

# STRATEGIC PLAN

## 2014-2016



# THE ONE HEALTH CONCEPT

The maximizing of the well-being of people through maximising the well-being of animals

1

## ANIMAL PRODUCTION

- Reproduction herd management: food security
- Veterinary support of land reform
- Programmes & sustainable eco-farming
- Emphasis on efficient production: including
  - Game
  - Goats
  - Fish
  - Pigs
- Compulsory Community Veterinary Service [CCS]

2

## SMALL-SCALE FARMER SUPPORT

- Education, training & information
- Good farming practice including:
  - Back-yard egg production
  - Small-scale broilers
  - Pig, goat, game & ostrich owners
- Primary Animal Health Care [PAHC]
  - Proper use of stock remedies & animal medicines
  - Compulsory Community Veterinary Service [CCS]
  - Contact points

3

## DISEASE MANAGEMENT

- Veterinary disease surveillance & cross border control
- Role of Veterinary Public Health in disease management
  - Food safety and inspection of products originated from animals
- Veterinary prevention & control of:
  - Controlled and notifiable diseases (TB/ Brucella)
  - Infectious diseases
  - Zoonoses
  - Vaccination programs; tick & worm control
- Stakeholder network:
  - Inter- and intra-professional communication: human & animal doctors;
  - Public & private veterinary responsibility

6

## COMPANION & WORKING ANIMALS' HEALTH

- Human-animal interaction: well-being
- Emerging zoonoses/unique diseases
- Rabies management
- Sterilisation campaigns

SAVC

One Health: Our Role

5

## EXOTICS INCLUDING

- Bees
- Crocodiles
- Inland fish

4

## ANIMAL RESEARCH

- Veterinary involvement in
  - Research & development of stock remedies and animal medicines
  - Policy development on generic medicines
  - Improved Animal Production: Nutrition
  - Disease control

## **OUTLINE: South African Veterinary Council (SAVC): Strategic Profile: 2014 – 2016**

- Introduction
- SAVC: VISION STATEMENT
- SAVC: Driving Force
- Business Concept
- Areas of Competency
- Deliverables
- Customer Scope: Stakeholders
- Geographic Scope
- Critical Issues
- Goals: towards 2016
- Conclusion

## **STRATEGIC PLAN: 2014 – 2016**

- Index
- Vision and Mission
- Framework for Public Relations [and Stakeholder Management] Plan
- Implementation Plan SAVC 2014-2016
  - Goals
- Corporate Personality [Branding]
- Corporate Reputation

## **Presentation: Strategic Plan 2014-2016**

- Vision
- Mission
- Core functions
- Strategic Goals
- Being relevant to the needs of the Country
- Review and update Legislation relevant for all
- Stakeholder Engagement
- Unify the Veterinary Professions
- Mobilise Resources
- Corporate Image Branding
- Implementation of Goals
- The One Health Concept
- Balance Sheet at 31 January 2015
- Budget 2015.2016 at a glance
- Members registered with the SAVC as at 16 February 2016
- Main Concerns
- Achievements
- Council 2013-2016
- Thank you
- Abbreviations

# South African Veterinary Council (SAVC): Strategic Profile: 2014 - 2016

## Introduction

The South African Veterinary Council is the regulatory body for the veterinary and para veterinary professions in South Africa and has a statutory duty to determine the scientific and ethical standards of professional conduct and education.

*The term of office of the Council is three years. Strategic planning is usually conducted at its second formal meeting and the period for implementation of the strategy spans approximately over thirty months.*

The strategic profile for the SAVC, towards 2016, is presented below.

## SAVC: VISION STATEMENT

***Advancing public and animal health through quality veterinary services for all***

## SAVC: Driving Force

The single minded focal point of the SAVC operations and activities:

***Animal Health, Production and Welfare.***

## Business Concept

The SAVC is to address its environments by:

***...regulating and promoting the Veterinary and Para-Veterinary Professions (in the capacity of “Custodian”).***

## Areas of Competency

Key capabilities and skills identified to be cultivated to levels of proficiency to a greater extent than any other (ie to the point of excellence) include:

### ❖ Marketing

- ✚ Effective Communication
- ✚ Public relations policy
- ✚ Creativity – with particular reference to funding - parking.

### ❖ Expertise

- ✚ IT (modernised)
- ✚ Legal
- ✚ Professional expertise and experience

### ❖ Efficient/Effective Administration

- ✚ Financial management
- ✚ Investigative skills
- ✚ Inspectorate

### ❖ Effective Leadership

- Effective Decision Making
- Creativity

## **Deliverables**

The SAVC is to provide a range of services in accordance with its mandate, summarised below:

### **❖ Regulate the Professions**

- ✚ Maintain Register
- ✚ Set standards - training and standards of practice
- ✚ Promote Food safety and security
- ✚ Review legislation on an ongoing basis
- ✚ Advise Minister

### **❖ Promote the professions**

- ✚ Public relations
  - ✚ Information Technology
-

## Customer Scope: *Stakeholders*

Stakeholders of importance from the SAVC perspective within the three-year time frame, towards 2016, are categorised in terms of prioritisation.

<b>Greater Emphasis</b>	<b>Lesser Emphasis</b>
Veterinary and Para- Veterinary Professions -Related Associations - Students Government -Minister of Agriculture, Forestry and Fisheries -Minister of Rural Development -Minister of Health Training Institutions	SAPS and Justice AWOS DAFF – National and Provincial Act 36 of 1947 Medicines Control Council (MCC) Producer Organisations Competition Commission (Joint Jurisdiction) Department Environment Affairs (DEA) General Public HPCSA Ministries- Parliament



## Geographic Scope

In terms of its mandate the SAVC efforts are primarily restricted to operate within the borders of **South Africa**. Strategically, however, and to a lesser degree, there may be the necessity to engage with relevant international entities.

## Critical Issues

Key issues facing the SAVC are summarised below. These issues are considered critical to the successful implementation of the SAVC strategy:

### 1. Unification of Professions

The divisions within the veterinary and para veterinary professions appear multifactorial, encompassing the following areas:

- ✚ Racial Divide: Rural versus Urban
- ✚ Veterinary versus Para Veterinary
- ✚ State versus Private
- ✚ Across the Para-veterinary professions
- ✚ Professionalism

### 2. Relationship Management

The success of the SAVC is reliant on its beneficial relationships with key stakeholders, underpinned by its credibility and image. To this end, key factors were identified to be addressed meaningfully:

- ✚ Stakeholders – identification and needs
- ✚ Marketing/PR/Communication
- ✚ Reputational Damage
- ✚ Advocacy
- ✚ Regional Harmonisation

### 3. Relevance

The relevance of the SAVC as well as the veterinary and para-veterinary professions are to be regarded within the context of the needs of the country. In this regard, factors such as those identified below are considered important and to be addressed accordingly within the operational plans of the SAVC.

- ✚ Government Goals (Millennium Goals)
- ✚ One Health
- ✚ Stakeholder requirements
- ✚ International stage
- ✚ Para-veterinary professions: utilisation
- ✚ Food safety and security

### 4. Legislation

As a regulatory authority, legislation plays a key role in the performance of the SAVC, not only from the perspective of the Veterinary Act but 'other' forms of South African legislation such as the Competition Act. The following legislative areas are considered of particular importance.

- ✚ Competition Act
- ✚ TOPS - permits
- ✚ Medicines Regulations
- ✚ Veterinary Act
- ✚ Over-arching other SA legislation

## 5. Mobilisation of Resources

The maximum utilisation of available resource was considered a key issue for the SAVC with a responsibility to reassess its operations such as:

- ✚ Alternative Income Streams

## **GOALS: TOWARDS 2016**

The intentions of SAVC are clearly stated as goals, within a three-year time frame (2014-2016), to be measured and monitored on a regular basis.

### **1. Unification of the Profession**

In essence, the SAVC is to:

- ✚ Create and facilitate dialogue
- ✚ Obtain lists of issues from the relevant stakeholder groupings

### **2. Proactive Management of Relationships**

- ✚ Establish relationship matrix.
- ✚ Draft Marketing/PR Plan. This plan is to incorporate the desired positioning of the SAVC and communication strategies (messages).
- ✚ Establish an advocacy programme with clearly stated outcomes

### **3. Relevance**

The SAVC is to:

- ✚ Review Rules and Regulations
- ✚ Draft Guidelines re Standards of Practice (already in progress)
- ✚ Drive the One Health concept (NDP 2030)

### **4. Legislation**

To ensure relevance in accordance with current (and anticipated) needs, the SAVC is to:

- ✚ Review, update and propose relevant legislation

### **5. Resource Mobilisation**

The SAVC is to:

- ✚ Investigate alternative income streams
- ✚ Assess, identify and improve internal efficiencies where applicable.

### **Conclusion**

*'The future is not what it used to be '*

# STRATEGIC PLAN: 2014 - 2016

<b>INDEX:</b>			
<b>1. Vision Statement</b>	3	<b>4.3 Pro-active Management of Relationships</b>	8
<b>2. Mission Statement</b>	4	4.2.1 Stakeholders – identification and needs	
<b>3. Framework for Public Relations</b>	5	4.2.2 Marketing/PR/Communication	
<b>4. Implementation of the Strategic Goals</b>	5	4.2.3 Reputational Damage	
<b>4.1 Relevance: Alignment with the needs of the Country</b>	5-7	4.2.4 Advocacy	
4.1.1 One Health Concept		4.2.5 Regional Harmonisation	
4.1.2 Food Safety and Security		<b>4.4 Unification of the Profession</b>	9
4.1.3 Millennium Goals		4.3.1 Racial Divide	
4.1.4 National Development Plan		4.3.2 Rural versus Urban	
4.1.5 Stakeholder requirements		4.3.3 Veterinary versus Para veterinary	
4.1.6 International stage		4.3.4 State versus Private	
4.1.7 Utilisation of Para-veterinary professionals		4.3.5 Across the Para-veterinary professions	
<b>4.2 Legislation</b>	7	4.3.6 Professionalism	
4.2.1 Review, update and propose relevant legislation		<b>4.5 Resources</b>	13
		4.5.1 Investigate alternative income streams	
		4.5.2 Assess, identify and improve internal efficiencies where applicable.	14
		<b>5. Public Relations</b>	
		5.1 Corporate Personality: Branding	
		5.2 Corporate Image: Perceptions	
		5.3 Corporate Reputation	

## VISION

**Advancing public health and animal health through quality veterinary service**

## MISSION

**The South African Veterinary Council seeks, ... to serve the interests of the people of South Africa by-**

Promoting competent, efficient, accessible and needs-driven service delivery in the animal health care sector

Protect the health and well-being of animals and animal populations

Protect and represent the interests of the Veterinary and Veterinary para-professions

Regulate the professional conduct of the Veterinary and Veterinary para-professions

Set and monitor standards of both education and practice for the Veterinary and Veterinary para-professions

# FRAMEWORK FOR PUBLIC RELATIONS [&STAKEHOLDER MANAGEMENT] PLAN

## **CORPORATE PERSONALITY**

*[Cosmetics] surrounding the identity and image-the external branding [logo\*, corporate colours\*]*

- Branding

## **CORPORATE IMAGE**

*[Positioning] How the external and internal stakeholders view the SAVC*

### **Desired Positioning [Advocacy & Stakeholder Management] and Communication strategy**

#### **Pro-active Management of Relationships**

- Stakeholders – identification and needs [Relationship matrix & advocacy programme]
- Minister DAFF; Health; Rural Development [One Health Concept; Millennium Goals; National Development Plan; International Stage; Regional Harmonisation]
- Utilisation of Para-veterinary professionals
- Veterinary and Para-Veterinary professions [Professionalism]

#### **Unification of the Profession**

- Create and facilitate dialogue
- Obtain lists of issues from the relevant stakeholder groupings
- Review Rules and Regulations [Professionalism]
- Standards of Practice [Professionalism]
- Improve internal efficiencies

## **CORPORATE REPUTATION**

*[Ambassadors& Demolishers] Building reputation of the SAVC and the Veterinary and Para Veterinary Professions over time*

Effective Inspectorate [Council to be seen to address lay person and professional illegal activities]

## IMPLEMENTATION PLAN SAVC 2014-2016

### GOALS 1 & 4 : GOAL 1: BEING RELEVANT TO THE NEEDS OF THE COUNTRY [BOTH THE SAVC & THE VETERINARY PROFESSIONS] GOAL 4: REVIEW LEGISLATION

REQUIREMENTS	OPPORTUNITIES	IDENTIFY THE ELEMENTS OF SUCCESS OUTCOMES	DRIVER	START DATE	END DATE	MEASURE PROGRESS
<b>Communicate the One Health Concept</b>	Ministerial & Departmental Liaison <ul style="list-style-type: none"> <li>• DAFF Registrar Act 36 of 1947</li> <li>• RURAL DEVELOPMENT Registrar Act 101 of 1965</li> <li>• HEALTH</li> <li>• EDUCATION</li> <li>• ENVIRONMENT</li> </ul>	Minister to advocate One Health concept	Prof V Naidoo Dr C Nkuna  Food Safety & Security Committee	<b>May 2014</b>	Feb 2016	In progress
	One Health brochure Include in Compulsory Veterinary Community Service  <b>A One Health Conference                      Co-funded by the Faculty of Veterinary Science, UP and DAFF</b>	Publication and circulation to all key stakeholders	[Content to be drafted by Prof Naidoo & Dr Nkuna] Marketing & Systems Administrator		2014	Principle finalised Brochure pending
			Prof Naidoo President Registrar	Sept 2014	2016	Conference outstanding
<b>Align with the NDP: Millennium; DAFF</b>	SAVC's Strategic Plan communicated to all stakeholders Summarised main messages with a view to change and enhance the corporate image of Council.	At least half the membership viewed the video	PR representative, Dr B Ntshabele Marketing & systems administrator Registrar	<b>May 2014</b>	Feb 2016	Communicated Strategic Plan
			Marketing & Systems Administrator	<b>May 2014-</b>	30 June	



<b>Food Safety &amp; Security</b>	Publish a video on the website with the President informing the profession on the strategic plan. Then pursue further videos.		Up and running by May 2014	<b>30 June 2014</b>	2016	Video outstanding
	SADC & East Africa: Veterinary Statutory Bodies [VSBs]: Create the platform and communication platform Harmonise training & assist in establishing the VSBs [Twinning-OIE] <b>Could the conference on One Health include a day on harmonisation?</b>	All member countries meet and attend a session on “Establishing an independent VSB” & Possible OIE funding	President & Registrar Education Committee: Standards Committee [8-Year term]	<b>2014</b>	2016	Requested OIE for funding to harmonise standards
	African Veterinary Association [AVA] Align with the SADC initiatives	SA becomes an <b>active</b> member	Dr CP Marwick: Registrar SAVA & BVF (Applied)	<b>May 2014</b>	2016	Applied – await response
	Regular meetings with the Registrar's of Acts 36 of 1947 & 101 of 1965	Acceptance of proposals	Food Safety & Security Committee. Input regarding Acts	March 2014	2016	Ongoing meetings
	Brief 10 SAPS Commissioners on the One Health Concept and the activities of lay persons and others to the detriment of society	Acknowledgement Invitation to speak on matter	Registrar & Director Legal Affairs [DLA]	May 2014	2016	In process
	Brief National Public Prosecuting Authority; Association of Magistrates: Workshops	Acknowledgement Invitation to speak on matter	Registrar & DLA (Complete)	Sept 2014	2016	In process
	Brief all <b>Provincial</b> Departments of Education on the importance thereof to include the information in the school curriculum	Attendance and buy -in	Education Committee Director Education	May 2014	2016	In process
	Brief the SAVA; BVF; VNASA; SAALAS; SAAVT; SAAAHT; State Veterinary Services ; Training Institutions;	Successful completion and outcome of matters	President, Executive Committee & Registrar  DLA (Complete)	26 May 2014  <b>April 2015</b>	2016  2016	Ongoing  Completed but ongoing

	Implement Inspectorate					
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<b>New Modernised Legislation</b>	<b>Congress CPD Talks</b> Emphasise Professionalism Submit Clinical records	Attendance Published new legislation	DLA & Prof V Naidoo	March 2014	9 Nov 2015	Published Ongoing
	<b>Workshops 2014:</b>	Attendance	DLA & Review Committee Registrar	2015	2016	Finalised
	Highly scheduled Medicine External stakeholders & Profession	Get Buy-in	Prof V Naidoo (Road shows) DLA	2014	2016	Completed
	Consumer Commissioner Competition Commission	Agreement Agreement and no fine	DLA	2015 2015		Not completed Completed
	Minimum standards for facilities: Profession Invite SAVA groups; BVF	Buy-in Publication of new standards	DLA & Review Committee [In liaison with the Competition Commission- Advocacy]	March 2014 Ongoing	2016	Workshops held - completed
<b>Core Functions</b>	Use opportunity to exercise Core Functions <b>EFFECTIVE ADMINISTRATION [efficiently]</b> Continuous improvement of the administration to deliver core functions <b>and as per identified deficiencies</b>	Achieve set outcomes <b>as per the objectives of the Act [registration, standards of training &amp; standards of practice]</b>	Registrar & Managers Administration Non-performing staff placed on performance management	Feb 2014	Ongoing 2016	Complete and ongoing
	IT upgrade is viewed as a contributor to effective administration Procurement of new data programme and customisation to the needs of the SAVC	Implement IT upgrade	Marketing & Systems Administrator Outsourced company	July 2014	April 2016	Near completion

## GOAL 2: PRO-ACTIVELY MANAGE STAKEHOLDER RELATIONSHIPS

REQUIREMENTS	OPPORTUNITIES	ELEMENTS OF SUCCESS	DRIVER	START DATE	END DATE	MEASURE PROGRESS
<p>Obtain lists of issues from relevant stakeholders</p> <ul style="list-style-type: none"> <li>• Minister of DAFF</li> <li>• Minister of Rural Development</li> <li>• Minister of Health</li> </ul>	<p>Build relationships Invite to opening of Building</p> <p>Identify needs Regional SADC &amp; Eastern Africa: Create a platform to align with government plans .</p> <p>See Communications framework</p>	<p>Improved relations with identified stakeholders</p>	<p>President; Executive Committee Registrar</p> <p>President, Registrar &amp; administration Standing Standards Committee [Business Plan – Education Committee]</p>	<p>March 2014</p> <p>2014</p>	<p>Feb 2016</p> <p>2016</p>	<p>Complete Ongoing</p> <p>In process</p>
<ul style="list-style-type: none"> <li>• Veterinary and Para Veterinary Professions</li> <li>• SAVA; BVF; All Para- veterinary associations; state vet services</li> </ul>	<p>SMS; Video; Facebook; Twitter Invite members of the profession to attend Council meetings</p> <p>Invite to annual Executive Committee meetings. <b>Attend Para-veterinary meetings</b></p> <p>See Communications framework</p>	<p>Positive perception of the SAVC; and professions. Created means to measure perception</p>	<p>Executive Committee &amp; Registrar</p>	<p>April 2014</p> <p>26 May 2014</p>	<p>Feb 2016</p> <p>May 2016</p>	<p>Pending</p> <p>Ongoing</p>

## GOAL 3: FACILITATE THE UNIFICATION OF THE VETERINARY PROFESSIONS

REQUIREMENTS	OPPORTUNITIES	ELEMENTS OF SUCCESS	DRIVER	START DATE	END DATE	MEASURE PROGRESS
Create and Facilitate Obtain lists of issues from relevant stakeholders Dialogue	Newsletter: Articles on future of veterinary professions and request articles and stories for publications	Publication: Attach a programme function to calculate readers	Administration  President, PR portfolio	<b>April 2014</b>	2016	Pending
	<b>Opening of New Building</b> Invite all representatives of main stakeholders: Minister; DAFF; SAVA; BVF; Training Institutions; Para-Veterinary Associations; Provinces, State Veterinary Services	Attendance	Registrar/DAFF rep. Councillors	<b>2014</b>	2014	Complete
	Congresses	Attendance	Councillors; DLA; Prof Naidoo	<b>2014</b>	2015	Complete
			President Marketing & systems administrator; Registrar	<b>2014</b>	2016	Ongoing
	Private Public Partnerships: Use PPP as platform	Active Participation	Council; President; Registrar; Professions (appointed representatives)	<b>2014</b>	2016	DAFF workshops
	Grass roots: Training institutions; emphasize the message at this level; encourage institutions to cooperate [veterinary students with para-veterinary students] when students undertake community engagement projects	Active Participation	Council; President; Registrar; Professions (appointed representatives)	<b>2014</b>	2016	Ongoing
		Attendance	Representatives on Council; PR rep and Administration			
	Grass roots: schools, disseminate information on the work of the professions,	Publication and distribution:	Education Committee: Director Education	<b>May 2014</b>	2016	Ongoing

	<p>Career Guidance brochures. Through Provincial Departments of Education</p> <p><b>Information brochure for Career Guidance Teachers on:</b> What is a veterinarian and how does one get to become one starting with pre-school maths and science.</p> <p><b>Information brochure for pre-school, primary and secondary school teachers to inform on:</b> What is a veterinarian and how does one get to become one starting with pre-school maths and science.</p> <p>Create communication platforms; for scholars [sms] professionals [Facebook]</p> <p>Competition for best unification story of two professionals</p> <p>Create the National Bourgelat Committee: One of the main platforms</p> <p>Brief the SAVA; BVF; VNASAs; SAALAS; SAAVT; SAAHT; State Veterinary Services ; Training Institutions;</p> <p>Invite all stakeholders to the annual Executive Committee meeting with stakeholders &amp; brief them on the plan and obtain input on needs and what is required from stakeholders</p>	<p>requests for more copies</p> <p>Active Participation</p> <p>National Committee established</p>	<p>Executive Committee &amp; Registrar: request to SAVC;SAVA; BVF</p> <p>Dr AP De Vos, Executive Committee &amp; Registrar: request to SAVC;SAVA; BVF</p>	<p>June 2014</p> <p>June 2014</p> <p>2014</p>	<p>2016</p>	<p>In process</p> <p>In process</p> <p>Established Ongoing</p>
<ul style="list-style-type: none"> <li>Minister of DAFF</li> </ul>	<p>Formal correspondence</p>	<p>Received list, adjusted framework and entered into an</p>	<p>Registrar &amp; President</p>	<p>June 2014</p>	<p>2016</p>	<p>Ongoing</p>

<ul style="list-style-type: none"> <li>Minister of Rural Development</li> <li>Minister of Health</li> </ul>		<p>Agreement with the Minister on relevance for the needs of the country</p>				
<ul style="list-style-type: none"> <li>Veterinary and Para Veterinary Professions</li> </ul>	<p>Request input via SMS, Website &amp; Facebook; formal communication to state veterinarians; Create a Blog for members;</p> <p>International Bourgelat Committee [IBC]: Use this platform to liaise With the professions with regard to unification Ask professions to provide proposals on unification</p> <p>Challenge each association to establish mentorship program</p> <p>Link all of above with the issues of rural vs urban; state vs private; veterinarian vs para-veterinarian; across the para-veterinary for purposes of creating communication platforms</p> <p><u>Use opportunity to provide Solutions</u></p> <p>Create common goal: See SAVC Vision</p> <p>Create platforms for socialise and work together in each province</p> <p>Request Black Veterinary Forum [BVF] to nominate monitors; examiners and IB members:</p>	<p>Active Participation</p> <p>Bourgelat Committee established and the platform is active</p>	<p>President and Executive Committee in liaison with SAVA; BVF Marketing &amp; systems Administrator; Registrar</p>	<p>June 2014</p> <p>2014</p>	<p>2016</p> <p>2016</p>	<p>Ongoing</p> <p>Slow down internationally Ongoing nationally</p>

## GOAL 5: RESOURCE MOBILISATION

REQUIREMENTS	OPPORTUNITIES	ELEMENTS OF SUCCESS	DRIVER	START DATE	END DATE	MEASURE SUCCESS
<b>Investigate Alternative Income Stream</b>	OIE Funding; Twinning and Harmonisation	OIE funding received and expended in line with	Standards Committee-Education Committee Registrar	June 2014	2016	In process
	1. Lease: Parking space [in process]; 2. Boardroom Golf cart: pick up-and-drop-off	Lease agreements signed	Administration: <b>Registrar &amp; Deputy Director Finance</b> Marketing and Systems Administrator	Feb 2014	2016	1. Ongoing 2. Not pursued
	3. Awareness Campaigns: fun walk/run in Office Park; Radio station talks; Pat-a-pet- day	Participation	President, PR Portfolio Marketing and Systems Administrator	2014		3. Not yet pursued
	4. SAVC, T-shirts [print how to become a veterinarian/para-veterinarian; Food Safety and Security]	Sales statistics show popularity	Food Safety and Security Committee Marketing and Systems Administrator			4. Not pursued
<b>Assess, identify and improve internal efficiencies where applicable</b>	Within the Committee systems/ Council	No deficit: Effective Council & Administration	Council: Budget 2014	Feb 2014	2016	Business Analysis to be implemented before July 2016
	Within the Administration		Registrar & Administration			

# CORPORATE PERSONALITY [BRANDING]

1. **Accommodation, Building** [Facade\*; Identification boards\*]
2. **Business Cards** [Admin\*, Councillors\*]
3. **Marketing material** [Brochures, posters]
4. **Publications** [Annual report; Newsletter\*; Register of professionals; Register of Decisions;]
5. **Staff Members** [Dress code\*, identification]
6. **Stands** [Congresses; other]
7. **Stationary** [Documents\*, guidelines, letterhead\*, statements, press statements, signatures, other]
8. **Website:** pdfs\website.pdf [FaceBook\* Twitter\*, Video; YouTube, corporate identity]

## SAVC'S BRANDING:

[LOGO1](#),

[LOGO 1 VARIATIONS](#),

[LOGO2](#),

[LOGO2 VARIATIONS](#)



# CORPORATE IMAGE

[Communication strategy: Desired positioning]

[Positioning] How the external and internal stakeholders view the SAVC : **Pro-active Management of Relationships**

- Positioning: Communicate alignment with needs of the country and that of the government-being relevant. *“hearing and understanding rather than talking and trying to convince.”*
- Change communication methods: Video; Facebook; Twitter; Blogs; Keep ahead of the changes in communication. Place definitions on website [One Health; Food Safety; Unifying; Professionalism]
- Communication: On all possible levels communicate the intention of the strategic plan and its contents. Write and overview of the strategic plan.
- Communicate : Council's wish to access the stakeholder needs and to deal with it.
- Communicate the needs of the professions including utilisation of Para-veterinary professionals.
- Communicate professionalism as theme
- Communicate: Incentives for cooperation

# CORPORATE IMAGE

[Communication strategy: Desired positioning]

STAKEHOLDER MATRIX

# CORPORATE REPUTATION

## AMBASSADORS [Publish Widely]

- Existing

Councillors: Good Governance

Administration: Good Governance

Consistency throughout

- New

Build on reputation: President

Succeed in [WRSA; TOPS; CCS;]

## DEMOLISHERS [EXPOSE IN THE LAY PRESS]

- View of Professions: Implement Inspectorate  
Lay person illegal activity: Criminal courts
- View of the Public and Government  
Charge members: Publish transgressions