meetings, listening to company's issues and concerns, and setting professional example by showing leadership qualities. Working with the management team, contributing to the development and implementation of company strategies, policies, and practices. Improve on operational systems, processes and policies in support of company mission, specifically to support management reporting information flow and management, business process and organizational planning. Drive initiatives in the management team and company that contribute to long term operational excellence. Plan, coordinate and manage internal meetings with staff and executive management. To develop and maintain the resource capacity of delegated operation and business areas by effectively managing its performance and support the delivery. Manage and increase the effectiveness and efficiency of support services, through improvements to each function. Coordination and communication between support and business functions.

Financial Management: Locate, select, and procure merchandise for resale, representing management in purchase negotiations. Accomplishing objectives by establishing plans, budgets, and results measurements, allocating resources, reviewing process. Develop, maintain, and monitor accounting systems and procedures for the recording of all revenue transactions, recommend and implement

improvements to systems. Manage and control the purchasing function to ensure supplies of retails and professional products, parts and accessories are available within required time frames and budgets. With the procurement, develop, direct, and control the supply activities to maximize the quality and reliability of professional and retail products. Manage the debtors process managed daily, escalating hand over process and client relations. Communicate and manage the hand over process with attorney and collection process. Manage the creditor's process and ensure that all service levels and accounts conditions are met, this includes capturing of invoices and uploading onto inventory management system. Establishing and maintaining creditor's relations and conducting regular cost analysis to ensure best pricing and delivery from all suppliers. Control and manage monthly Petty Cash for the Company and process with month end reporting.

Preparation for all month end sign off and finalization of reporting to management and collaborating the outsourced financial firm responsible for producing management reporting. This includes reporting on debtor and creditor age-analysis, stock valuation, stock valuation and variation reporting. Analyzing reports to check for discrepancies and/or irregularities and resolve any issues should they arise. Creation and implementation of Debtors Process and Financial Admin and controls.

Human Resources Management: Manage staff, preparation of work schedules and assigning duties. Monitoring and assessing performance to make improvements or take corrective action. Creation of job descriptions aligned to company's workflow and assist. Plan, organize and assist with training and development of employees in line with Company policies and SDL. Job Descriptions with KPA/KPI measures which are utilities in annual performance reviews. Performance management, appraisal of job results, assigning accountability. Identifying the developmental needs of staff and coaching, mentoring, or otherwise helping others to improve their knowledge or skills. Implementation of internal training and induction programs.

Increasing management's effectiveness by recruiting and selecting staff. Responsible for sourcing candidates and or placement companies for placements and screening process of candidates. Responsible for interview process and decision making for placing candidate forward to management and following placement process. Responsible for background checks and referrals for candidates. On placements, control of all documentation including Contract of Employment, Restraints of Trade if necessary. Responsible for Induction process, introduction to staff and management, introduction to Company Policies and Procedures and ensuring all relevant internal and product training.

Developing incentives and initiatives for employees, which included the creation of Company Incentive Program and the control systems to manage the program. Assisting with Disciplinary and Grievance process in coordination with HR consulting services and executive management. Chairing Disciplinary Hearing and acting as representative at CCMA cases that may occur. Ensuring compliance with Workman's Compensation Fund COIDA and any other governing bodies. Ensuring that the Company is aligned to all new relevant changes to BCEA and LRA where necessary. Implementation of monthly HR newsletter in aid of increasing Company's internal communication and strategies. Implementation of Employee of the Month program and team building initiatives, including strategy and training sessions. Organisation of company events and team building initiatives.

Creation of new policies and procedures and/or communication amendments to existing policies. Creation of all Company aligned documents and templates. Creation of Dress Code and Etiquette policy. Creation of Skills Area and Competency Rating program used to assess performance. Creation of remuneration planning policy, tracking, and monitoring growth. Contribute to short- and long-term company planning and strategy. Payroll management, including recording of employee benefits, leave recording, responsible for payroll and processing of salaries.

Compliance: Creation of evaluation procedures and emergency processes in coordination with all staff and executive management, including training and regular communication. Adherence to regulations for insurances and governing bodies within medical field. Provide the safest practicable working environment for staff, partners, stakeholders, and the public. Take all reasonable measures to ensure the welfare of staff and fulfill 'duty of care' responsibilities to members of the public, partners, and stakeholders. Co-operate with management to ensure compliance with relevant acts, regulations, policies, and procedures imposed.

Marketing: Assist with marketing model being implemented, managing department and work deliverables. Ensuring Client Relations is maintained. Handling of any complaints and escalation if necessary, to directors. Reporting of external lead generation, communication, and outcomes of potential clients. Linking promotions and tracking with finance and cost models. Responsible for monitoring external leads and internal follow up process including tracking system and weekly reporting thereof. Ensuring deliverables are met marketing department staff. Involvement with social media initiatives and website management including overall website performance, content management, articles, and SEO. Working with Public Relations on different projects. Working on Marketing Strategies and yearly planner, ensuring all associated media was delivered within the scope. Responsible for Google AdWords campaigns management and ongoing reporting.

Special Projects/Project Management. Implementation of new IT software system: Coordinating with supplier as a support service on order, installation, and training. Planning and strategy on implementation of new system by creation of project plan and presentation. Training programme for staff and users on the system on a one on one basis, coordinating time and constraints.

System set up and programming that is aligned to business model to incorporate the operational, marketing, financial and compliance aspect of the Company. This includes the functional use, user accountability, security and record management of the business, its employees and patient confidentiality. Coordinating program implementation with external suppliers and support functions. Final implementation and facilitation of the move over to new system while running in line with record history.

Quality Assurance and Risk Management: Effective decisions that will not only help the company run smoothly but that also serve to prevent difficult situations in the future. Oversee company insurance policies and/or practice insurances, this includes short term insurances, practice insurance and Workman's compensation fund. Planning, creation, and implementation of management system to govern and protect all the company's policies, processes and procedures acting as an overall guide. Ensure compliance with all legal, statutory, and corporate affairs requirements on a timely basis as appropriate

Overview: The set up and implementation of the new system has been a result of creating new processes, policies, and procedures within the company in all aspect of management. Prior to the system being planned, the company needed to be in a position of readiness and full structures and systems established to ensure better operational functions and ones that were measurable. I have spent time on each department to increase productivity, reduce costs and put in systems where necessary to ensure readiness. This has not only been a rewarding project for the company, but I have had large amounts of growth given the opportunity to prove my capability in each of the departments I have been responsible for.

Contact Person(s) and Reference

Dr Gordon Cohen	083 280 2021

Character Reference(s)

Esti Kok	071 614 6449
Janet Grobler	082 406 4427

EMPLOYER (3)	Tipp Focus Training for Leadership
TYPE OF FIRM	Training
PERIOD OF EMPLOYMENT	September 2008 – January 2011
POSITION HELD	**Training Operations Manager / Quality Assurance Manager**

DUTIES

Development and documentation of the processes, policies & procedures within the Training Department. The implementation of the developed processes, policies, and procedures. Management of entire Training System Database from an administrative, quality control and strategic perspective. Ensuring the constant updates of training sector changes and aligning accordingly where required. Manage regulatory changes from relevant training institutions for the efficiency of all activities performed by the company. Management of reliability and validity of information as populated onto the company's system for the effectiveness of internal training activities.

Management of the process for the implementation of training. Ensure open and effective communication with all relevant stakeholders where necessary. Responsible for ensuring the provision of the induction process for Facilitators, Assessors and Moderators prior to training, this include contract and service level agreement compilation and ensuring standards are maintained. Management for the entire process of Proof of Evidence (POE), and ensures the adapted processes are followed by Training Coordinator and Administrator. Liaise with clients with regards to the proper planning and preparation for all training activities. Managing the deliverables of training to our clients and ensuring SLA are adhered to. Management of training team responsible for deliverables of training to ensure effectiveness of training rollout.

Management of all manual and computerized training records and registers, including input and retrieval of data. Compilation of delegate lists from the main establishment lists and issue joining instructions population of all database registration forms as per required. Maintenance of special project administration delivery. Development of all essential processes, specific to requirements as specified by projects and compliance factors.

Alignment of defined Quality Management system as per adopted internally throughout the organization. Ensuring quality achievement and performance improvement throughout the training administrative process. Setting compliance objectives and ensuring that targets are achieved. Working with training team staff to establish quality requirements from external suppliers. Ensuring compliance with national and international standards and legislation; considering the application of environmental and health and safety standards; Measurement of defined training standards and establishing clearly defined quality methods for training administrative team to apply. Defining quality procedures in conjunction with operating staff.

Communication with key stakeholders, with high focus detail to client/customer relations. Communication and management of client/learner queries, comments and complaints in a timeous manner, high attention to client satisfaction and timeous problem solving and communication with clients/learners. Development of operational budget and cash flow and tracking alignment within budgetary requirement. Creation and maintenance of division purchase order process and assistance with finance related tasks within the division in line with the Financial Policies and Procedures of the Company. Sourcing of suppliers and maintaining compliance in line with internal Finance Policies.

Creation of Occupational Health and Safety Processes, Policies and Procedures for the Group, checklists, and compliance. Creation of committee, compliance with OHAS Act, facilities management in relation to the Act. Documentation control and register tracking of Quality Management System. Assisting with site visits from governing bodies from an administrative perspective. Attend training sessions to assessor training, facilitator and environmental elements. Assessing documentation, training compliances and statistics to create reporting structure to both management and client feedback.

Committees

Occupational Health & Safety Committee	Chairperson
Green Initiative	Member
Quality Management Committee	Member
Body Corporate Committee	Secretary Administration & OHAS

Contact Person(s) and Reference

Thabelo Siala (Owner)	082 904 2843
Nosipho Twala – HR Manager	073 729 6488
Colleen Robinson	083 631 2183

Character Reference(s)

Sue Nkwanyana	074 554 0159

EMPLOYER (3) Tipp Focus Group

TYPE OF FIRM Resourcing, Consulting and Training

PERIOD OF EMPLOYMENT May 2008 – September 2008

POSITION HELD **Executive Assistant / Office Manager**

DUTIES

Personal Assistant to the Group CEO, these functions includes diary management, monthly account balancing, creating and maintaining a filing system and any administrative duties within this role. *Office Management*: Establishing and maintaining an efficient office environment, to ensure functionality of all office related equipment and facilities which include printing, stationery, consumables and IT. Create relationships with both the Financial and Human Resources divisions. Development and documentation of the processes, policies and procedures relating to Assets Management; Procurement and Supply Chain; S&T allowances, claims and refunds; printing; resource usage and IT.

Ensuring adherence to administrative policies and procedures through training as well as quality adherence. Risk assessment and first line mitigation, problem resolution and communicating potential administrative risk. Creation of a central purchasing system through Purchase Requisitions and Purchase Order system; sourcing of the best possible suppliers and service providers; order process with suppliers; tracking of orders and coordinating delivery. Data and information management of the central stored data sustain correct location of essential information and create a new file and folder system that documentation is to be recorded. Establish a relationship with the Finance Department to create a proficient system for monthly payment schedules to eliminate duplicate payment of creditors, invoice generation and the update and maintenance of invoice register.

Working with supplier invoices, banking statements, updating expense and payment registers, this role includes stationery expense analysis and the management and control of company asset register and company confidential and critical documents. Submission of detailed information of procurement quotations, invoices, and payments schedules.

Control and maintenance of IT and telephony resources through systematic ticket record logging. Liaison with the outsourced companies providing the resources, while ensuring optimum usage of time spent on repairs and administration, this includes determining electronic and environment needs for the system and the negotiating with suppliers for purchasing. Implementation of management audit systems for telephony, IT and printing resources. Including daily and monthly monitoring of staff usage for these functions. Project Management relating to office renovations and replacement of furniture and office equipment which includes space planning, budget identification and assist in contract negotiations with suppliers. Planning, deliverables, and implementation as well as budgeting and reporting on the purchase and move to our new premises.

EMPLOYER (2) Goal Technology Solutions (GTS)

TYPE OF FIRM ICT – Broadband Service Provider

PERIOD OF EMPLOYMENT July 2007 – April 2008

POSITION HELD **Office Manager** for the Johannesburg Region

ADDITIONAL RESPONSIBILITIES Project Management, Project and Sales Administration, Accounting and Assistance to General Manager

REASON FOR LEAVING Instability and better opportunity presented

DUTIES

Creating and running an efficient office environment and facilitating the smooth interoperations between the functional units of the business. Gather information from the necessary divisions within the region to compile a weekly report to present to executives. Create relationships with the Financial and Human Resources Divisions. Interact and assist the sales, implementation, and support teams within the division with administration and create efficient communication between these functions. Maintenance of office stationery. Coordinate with central purchasing and logistics department with correct purchase requisitions, track orders and final delivery. Coordinating the General Manager's diary daily. Taking the minutes for relevant departmental meetings. Appointed data custodian of the central stored data sustains correct location of essential information and create a new file and folder system that documentation is to be recorded. Project Management of new premises. Build and maintain full budget for project and compile presentations to put forward to appropriate decision makers. Process includes sourcing and planning of cabling, access control; telephony; furniture; office equipment and space planning. Assist in contract negotiation, terms and conditions and service level agreement process. Liaison with the relevant members involved in the decision making, architectural, and financial steps ensuring complete phases for building readiness and occupancy. Calculation of the proposed operational budget for functional running of Regional and Central divisions once the move has been completed.

Contact Person(s) and Reference

Deidre Viljoen – HR Manager 083 632 6429
Margaret Mallon – HR Officer 074 461 6724

EMPLOYER (1) Your Life
TYPE OF FIRM Multi-Level (Network) Marketing
PERIOD OF EMPLOYMENT April 2001 – February 2007
POSITION HELD **Office and IT Systems Manager**

DUTIES

In charge of maintenance and requirements of general IT; maintain running of database and users on network; recognition programs for distributors; Queries and Reports. Updating of website information; control, run and maintain MS Access database system; Handling of Enquires and Complaints; Handling of customer returns and exchanges; Control of Consignment stock, Customer Liaison and Correspondence; Design and control of labeling, newsletters and design; Manage front office staff, administration and invoicing; Execution of daily invoicing; Handling of logistics company and general queries; Assistance with conferencing: bookings; registration; recognition qualifications and slide-show presentations. Dealing with all queries related to credit card enquires and disputes; returned cheques and payment queries. All information relating to distributor accounts. Handling and purchasing of stationary, printers and consumables. All direct dealings with international franchises set up of new databases and specific requirements.

Contact Person(s) and Reference

Jennessa Krishna 083 632 6429

SUMMARY
WHERE TO FROM HERE

OBJECTIVES

My long-term objective is to move and shake up new business ventures and grow the consulting services I can deliver. Most of all, I want to work for organisations, small to large, that form a significant part of very needed growth in our economy. I believe that SME's are the future of that growth and by investing skills, time and effort into developing these entities, we will all benefit and grow collectively.

During 2023, we are launching two new businesses that are offering a unique twist in their respective fields. With The Aesthetic Co, we will be creating a new take on aesthetic services and business management within the industry. Our services will include full aesthetic boutique of services and in addition our focus will include training and development, lead generation and business skills development for practitioners across the board.
House-IT is a full circle property services business that focuses on the property environment for business owners, sole proprietors and professions as well as first time buyers.

Sky Radebe

Digital Marketing Strategist & Analytics Specialist

Contact Information

- Phone: +27 83 620 2914
- Email: sky@skyeracreatives.co.za
- Location: 61 Kareesig, 80 Vaalboskat St, Hesteapark, Akasia, 0201

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Strategist and Analytics Specialist with 15+ years of proven experience in marketing performance measurement, data-driven insights, and cross-functional stakeholder management. Extensive background working with multinational brands including McDonald's South Africa, Unilever, BP, and Kellogg's, with demonstrated expertise in translating complex analytical outputs into actionable commercial strategies.

Key Strengths: Advanced analytics and measurement expertise, agency partnership management, omnichannel campaign optimization, and proven ability to bridge technical modeling outputs with strategic business decision-making across multiple markets and stakeholder groups.

CORE COMPETENCIES

Analytics & Performance Measurement

- Marketing Performance Analysis & ROI Optimization
- Advanced Google Analytics & Digital Measurement Tools
- Campaign Performance Modeling & Attribution Analysis
- Data Visualization & Dashboard Creation (Power BI experience)
- Regression Analysis & Statistical Modeling Techniques

Stakeholder & Agency Management

- Third-party Analytics Agency Partnership Management
- Cross-functional Collaboration (Marketing, Media, Finance, Insights)
- Senior Stakeholder Presentation & Communication
- Technical-to-Commercial Translation & Insight Localization

Process & Governance

- Structured Reporting & Feedback Framework Development
- Multi-market Process Implementation & Standardization
- Data Quality Validation & Governance Standards
- Program Management & Timeline Tracking

Strategic Marketing Expertise

- Omnichannel Marketing Strategy & Implementation
- Market Research & Competitive Analysis
- Budget Allocation & Media Mix Optimization
- FMCG/Retail Marketing Analytics Understanding

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist
OMD South Africa | September 2023 – February 2025

- Developed comprehensive measurement frameworks and KPIs for McDonald's South Africa digital campaigns, ensuring alignment between technical outputs and business objectives
- Managed data quality validation and transformation processes across multiple digital touchpoints, optimizing insight granularity and commercial relevance
- Led cross-functional stakeholder engagement with marketing, media, and insights teams, translating complex analytical findings into actionable strategic recommendations
- Implemented structured reporting processes and governance frameworks, improving campaign performance tracking and decision-making efficiency
- Conducted advanced competitive analysis and market research, providing data-driven insights that informed budget allocation and media mix optimization strategies

Digital Marketing Lead
Momentum | January 2021 – August 2023

- Formulated and executed data-driven digital strategies achieving consistent performance optimization through comprehensive analytics approach for financial services sector
- Managed end-to-end measurement and attribution analysis across omnichannel campaigns, integrating search, social, email, and digital PR performance data
- Collaborated with external agencies and internal teams to ensure accurate data interpretation and model development aligned with business context
- Presented complex analytical insights and ROI analysis to senior management, demonstrating strong commercial narrative development capabilities
- Implemented advanced performance tracking methodologies that significantly improved budget optimization and media allocation strategies

Senior Paid Media Manager
Telesure Investment Holdings | June 2020 – December 2020

- Successfully managed substantial media budgets across multiple insurance brands with exceptional ROI outcomes through advanced performance modeling
- Conducted comprehensive GAP analysis and performance attribution studies, identifying optimization opportunities and developing actionable improvement frameworks
- Analyzed complex multi-channel campaign data using statistical methodologies to optimize performance across digital touchpoints
- Collaborated with strategy teams ensuring measurement alignment with overall business objectives, demonstrating strong process-orientation and governance implementation
- Delivered performance insights and strategic recommendations to clients and internal stakeholders with clear commercial focus

Freelance Digital & Analytics Consultant
Self-employed | March 2018 – Present

- Provided strategic marketing measurement and analytics consultations for diverse portfolio of brands and agencies across multiple markets
- Developed comprehensive performance measurement case studies showcasing successful implementation of advanced analytics methodologies
- Maintained expertise in latest marketing analytics trends, econometric methodologies, and measurement technologies

- Delivered presentations on marketing performance optimization and measurement best practices at industry events
- Created innovative measurement frameworks tailored to specific client objectives and multi-market requirements

Digital & Social Media Specialist
Mindshare | January 2017 – February 2018

- Developed comprehensive measurement strategies for major global FMCG brands including Unilever, BP, and Kellogg's
- Ensured all analytical projects maintained accuracy and commercial relevance throughout execution, demonstrating strong process governance
- Collaborated with business development teams on measurement methodology proposals and strategic analytics pitches
- Monitored industry measurement trends identifying opportunities for innovation and competitive analytical advantage

Social Media Manager
Gendel Advertising & McCann | August 2014 – January 2017

- Led award-winning campaigns for Mango Airlines achieving "Most Innovative Use of Social Media" and "Outstanding Social Customer Care" recognition through data-driven optimization
- Implemented performance measurement frameworks perfectly aligned with brand objectives and commercial KPIs
- Conducted competitive analysis and market research identifying strategic opportunities through advanced analytical methodologies

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KEY ACHIEVEMENTS & AWARDS

- Successfully managed large-scale marketing budgets with exceptional ROI through advanced performance measurement and optimization techniques
- Built and led high-performing analytics and measurement teams across multiple organizations and markets
- Developed innovative measurement strategies that significantly improved marketing effectiveness and commercial outcomes for multinational brands
- Award recognition: "Most Innovative Use of Social Media" and "Outstanding Social Customer Care" for data-driven campaign optimization

- Proven track record in translating complex analytical outputs into commercially relevant insights across diverse stakeholder groups

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EDUCATION & PROFESSIONAL CERTIFICATIONS

Analytics & Measurement Certifications

- Google Analytics Certification (Current)
- Google AdWords Certification (Current)
- Facebook Ads Certification (Current)
- HubSpot Inbound Marketing Certification (Current)

Specialized Training

- Brandwatch Expert Certification | Brandwatch Academy | 2019
- Investigative Journalism (Data Analysis Focus) | Graduate Institute of Management & Technology | 2010

Academic Background

- Matric | Jabulile Secondary School | 2007



Name:	Dan Ignat
Age:	52
Date of birth:	73/08/27
Work experience:	29 years
Current work status:	Employed

Curriculum vitae

About me:

Most of my working experience has been in advertising agencies and I have been in the corporate environment for the last five years, which is very structured. I see myself as a adaptive, approachable, professional, hard working, honest and reliable person with a can do attitude. I am very creative and driven and work well under pressure while striving to deliver the best quality of work possible while meeting tight deadlines. Attention to detail is a must in any position were the Company's brand and image is involved. I believe in going the extra mile and strive to exceed all expectations.

Qualifications:

AAA School of Advertising: 93-95	Diploma in graphic design and advertising.
Intoweb College: 2007	Webmaster's Diploma: Flash, HTML Dreamweaver, Javascript & Search Engine Optimisation.

Competencies:

Exceptionally proficient:	Photoshop, Indesign, Illustrator, Powerpoint, Flash, iMovie, Word.

Employment History:

Company: Seven56
Duration: August 2018 - Current
Position: Lead Designer
Role:

Creating visually stunning and effective visual communications across various mediums, including print, digital, and web. Key responsibilities include:

Conceptualizing and designing innovative graphics, logos, and branding materials that met client objectives and exceeded expectations. Developing and maintaining brand guidelines to ensure consistency across all marketing channels. Collaborating with cross-functional teams, including copywriters, art directors, and project managers, to deliver high-quality design solutions. Staying up-to-date with industry trends, technologies, and design software to continuously improve design skills and knowledge. Managing multiple projects simultaneously, prioritizing tasks, and meeting tight deadlines to ensure timely delivery of design assets. Conducting design research, gathering feedback, and analyzing metrics to inform design decisions and optimize design solutions.

Company: Servest
Duration: April 2012 - July 2018
Role:

To effectively manage, uplift and establish the Servest brand across all platforms. Work ranges across all aspects of branding, marketing collateral, design and support.

This also includes event support, print advertising, website design and content management, electronic communications, sub brand development, packaging design, multimedia presentations, shop front and store branding including themed composite artwork, client surveys, interactive brochures, powerpoint presentations, corporate identity development and annual reports.

Company: Design Africa
Duration: Aug '10-Jan '12
Clients:
Village Walk - web development, corporate brochure, multimedia presentation.
Build it - promotional, in-store, packaging design, print advertising.
Build it Paint - paint range packaging design, promotional & in-store.
Voltex - corporate id, web design, vehicle branding, corporate manual.
Woodmead Retail Park - promotional.

Freelance
Duration: Aug '08- July '10
Clients:
NHS - website development, online banner adverts.
W4 Group - website development.
Beach Blanket Bohemia Restaurant - website development.
Pegasus - web development.
Bayport Financial Services - multimedia presentations.

Company: Cubic Ice
Duration: Jan '08- July '08
Clients:
AA - Web design of official homepage for the Automobile Association of South Africa.
Cubic Ice - Web design of corporate company website.
Reliance - Website design.
Potential - Website and corporate id development.
AA Autobay - Web banner design, electronic newsletters, and all web related material.
Multotec - Print advertising, promotional material and website development.

Company: Action Ambros
Duration: Feb '06 -July '06
Position: Snr Art Director
Clients:
AIG - Design and art direction for Lifeline Plus corporate insurance package.
Before You Go instant travel insurance- Packaging design and promotional.
FNB - Direct mail campaigns, print advertising and internal campaigns.
RCI - Multimedia Flash presentation.
Network Deals, DMA. SAICA and numerous smaller brands - ranging from CI development to promotional and multimedia.

Company: Design Instinct (Di)
Duration: Apr '02 - 2006
Role:
Effective brand building and development by consistently delivering top notch advertising and creative solutions in radio, print, promotional and multi media. Becoming the preferred choice at Loreal SA.

Clients:
Maybelline - all BTL campaigns, launches, promotions and print.
Garnier - selective promotional campaigns, multimedia presentations and invites, soundtrack remastering and event launches.

Company: The Agency (Action Agency)
Duration: Oct '01 -Apr '02
Position: Dpt Creative Director
Role:

To effectively build brands from scratch, by identifying the optimal marketing tools I media channels and utilizing them. Focusing mainly on conceptualisation, art direction and execution, from inception right through to completion.

Company: The Agency (Action Agency)
Duration: Dec '99 to June '01
Position: Snr Art Director
Role:

To effectively run and manage two key accounts: Telkom and Post Office. Providing an indispensable liaison between the agency and the client. Leading a small unit comprising of a copywriter, designer and desktop publisher. Presentation of all creative work to client. Providing effective brand development and innovative creative solutions that work.

Company: Paper Moon
Duration: Mar '99 - Nov '99
Position: Graphic Designer

Company: Morgan Paull
Duration: Aug '98 - Feb '99
Position: Graphic Designer

Company: Leo Burnett
Duration: Jan '97- Jul '98
Position: Jnr. Graphic Designer

Company: Trademark
Duration: Jan '96 - Dec '96
Position: Jnr. Graphic Designer

References:

Shaneen Storm - Servest brand and studio manager: 083 677 3010, shaneens@servest.co.za

Romi Moodley - Design Africa - Creative Director 083 259 4563

Hilton Rose - Design Africa - Head HR & Accounts Exec: 084 589 3393, hilton@urbrand.co.za

Suresh Matadin - Cubic Ice - Creative Director 072 232 1160 - 011 705 2545

TANYA PRETORIUS

GRAPHIC AND WEB DESIGNER

9 Years working Experience.



MY JOURNEY

2014: Matriculated from Eldoraigne High School.
2015 – 2016: Studied Graphic Design at CTU Training Solutions
January 2016: Worked half day while studying as Sales Admin for CTU Training Solutions
August 2016: Worked for Arnold Classic Africa until April 2019
April 2019: Started working at seven56 Communications Agency as Graphic and Web designer until present

EDUCATION

MATRICULATED 2014

-Eldoraigne High School

• Distinction in Computer Literacy, 89%
Subjects:
Afrikaans, English, Mathematics (High Grade), Computer Literacy, Design, Engineering Graphics and Design, Life Orientation

GRAPHIC DESIGN I COURSE 2015

Completed course at CTU Training Solutions

• International Certificates:

Adobe Photoshop
Adobe InDesign
Adobe Flash

GRAPHIC DESIGN II COURSE 2016

Completed course at CTU Training Solutions

• International Certificates:

Adobe Illustrator
Adobe Premiere Pro

SOFTWARE / PROGRAMMES:

Adobe Suite:
- Photoshop
- Illustrator
- InDesign

Office Suite:
- Word
- Power Point
- Excel

ACHIEVEMENTS

2010: Completed a TurboCad 2D Computer Aided Design course.
2010 – 2013: Member and Captain of Netball team
2013: Received recognition for Netball
2014: Winner of Young Ad Designer Front Page, Record newspaper
2015: Nail Technician course at Nelé Naturale
2015: Nail Art Course at Nail & Beauty Academy
2016: Received the reward for best student at CTU Training Solutions Pretoria.

EXPERIENCE

Sales Admin

January 2016 – June 2016 | CTU Training Solutions – Pretoria, Menlyn

- Assisted with daily admin and filing in the office
- Contacted clients for outstanding paperwork and contracts
- Data Capturing
- Assisted with arranging of Open Days for the campus

Graphic Designer and Website Designer

August 2016 – April 2019 | Arnold Classic Africa – Pretoria, Centurion

- Designed and manage 3 Websites
- Social Media Manager
- Assisted with general office admin
- Data Capturing
- IT support at Office
- Project Assistant
- Building banner designs for Sandton Convention Centre (Arnold Classic Africa 2017 and 2018)
- Street flag designs
- Billboard designs
- Pull up and Wall banners
- Stage banners
- Business Cards, Logo's, Letterheads and Signatures etc.
- Just to name a few...

ABOUT ME

Date of Birth: February 27, 1996
Age: 28
Gender: Female
Birth Place: Pretoria
Nationality: South African

Marital Status: Married
Languages: Afrikaans and English
Driver's License: Code 08
Health Status: Excellent

CONTACT

110 Ouklipmuur Avenue,
4 Ponda Rosa, Equestria,
Pretoria, 0082

+27 76 221 6135

tanyavdwalt548@gmail.com

HOBBIES

- **Training**
- **Listening music**
- **Doing Nails**
- **Building Puzzles**

Graphic Designer and Website Designer

April 2019 – till present | seven56 Communications Agency – Johannesburg, Melville

- Designed and managing of Websites (Wordpress)
- Social Media Design and Content Creation
- Assist with general office admin
- Project Assistant
- Packaging Design
- Brochure and Report Designs
- Pull up and Wall banners
- Business Cards, Logo's, Letterheads and Signatures etc.
- Photography: Stylised product shoot
- Emailer and Newsletter designs
- Just to name a few...

SKILLS

- I am a positive, energetic, friendly, honest and extroverted person who likes to interact and work directly with people, and I have good communication skills on various levels.
- I perform very well under pressure and stressful situations.
- Problem solving is an exciting challenge for me in any work situation.
- I am always willing to go the extra mile for clients should and when the need does arise, because client service and satisfaction is extremely important to me.
- I am extremely eager to learn and become easily accustomed to change.
- Teamwork comes naturally to me, and I work well with a team. I am a perfectionist and pay a lot of attention to detail, this reflects in the tasks I perform and undertake to complete.
- Good listening skills.
- I have good leadership skills and can take charge of a project.

REFERENCES

CTU Training Solutions:
Estelle van der Walt
083 633 0725

Arnold Classic Africa:
Wayne Price / Michelle Price

seven56:
Botha Swarts
072 229 0618

*(References available on request)

MY SUCCESS STORY

https://ctutraining.ac.za/tanya-van-der-walt/

SEVEN 56

5. Work Examples and References



GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

SRHR Africa Trust | "Friday Youth Activists" Storytelling Series (13-year agency relationship)
Seven56 has served as SRHR Africa Trust's communications agency for 13 years, supporting sustained, high-volume content production aligned to youth-centred advocacy objectives.

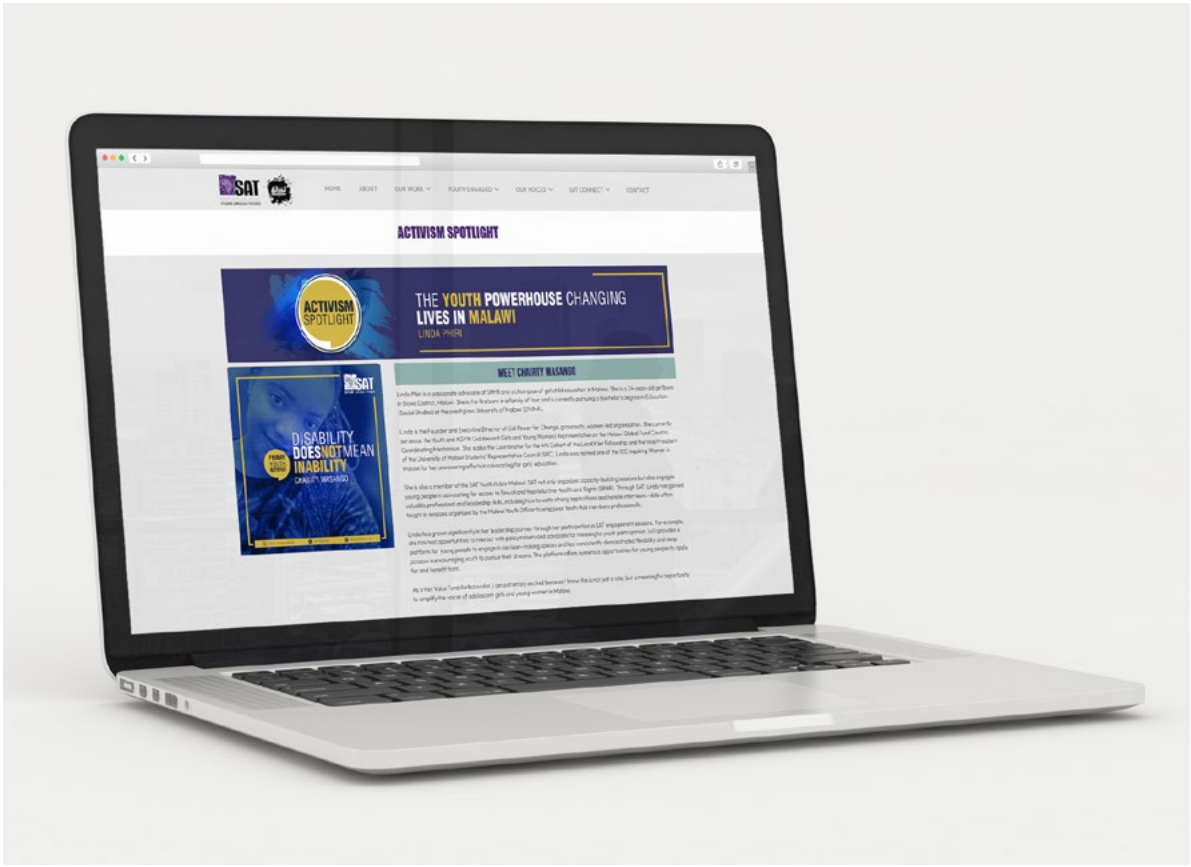
One featured example is the **"Friday Youth Activists"** series—an ongoing storytelling initiative profiling youth activists across **Southern and East Africa**. For each profile, Seven56 sources and structures, information efficiently through personal interviews, then structures a **complete personal narrative** that is suitable for **web publication, Social Media and WhatsApp distribution**, ensuring the story remains authentic while meeting editorial and readability standards.










ACTIVISM SPOTLIGHT
THE YOUTH POWERHOUSE CHANGING LIVES IN MALAWI
LINDA PHIRI
MEET CHARITY MASANGE
DISABILITY DOESNOTMEAN INABILITY


SAT
SRHR Africa Trust
FRIDAY YOUTH ACTIVIST
SMARTACTIVIST
TREVOR OAHILE
Trevor Oahile is commi□ed to entrenching responsible volunteering and ac□vism, as a path for young people across Botswana to be the change agents for the change they want to see in their communi□es. He believes that it's not enough to be angry or frustrated by your situa□on, but that young people need to become more inten□onal about their behaviours and ac□ons. And he should know a thing or two about how your ac□ons can lead to posi□ve change and impact. Trevor has just been nominated as one of the finalists in the Future Africa Awards, considered one of the con□nent's pre-eminent awards that recognises the achievements of outstanding young people. It's an ini□a□ve of The Future Project, which together with the AU Commission, acknowledge the work being done by talented and innova□ve young people across the con□nent. Trevor, who has been nominated in the Community Ac□on category, was totally taken aback when he got the call about the nomina□on. "It felt amazing to be recognised by your peers. It says that you are on the right track and to keep on doing what you have been doing, because it's making a real difference."
Sexual reproduc□ve health has been a focus for this 23-year-old since he was in Form 1. When he was 14 years, Trevor was introduced to the importance of sexual reproduc□ve health and just knew that it was interlinked with educa□on, poverty allevia□on, equality and socio-economic development. Having seen first-hand how peer pressure and poor decision-making was leading to risky behaviour, resul□ng in spikes in HIV rates and teen pregnancy in his community. "I figured out back then that if I wanted to have a future, live a healthy and produc□ve life, then I needed to change my behaviour. And change my friends." He consciously made the choice to change, and there and then decided to become a SRH champion to help others to choose a different path.
Trevor is a firm believer in surrounding yourself with extraordinary people, because he believes it will push you to work harder, be more present and commi□ed. "Some of the most successful people have said that their success has been down to those who they surround themselves with, so if you are inspired on the daily, you in turn can inspire others and so the circle grows and we build a community of young people who are a force for change."
Cri□cal thinking, communica□on and resilience have been iden□fied as key skillsets that young people will need as they navigate the world beyond Covid-19. Trevor believes that cri□cal thinking is crucial for young people who are trying to enact change. It brings with it the ability to adapt and adjust. "In so many cases we see young people being fobbed off or called 'angry youths' by our leaders. But when young people are able to apply cri□cal thinking to a problem, they are able to analyse the issue and come up with solu□ons rather than just saying we have a problem. That has far more value and impact." Adding that you should not be beholden to your solu□ons, as they are never cast in stone, but rather that they should be adaptable to any alterna□ve solu□on that might arise.
His passion for his advocacy work is tangible. But Trevor will be the first one to advise a young person that if you are not pu□ng in the hours, you won't see the results. One thing he says he learnt very quickly, is the importance of knowing your area of advocacy inside out. "You need to immerse yourself in policy documents, global commitments and reports, latest research documents, basically anything that will help
www.satregional.org
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@SRHRAfricaTrust


SAT
SRHR Africa Trust
FRIDAY YOUTH ACTIVIST
SMARTACTIVIST
TREVOR OAHILE
you be be□er informed. It means that when you engage, you do so with authority and you can hold leaders to account when they have not met their promised commitments." He calls this smart ac□vism, where you use your knowledge and insights in a smart strategic way to achieve your objec□ve. This approach has helped Trevor to meaningfully par□cipate on a number of reproduc□ve health and rights issues impac□ng young people in Botswana. He is most proud of the Age of Consent law that he, together with other mo□vated youth ac□vists, supported by local NGOs, was able to change in 2018. "Through our efforts we managed to change the law of consent to marriage from 16 to 18 years. A real victory for young men and women."
In today's world, ac□vism needs to be undertaken on mul□ple pla□orms. So when Trevor is not knee deep in research, engaging leaders, or doing outreach through workshops or conferences, he hosts a weekly radio show, *Don't get it Twisted*, on Yarona FM. "On the show we talk about everything that young people are going through. So issues of safe sex, what contrace□ves to use, HIV and how vibing can lead to bad behaviour and life changing consequences. It's an open, free space where young people can connect, learn and hopefully adjust." He says that the radio programme has been a godsend during the Covid-19 pandemic. "As we had to social distance, it really helped us to con□nue with sharing knowledge and informa□on and just allowing young people to share their circumstances."
When Trevor looks back on what he's achieved thus far, he smiles wryly and says, "If I knew back then when I started what I was capable of achieving, I would have said to my 14-year-old self, 'wake-up Trevor' don't be scared to start, you can do anything!" And he is proving that anything is possible. He is currently working on a new project that he hopes to roll out in 2021. The project will focus on young people who are HIV posi□ve and due to s□gma□sa□on and access to resources, just don't get the opportuni□es to benefit from socio-economic programmes. These inequali□es are now even more exacerbated due to Covid-19. "The Plan is to create empowerment opportuni□es for these young men and women through innova□ve agricultural projects where they can learn skills in how to set up and run a business and in doing so become self-sufficient and contribu□ng members of society." Trevor envisages a series of Master Classes in different skills that can be offered by government programmes but also the private sector as part of their social invest-ment in communi□es. "I am currently finalising the project and we are looking for funding and knowledge partners to come on board. So, I will be knocking on a few doors soon." He believes that when you give people a choice, they feel confi-dent and relevant and that creates las□ng change.
Follow Trevor on:
- Facebook: @Trevor Oahile
- Instagram: @trevoroahile
- Twi□er: @oahiletrevor
#FRIDAYYOUTHACTIVIST #SMARTACTIVIST #SAT4YOUTH
www.satregional.org
SATregional
@SRHRAfricaTrust

World Health Organisation | "Learning by Sharing" Knowledge Portal + Global Video Storytelling
Seven56 has supported the World Health Organisation (WHO) for the past six years across multiple communications and knowledge-sharing projects.

A key example is our work on the **"Learning by Sharing"** portal, where Seven56 was responsible for designing a sgtructutred layout for diverse **country-submitted "how-to" inputs** on integrating SRHR within UHC across different health system contexts. This required translating complex technical content into a consistent, user-friendly digital format—ensuring clarity, navigability, and strong readability while respecting the integrity of each country contribution. All digital content was then repurposed into a full online and print ready magazine.

In addition, Seven56 led the **remote production of video storytelling** for selected countries globally—coordinating stakeholders across time zones, conducting interviews remotely, and producing edited videos that communicated impact and implementation lessons in an accessible, human-centred way.

For video examples, please visit: https://learn-uhc.srhr.org/video-telling










SRH-UHC Implementation
Stories by Country
Explore Now


WHO & UNFPA Sexual and Reproductive Health and Rights and Universal Health Coverage Learning by Sharing Portal
INSIDE THIS ISSUE
Adolescent Sexual and Reproductive Health and Rights
Abortion Care
Reaching Vulnerable Populations
www.srhr.org/learn-uhc
World Health Organization
COMMUNITY HEALTH WORKERS REACH ADOLESCENT GIRLS IN MAHARASHTRA STATE
OPPORTUNITIES FOR SCALING UP COMMUNITY HEALTH WORKERS REACH ADOLESCENT GIRLS IN THE MAHARASHTRA STATE, INDIA
SEXUAL AND REPRODUCTIVE HEALTH CHALLENGE

IMPLEMENTATION STORY

IMPLEMENTING A QUALITY IMPROVEMENT INTERVENTION FOR PERSONS WITH DISABILITIES IN UGANDA

Uganda

60 SECOND SUMMARY

Persons with disabilities (PWD) can face several barriers accessing sexual and reproductive health and rights (SRHR) services in Uganda. Jhpiego assessed the experiences of PWDs accessing SRHR services in 11 districts across two subregions of Uganda, finding reports of gender-based violence, stigma, negative attitudes of healthcare workers, physical inaccessibility, and communication challenges. The findings also revealed the family planning register does not have a column for disability. This baseline assessment helped implementation of the Advancing Sexual Reproductive Health and Rights in West Nile and Acholi Sub Regions in Uganda (ANSWER) project from July–December 2020. Activities included capacity building and training of trainers (TOT), mentoring of health workers on family planning, training of district biostatisticians and health management information system focal persons as TOT who in turn mentored health workers in data management. Using service statistics at facility and district levels helps increase accountability of health workers.

SEXUAL AND REPRODUCTIVE HEALTH CHALLENGE

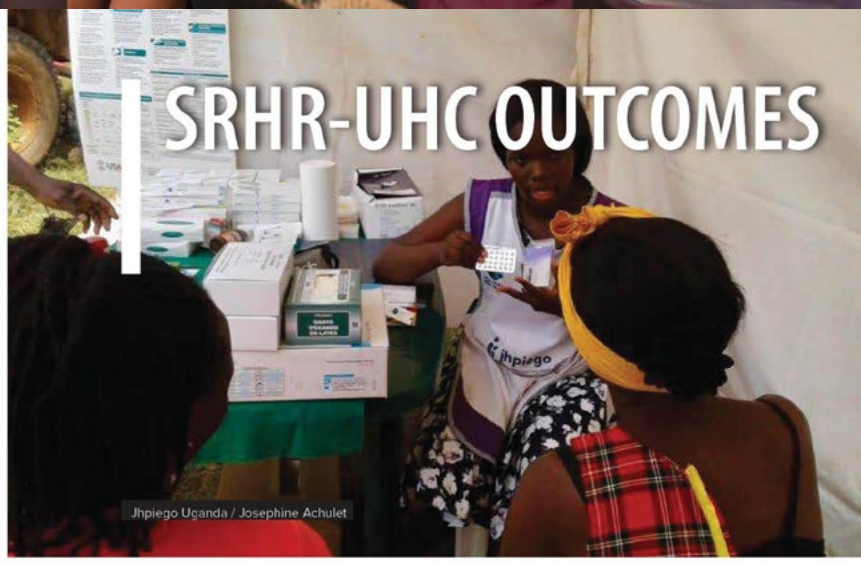
Delivering comprehensive sexual and reproductive health and rights (SRHR) interventions throughout the life course is an essential component of universal health coverage (UHC). Uganda's health sector development plan seeks to accelerate movement towards UHC, with a broad health infrastructure spanning all levels of national and local government administration, and a supporting monitoring and supervision framework. The national tracking system for health supplies holds regular sector reviews and has very strong private-public partnerships to support service delivery. Despite this, Uganda still has a long way to go to achieve UHC in critical health indicators. Approximately 72% of the Ugandan population live within 5 km of a health facility; only 13.4% of health facilities carry out scheduled maintenance of medical equipment; health workforce density is at 1.55 per 1000 population; 55% of health facilities are reporting availability of over 95% of a basket of commodities. Additionally, only 37.5% of hospitals offer intensive care services, health facility deliveries stand at 86%, and coverage of mandatory four antenatal visits is 37%.

UGANDA'S SRHR-UHC INTERVENTION

Societal discrimination remains a major barrier to the full inclusion of women with disabilities into society.

Jhpiego conducted a study to determine access to and utilization of SRHR services by persons with disabilities (PWD) in West Nile and Acholi subregions of Uganda under the 'Advancing Sexual Reproductive Health and Rights in West Nile and Acholi Sub Regions in Uganda (ANSWER)' project, funded by UNFPA. In October 2020, before the ANSWER project was implemented, an assessment was undertaken in eleven districts in the West Nile and Acholi subregions. The findings revealed the negative experiences that PWD encountered when accessing SRHR services (including HIV services), such as gender-based violence (GBV), negative attitudes of health care workers, stigma, physical inaccessibility, and communication challenges. Societal discrimination remains a major barrier to the full inclusion of women with disabilities into society.

The findings also revealed that the family planning register does not have a column for disability while the GBV register is kept blank even when GBV clients are being served. The baseline assessment aided in the implementation of the ANSWER project in 16 Ugandan districts (13 in West Nile and three in Acholi subregions) from July–December 2020. It began with start-up activities, including capacity building and training of trainers (TOT) for method mix (n=200, female=170, male=30), peer educators (n=615, female=266, male=349), mentoring of health workers on family planning (n=333, female=244, male=89), training of 64 district biostatisticians and health management information system (HMIS) focal persons as TOT who in turn mentored 663 health workers in data management (filling the registers, compiling reports and entering into the DHIS2) according to the project reports.



OUTCOMES

Discrimination by society, including health workers, was limiting PWDs' access to services. Following training of health workers under the ANSWER project, access improved. The project helped build the capacity of health care providers to serve PWDs and document this in all service registers. Data entry into the HMIS form 105 through to DHIS2 improved for family planning and GBV for PWDs. During implementation of the ANSWER project, 2665 PWDs received various SRHR services but data were not available in the DHIS2 for a similar period before the project began in 2019.

The six-month project encountered the following challenges during implementation; insufficient or lack of HMIS tools in districts and health facilities, including the registers of village health teams (VHTs), adolescent and youth friendly services, and sexual and gender-based health care, affected documentation of services provided. Also, there was a stockout of long-acting reversible contraceptives (for example, intrauterine devices and implants) at most of the health facilities.

AUTHORS

Sam Ongom, Jhpiego, Uganda, s_ongom@yahoo.com
Ngabirano Thomson, Jhpiego, Uganda **Nabukeera Josephine,** Jhpiego, Uganda

REFERENCES

Below are three professional references who can attest to Seven56 Boutique Communications Agency's capacity to deliver high-quality, deadline-driven communications and production work. Contact details for each reference are included, and references may be approached to verify our experience, reliability, and quality of execution.

WORLD HEALTH ORGANISATION

Dr Veloshnee Govender
Scientist, World Health Organisation (WHO)
Health Systems, Data and Digital for Sexual and Reproductive Health (HDS)
Department of Sexual, Reproductive, Maternal, Child and Adolescent Health and Ageing and HRP, the UN's Special Programme in Human Reproduction Geneva, Switzerland

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Number: +41 76 296 83 86
Website: https://www.who.int/

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Regional Programmes Officer: SRHR Africa Trust

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Website: https://www.srhrafricatrust.org/

BOLD GLOBAL ALLIANCE FOR WOMEN, GIRLS & SPORT

Kreena Govender
Co-Founder & Strategic Lead
Bold Global Alliance for Women, Girls & Sport

Email: kreena.govender@boldglobalalliance.org
Number: +41 79 641 01 58
Website: https://www.boldglobalalliance.org/

SEVEN 56

6. Seven56 Documentation

B-BBEE Certificate
Tax Clearance Certificate



GRAÇA MACHEL TRUST

WCW
Women Creating Wealth

SWORN AFFIDAVIT – B-BBEE EXEMPTED MICRO ENTERPRISE - GENERAL

I, the undersigned,

Full name & Surname	THEUNIS BOTHA SWARTS
Identity number	7906125069089

Hereby declare under oath as follows:

1. The contents of this statement are to the best of my knowledge a true reflection of the facts.

2. I am a ~~Member~~ / Director / ~~Owner~~ of the following enterprise and am duly authorised to act on its behalf:

Enterprise Name:	SEVEN56 BOUTIQUE COMMUNICATIONS AGENCY (PTY) LTD
Trading Name (If Applicable):	Seven56
Registration Number:	2016 / 279020 / 07
Enterprise Physical Address:	19C Villagers Lane Irene Security Estate Irene, Pretoria 0157
Type of Entity (CC, (Pty) Ltd, Sole Prop etc.):	(Pty) Ltd
Nature of Business:	Communications consultancy
Definition of "Black People"	As per the Broad-Based Black Economic Empowerment Act 53 of 2003 as Amended by Act No 46 of 2013 "Black People" is a generic term which means Africans, Coloureds and Indians – (a) who are citizens of the Republic of South Africa by birth or descent; or (b) who became citizens of the Republic of South Africa by naturalisation- i. before 27 April 1994; or ii. on or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalization prior to that date;"
Definition of "Black Designated Groups"	"Black Designated Groups means: (a) unemployed black people not attending and not required by law to attend an educational institution and not awaiting admission to an educational institution; (b) Black people who are youth as defined in the National Youth Commission Act of 1996; (c) Black people who are persons with disabilities as defined in the Code of Good Practice on employment of people with disabilities issued under the Employment Equity Act; (d) Black people living in rural and underdeveloped areas; (e) Black military veterans who qualifies to be called a military veteran in terms of the Military Veterans Act 18 of 2011;"

3. I hereby declare under Oath that:

- The Enterprise is 0 % Black Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013,
- The Enterprise is 0 % Black Female Owned as per Amended Code Series 100of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013,
- The Enterprise is 0 % Black Designated Group Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013,
- Black Designated Group Owned % Breakdown as per the definition stated above:
    - Black Youth % = 0%
    - Black Disabled % = 0%
    - Black Unemployed % = 0%
    - Black People living in Rural areas % = 0%
    - Black Military Veterans % = 0%

- Based on the Financial Statements/Management Accounts and other information available on the latest financial year-end of 2025, the annual Total Revenue was R10,000,000.00 (Ten Million Rands) or less
- Please Confirm on the below table the B-BBEE Level Contributor, **by ticking the applicable box.**

100% Black Owned	**Level One** (135% B-BBEE procurement recognition level)	
At least 51% Black Owned	**Level Two** (125% B-BBEE procurement recognition level)	
Less than 51% Black Owned	**Level Four** (100% B-BBEE procurement recognition level)	√

4. I know and understand the contents of this affidavit and I have no objection to take the prescribed oath and consider the oath binding on my conscience and on the Owners of the Enterprise which I represent in this matter.

5. The sworn affidavit will be valid for a period of 12 months from the date signed by commissioner.

I certify that the deponent has acknowledged that he/she knows and understands the contents of this affidavit, that he/she does not have any objection to taking the oath, and that he/she considers it to be binding on his/her conscience, and which was sworn to and signed before me and that the administering of the oath complied with the regulatioins contained in the Government Gazette No. R 1258 of 21 July 1972 as amended.

MOLLEEN FIONA DE WET
Commissioner of Oaths
Chartered Governance Institute - ACIS
Member number: 896612
Date: 14/10/2025 Signature:
Place:
43 Queenswood, Calderwood Road, Lonehill, 2191

Deponent Signature:

Date: 14 October 2025

Commissioner of Oaths
Signature & stamp

South African Revenue Service

TAX COMPLIANCE STATUS

PIN Issued

SEVEN56 BOUTIQUE COMMUNICATIONS AGENCY
POSTNETSUITE 532
PRIVATE BAG 1
MELROSE ARCH
2092

Enquiries should be addressed to SARS:

Contact Details

SARS
Alberton
1528

Contact Centre Tel: 0800 00 7277
SARS website: www.sars.gov.za

Details

Taxpayer Reference Number: 9236299229

Always quote this reference number when contacting SARS

Issue Date: 2026/01/30

Dear Taxpayer

TAX COMPLIANCE STATUS PIN ISSUED

The South African Revenue Service (SARS) has issued your tax compliance status (TCS) PIN as indicated below:

TCS Details:	
Taxpayer Name	Seven56 Boutique Communications Agency
Trading Name	SEVENS56 BOUTIQUE COMMUNICATIONS AGENCY
Taxpayer Reference Number(s)	IT - 9236299229 Vat - 4600274890 PAYE - 7720794157
Purpose of Request	Good Standing
Request Reference Number	0038752941GS3001260923504
PIN	F71342A38R
PIN Expiry Date	30/01/2027

You may authorise a third party to view your TCS by providing them the PIN. The PIN only allows the third party access to your TCS. All your other tax information remains secure.

Your TCS displayed is based on your compliance as at the date and time the PIN is used.

You may cancel this PIN at any time before the expiry date reflected above. Once cancelled, a third party will not be able to verify your TCS.

SARS reserves the right to cancel the TCS application and associated PIN in the event that it was issued in error or provided on the basis of fraud, misrepresentation or non-disclosure of material facts.

More details regarding our channels, office hours, services, tailored information regarding tax as well as a comprehensive FAQ repository are available on the SARS website: www.sars.gov.za.

We value your support and contribution to our country's economy and prosperity. We strive to ensure that you clearly understand what is expected from you, as well as what your rights as a taxpayer are.

Sincerely

ISSUED ON BEHALF OF THE COMMISSIONER FOR THE SOUTH AFRICAN REVENUE SERVICE