

## Eskom manager reveals communications plans

On second day of the 2010 IABC Africa Conference in Cape Town this morning, Friday, 15 October 2010, Eskom corporate communication manager Pieter Pretorius, began the day's sessions, saying, "As an organisation, we do believe in the importance of communication... we believe it is an important component for us."

 By [Sindy Peters: Africa editor](#) 15 Oct 2010



Pretorius addressed the issue of Black Thursday (24 January 2008) and the subsequent loadshedding experienced across South Africa, sincerely apologising for the inconveniences it caused, and promised significant changes at Eskom in the new financial year under the leadership of current CEO, Brian Dames.

### Reputation and energy gap

Pretorius acknowledged that Eskom does have both a reputation gap to fill after the loadshedding of 2008 as well as an energy gap, but recognised this as a worldwide problem. To fill the energy gap, Eskom will be launching two campaigns among the other initiatives they are currently running.

With the '49 million' campaign, the company hopes to drive the 49 million people of South Africa in becoming active participants in saving energy through efficient energy use.

Operation Khanyisa is a partnership-driven campaign to encourage South Africans to promote legal power use. The theme for the campaign is 'Sustainability for South Africa's growth'. For more information, go to [www.operationkhanyisa.co.za](http://www.operationkhanyisa.co.za).

### eta Awards for energy efficiency

Pretorius also mentioned the eta Awards, an awards event that recognises excellence in energy efficiency. He encouraged communication strategists to enter the Power Fitness category in 2011, in which awardees are recognised for encouraging energy efficiency in their company through awareness campaigns which show measured results. Entries for these awards open on April 2011; to enter, go to [www.eta-awards.co.z](http://www.eta-awards.co.z)

The 17th IABC Africa Conference, taking place at the Vineyard Hotel and Spa concludes this afternoon. Other speakers on today's programme include Suzanne Salvo, co-owner of Salvo Photography; Anel Maré, head of sustainable and community development of Kumba and Gert Schoeman, manager, communication and branding, Kumba; Dr Maryna Mohr-Swart, environmental scientist; Fred Roed, CEO, World Wide Creative; and Mike Perk, MD, World Wide Creative; Jonathon Hanks, founder of Incite Sustainability; and Russell Grossman, director of communications, UK Government's Department for Business.

### Team work

Roslyn Jones, incoming IABC Africa region director and internal communication manager at Sun International, also highlighted team work and networking as key elements for the communications industry.

Jones, who has been involved for 10 years in the IABC, thanked the various members involved in putting together the conference this year: Amanda Hamilton-Attwell, outgoing IABC Africa region director; Lucy Balona, IABC Africa board member; Sophia Dower, IABC Africa Joburg Chapter president/member communication; Taryn van Olden, IABC Africa Pretoria Chapter president; Joann Julius, IABC Africa Cape Town Chapter president; and Daniel Munslow, IABC Africa VP - stakeholder engagement.

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