

NATIONAL SCIENCE AND TECHNOLOGY FORUM (NSTF)



**Minutes of the Meeting of the NSTF
Awards Publicity Sub- committee held on
Tuesday the 10th of June 2008 at 10h00-13h00 at the
CSIR Campus, Building 33, Blue Crane Room N177**

PRESENT	ORGANISATION	SECTOR
Ms Marie Ashpole	Chair of the Publicity Committee(SAICE)	Professional Bodies
Ms Jansie Niehaus	NSTF (National Science & Technology Forum)	
Ms Wilna Eksteen	NSTF	
Ms Thabo Mphahlele	NSTF	
Ms Kedi Aphane	MRC (Medical Research Council)	Science Council
Mr Janus Snyders	MRC	
Ms Caro Heard	KASHAN	
Ms Ntebatse Matube	NECSA (Nuclear Energy Corporation of SA Ltd)	Science Council
Ms Nomtha Myoli	NRF (National Research Foundation)	Science Council
Ms Etresia du Plessis	NRF	
Dr Siphokazi Koyana	Private Consultant	Private

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<u>APOLOGIES</u>		
Ms Hendra van Zyl	MRC	Science Council
Ms Collette Vosloo	CSIR (Council for Scientific & Industrial Research)	Science Council
Ms Ina Roos	SAASTA (S A Agency for Science & Technology Advancement)	
Mr Denis Hunt	SACOB (SA Chambers of Business)	Business Associations

Minutes compiled by Ms Thabo Mphahlele

E-Mail: mmphahlele@scientia.co.za

NSTF office:

Tel: (012) 841 3987/2708 / Fax: (012) 841 3025

NSTF Website: <http://www.nstf.org.za>

NSTF Awards Website: <http://www.nstfawards.org.za>

P O Box 9823, Pretoria, 0001

C/o CSIR Campus, Building 33, Room S144

Meiring Naude Road, Brummeria, Pretoria

1. Welcome, apologies

All members were welcomed to the meeting and apologies were noted on the first page.

2. Acceptance of the minutes of 22 April 2008

Minutes were accepted as a true reflection of the previous minutes.

3. Matters Arising

NB. Matters arising were covered in the agenda

4. Publicity of the 2007/8 Awards

Mail & Guardian Supplement – the awards were publicised even though there were a few mistakes in the supplement. Corrections were done on Dr Virna's surname. There was a suggestion that the paper should include an in depth article on one or two winners.

Media presence a Gala Dinner

The following people from the media were noted:

- Magazine Water Sanitation Africa
- Municipal Engineers Magazine
- SABC Education

NB. Dr Koyana will meet two guys from SABC Education the following week in order to plan for 2009.

- Asikhulume's presence - they might interview some of the winners.
- Sunday Times - the representatives were not impressed.
- Some of the girls from the Education Recognition Programme were interviewed by the media.

There was a suggestion that the winners should inform the NSTF in advance whenever they are interviewed. The NSTF will then inform its members.

NB. Ms Etresia du Plessis will send conditions with a clause on what to do when dealing with the media.

Two articles will go into NECSA's newsletter.

It was also noted that the Innovate Magazine published two pages on the NSTF Awards. A copy is available in the NSTF office.

5. The Gala Dinner

This was amazing, wonderful and excellent. It was rated the best one as compared to the previous ones. The feedback received so far was positive.

- **Attendance**

This was good as compared to 2007. An additional 100 guests were noted. The procedure is that sponsors invite their own people, even though some of them do not pitch up. High profile people were noted, the honourable Minister of Science & Technology Dr Mosibudi Mangena, a representative from the Department of Education, Ms Penny Vinjevold, Mr Richard Cock, the MC for that evening, just to mention a few.

The foyer this year was spacious as it accommodated most of the guests and the exhibitions were orderly placed.

There was a suggestion that the committee should submit the budget in time if we need SABC live. Dr Koyana will try to get sponsorship with regard to that. For the 9 radio stations to feature the winners for six weeks, it will amount to R200 000.

- **Sponsorship**

For the 2007/8 Awards we lost Telkom Foundation and it was replaced by the Department of Education and BHP Billiton. The Department of Education sponsored travel & accommodation for the Education Recognition Programme. A few Science Councils sponsored tables, however Geo Science seem not to be visible. Ms Thabo Mphahlele will forward a name of the communication person to Ms Wilna Eksteen. It was suggested that Ms Jansie Niehaus should make a follow up with TBM.

- **Décor & AV**

This was stunning; the tribute was good even though it was hectic to get all the photos. A copy of the tribute will be given to Ms Kedi Aphane to place on the awards website. The same copy will be put on a disc and given to the NSTF Exco members and the winners.

The Décor played the same tune of music all throughout the night and it would be appreciated if a variety of music is listened to during the trial run so that the community could choose the desired one.

- **Programme**

The chairperson of the committee, Ms Marie Ashpole sent a note of acknowledgement via e-mail to Mr Richard Cock for the excellent work he did as an MC. However it was noted that he made a few changes which affected the photographer. The MC's and the photographer's presence will be of utmost importance when planning for trial run next year.

- **Printed Matter**

It was suggested that Press Release should be in a friendly format and very practical to the media. The following should be included on the top of the page; the word Press/Media Release and date on top of the document. The NSTF office has already posted a copy of the Press Release and the Who's Who booklet to the members.

- **Planning (Trial Run)**

All parties involved in the preparations of the awards should attend the trial-run in order to avoid confusion.

6. Education Recognition Programme – Visit to NECSA

Academy of Science of SA distributed copies of Quest Magazine to all Education Recognition Programme guests. Subscription forms were also distributed but were not all returned. Therefore for the 2008/9 awards, the forms will be sent to all guests in advance so that they can fill them in before the event.

Ms Marie Ashpole will request SAICE to donate a bag (which the guests can put all their materials gathered during the event) to all recipients of the ERP.

The same copies of the magazine will be given to the NSTF Awards winners together with a one-year free subscription. ASSAF will set up a meeting with Ms Jansie Niehaus to discuss matters of increasing the sponsorship.

The trophy – for the year 2008/9, the trophy should have a wording which shows symbolism and be packaged in a box with handles (so that it is easy to carry). However the branding should remain as it is. There was a suggestion that the trophy should be redesigned at the beginning of the 11th year. The communities, learners and students at various universities can be targeted for the design of the new trophy. The Nelson Mandela's Children Fund and the Dinaledi Schools can also be targeted.

7. Report from MRC

NB. Copies of the report were distributed to all members before the beginning of the meeting. The following were reported:

- An e-Newsletter was circulated on 21st May that included news on the Certificate Ceremony for NSTF Award Finalists.
- A special issue was distributed on 6th June to congratulate the 2007/8 NSTF Award Winners.
- After the announcement of the 2007/8 NSTF Award Winners was distributed in the 6 June eNewsletter, invitations were sent to the winners to inform them of the various activities that would be conducted to give them continued exposure,
- to raise awareness of the NSTF Awards and
- to encourage students in pursuing careers in fields of science, engineering and technology (SET).

NB. For further details please see the hand-out.

8. Report from Kashan

Ms Caro Heard reiterated the idea of 2 NSTF separate websites and therefore suggests that we should rather have one website. The possibility of having one website should be investigated. It was noted that the visits to the NSTF Awards website is more than that of the NSTF website.

Dr Koyana congratulated Ms Caro Heard for their beautiful printed material.

It was also noted that Kashan had a nightmare as far as the printing of the certificates of the ERP. This was due to the fact that the Department of Education took over all the flight and accommodation arrangements. For 2008/9 Awards, the NSTF will have a cut-off date when it comes to printing. Therefore people would be reminded by telephone and fax in order to meet deadlines.

9. Report from SAASTA

There was no representative from SAASTA.

10. Report from Siyazithanda (Dr Siphokazi Koyana)

The report was based on the following:

- She worked on the content of the winners for two months. She thanked the assistance she got from Ms Niehaus and Kashan.
- She requested the NSTF to write a letter to Bryony at Kashan who was of her assistance during the weekends.
- She finally got the right people from the SABC Radio Link and will meet the CEO soon.
- The publicity the NSTF could get for R200.000 on nine Radio Stations for about six to eight weeks.
- SABC Education, Asikhulume & Sunday Times were invited to the Awards in order to establish links.

11. Marketing Strategy

A special meeting will be set up for the committee to talk about the marketing strategies. Dr Koyana will invite her partner who is an expert to give advice on the matter. It was therefore suggested that Ms Niehaus should write a proposal to Dr koyana's partner outlining how we would like to engage him and get a quote with regard to his services.

NB. There is a new representative from NRF (Mr Kiru Naidoo) who would like to join the committee.

12. Resolutions for next round of the Awards

- To invite Mr Denis Hunt to the strategic meeting.
- Ms Wilna Eksteen should send the NSTF Objectives to all members of the publicity in order to have their inputs.
- Ms Thabo Mphahlele to circulate a word document to the Awards publicity members for their contacts.
- To remove the word category next to the name, e.g. to have Individual over a life time only and remove Category A.
- The following points will be dealt with in the strategic meeting: Marketing, communication, new sponsorship, media, trophy and branding.

NB. It was noted that Dr Khotseng represents ASSAF not the university. Ms Marie Ashpole was thanked by members for chairing the meeting in such a remarkable manner.

The meeting was adjourned at 12h30.