

Strategic Wrangler | Imagineer | Project Fire-Starter

Karlind Govender

proficient in:

global smart city management • socio-economic solutions • marketing • technology • design • public benefits • cohesion value

MAG CMILL



**I love the fact that there is so much to do in South Africa;** it gives me the opportunity to be part of growing the country in my own small way...

Reliable, task orientated and solution driven is the only real way to navigate, it gives way to on-the-spot creativity and innovation, and ensures that the results are purposeful.

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**I'm genuinely interested in people and ideas, and would thoroughly enjoy the chance to assist you in achieving your objectives... so if you want considerate strategy & implementation, and are keen to get things going, let's meet and discuss; perhaps over a cup of tea, coffee or any other type of roborant.**

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I'm always interested in solid work relationships; I deliver timeously by working with the right people on a project-to-project basis; never just delegating but rather getting hands on and hands off where necessary.

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I am committed to strategic and steadfast relationships on the African continent, involved in a number of ventures, and operate mostly through  
**- MAGICMILL and TODAYS FUTURE**



1. Global Smart City Management
2. Socio-Economic Solutions
  - Educational Interventions
  - Public-Private Partnerships
  - New Business Ventures
  - Community Engagement
  - Socio-Economic & Youth Development
  - Product Supply & Strategic Trade Relationships
3. Marketing
  - Integrated Campaigns & Strategy
  - Promotional Activations, Design & Branding Frameworks
  - Video Production & Audiovisual Creations
  - Digital Development (Websites & Apps)
4. Technology
  - Provision of technology products and services for various needs.
5. Public Benefits
  - \*via TODAYS FUTURE, a non-profit public benefit organisation, and other outputs.
6. Cohesion Value

Objectives | Ideas | Planning | Creation | Rollout



**MAGICMILL** is a business that trades in all areas,  
across any industry and sector.

It is dedicated to the pursuit and implementation of good ideas-  
both new and existing.

At it's core is the simple notion of building a stronger South Africa  
via whatever makes sense.



**Karlind Govender**, Master's in Global Smart City Management.

With more than 20yrs multi-industry experience, completing over 120 projects since 2001, and directing project teams of 2-35 people; Karlind has delivered solutions in both the private and public sectors including work for blue chip brands, local and provincial government, SMMEs & international and non-governmental organisations including:

## 2001-2022 | INDUSTRY, BRAND AND ECONOMIC SECTOR EXPERIENCE:

### **Government**

Consulate of Spain, Castle of Good Hope, Department of Cultural Affairs and Sport, Western Cape Government, City of Cape Town- MURP Regeneration Programme, Water & Sanitation; Provincial Government of the Western Cape (PGWC)-Department of Social Development; Department of Community Safety; Department of Economic Development and Tourism

### **Creative Industry**

Design Indaba

### **Financial, Insurance & Corporate Groups**

Old Mutual, Sanlam, Transitions Optical, Celestis

### **Automotive**

Audi, Volkswagen, Castrol, BP

### **Social Enterprise, NGO, NPO**

Communicare; Denis Goldberg Foundation, Red Cross, Shack/Slum Dwellers International(SDI), Institute for Security Studies(ISS), Desmond Tutu HIV Centre, Paraffin Safety(PASASA), Community Organisation Resource Centre(CORC), The Women on Farms Project(WFP), People's Environmental Planning(PEP), Ikhayalami, Grow-peace in Africa, Coalition of the Urban Poor (CUP), Federation of the Urban and Rural Poor (FEDUP), Utshani Fund

### **International Organisations**

British Council, United Nations Development Programme (UNDP), UN Habitat, Transparency International, Ford Foundation, SIDA, Rausing Trust, Ibis, Cordaid

### **Aviation**

Global Load Control

### **Engineering**

SA Construction, Uphuhliso & Forward Planning (UFP), Nejeni

### **FMCG (Fast Moving Consumable Goods)**

Quality Beverages

### **Medical**

Doctors Without Borders/Médecins Sans Frontières (MSF) Mediclinic, Red Cross

### **Arts & Culture, Entertainment & Fashion**

Camissa Museum, Puma, L'ormarins Queen's Plate, Sanlam Fashion Week, Ellen Kuzwayo, Dale Yudelmann, Rhodes House, Mclean Entertainment, Baraza, Eclipse, Sutra, Soul Revival, Imbumba Collective

### **Media, Advertising, Publishing, PR**

MWEB, Sunday Times, Tlatsoi

### **Education and Higher Learning**

Institute of Criminology- UCT Cape Town

### **Toursim**

Department of Tourism- Western Cape, Cape Point Cottage, Liziwes Guest House

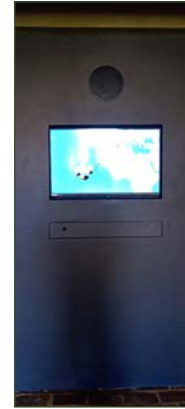
### **Wine, Spirits & Tobacco**

Castle (9644), Mzolis Wines, British American Tobacco South Africa (BATSA), Vecta

# Karlind's Work

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Karlind has completed over 120 projects since 2001 and directed project teams of 2-35 people. Work, retainers and contracts (sub-contractor, prime contractor and other roles) have valued from R25K to over R3.2M.



**Title:** 500 Years Anniversary  
First Circumnavigation of the Globe  
**Sector:** Arts, Culture & Heritage  
**Organisation:** Consulate of Spain  
**My Role:** Exhibition Design, Fabrication,  
Installation & Project Management  
**Contract:** Prime Contractor  
**Synopsis:** Design and Develop a permanent exhibition to  
celebrate the 500 years of the First Circumnavigation of the  
World by Juan Sebastian Elcano | 1519-1522

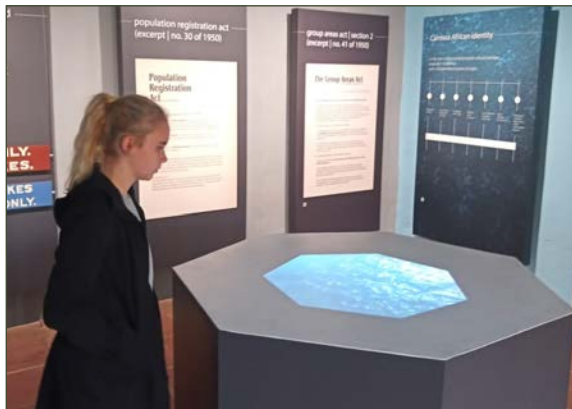
**Elements:** Research, Planning, Concept Development,  
Consulting, Copy Editing, Design & Execution, Printing,  
Audio-Visual Production, Fabrication and Construction,  
Installation, Electrical, Painting

**Year:** 2022

**Reference Contact:** Jesus Silva, Belen Trapote







## Award Winner | Camissa Museum

For the contribution to Social Inclusion in the field of Heritage, Museums and Geographical Names  
Annual Western Cape Cultural Affairs Awards 2022

**Title:** Camissa Museum

**Sector:** Arts, Culture & Heritage

**Organisation:** Camissa Museum & Castle of Goodhope

**My Role:** Museum Design, Fabrication, Installation & Project Management

**Contract:** Prime Contractor

**Synopsis:** Design and Develop the Camissa Museum based on more than 20 years of research led by South African freedom fighters and writers Dr. Neville Alexander, Dr. Reginald September and Patric Tariq Mellet, in consultation with the Camissa Museum Board, the Castle of Goodhope, and the South Africa Heritage Resource Agency

**Elements:** Research, Planning, Concept Development, Consulting, Copy Editing, Design & Execution, Printing, Video Production, Audio-Visual Production, Fabrication and Construction, Installation, Electrical, Painting

**Year:** 2022

**Reference Contact:** Stephen Langtry, Calvyn Gilfellan, Patric Tariq Mellet

# Langvantage



Language & Skills Training, Mentorship & Permanent Employment



**Global  
Load Control**®



**Transport Education Training Authority**  
*Heart of Skills Innovation*

A partnership providing the unemployed youth an opportunity to soar



**Title:** Langvantage | Language & Skills Training, Mentorship & Permanent Employment

**Sector:** Aviation, Economic Development, Community Engagement, Implement South African Constitution, Align with National Development Plan, Align with New Growth Path 2030

**Organisation:** Global Load Control, Transport Education Training Authority

**My Role:** Co-Founder, Project Director

**Contract:** Prime Contractor

**Synopsis:** As Co-Founder, I designed and developed the framework for the programme, roll out plan, negotiated and sourced the funding and investment, and project managed it's implementation.

The Langvantage programme shows what can be done when Government and the Private Sector work together.

It is a framework for positive economic growth in South Africa, and the results of it's implementation has changed lives and households.

Langvantage is a GLC programme founded by Roswitha Becker, Managing Director, GLC and Karlind Govender, Imagineer, MAGICMILL.

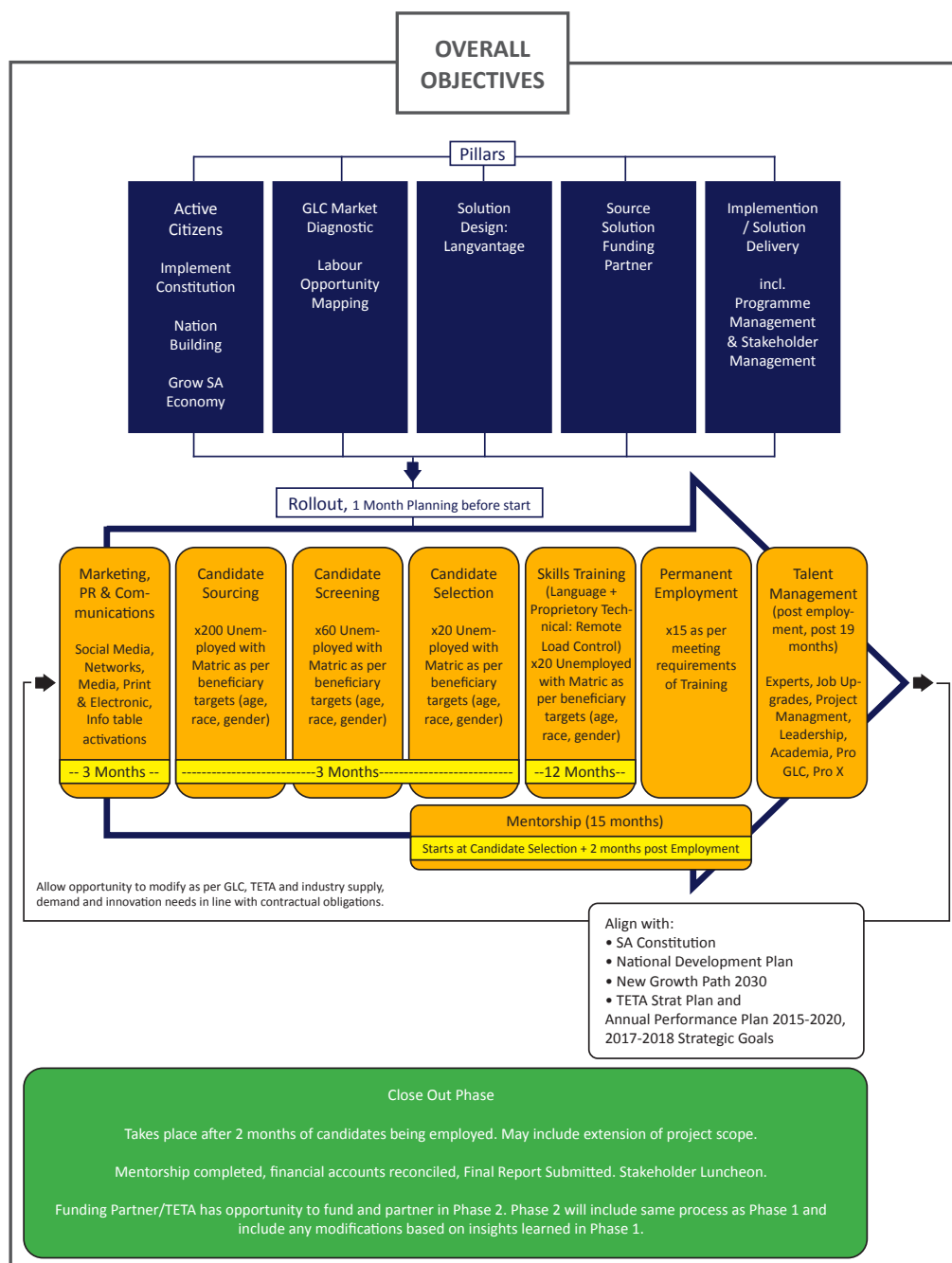
South Africa has an education and skills crisis; and unemployment is at it's highest with various companies shedding jobs on a massive scale. Langvantage is a beacon of light, and it is a programme that helps contribute towards positively addressing the dire conditions that our marginalised groups are most faced with.

Langvantage is also a proud success for the Western Cape.

**Elements:** Language & Skills Training, Mentorship & Permanent Job Creation, Candidate Sourcing, Candidate Screening, Marketing, Communications, Motivational Speakers, Workshops and Facilitations, Sourced Funding and Investment valued at +R40 million, Project Management Branding Framework, Digital Development, Brand Identity; Website; Promotional Activities

**Year:** 2018-2020

**Reference Contact:** Roswitha Becker, Rita Rodrigues

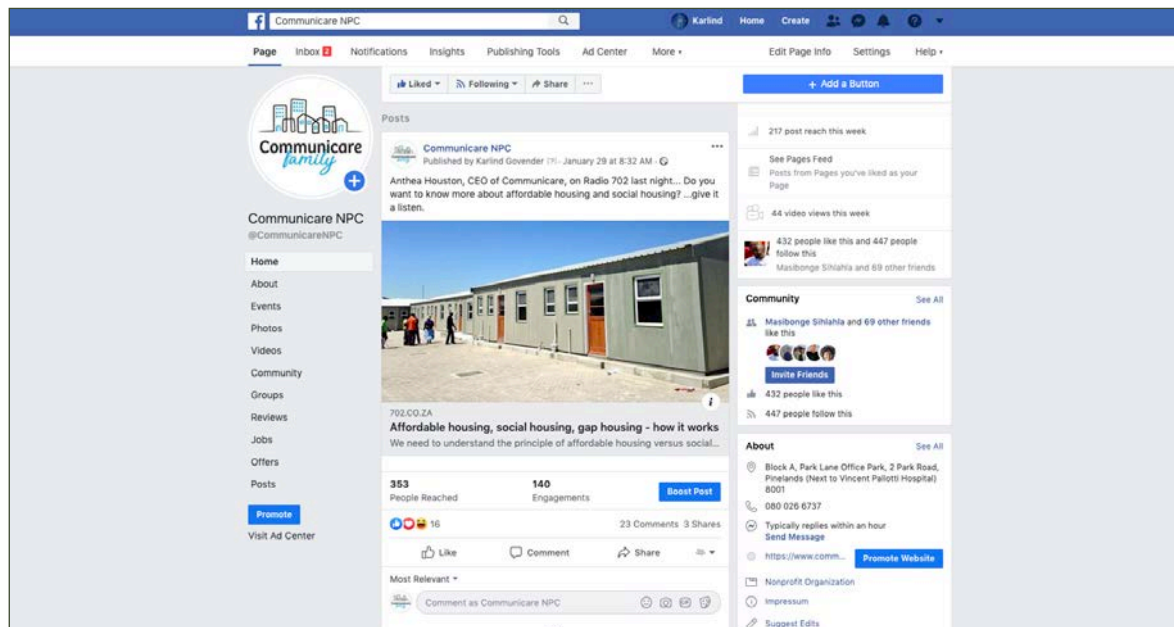


After a rigorous process of more than 800 applicants, x20 candidates were selected for the programme.

The end results of the programme is as follows:

1. A1 International German Language Qualification:  
x20 individuals passed with 80% or more.\*less than 80% is a fail.
2. A2 International German Language Qualification:  
x15 individuals passed with 80% or more.\*less than 80% is a fail.
3. GLC Proprietary Technical Skills Training:  
x15 individuals passed with 80% or more.\*less than 80% is a fail.
4. Mentorship (Internal Company Peer-to-Peer, External Professionals & Integrated Facilitations):  
x5 individuals received 40% mentorship  
\*these individuals did not go through the entire programme, either due to not passing with appropriate marks or personal reasons.  
x15 individuals received 100% mentorship.
5. Permanent Employment:  
x16 individuals received permanent jobs.  
x15 individuals were permanently employed in positions as per the intended outcome of the programme. R16400 CTC per month.  
x1 individual who did not pass her A2 German Qualification but continued to show enthusiasm was interviewed and employed in a lower salaried position in the company.
6. Additional:  
x4 individuals have since been promoted within the company.
7. The entire programme has a 80% success rate in the Permanent Job Creation component only.
8. The entire programme has a 75% success rate in all components (Skills Training, Mentorship & Permanent Job Creation)
9. Further opportunities for growth is available to the individuals employed at the company.





**Title:** Communicare | Social Media Strat, Plan & Management | [www.facebook.com/CommunicareNPC/](https://www.facebook.com/CommunicareNPC/)

**Sector:** Housing

**Organisation:** Communicare

**My Role:** Project Manager


**Contract:** Prime Contractor

**Synopsis:** Integrated Social Media Strategy, Development, Campaign and Communications Management (Socio-Cause, Socio-Political, Socio-Economic, Socio-Crisis); Reputation Management (1 brand); Lobbying (Grievance & Inspiration), Advocacy and Community Engagement, Event Planning, Intervention Development

**Elements:** Communications, Copywriting, Analytics, Video Production

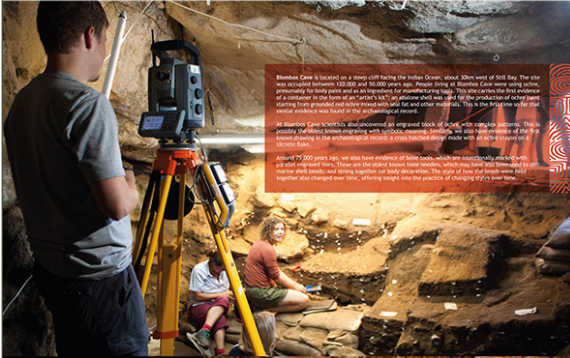
**Year:** 2019 - 2021

**Reference Contact:** Anthea Houston



[www.cradleofhumanculture.co.za](http://www.cradleofhumanculture.co.za)



### Blombos Cave

Some of the earliest evidence of engraving and symbolism in the world as per the archaeological record.



Blombos Cave is located on a steep cliff overlooking the Indian Ocean, about 30km west of Still Bay. The site was occupied between 100,000 and 60,000 years ago. Recent finds at Blombos Cave were using evidence primarily for tool-making and an intriguingly early engraving. The site is famous for the discovery of a complex of blue ochre and red ochre ochre and ochre that were used for the production of ochre paint. The site is famous for the discovery of a complex of blue ochre and red ochre ochre and ochre that were used for the production of ochre paint. The site is famous for the discovery of a complex of blue ochre and red ochre ochre and ochre that were used for the production of ochre paint.










Western Cape Government  
Cultural Affairs and Sport

**CAPE TOWN & WESTERN CAPE**  
marketed by WESGRO


[www.cradleofhumanculture.co.za](http://www.cradleofhumanculture.co.za)


### Explore the Western Cape, and how human culture began to take shape in this part of the world.

Africa is inarguably the continent that gave birth to humankind, and while our story first began in the Cradle of Humankind in the northern region of Gauteng, South Africa, it is at other more southern sites, including three major sites located in the Western Cape, that the story continued and began to take shape in the Cradle of Human Culture.

It was here that humans first began to interact with the environment around them. It was here they began to explore their social, behavioural and cultural innovation. It was here that they worked with fire – that ever-present hallmark of human ingenuity – to build better tools. It was here that human complexity first began to take shape.

Three archaeological sites in the Western Cape - Blombos Cave and Pinnacle Point Site Complex on the south coast, and the Diepkloof Rock Shelter on the Cape West Coast - together preserve some of the world's earliest evidence of evolution of modern human behaviour.


In the Diepkloof Rock Shelter close to Eland's Bay, the Blombos Cave near Still Bay, and Pinnacle Point, in Mossel Bay, the spark of creativity was ignited with the creation of ornately decorated ostrich eggshells, shell beads, bone tools and finely made bifacial points; which are just some of the archaeological treasures found at these sites.

These sites show clear social, behavioural and cultural complexity. Through learnt behaviour and innovation, tools were used in better storage facilities and tools were made for specific needs. These sites also carry evidence of the association between people and the sea, which shows that coastal adaptation evolved at 162,000 years, as indicated by amongst others, the regular consumption of seafood.

A journey to the Western Cape does not however start and end with these three sites. The dawn of human culture stretches across the whole of the province and beyond, with sites such as the West Coast Fossil Park, home to one of the world's richest concentration of fossils dating back 5-million years to places such as the Zeitz MOCAA, with its incredible collection of contemporary art giving us a glimpse of the present and the not-too distant future.

Credits: Design: Photography & Production: WESGRO, Additional Photography: Karol Gössler and Dean Searle, Francisco Willems, Christopher Henschelmann, Simon Oosters, Peter Smit, Simon and Tessa & Henschelmann Collection.

All images are in cm. The size of the engraved ochre at Blombos is 5.5 cm.

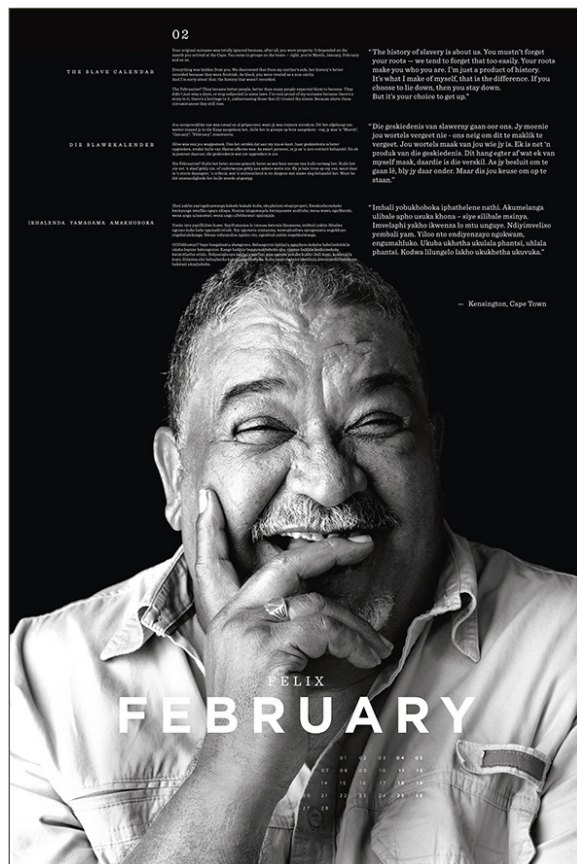


Western Cape Government  
Cultural Affairs and Sport

**CAPE TOWN & WESTERN CAPE**  
marketed by WESGRO

**Title:** Travelling Exhibition, Cradle of Human Culture  
**Sector:** Government, Paleontology, Arts & Culture, Museums  
**Organisation:** Western Cape Government, Department of Cultural Affairs & Sport  
**My Role:** Project Manager  
**Contract:** Prime Contractor  
**Synopsis:** Explore the Western Cape, and how human culture began to take shape in this part of the world. Africa is inarguably the continent that gave birth to human kind, and while our story first began in the Cradle of Humankind in the northern region of Gauteng, South Africa, it is at other more southern sites, including three major sites located in the Western Cape, that the story continued and began to take shape in the Cradle of Human Culture. It was here that humans first began to interact with the environment around them. It was here they began to explore their social, behavioural and cultural innovation. It was here that they worked with fire – that ever-present hallmark of human ingenuity – to build better tools. It was here that human complexity first began to take shape. Three archaeological sites in the Western Cape - Blombos Cave and Pinnacle Point Site Complex on the south coast, and the Diepkloof Rock Shelter on the Cape West Coast – together preserve some of the world's earliest evidence of evolution of modern human behaviour. These sites show clear social, behavioural and cultural complexity. Through learnt behaviour and innovation, tools were used in better storage facilities and tools were made for specific needs. These sites also carry evidence of the association between people and the sea, which shows that coastal adaptation evolved at 162,000 years, as indicated by amongst others, the regular consumption of seafood. A journey to the Western Cape does not however start and end with these three sites.  
**Elements:** Research, Concept Development, Copywriting, Photography, Design & Development, Technology Integration (QR Code), and Production of Exhibition Panels  
**Year:** 2019  
**Reference Contact:** Dr. Mariagrazia Galimberti





**Title:** Travelling Exhibition, Slave Name Calender "My Naam is Februarie"

**Sector:** Government, Arts & Culture, Museums

**Organisation:** Western Cape Government, Department of Cultural Affairs & Sport

**My Role:** Project Manager

**Contract:** Prime Contractor

**Synopsis:** *\*The original exhibition concept and photography was not developed by myself.*

## IDENTITIES ROOTED IN SLAVERY

Enslaved people were brought to the Cape by the Dutch East India Company as forced labour for the expanding settlement at the Cape.

The first ship-load of slaves was brought in 1658. Between 1658 and the early 1800s over 63 000 men, women, and children were snatched from their homes in places such as Madagascar, Mozambique, Zanzibar, India and the islands of the East Indies such as Sumatra, Java, the Celebes, Ternate and Timor and brought to the Cape as slaves.

Stripped of their homes, families and friends, cultures, languages, religions, and identities these enslaved people became the property of others. They had no rights to their own children; they could not own property; and did not have the freedom to choose who they wanted to work for or the kind of work they wanted to do.

Upon landing at the Cape of Good Hope, slaves were stripped of everything. Even their names. As property, they were renamed at their slave masters' whim. For many, this was the calendar month in which they arrived.

This exhibition holds the stories of the families of those slaves who were bound to the name of a calendar month, such as February, April and September.

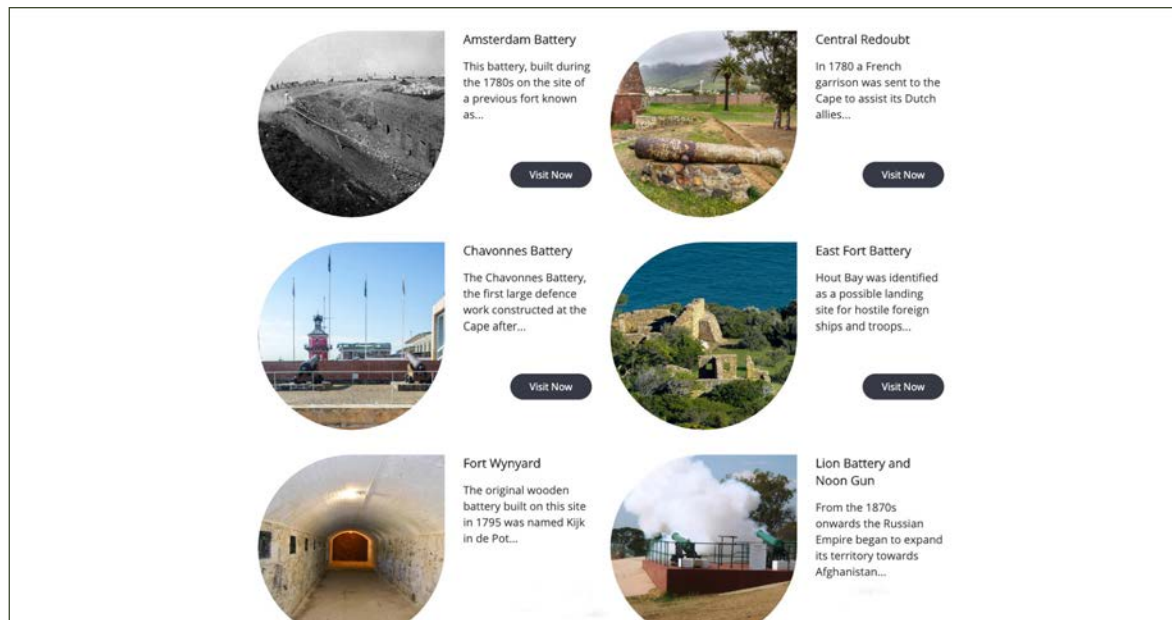
**Elements:** Research, Concept Development, Language Translation, Design & Development, and Production of Exhibition Panels

**Quantity:** 12

**Year:** 2019

**Reference Contact:** Jaline De Villers





**Title:** Online Heritage Routes

[www.heritageroutes.co.za](http://www.heritageroutes.co.za)

**Sector:** Government, Arts & Culture, Tourism

**Organisation:** Western Cape Government, Department of Cultural Affairs & Sport

**My Role:** Project Manager

**Contract:** Prime Contractor

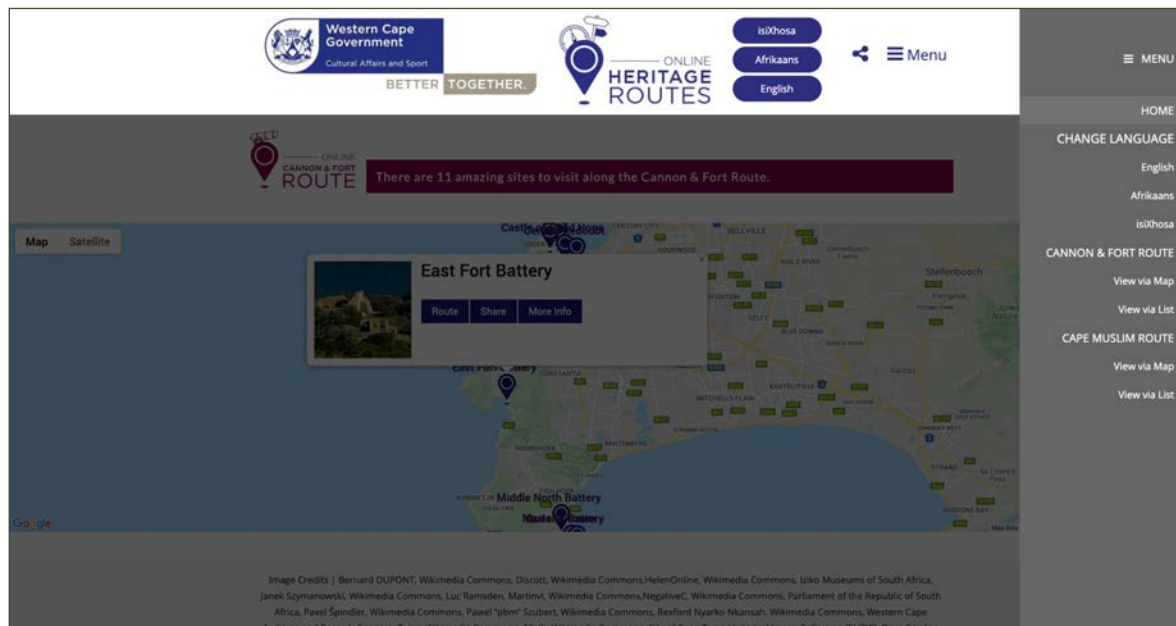
**Synopsis:** Online Heritage Routes Exhibition for the: Canon & Fort Route and Cape Muslim Route.

1. Concept Development & Strategy, Information Architecture, Look and Feel, Heritage Route Identity, User Interface, Technology Direction & Coding
2. Draft Implementation Plan
3. Create an overarching identity and visual framework for Online Heritage Route Exhibitions, namely: a. Cannon & Fort Route  
b. Islam & Muslim Route
4. Ensure framework allows the ability to add future routes
5. Ensure technology framework allows the ability to add future routes
6. Ensure Mobile Phone Responsiveness
7. Ensure Language Compatibility
8. Ensure user (tourist and local) has the ability to plan a heritage tour in advance or, alternatively, they can conduct a virtual tour by viewing images, narrative and audiovisual clips.
9. Ensure Social Media Integration (share to Facebook and twitter)

**Elements:** Marketing, Communications, Design & Development, Branding Framework, Digital Development

**Year:** 2018

**Reference Contact:** Jaline De Villiers



**Title:** Online Heritage Routes  
www.heritageroutes.co.za

**Sector:** Government, Arts & Culture, Tourism

**Organisation:** Western Cape Government, Department of Cultural Affairs & Sport

**My Role:** Project Manager

**Contract:** Prime Contractor

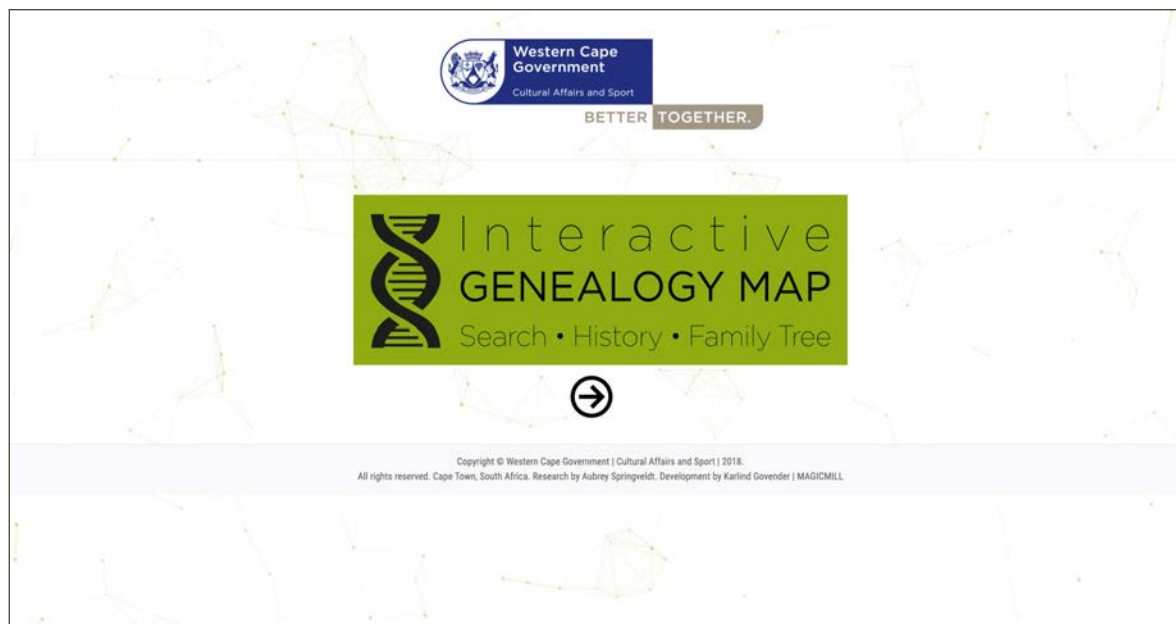
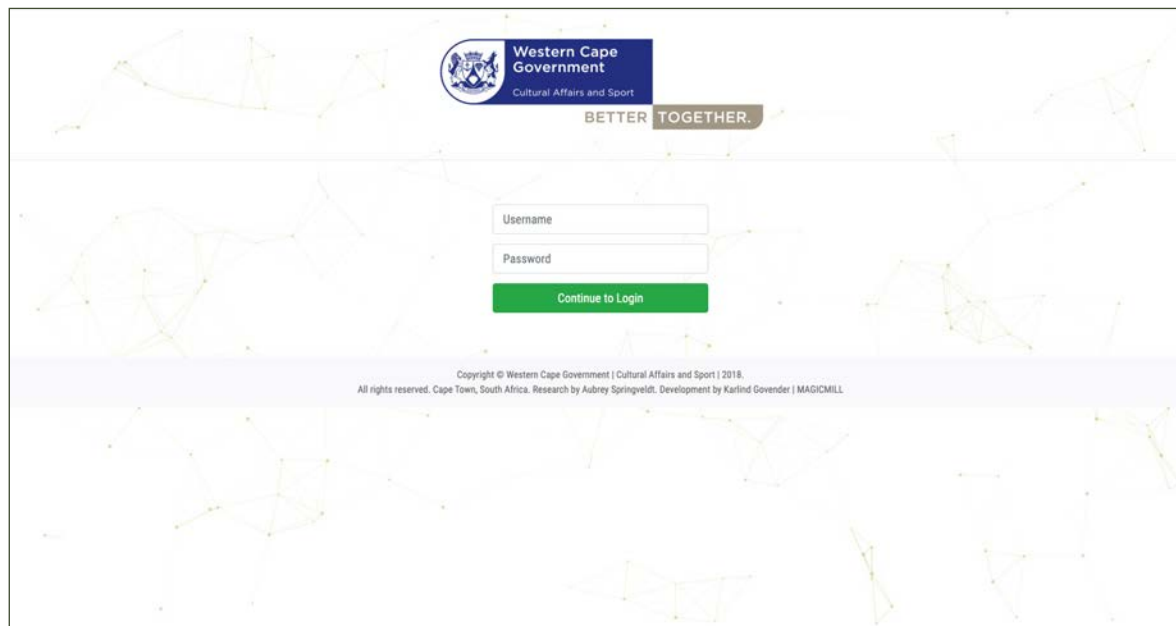
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**Elements:** Marketing, Communications, Design & Development, Branding Framework, Digital Development

**Year:** 2018

**Reference Contact:** Jaline De Villiers



**Title:** Interactive Genealogy Map

[www.genealogymap.co.za](http://www.genealogymap.co.za)

**Sector:** Government, Arts & Culture, Museums

**Organisation:** Western Cape Government, Department of Cultural Affairs & Sport

**My Role:** Project Manager

**Contract:** Prime Contractor

**Synopsis:**

1. Concept Development & Strategy, Information Architecture, Look and Feel, Interactive Genealogy Map Identity, User Interface, Technology Direction & Coding
2. Draft Implementation Plan
3. Create an identity and visual framework Interactive Genealogy Map
4. Ensure integration of multi-sensory functionality for visitors with special needs
5. Include audiovisual functionality
6. Ensure Language Compatibility
7. Installation of the map onto the Museum Service designated computer (requires an internet connection)
8. Where possible, apply the latest technologies creatively and appropriately to enhance the user experience, including computer hardware, screen and headphones

**Elements:** Marketing, Communications, Design & Development, Branding Framework, Digital Development

**Year:** 2018

**Reference Contact:** Jaline De Villiers





**Title:** Interactive Genealogy Map

[www.genealogymap.co.za](http://www.genealogymap.co.za)

**Sector:** Government, Arts & Culture, Museums

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**My Role:** Project Manager

**Contract:** Prime Contractor

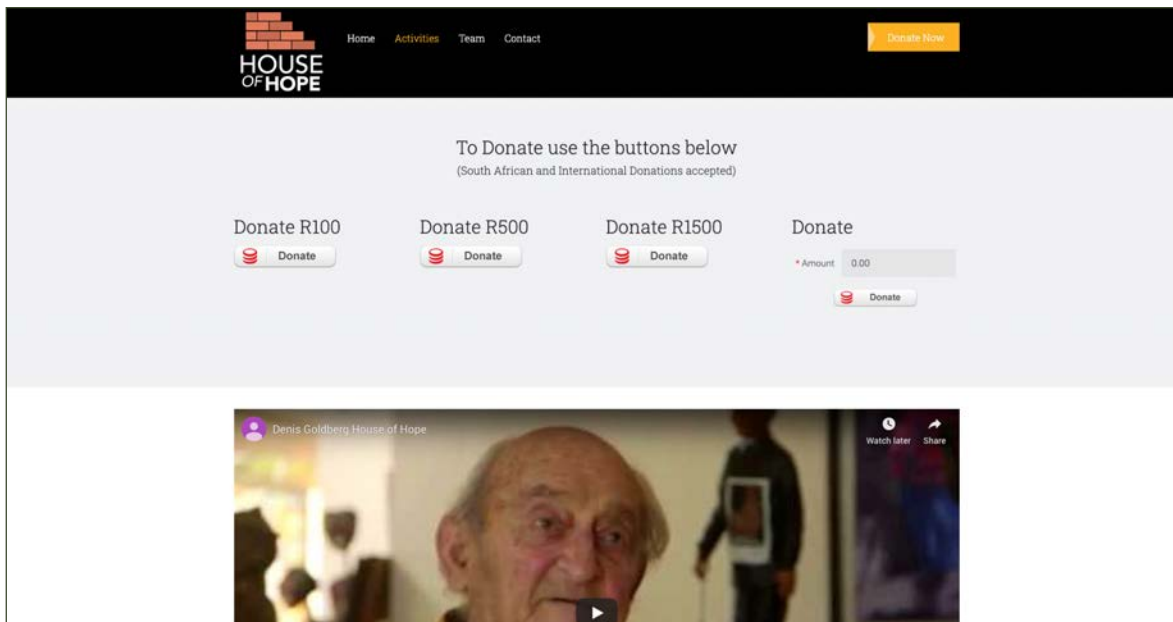
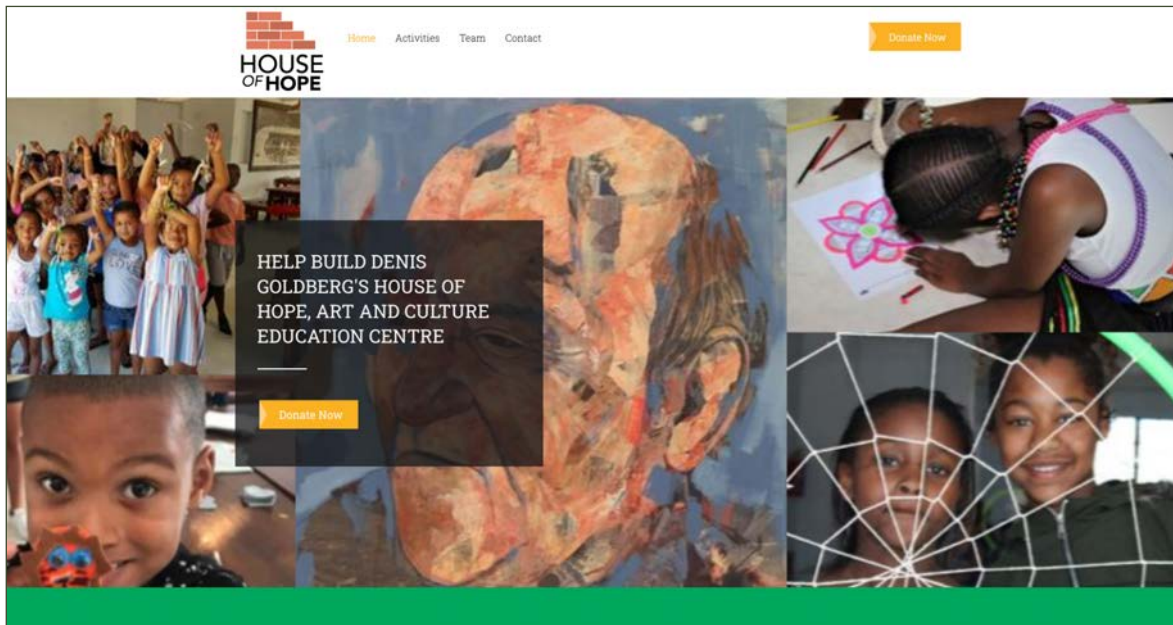
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**Elements:** Marketing, Communications, Design & Development, Branding Framework, Digital Development

**Year:** 2018

**Reference Contact:** Jaline De Villiers



**Title:** Denis Goldberg House of Hope  
[www.goldberghouseofhope.co.za](http://www.goldberghouseofhope.co.za)

**Sector:** Non-Governmental, Human Rights, Arts & Culture

**Organisation:** Denis Goldberg, Denis Goldberg Foundation

**My Role:** Project Manager

**Contract:** Prime Contractor

**Synopsis:** "Every child is entitled to dream, to grow, to enrich her or his life. Help turn their dreams into reality."

Denis Goldberg's dream is to have an arts and culture education centre in Hout Bay, Cape Town where he lives. As he explains: "It is a vision that combines the passions of my life: the creation of cohesive, non-racial and non-prejudiced communities, the realisation of young people's potential and a celebration of creativity and expression.... Creating a beautiful space for this to happen, where young people can develop those vital creative and expressive skills will be my lasting contribution to the future of Hout Bay, which has been my home for so long." Denis continues to engage actively in our initiatives where his health and energy allow him to.

**Elements:** Marketing, Communications, Branding Framework, Digital Development, Brand Identity; Website;

**Year:** 2018

**Reference Contact:** Denis Goldberg



**Title:** Denis Goldberg Foundation  
www.denisgoldberg.org

**Sector:** Non-Governmental, Human Rights, Arts & Culture

**Organisation:** Denis Goldberg, Denis Goldberg Foundation

**My Role:** Project Director

**Contract:** Prime Contractor

**Synopsis:** Denis Theodore Goldberg is a South African and World hero who was part of the anti-apartheid movement in South Africa.

He was tried from June 1963 to October 1964 in the Pretoria Supreme Court along with Nelson Mandela, Govan Mbeki, Walter Sisulu, Ahmed Kathrada, Andrew Mlangeni and others in the Rivonia Trial.

Goldberg was charged under the Sabotage and Suppression of Communism Acts for 'campaigning to overthrow the Government by violent revolution and for assisting an armed invasion of the country by foreign troops'. The charge sheet contained 193 acts of sabotage allegedly carried out by persons recruited by the accused in their capacity as members of the High Command of uMkhonto we Sizwe. Goldberg was found guilty and sentenced to life imprisonment in Pretoria Local Prison. From the time of his arrest, Goldberg was in jail for a total of 22 years before being released in 1985.

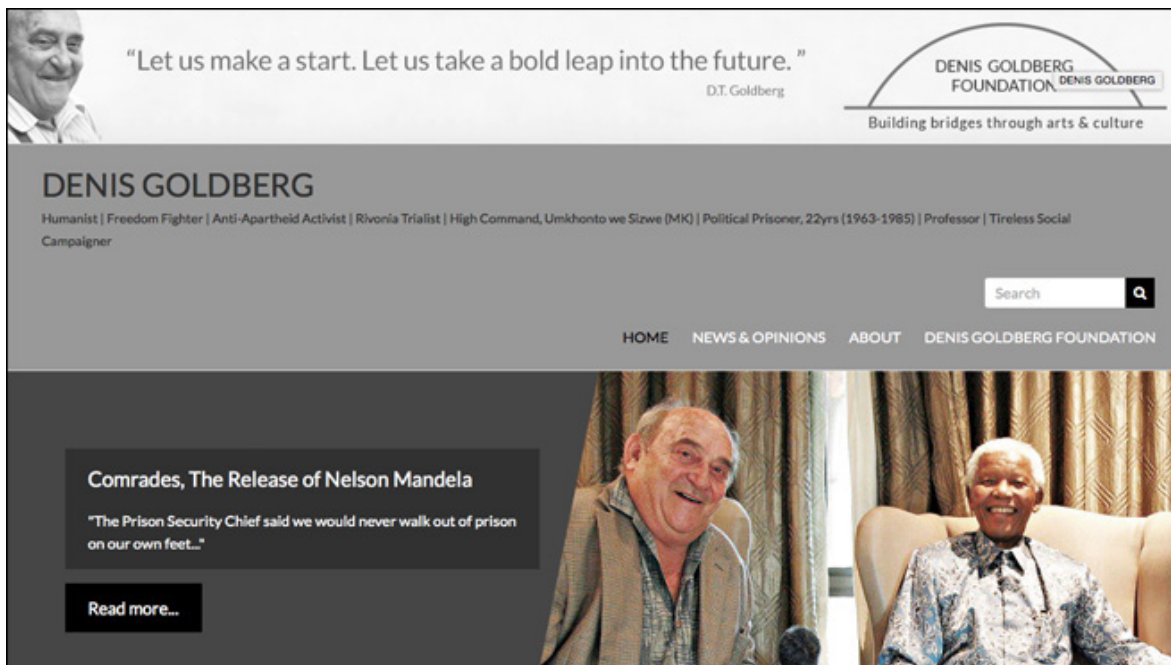
"They gave me life, and life is wonderful!" Denis Goldberg

Humanist | Freedom Fighter | Anti-Apartheid Activist | Rivonia Trialist | High Command, Umkhonto we Sizwe (MK) | Political Prisoner, 22yrs (1963-1985) | Professor | Tireless Social Campaigner

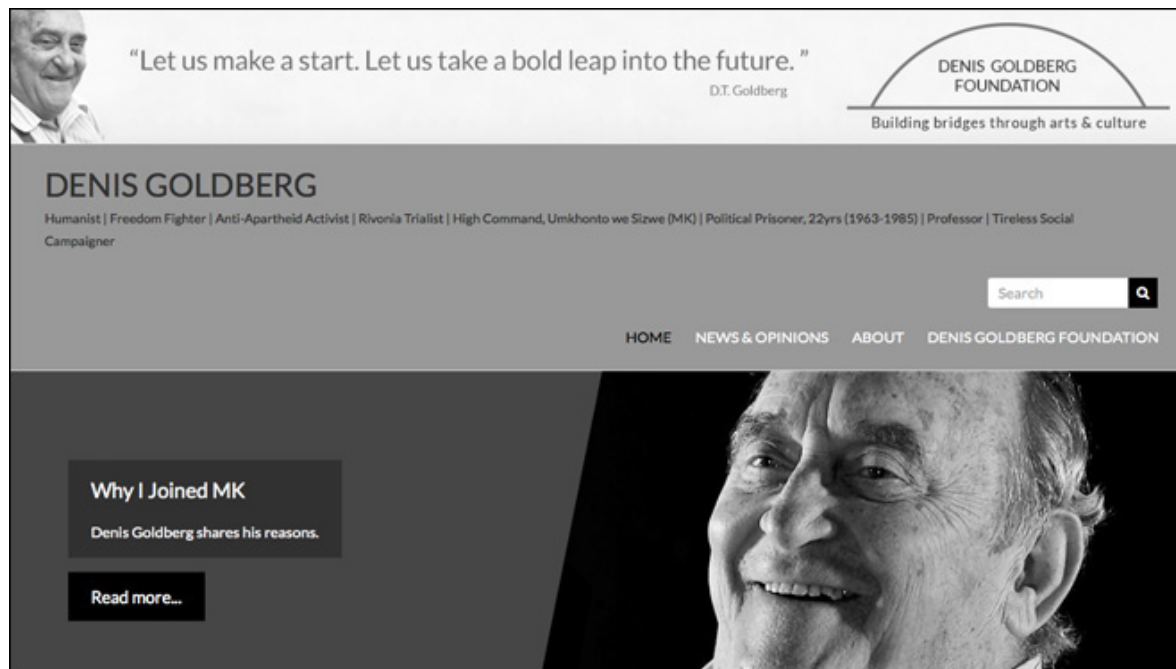
**Elements:** Marketing, Communications, Branding Framework, Digital Development, Brand Identity; Website; Promotional Activities

**Year:** 2017

**Reference Contact:** Denis Goldberg







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www.denisgoldberg.org

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**Organisation:** Denis Goldberg, Denis Goldberg Foundation

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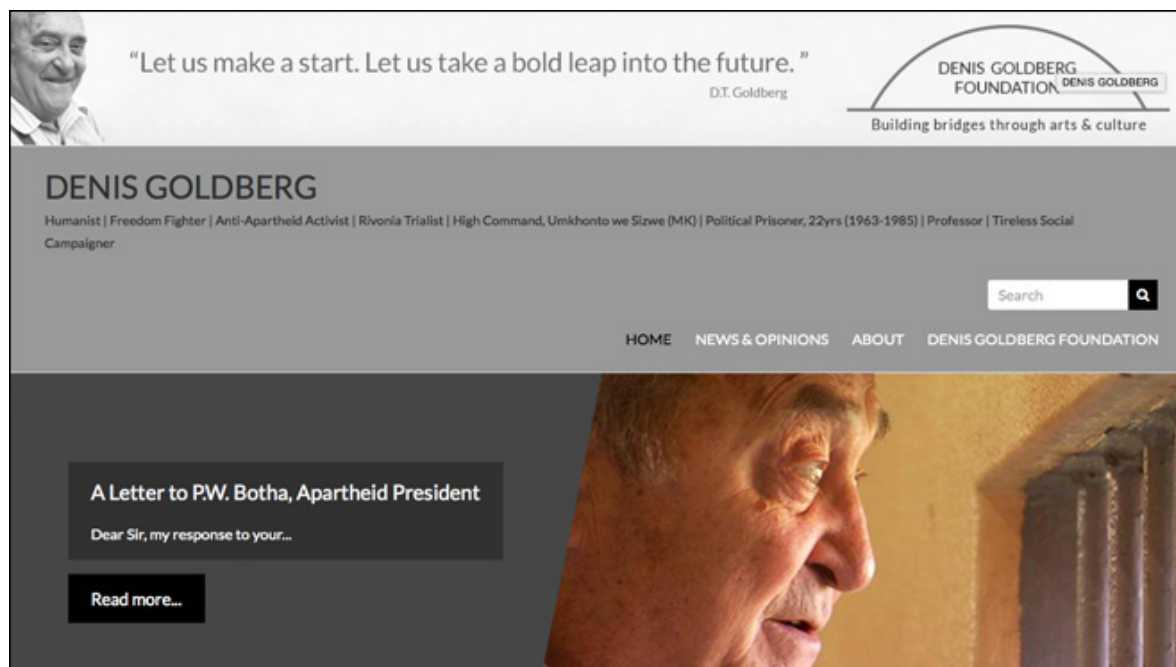
"They gave me life, and life is wonderful!" Denis Goldberg

Humanist | Freedom Fighter | Anti-Apartheid Activist | Rivonia Trialist | High Command, Umkhonto we Sizwe (MK) | Political Prisoner, 22yrs (1963-1985) | Professor | Tireless Social Campaigner

**Elements:** Marketing, Communications, Branding Framework, Digital Development, Brand Identity; Website; Promotional Activities

**Year:** 2017

**Reference Contact:** Denis Goldberg





**Title:** Bibovalla Youth Summit, Mayoral Urban Regeneration Programme (MURP)

**Organisation:** City of Cape Town, Social Development, Sport and Recreation, Economic Development and Tourism.

**Sector:** Government (Local)

**My Role:** Project Director

**Contract:** Partnership with Umtha

**Synopsis:** The Mayoral Urban Regeneration Programme (MURP) initiated a youth summit for Bishop Lavis, Bonteheuwel and Valhalla (referred to as BIBOVALLA). The BIBOVALLA area forms part of sub-council 5 in the City of Cape Town, as is designated a MURP area. The youth summit was implemented in partnership with City of Cape Town line departments such as Social Development, Sport and Recreation, and Economic Development and Tourism. The youth summit was developed in order to advance MURP's strategic objectives, which are in line with the City of Cape Town's Integrated Development Plan (IDP) and the City's Social Development Plan. The strategic pillars of the IDP include a Caring City, a Safe City, a Well-Run City, an Inclusive City and an Opportunity City. The goal of the summit was to deepen democracy and empower the young people, who were given the opportunity to identify the challenges that affect their livelihoods, and propose solutions. Three pre-summits (one in each area) were attended by 150 delegates per area. Fifteen delegates from each pre-summit then attended the main summit, as ambassadors for their areas. The summit proposed interventions from each of the following MURP work streams:

- Economic and skills development
- Infrastructure and facilities
- Institutional challenges
- Safety and security
- Social and cultural programmes

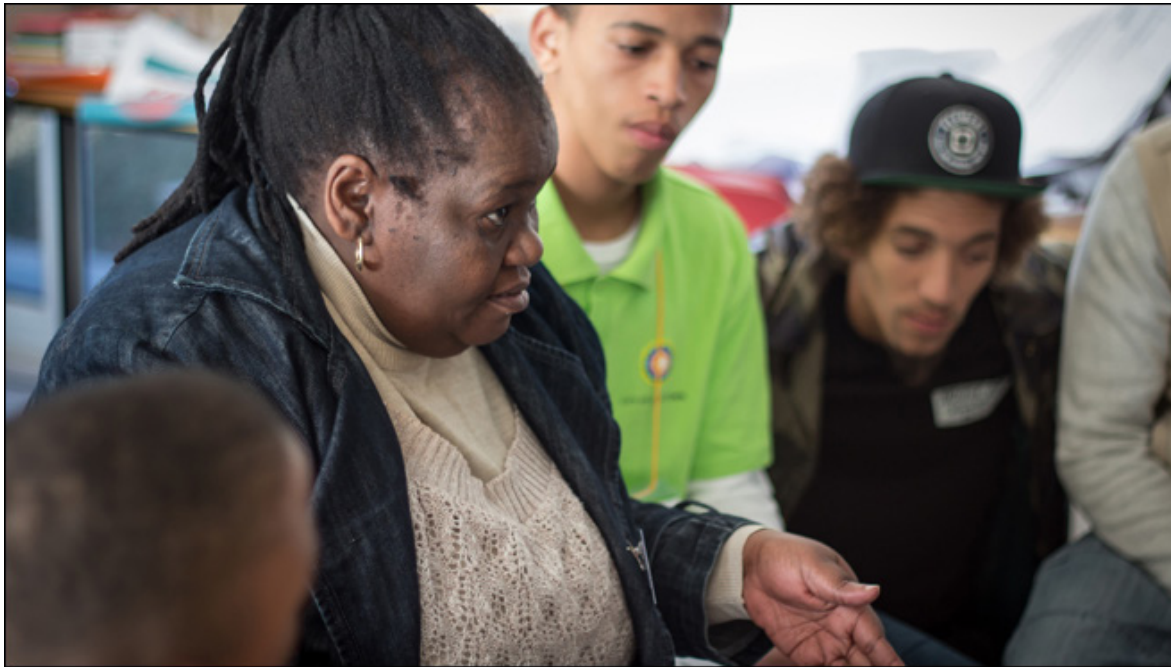
**Campaign Elements:** Community Engagement, Educational Intervention, Social & Youth Development Video Production; Photography; DVD Development

**Year:** 2016

**Reference Contact:** Thotyelwa Nzanze, Lorica Mene







**Title:** Bibovalla Youth Summit, Mayoral Urban Regeneration Programme (MURP)

**Organisation:** City of Cape Town, Social Development, Sport and Recreation, Economic Development and Tourism.

**Sector:** Government (Local)

**My Role:** Project Director

**Contract:** Partnership with Umtha

**Synopsis:** The Mayoral Urban Regeneration Programme (MURP) initiated a youth summit for Bishop Lavis, Bonteheuwel and Valhalla (referred to as BIBOVALLA). The BIBOVALLA area forms part of sub-council 5 in the City of Cape Town, as is designated a MURP area. The youth summit was implemented in partnership with City of Cape Town line departments such as Social Development, Sport and Recreation, and Economic Development and Tourism. The youth summit was developed in order to advance MURP's strategic objectives, which are in line with the City of Cape Town's Integrated Development Plan (IDP) and the City's Social Development Plan. The strategic pillars of the IDP include a Caring City, a Safe City, a Well-Run City, an Inclusive City and an Opportunity City. The goal of the summit was to deepen democracy and empower the young people, who were given the opportunity to identify the challenges that affect their livelihoods, and propose solutions. Three pre-summits (one in each area) were attended by 150 delegates per area. Fifteen delegates from each pre-summit then attended the main summit, as ambassadors for their areas. The summit proposed interventions from each of the following MURP work streams:

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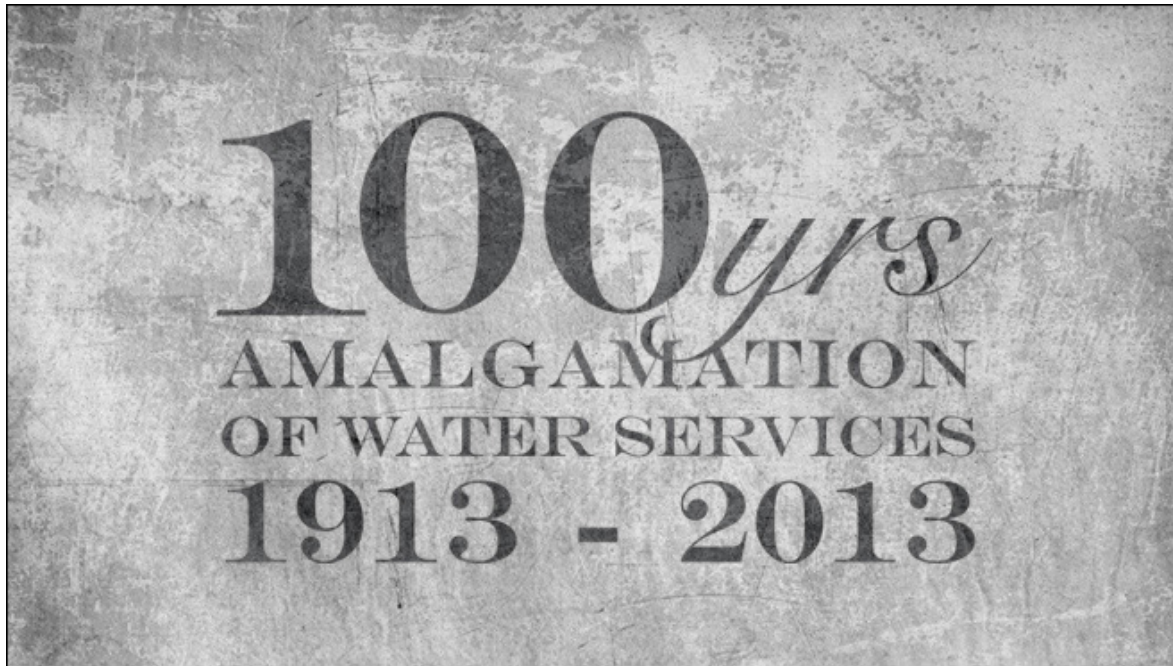
**Campaign Elements:** Community Engagement, Educational Intervention, Social & Youth Development Video Production; Photography; DVD Development

**Year:** 2016

**Reference Contact:** Thotyelwa Nzanze, Lorica Mene







**Title:** 100yrs Amalgamation of Water Services

**Organisation:** City of Cape Town, Water Demand Management and Water Conservation

**Sector:** Government (Local)

**My Role:** Project Director

**Contract:** Partnership with Umtha

**Synopsis:** In 1913 the amalgamation of water services within the smaller municipalities in the Cape was brought about by the need to rationalise water and sanitation supply, and draw attention to the need for ongoing water demand management. Throughout the City's history, the water and sanitation demand continued to exceed the supply... many plans were put into place and on the 8 September 1913, water departments between eight smaller municipalities were amalgamated. This historical event had enormous political and economic implications for the region.

2013 marked the centenary of this crucial development.

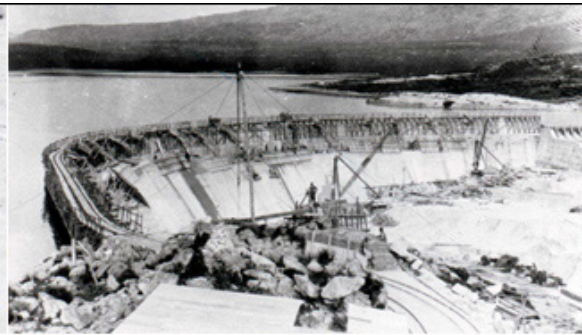
**Campaign Elements:** Video Production; Event Concepts & Collateral – Entertainment Sourcing; Development, Design, and Printing of material for various target groups, including Brochure Series, A1 Exhibition Panels.

**Quantity:** Audiovisuals (3 x 5 minute videos), Brochures Series (x3)

Printed Material in excess of x10000 units.

**Year:** 2014

**Reference Contact:** Johannes Pretorius, Senior Professional Consultant – Water Conservation, Thembisa Gqamane, Senior Professional Consultant - Water Demand Management







**Title:** 100yrs Amalgamation of Water Services  
**Organisation:** City of Cape Town, Water Demand Management and Water Conservation  
**Sector:** Government (Local)

**My Role:** Project Director

**Contract:** Partnership with Umtha

**Synopsis:** In 1913 the amalgamation of water services within the smaller municipalities in the Cape was brought about by the need to rationalise water and sanitation supply, and draw attention to the need for ongoing water demand management. Throughout the City's history, the water and sanitation demand continued to exceed the supply... many plans were put into place and on the 8 September 1913, water departments between eight smaller municipalities were amalgamated. This historical event had enormous political and economic implications for the region. 2013 marked the centenary of this crucial development.

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Printed Material in excess of x10000 units.

**Year:** 2014

**Reference Contact:** Johannes Pretorius, Senior Professional Consultant – Water Conservation, Themba Gqamane, Senior Professional Consultant - Water Demand Management







**Title:** Keep Saving Water  
**Organisation:** City of Cape Town, Water Demand Management and Water Conservation  
**Sector:** Government (Local)  
**My Role:** Project Director  
**Contract:** Partnership with Umtha  
**Synopsis:** Due to excessive and poor water usage, leaks, water infrastructure theft and vandalism, and as a result of the general lack in the culture of water saving, the City of Cape Town required an integrated campaign and communications strategy, community engagement, and other interventions to tackle various water related issues.  
**Campaign Elements:** Integrated Campaign and Strategy; Community Engagement; Radio Advertising; Theatre, Music and Art Interventions at Primary and High Schools (over 100 schools); Surveys; Educational Tours to water treatment plants and dams; Shopping Mall Promotions; Taxi Rank Promotions; University and F.E.T College Promotions; Video Production; Development, Design, and Printing of material for various target groups, including Educational Booklets, Pamphlets, Activity Books for learners, Posters, Flyers, T-shirts, Caps and Pop-up Banners.  
 Quantity: x3 Radio Ads (Eng, Xho, Afr versions on mainstream & community radio stations), Printed Material in excess of x250000 units.  
**Year:** 2010-2013  
**Reference Contact:** Linda Siyengo, Senior Professional Consultant- Water Demand Management, Johannes Pretorius, Senior Professional Consultant – Water Conservation, Themba Ngada – Corporate Communications







**Title:** Keep Saving Water  
**Organisation:** City of Cape Town, Water Demand Management and Water Conservation  
**Sector:** Government (Local)  
**My Role:** Project Director  
**Contract:** Partnership with Umtha  
**Synopsis:** Due to excessive and poor water usage, leaks, water infrastructure theft and vandalism, and as a result of the general lack in the culture of water saving, the City of Cape Town required an integrated campaign and communications strategy, community engagement, and other interventions to tackle various water related issues.  
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**Year:** 2010-2013  
**Reference Contact:** Linda Siyengo, Senior Professional Consultant- Water Demand Management, Johannes Pretorius, Senior Professional Consultant – Water Conservation, Themba Ngada – Corporate Communications





**Title:** Keep Saving Water

**Organisation:** City of Cape Town, Water Demand Management and Water Conservation

**Sector:** Government (Local)

**My Role:** Project Director

**Contract:** Partnership with Umtha

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**Reference Contact:** Linda Siyengo, Senior Professional Consultant- Water Demand Management, Johannes Pretorius, Senior Professional Consultant – Water Conservation, Themba Ngada – Corporate Communications





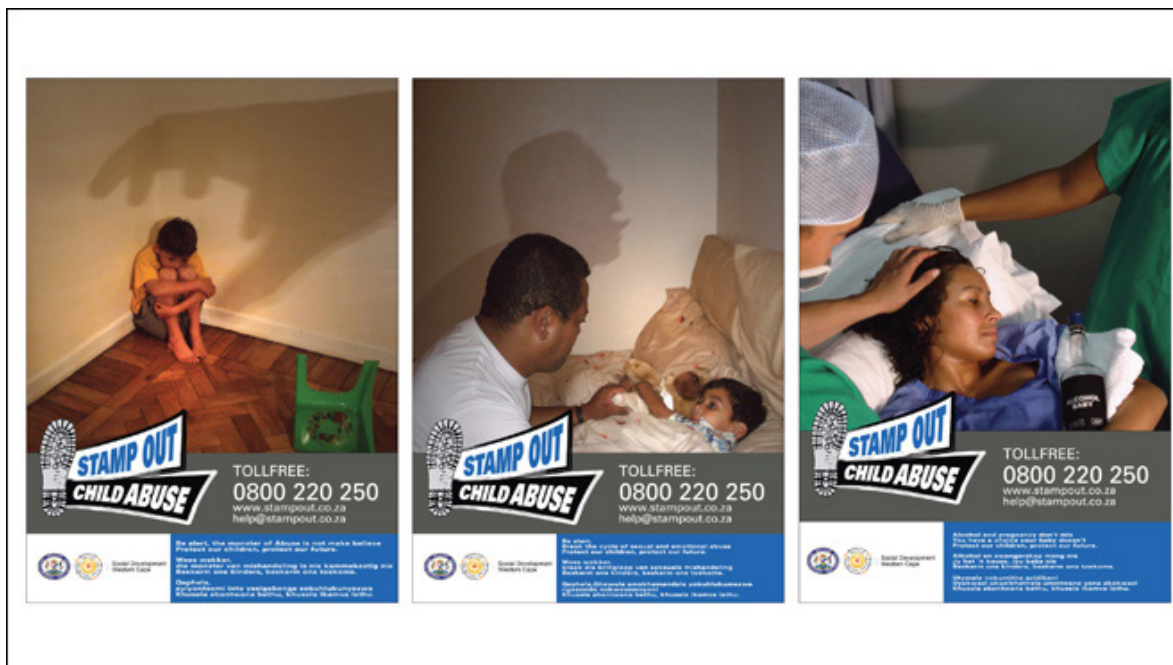
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**Organisation:** City of Cape Town, Water Demand Management and Water Conservation  
**Sector:** Government (Local)  
**My Role:** Project Director  
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**Reference Contact:** Linda Siyengo, Senior Professional Consultant- Water Demand Management, Johannes Pretorius, Senior Professional Consultant – Water Conservation, Themba Ngada – Corporate Communications







**Title:** Stamp Out (Drug Abuse, Child Abuse)  
**Organisation:** Provincial Government of the Western Cape, Department of Social Development  
**Sector:** Government (Provincial)  
**My Role:** Project Director  
**Contract:** Partnership with Limani Marketing  
**Synopsis:** The Western Cape has one the highest rates of drug abuse and child abuse in the world, and as a result required an integrated campaign and communications strategy to tackle various issues within both vicious cycles. Entire campaign was conducted, from concept to completion.  
**Campaign Elements:** Integrated Campaign and Strategy; Research and Copywriting, Advertising (Radio, Billboards, Newspaper Ads, Branded Taxis, Street Posters, Flyers,) Development, Design and Printing of material for various target groups, including Comic Books, Pamphlets, T-shirts, Caps, Wristbands, Badges and Keyrings.  
**Quantity:** x9 Radio Ads (Eng, Xho, Afr versions on 12 radio stations- mainstream & community radio), x6 Billboards, x21 Newspaper Titles, x3 Branded Taxis, x2000000 Pamphlets, x50000 Comic Books, x50000 Posters, x10000 T-shirts, x10000 Caps, x10000 Wristbands, x10000 Badges, x10000 Keyrings.  
**Year:** 2007- 2008  
**Reference Contact:** Charlene Kritzing, Former Deputy Director – Department of Social Development





**Title:** Stamp Out (Drug Abuse, Child Abuse)

**Organisation:** Provincial Government of the Western Cape, Department of Social Development

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**Year:** 2007- 2008

**Reference Contact:** Charlene Kritzing, Former Deputy Director – Department of Social Development





**Title:** Fasten Your Future - Sanlam, Symposium 2007  
**Organisation:** Sanlam Employee Benefits - Retirement Fund

**Sector:** Financial, Insurance & Corporate Groups

**My Role:** Project Director

**Contract:** Partnership with Tlatsoi Events

**Synopsis:** Sanlam required concept development; and design, print and branding frameworks for all communication content for the Sanlam Employee Benefits, National Symposium 2007. We produced all relevant communications from concept to completion.

**Elements:** Copywriting, VIP printed invites, Electronic Teasers and Invites, Programme Booklets (embossed design), Folder Inserts, Keynote Speaker - Audio-visual, CD Presentations, Powerpoint, Wall Backdrops, Pop-up Banners, Designer Nametags and Designer Seating Cards.

**Quantity:** All communications catered for 250 people per event in Cape Town, Joburg and Durban.

**Year:** 2007

**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi





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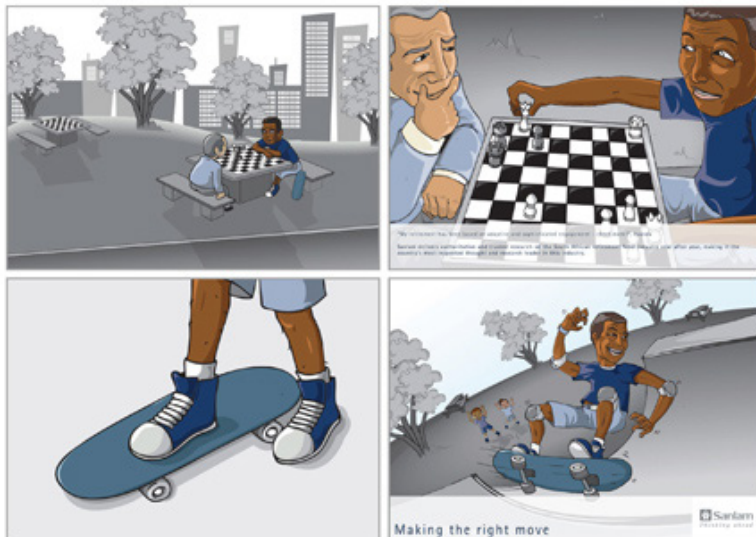
**Year:** 2007

**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi



 **Sanlam**  
*Thinking ahead*

**Title:** Retired, Not Tired - Sanlam, Retirement Reform  
**Organisation:** Sanlam  
**Sector:** Financial, Insurance & Corporate Groups  
**My Role:** Project Director  
**Contract:** Partnership with Tlatsoi Events  
**Synopsis:** Sanlam required an advertising concept for their 2mx2m stands at the Retirement Reform convention at the CTICC. We produced the concept, wrote the copy, produced the illustration and set up the files for print.  
**Elements:** Advertising, Concept Development, Copywriting, Illustration and Design  
**Quantity:** x2 (2mx2m stands)  
**Year:** 2007  
**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi



 **Sanlam**  
*Thinking ahead*



**Title:** One Team  
**Organisation:** Sanlam Employee Benefits  
**Sector:** Financial, Insurance & Corporate Groups  
**My Role:** Project Director  
**Contract:** Partnership with Tlatsoi Events  
**Synopsis:** A new managing director was appointed to head up Sanlam Employee Benefits, in order to introduce and relay his vision to his staff, SEB required an emailer concept to circulate internally. The concept, Copywriting (key message only), illustration and design were produced.  
**Elements:** Concept Development, Copywriting, Illustration and Design  
**Quantity:** Weekly emailers on rotation for 6 weeks.  
**Year:** 2007  
**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi





# HLONIPHA AMANZI

WATER IS LIFE | AMANZI BUBOMI | WATER IS LEWE

**Title:** Hlonipha Amanzi

**Organisation:** City of Cape Town, Water Demand Management & Water Conservation

**Sector:** Government (Local)

**My Role:** Project Director

**Contract:** Partnership with Limani Marketing

**Synopsis:** Due to excessive and poor water usage, leaks, water infrastructure theft and vandalism, and as a result of the general lack in the culture of water saving, the City of Cape Town required an integrated campaign and communications strategy to tackle various water related issues.

**Campaign Elements:** Integrated Campaign and Strategy; Research and Copywriting, Video Production, Illustration and Design; Development, Design, and Printing of material for various target groups, including Educational Booklets, Pamphlets, Activity Books for learners, Posters, Flyers, T-shirts, Caps and Pop-up Banners.

**Quantity:** x1 Educational Video (30mins) in excess of x10000 Posters, Pamphlets, Booklets, T-shirts and Caps

**Year:** 2006 - 2008

**Reference Contact:** Johannes Prins, Water Conservation



**Manzi - Peer Education**







**Building Better Communities**

**Reduce, Re-use, Report**  
**Nciphisa, Phinda Usebenzise, Nika Ingxelo**  
**Verminder, Herverbruik, Rapporteer**

To Report Blocked Toilets, Faulty & Leaking Taps or Burst Pipes,  
 Call the Water Services Hotline number :  
**0860 10 30 54**

**HLONIPHA AMANZI**  
 WATER IS LIFE | AMANZI KUNOBUKI | WATER IS LIFE

**CITY OF CAPE TOWN, TOWN ENGINEERING, TOWN DEPARTMENT**  
 THIS CITY WORKS FOR YOU

**Title:** Hlonipha Amanzi  
**Organisation:** City of Cape Town, Water Demand Management & Water Conservation  
**Sector:** Government (Local)  
**My Role:** Project Director  
**Contract:** Partnership with Limani Marketing  
**Synopsis:** Due to excessive and poor water usage, leaks, water infrastructure theft and vandalism, and as a result of the general lack in the culture of water saving, the City of Cape Town required an integrated campaign and communications strategy to tackle various water related issues.  
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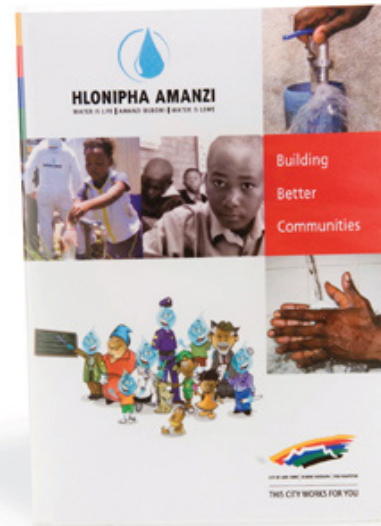
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**Providing Basic Services**  
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 THIS CITY WORKS FOR YOU



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**Quantity:** x1 Educational Video (30mins) in excess of x10000 Posters, Pamphlets, Booklets, T-shirts and Caps  
**Year:** 2006 - 2008  
**Reference Contact:** Johannes Prins, Water Conservation





**Title:** SA Best Practice Award 2007, Celestis

**Organisation:** Celestis

**Sector:** Financial, Insurance & Corporate Groups

**My Role:** Project Director

**Contract:** Partnership with Tlatsoi Events

**Synopsis:** Concept development, branding, Copywriting, design & execution and production of printed, electronic and audio-visual communications for the SA Best Practice Of The Year Award 2007.

**Elements:** Design, Print and Branding, Video Production, Event Concepts & Collateral- Award Design, Printed Invites, Programme Booklet, Pop-up Banners, Nametags and Designer Seating Cards.

**Quantity:** All communications catered for 250 people

**Year:** 2006 - 2008

**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi







**Title:** SA Best Practice Award 2007, Celestis

**Organisation:** Celestis

**Sector:** Financial, Insurance & Corporate Groups

**My Role:** Project Director

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**Quantity:** All communications catered for 250 people

**Year:** 2006 - 2008

**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi





**Title:** Out Of The Box, Old Mutual

**Organisation:** Old Mutual

**Sector:** Financial, Insurance & Corporate Groups

**My Role:** Project Director

**Contract:** Partnership with Tlatsoi Events

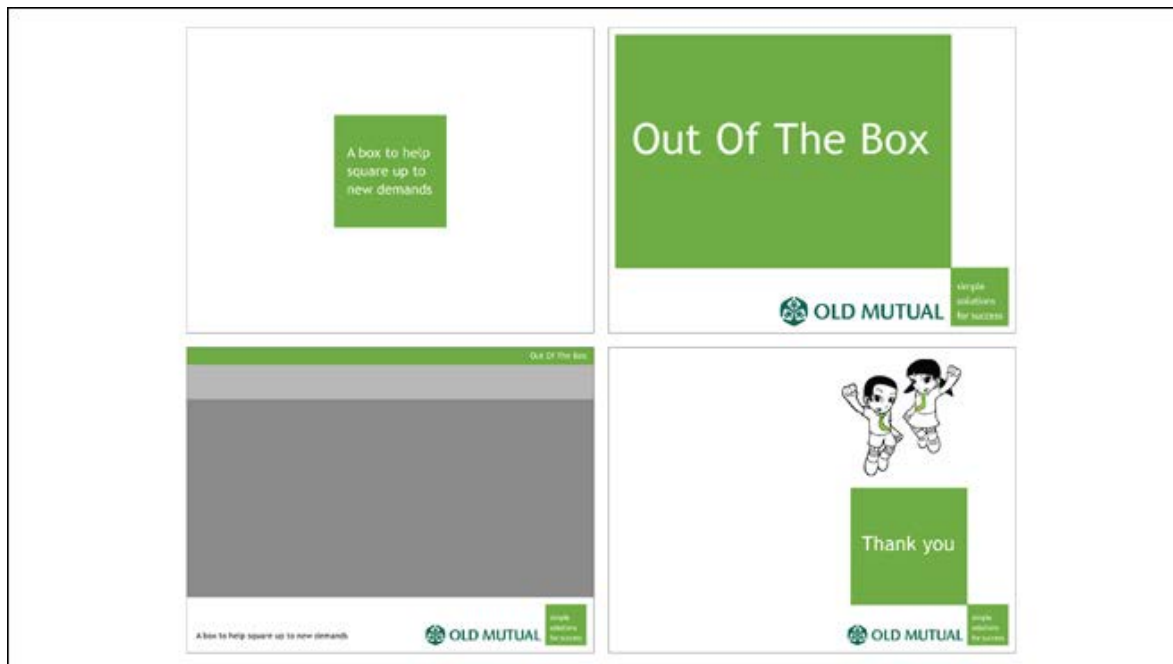
**Synopsis:** Old Mutual required a concept, design, animation, video production and web development for their Out Of The Box event. All the necessary communications were produced.

**Elements:** Concept Development, Design, Illustration, Video Production, Animation, Web Development and DVD Authoring.

**Quantity:** All communications catered for 400 people

**Year:** 2007

**Reference Contact:** Nadia Bassett, Former Managing Director- Tlatsoi, Lana Orgovanji- Tlatsoi

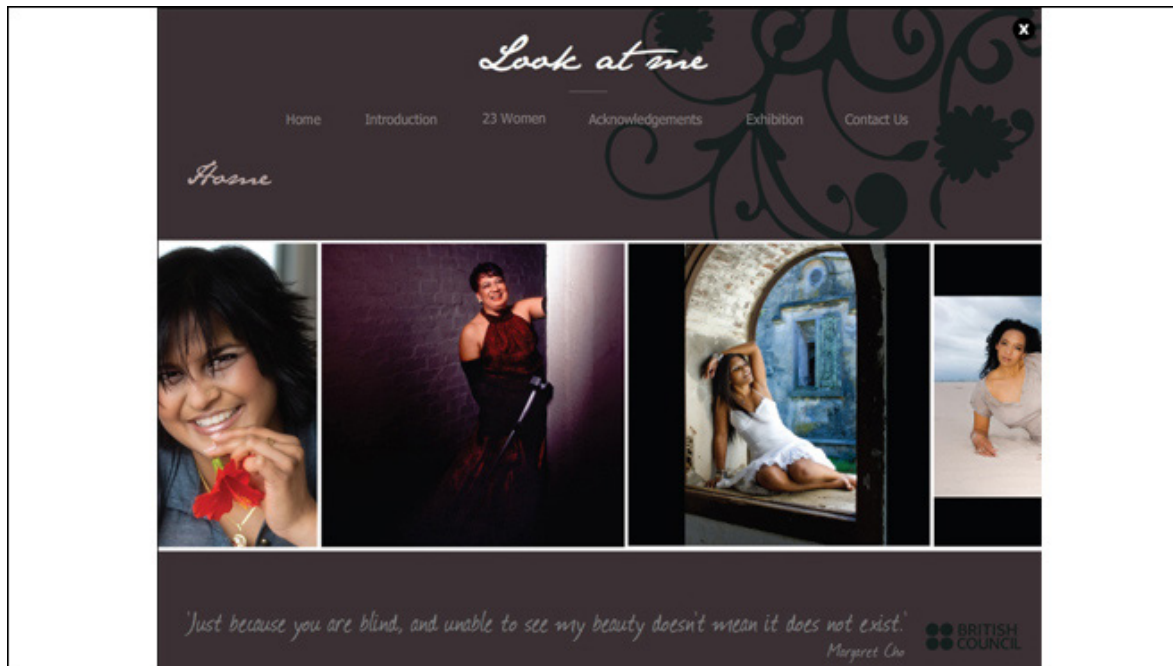






**Title:** Look At Me, Digital Publication (Interactive Disc)  
**Organisation:** British Council  
**Sector:** Arts & Culture  
**My Role:** Project Director  
**Contract:** Partnership with British Council  
**Synopsis:** Look At Me is a publication that challenges the notion of beauty and showcases the sensuality, strength and courage of 23 South African women living with disability. As an extension of the book, the British Council required a multi-sensory interactive disc based version of the exhibition and book to be produced. The disc and packaging included braille, animation, video and links to various other related content.  
**Elements:** Concept Development and Design (Interface and Packaging) Animation, Video Production, Interactive Disc Authoring  
**Quantity:** x5000  
**Reference Contact:** Jean September, Director – British Council





**Title:** Look At Me, Digital Publication (Interactive Disc)

**Organisation:** British Council

**Sector:** Arts & Culture

**My Role:** Project Director

**Contract:** Partnership with British Council

**Synopsis:** Look At Me is a publication that challenges the notion of beauty and showcases the sensuality, strength and courage of 23 South African women living with disability. As an extension of the book, the British Council required a multi-sensory interactive disk based version of the exhibition and book to be produced. The disc and packaging included braille, animation, video and links to various other related content.

**Elements:** Concept Development and Design (Interface and Packaging) Animation, Video Production, Interactive Disc Authoring

**Quantity:** x5000

**Reference Contact:** Jean September, Director – British Council



**Title:** Quality Beverages  
**Organisation:** Quality Beverages  
**Sector:** FMCG (Fast Moving Consumable Goods)  
**My Role:** Project Director  
**Contract:** Prime Contract  
**Synopsis:** Quality Beverages- the company that produces and bottles the softdrinks: Jive, Dixi Cola and water beverages- Aqua Blue and Aqualle, required a complete rebrand including logo design, business cards, letterhead, other collateral, website and trade publication adverts.  
**Elements:** Concept Development and Design, Video Production, Web Development  
**Year:** 2008  
**Reference Contact:** Sean Burton – Brand Manger, Quality Beverages, Sharief Parker – Managing Director, Quality Beverages







**Title:** Quality Beverages

**Organisation:** Quality Beverages

**Sector:** FMCG (Fast Moving Consumable Goods)

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** Quality Beverages- the company that produces and bottles the softdrinks: Jive, Dixie Cola and water beverages- Aqua Blue and Aquelle, required a complete rebrand including logo design, business cards, letterhead, other collateral, website and trade publication adverts.

**Elements:** Concept Development and Design, Video Production, Web Development

**Year:** 2008

**Reference Contact:** Sean Burton – Brand Manger, Quality Beverages, Sharief Parker – Managing Director, Quality Beverages



**Title:** Humanity Cup, Putt To Pledge - Red Cross

**Organisation:** Red Cross

**Sector:** Welfare, NGO

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** The Red Cross required the creation of a name and the development of a brand identity, and design of all promotional material and communications for a fundraising golf event.

**Campaign Elements:** Concept Development, Copywriting, Design – Logo, Invites, Programme Booklets, Golf Shirts, Caps and Gift Bags.

**Quantity:** In excess of 200

**Year:** 2008

**Reference Contact:** Pumi Yeni, Red Cross



**Title:** Transitions PR Highlights  
**Organisation:** Transitions Optical  
**Sector:** Corporate Groups  
**My Role:** Project Director  
**Contract:** Sub-contract, Partnership with Liquid Lingo  
**Synopsis:** Transitions Optical required a quarterly e-newsletter to be design and developed  
**Elements:** Concept Development, Copywriting, Design – Logo, Invites, Programme Booklets, Golf Shirts, Caps and Gift Bags.  
**Quantity:** E-newsletter rolled-out every 3 months.  
**Year:** 2008  
**Reference Contact:** Jackie Busch





**Title:** Annual Report

**Organisation:** CORC (Community Organisation Resource Centre)

**Sector:** Welfare, NGO

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** CORC (The Community Organisation Resource Centre) required their 2006 annual report to be designed and printed.

**Elements:** Concept Development, Design and Print

**Quantity:** x10000

**Year:** 2006



**Title:** Voices Of The Slums, Publication

**Organisation:** SDI (Shack/Slum Dwellers International)

**Sector:** Welfare, NGO

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** SDI (Shack/Slum Dwellers International) required the development and design of a publication that celebrated the work of community workers and their involvement in poverty alleviation.

**Elements:** Concept Development, Design and Printing

**Quantity:** x5000

**Year:** 2008



**Title:** Toolkit, Publication

**Organisation:** SDI (Shack/Slum Dwellers International)

**Sector:** Welfare, NGO

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** SDI (Shack/Slum Dwellers International) required the development and design of a publication that showcased their organisations rituals and practices.

**Elements:** Concept Development, Design and Printing

Quantity: x10000

**Year:** 2006





**Title:** A New Governance From Below, a set of Digital Publications (Interactive Disc)  
**Organisation:** SDI (Shack/Slum Dwellers International)  
**Sector:** Welfare, NGO  
**My Role:** Project Director  
**Contract:** Prime Contract  
**Synopsis:** SDI (Shack/Slum Dwellers International) required a set of digital publications that showcased the organisation's work. These publications were developed for the World Urban Forum in Spain 2004.  
**Elements:** Concept Development, Video Production, Design, Interactive Disc Authoring  
**Quantity:** x12000  
**Year:** 2004



**Year:** 2004



**Title:** Anti Corruption, Digital Publication (Interactive Disc)  
**Organisation:** ISS (Institute for Security Studies), Transparency International, UNDP (United Nations Development Programme)

**Sector:** International Organisations

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** ISS (Institute for Security Studies) required the creation of an easy to update resource that stores all anti-corruption legislation on the continent of Africa.

**Elements:** Research, Concept Development, Design (Interface and Packaging) Illustration, Interactive Disc Authoring

**Year:** 2008







**Title:** Anti Corruption, Digital Publication (Interactive Disc)  
**Organisation:** ISS (Institute for Security Studies), Transparency International, UNDP (United Nations Development Programme)

**Sector:** International Organisations

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** ISS (Institute for Security Studies) required the creation of an easy to update resource that stores all anti-corruption legislation on the continent of Africa.

**Elements:** Research, Concept Development, Design (Interface and Packaging) Illustration, Interactive Disc Authoring

**Year:** 2008



**Title:** Mzolis Wine

**Organisation:** Mzolis

**Sector:** FMCG (Fast Moving Consumable Goods)

**My Role:** Project Director

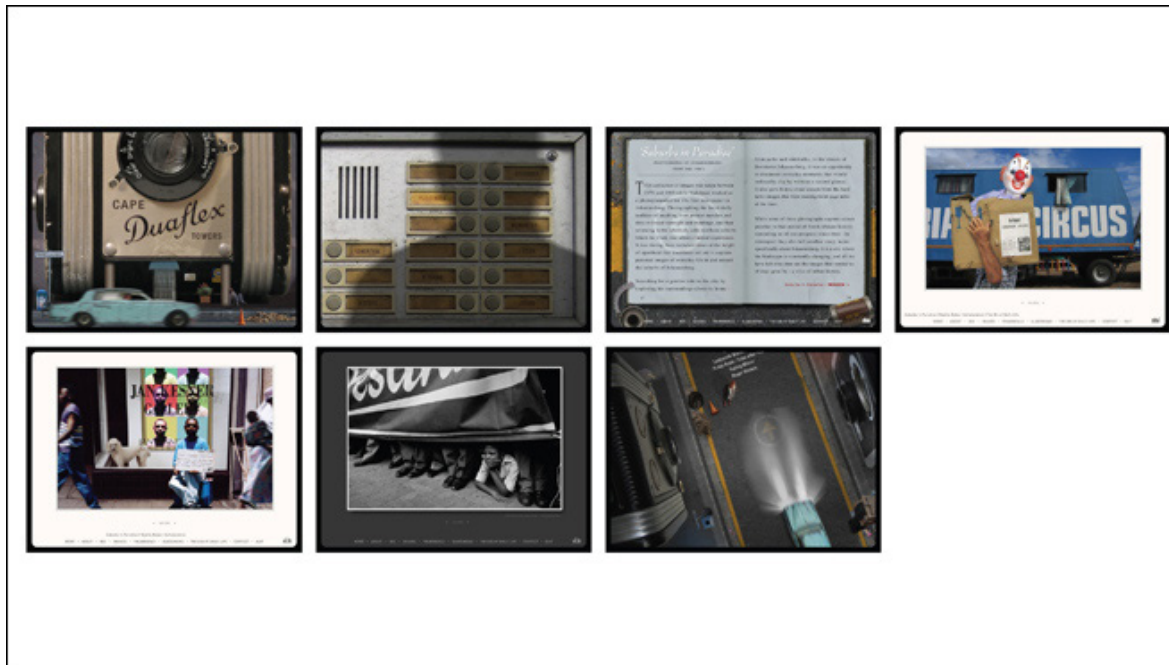
**Contract:** Prime Contract

**Synopsis:** South Africa's number 1 Township Hotspot- Mzolis launched a bottled wine; the logo, label and packaging design was produced.

**Elements:** Concept Development, Design and Printing

**Quantity:** x5000

**Year:** 2005



**Title:** Dale Yudelman, Digital Publication (Interactive Disc)

**Sector:** Arts & Culture

**My Role:** Project Director

**Contract:** Prime Contract

**Synopsis:** Prolific South African photographer – Dale Yudelman required his life's work to be compiled into a Digital Publication. His entire archive of work since the late 1970s was collated and accessed in an animated virtual world. The discs were distributed and sold at various international art exhibitions.

**Elements:** Concept Development, Video Production, Design (Interface and Packaging), Interactive Disc Authoring

**Quantity:** x500

**Year:** 2004





**Title:** Ellen Kuzwayo, Digital Publication (Interactive Disc)  
**Sector:** Heritage, Arts & Culture  
**My Role:** Project Director  
**Contract:** Prime Contract  
**Synopsis:** Refilwe Moloto- granddaughter of Ellen Kuzwayo required Video Production and a Digital Publication celebrating the legacy of Ellen Kuzwayo. The discs were distributed at her 90th birthday  
**Campaign Elements:** Concept Development, Design (Interface and Packaging), Interactive Disc Authoring  
**Quantity:** x500  
**Year:** 2006  
**Reference Contact:** Refilwe Moloto, Granddaughter of Ellen Kuzwayo



**Title:** Today go somewhere special with the one you love  
**Organisation:** Audi  
**Sector:** Automotive  
**My Role:** Creative  
**Contract:** Working at Ogilvy and Mather  
**Synopsis:** Audi required the concept, design and development of an animated emailer and banner ad for Valentines Day.  
**Elements:** Concept Development, Design and Animation  
**Year:** 2003



**Title:** Audi Quattro Cup 2004 – Banner Ad

**Organisation:** Audi

**Sector:** Automotive

**My Role:** Creative

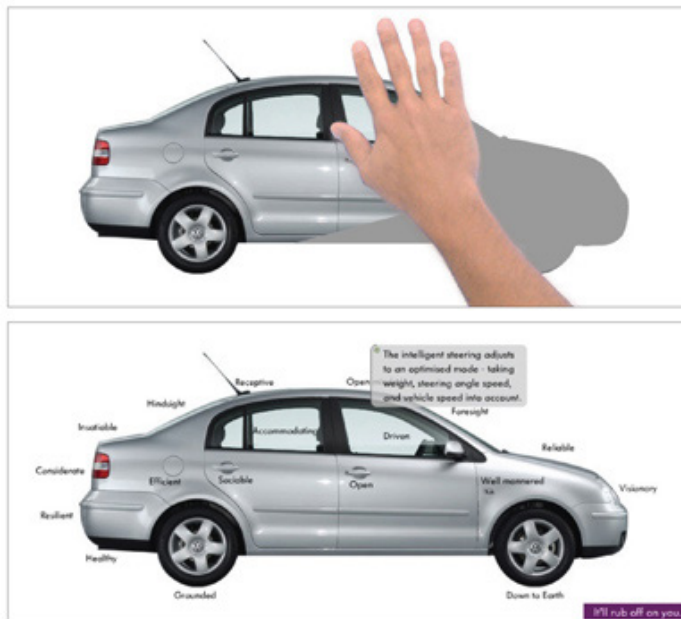
**Contract:** Working at Ogilvy and Mather

**Synopsis:** Audi required the concept, design and development of a banner ad for the Audi Quattro Cup 2004

**Elements:** Concept Development, Design and Animation

**Year:** 2004





**Title:** It'll Rub Off On You - VW Polo Classic - Microsite

**Organisation:** Volkswagen

**Sector:** Automotive

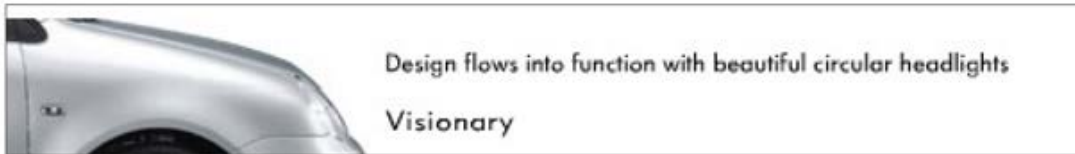
**My Role:** Creative

**Contract:** Working at Ogilvy and Mather

**Synopsis:** Volkswagen required the concept, design and development of a microsite dedicated to the attributes of the VW Polo Classic.

**Elements:** Concept Development, Design, Animation and Web Development

**Year:** 2003



**Title:** It'll Rub Off On You – VW Polo Classic – Banner Ad

**Organisation:** Volkswagen

**Sector:** Automotive

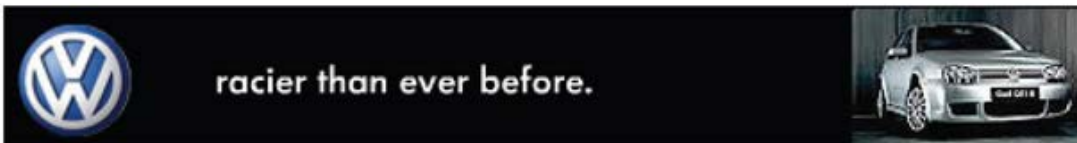
**My Role:** Creative

**Contract:** Working at Ogilvy and Mather

**Synopsis:** Volkswagen required the concept, design and development of a banner ad for the VW Polo Classic.

**Elements:** Concept Development, Design and Animation

**Year:** 2003



**Title:** Racier than ever before – VW GTI - Banner Ad  
(Loerie Bronze Winner)

**Organisation:** Volkswagen

**Sector:** Automotive

**My Role:** Creative

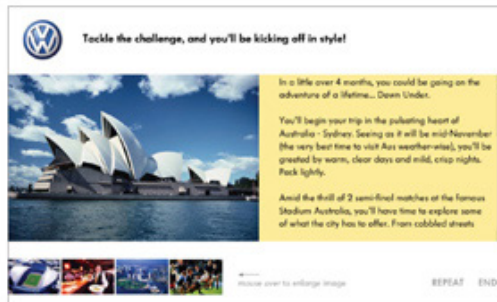
**Contract:** Working at Ogilvy and Mather

**Synopsis:** Volkswagen required the concept, design and development of a banner ad for the VW GTI R.

Elements: Concept Development, Design and Animation

**Year:** 2003





**Title:** Rugby World Cup 2003 – VW Promotion

**Organisation:** Volkswagen

**Sector:** Automotive

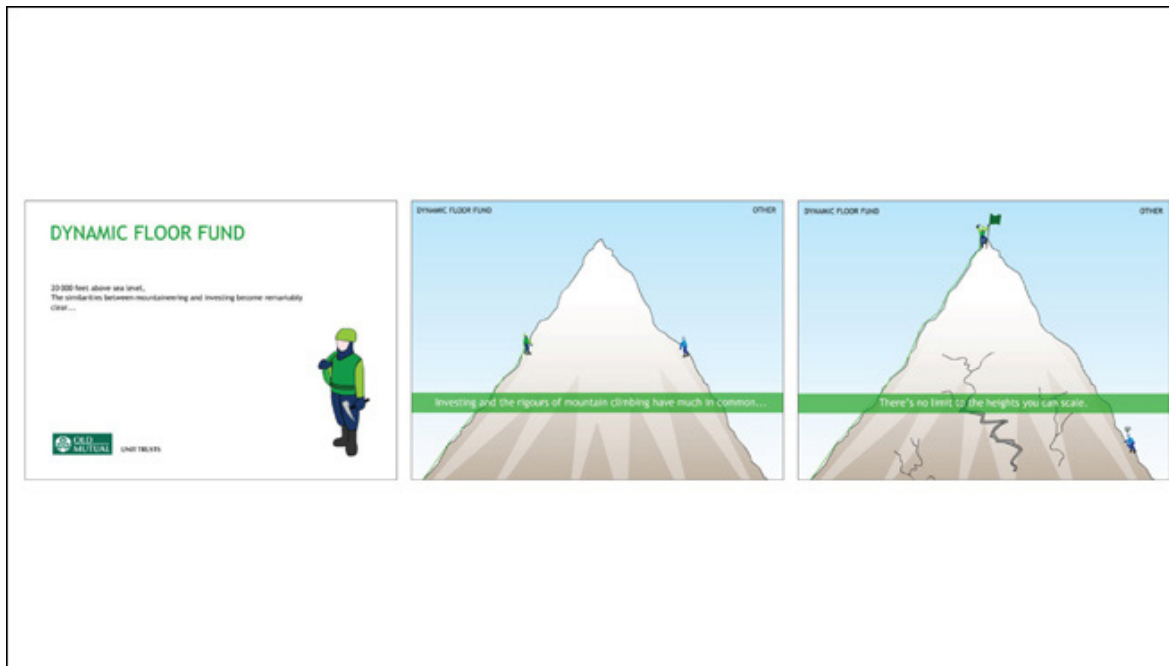
**My Role:** Creative

**Contract:** Working at Ogilvy and Mather

**Synopsis:** Volkswagen required the concept, design and development of an interactive banner as a promotional competition tool for the Rugby World Cup 2003.

**Elements:** Concept Development, Design and Animation

**Year:** 2003



**Title:** Dynamic Floor Fund - Old Mutual - Microsite  
**Organisation:** Old Mutual  
**Sector:** Financial, Insurance & Corporate Groups  
**My Role:** Creative  
**Contract:** Working at Ogilvy and Mather  
**Synopsis:** Old Mutual required the concept, design, animation and development of a microsite for the Dynamic Floor Fund  
**Elements:** Concept Development, Design, Animation and Web Development  
**Year:** 2003



**Title:** To pick the best of the bunch - Old Mutual – E-invite  
**Organisation:** Old Mutual  
**Sector:** Financial, Insurance & Corporate Groups  
**My Role:** Creative  
**Contract:** Working at Ogilvy and Mather  
**Synopsis:** Old Mutual required the concept, design, animation and of an animated e-invite to an Old Mutual Unit Trust event  
**Elements:** Concept Development, Design, Animation and Web Development  
**Year:** 2003



since 2004

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This stone, hewn from the rock on which South Africa stands, was given by the people of South Africa to signify the strength that forever binds the many cities on the African Continent.  
*Simone Idraka*

27 April 1994

“I’m one of those guys who is good at getting things done  
**Not too much discourse,**  
**not too little brainstorming, mostly action!**  
And that’s because...  
*it’s a lot more viable to work with a Gentleman.*”



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# Nelson Mandela's Funeral in Pictures

Dec. 15, 2013

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Christopher Furlong / Getty Images

Karlind Govender and his wife Katharina, of Cape Town overlook the burial site as a 21 gun salute is fired in honour of former South African President Nelson Mandela during his state funeral December 15, 2013 in Qunu.

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