

# PROJECTS

## Public Investment Corporation

2016

- Development of the internal and external newsletter
- Liaison between client and studio
- Development of other internal marketing collateral
- Newsletter link: [http://salt-pepper.co.za/pic/Q2\\_2016/](http://salt-pepper.co.za/pic/Q2_2016/)

**June 2016** **Edition 11**

**HEADLINES**

**What is thematic investing all about?**  
Benefits of thematic investing are reviewed; key economic development sectors identified, and the implications are highlighted.

**CSI @ PIC**  
The PIC is committed to corporate social responsibility with the intent of alleviating society's social challenges.

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**POSITION** Position PIC as an employer of choice in the asset management industry.

**INVEST** Invest in skills development to enhance productivity.

**INCULCATE** Inculcate a high performance, values-based culture.

**PUBLIC INVESTOR**

En route to **Vision 2030** - "Increase human capital value"

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**2030**

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**Markets Morka** | **Shello Dolema** | **Chris Phofwane** | **Elihana Marage** | **Zabonathi Jizane**

**Markets Morka**  
The new year kicked off on a high note with the CEO and Executives spending time with employees at the launch of the PIC's much-anticipated Strategic Intent on 6 April 2016...

**Shello Dolema**  
What is thematic investing all about? What if the PIC could invest based on identifying long-term structural themes which drive...

**Chris Phofwane**  
En route to Vision 2030 - "Increase human capital value" The primary objective identified in our Vision 2030 is the one key...

**Elihana Marage**  
Business support by us - stimulating economic growth and investment. What if the PIC could invest based on identifying long-term structural and...

**Zabonathi Jizane**  
CSI@PIC: South Africans are faced with the continuous reality of the social challenges that oppress our society each day...

[read more](#) [read more](#) [read more](#) [read more](#) [read more](#)

"A wealth of potential can be unearthed by the smallest of chances we give to our communities."

**Markets Morka**

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**Our Vision** To be the leader in developmental financing for sustainable financial prosperity of our nation.

**Our Mission** To be a key player, not only in the region, but also on the African continent, who consistently delivers on client mandates through direct financing, economic transformation, social and environmental, strategic partnerships and resource mobilisation.

**Our Key Pillars**

<ul style="list-style-type: none"> <li>Support of the Government of South Africa</li> <li>Support of the Government of the Eastern Cape</li> <li>Support of the Government of the Free State</li> <li>Support of the Government of the Northern Cape</li> <li>Support of the Government of the Western Cape</li> <li>Support of the Government of KwaZulu-Natal</li> <li>Support of the Government of Limpopo</li> <li>Support of the Government of Mpumalanga</li> <li>Support of the Government of North West</li> <li>Support of the Government of the Northern Provinces</li> <li>Support of the Government of the Western Provinces</li> </ul>	<ul style="list-style-type: none"> <li>Support of the Government of the Eastern Cape</li> <li>Support of the Government of the Free State</li> <li>Support of the Government of the Northern Cape</li> <li>Support of the Government of the Western Cape</li> <li>Support of the Government of KwaZulu-Natal</li> <li>Support of the Government of Limpopo</li> <li>Support of the Government of Mpumalanga</li> <li>Support of the Government of North West</li> <li>Support of the Government of the Northern Provinces</li> <li>Support of the Government of the Western Provinces</li> </ul>	<ul style="list-style-type: none"> <li>Support of the Government of the Eastern Cape</li> <li>Support of the Government of the Free State</li> <li>Support of the Government of the Northern Cape</li> <li>Support of the Government of the Western Cape</li> <li>Support of the Government of KwaZulu-Natal</li> <li>Support of the Government of Limpopo</li> <li>Support of the Government of Mpumalanga</li> <li>Support of the Government of North West</li> <li>Support of the Government of the Northern Provinces</li> <li>Support of the Government of the Western Provinces</li> </ul>
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**Our Values**

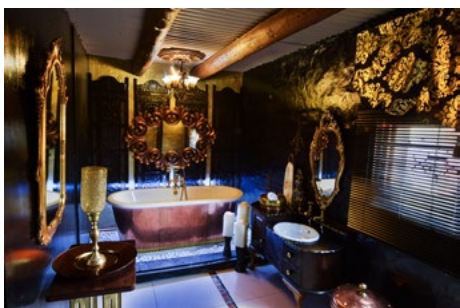
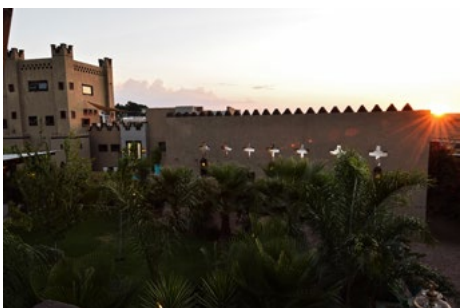
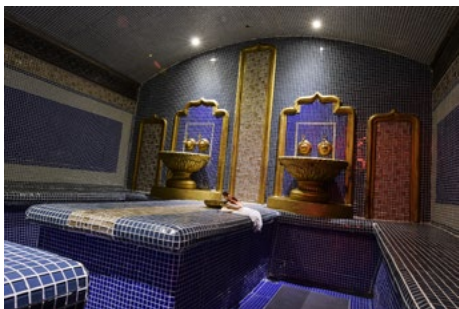
<b>We Care</b>	<b>We Deliver</b>
C Committed	D Diligence
A Accountable	E Excellence
R Respect	L Leadership
E Empathy	I Innovator/ Integrity
	V Value
	E Efficient
	R Responsible/Reliable

Public Investor is the quarterly electronic newsletter of the Public Investment Corporation SOC Limited. For enquiries and contributions contact the PIC on: +27 12 743 3400 or Email: [communications@pic.gov.za](mailto:communications@pic.gov.za).

## Yadah Castle Launch

2016

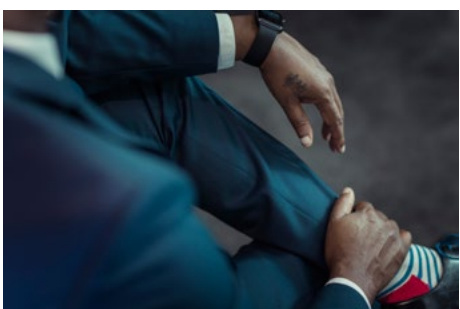
- **Project management:**
  - Media launch event
  - Media management
  - Official opening event



## Alex Granger

2016

- Re-conceptualisation of the Alex Granger brand
- Development of an updated profile
- Oversight photoshoot for his new look





## Zwavelpoort Meadows

2015 - 2016

### Website & copy references:

- Zwavelpoort Meadows website copywriting: <http://www.zwavelpoortmeadows.co.za/>
- Key account manager for project
- Development of key strategic outputs and handling of marketing for entire project



## BOUNCE Inc SA

2015



- Launch of the first trampoline park in Africa
  - Handled the event management & PR for the campaign
- Involved in the conceptualisation of:**
- The road show
  - The recruitment drive over two days at Hard Rock Café, Nelson Mandela Square, Sandton
  - The launch events (2 events)



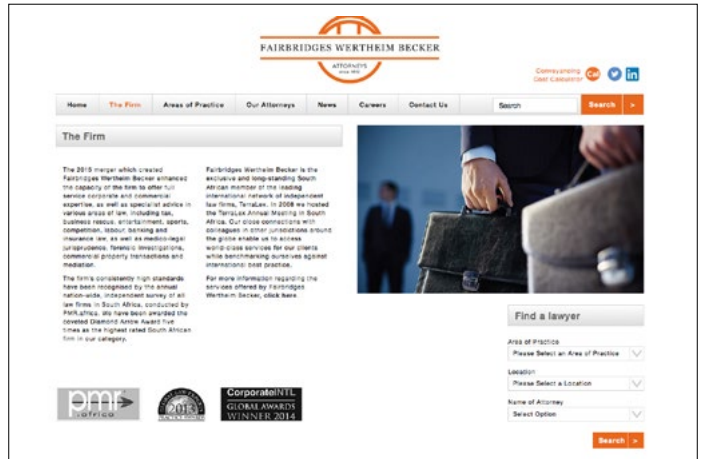
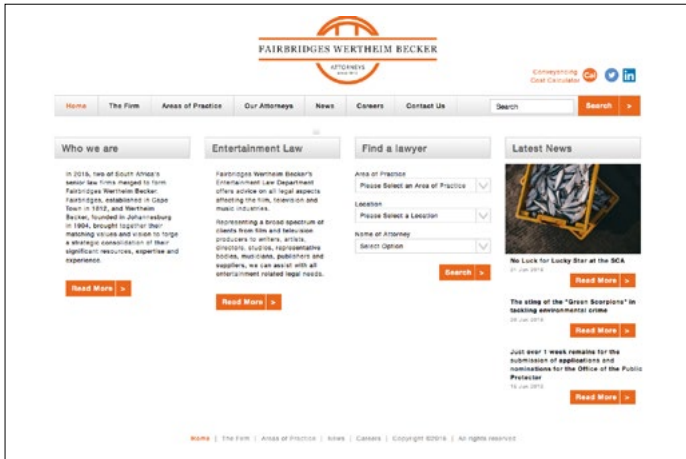
# Fairbridges Wertheim Becker

2013-2014



## Key account manager:

- FWB Website: <http://www.fwbattorneys.co.za/>
- Conceptualisation and development of merger brand for Fairbridges Wertheim Becker
- Facilitation of merger process from strategy to execution thereof



# General Electric South Africa

2014



## Project announcement event:

- Event planning
- Key event manager
- Facilitation and coordination

## MEDIA INVITATION



GE Customer Innovation Centre and the GE Supplier Development Initiative

GE South Africa would be delighted if you would join them as they announce a multi-million rand investment in skills and SME development. The event will be attended by high-level government officials and influential stakeholders

- Date** : 26 June 2014
- Venue** : Monte Casino La Toscana
- Arrival time** : 08:00 for 08:30
- Time** : 08h30 – 11h30
- RSVP** : On or before the 24 June 2014 to Thembi Ndlovu  
Tel: 011 504 4000  
E-mail: Thembi.ndlovu@edelman.com



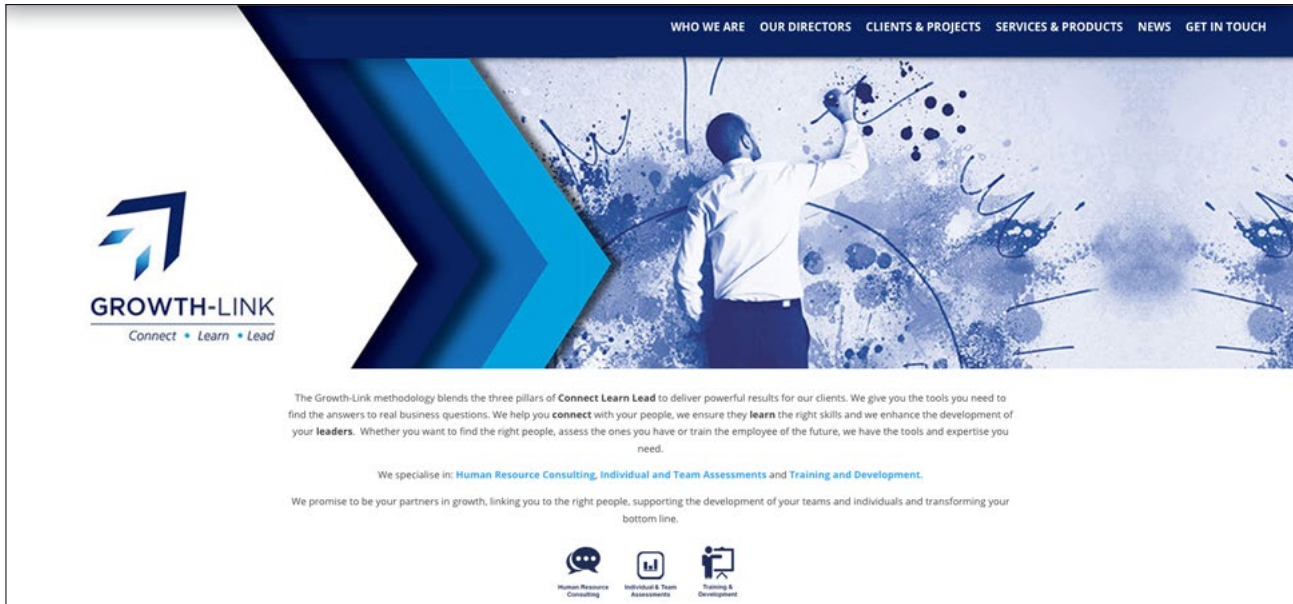


## Growth-Link

2014 - 2015



- Rebrand of Growth-Link
- Strategic positioning of the Growth-Link brand
- Website re-design and development: [www.growthlink.co.za](http://www.growthlink.co.za)
- Management of project from concept to final product

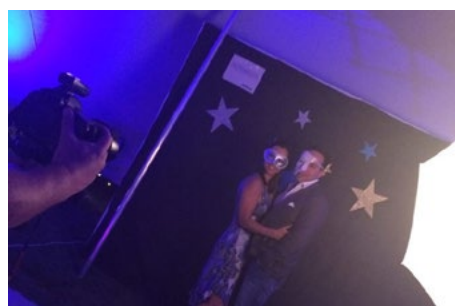


## Nokia Networks

2014



- Year-end event for Nokia staff and their partners
- Handled the event concept and execution thereof
- Worked on a very tight budget to make the event happen



- Assistant Project Manager on the BHP Billiton year-end
- Organised the event within one week due to client deadlines
- Conceptualised on theme and handled the event on the day



- Conceptualisation and management of Aurecon's client event at the 2014 IMESA Conference
- Coordination with venue and suppliers





# MEDIA HOUSES

## PR NEWS CLIENTS & LINKS

### 2014-present

#### BOUNCE

- **Kyknet:** <https://www.youtube.com/watch?v=vqR7qKDFmfY>
- **The Star:** <http://www.iol.co.za/travel/south-africa/gauteng/trampolining-franchise-opens-in-sa-1.1876826>
- **Pretoria News:** <http://www.netwerk24.com/Nuus/Kom-spring-saam-die-kaloriee-af-20150626>

#### AVBOB

- **CNBC Africa:** <http://www.cnbc africa.com/video/?bctid=4650968214001>

#### YADAH CASTLE: HAMMAM SPA

- **The Star:** <http://www.iol.co.za/travel/south-africa/gauteng/a-turkish-spa-without-the-wet-bits-2030154>
- **Sawubona Magazine:** <http://www.saasawubona.com/yadah-castle-turkish-oasis-pretoria/>

#### UDISA RE-IMAGINE URBANISM CONFERENCE

- **Business Day:** <http://www.bdlive.co.za/national/2016/06/15/cities-must-learn-to-manage-migration-growth-says-design-institute>

