
ADDENDUM A

Complete list of organisations contacted

Organisations		
3M South Africa	African Rainbow Minerals	Amalgamated Appliance Holdings
600 SA Holdings	Africon Engineering International	Amalgamated Healthcare
8 Seconds Branding & Design	Afrifocus Securities	Ambassador Group
ABB South Africa	Afrifresh Export	Ambit Properties
Abbott Laboratories	Afripack	American Express Travel Services
ABE Construction Chemicals	Afrisun Construction (Sanyati Holdings)	Amitech SA
Abenzi Wasteman	Afrisun Gauteng	Amka Products
ABI	AG Industries	Ampaglas Holdings SA
ABSA Brokers	AgriNet	Anchor International Management Services
ABSA Group	Air Liquide	Andrag Agrico
ABSA Technology Finance Solutions	Air Products SA	Anglo American Platinum Corp
Absa Vehicle and Asset Finance	Airports Company SA	Anglo American Plc
Abvest Associates	Albaraka Bank	AngloGold Ashanti
AC Nielsen South Africa	Alcatel SA	ApexHi Properties
ACA Group	Alcom Radio Distributors	Apollo Brick
Academy Brushware	Alcon Laboratories SA	Appletiser SA
Accantia SA	Aldes Business Brokers	Aptronics
Accenture SA	Alex White Holdings	Aquarius Platinum
Accountia SA	Alexkor	Aranda Textile Mills
Acer Africa	alfred Teves Brake Systems	ARB Electrical Wholesalers
Achievements Awards Group	Algoa Bus Company	Arcus Gibb
Ackermans	Algorax	Argent Industrial
Adams & Adams	Alisa Car Rental (Hertz Rent A Car)	Ariviakom (Arivia.kom)
Adcock Ingram	All Joy Foods	Arthur Caplan Jewellers
Adcorp Holdings	All Pay Consolidated Investment Holdings	Arup
Adcorp Staffing Solutions (The Oval Office)	Allan Gray Property Trust	Aspen Pharmacare Holdings
Adonis Knitwear Holdings	Allcare Medical Aid	ASSA ABLOY SA
ADT Security	Administrators	Assmang
AdvTech	Allens Meshco	Associated Industries
AECI	Alliance Pharmaceuticals	Associated Motor Holdings
Aerosud Holdings	Allied Electronics Corporation Limited (Altron)	Assore
Afcom-African Commerce Developing	Allied Putziger (Toolquip Allied)	Astore Africa
Afgri	Allied Technologies (Altech)	Astra Tsela Travel
Aflease Gold	Alnet	Astral Foods
Afric Oil	Alpha Pharm East Cape Holdings	Astrapak
African & Overseas Enterprises	Alphine Upholstery (Alpine Lounge)	ATC (Cbi Telecoms)
African Bank Investments	Alpret Constrol Specialists	Atlantic Froming
African Cables (CBI Electric)	Alstom John thompson	Atlantis Froge
African Dawn Capital	Alstom SA	Atlas Consolidated Industries (Indust)
African Harvest Fund Managers	Altech Autopage	Atlas Copco SA
African Legend Technologies	ALTECH namiTech	Atlas Properties
African Life Assurance Company	Altron Group	Atos Origin
African Media Entertainment	Aluminium City	AU Traders & Refiners
African Oxygen	Aluvin Securiseal	Auction Alliance
African Pioneer	Alvern Cables	August Lapple SA
African Products		Auto & General
		Auto Bavaria BMW
		Autoparts Distributors

Organisations		
Autopax Passenger Services (Aveng)	Bliss Chemicals	Cape Town Iron and Steel Works
Avery Dennison	Blue Continent Products	Capespan Group Holdings
AVI	Blue Financial Services	Capital Property Fund
Avis Southern Africa	Blue IQ Investment Holdings	Capitalwise Securities
Avionics	Blue Marine Frozen Foods	Capitec Bank Holdings
B&W Instrumentation and Electrical	BMW Group Financial Services	Cargo Carriers
Babcock Africa Services	BMW SA	Cargo Logistics Durban
Bahlodi Housing TA Bahlodi Group	Bohler Uddeholm Africa	Carrier SA
Baldwins Steel	Bokomo Foods	Cashbuild
Barker Footwear	Bosal Africa	Castellano Beltrame
Barloword Equipment	Bosasa Operations	Catalyst Property Asset Managers
Barloworld	Boundless Trade ta Citroen SA	Caxton CTP Publish & Printers
Barloworld Motor - Rent a Car	Bowler Metcalf	Caxton Printing
Barloworld Plascon SA	Bowman Gilfillan	CB&I Constructors SA
Barnard Jacobs Mellet Holdings	BP SA	Cecil Nurse Business Furniture
Barplats Investments	BPB Gypsum	Cell C
BASF SA	Brait SA	Central energy Fund
Basil Read Holdings	Brandcorp Holdings ta Matus	Ceramic Industries
Battery Technologies	Brandhouse Beverages	Ceres Fruit Juices
Bausch & Lomb	Brenner Mills	Cessie Investments ta
Bayer	Bridgestone SA	Amandla Omoya
BDFM Publishers	Brimstone Investment Corp	CH Warman Pump Group
Bearing Man	Bristol-Myers Squibb	Chas Greig & Son ta Charles Greig
Bearings International	British American Tobacco SA	Chattels Imports & Exports
Beiersdorf Consumer Products	Britos Food International	Chatzcellular
Beige Holdings	Brits Textiles	CHC Helicopters Africa
Belgotex Floor Coverings	Broadway Sweets	Chemical Industry Education & Training
Bell Equipment	Broll Property Group	Chemical Initiatives
Berco Express	Bromide Technology	Chemical Services
Berfin	Brotek	Chemplast Marc Etter
Berry & Donaldson	BTI Connex Travel	Chet Industries
Bester Burke	Bucyrus Africa	Chevron South Africa
Be-Tabs Pharmaceuticals	Budget Rent A Car	CHI controls (Alstom SA)
Bevcan	Buildmax	CHM Vumani computer solutions
Beyond Outsourcing	Bull Brand Foods	Choice Technologies
BHP Billiton Plc	Business Connexion	Chubb Security
Bic SA	Business Partners	Circuit Breaker Industries
Biddulphs Removals and storage	Busy Corner Meat Wholesalers	Citadel Investment Services
Bidserv	Bytes Document Solutions (Xerox)	Citibank NA SA
Bidvest Group	Bytes Technology Group	City Lodge Hotels
Bidvest Group	Cadac	Clear Freight
Bigen Africa (Group Holdings)	Cadiz Holdings	Clientele Life Assurance
Billion Group	Calulo Investments	Cliffie Dekker Incorporated
Billiton Aluminium SA ta	Calyon Corporate and Investment Bank	Clinix Health Group
Bayside Aluminium	Cape consumers	Clover Cargo International
Biotech Laboratories	Cape Gate	
BKS Group	Cape Impowerment Trust	
Black Wattle Colliery	Cape Sawmills	
BlackTop Holdings	Cape Town & Western Cape Convention Bureau	
Blick SA		

Organisations		
Clover SA	Crossley Holdings	Dorbyl
Club Leisure Group	Crossroads Distribution	Dormac
Cluttons SA	Crown Agents SA	Dow Agrosociences Southern Africa
Clyde Industrial Corporation	Crown National	Dow Plastics
CMH Car Hire	CSC Computer Sciences Corporation	DPI Plastics
Coates Brothers SA	CSE Equipment Company ta Northmec	Drake & Scull FM
Coega Development Corporation	CSIPER Consulting	Drake Personnel SA
Coillers RMS ta Coillers International	CSL Combase	DRD Gold (Durban Roodepoort Deep)
Coin Security Group	CTP ta CTP Book Printers	Duram
Cointel VAS	Cullinan Holdings	E&D Motors ta Ottery Toyota
Colas SA	Cummins Diesel	Eagle Global Logistics
Colcab	DaimlerChrysler SA	Earlybird Farm
Columbus Stainless	Dairy World	Easigas
Comair	Damelin Education Group	East Rand Water Care Company
Combined Motor Holdings	Darson Construction	Eastvaal Motors
Command Holdings	Datacentrix Holdings	Edgars Consolidated Stores
CommLife Holdings	Datanet Infrastructure Group	Edison Power
Community Hospital Group	DataPro Group	EDS SA
Community Investment Holdings	Datatex	Edu-Loan
Compair SA	DB Apparel ta Playtex SA	Edward Nathan
Complete Wrap Investments	De Beers Consolidated Mines	Edward Snell & Co
Compu-Clearing Outsourcing	Debis Fleet Management	Edwin construction
Comverse	Decillion	Eggbert Eggs
Comztek	Defy Appliances	Ekapa Mining
Concillium Technologies	Del Monte SA	ELB Group
Concor	Delarey 1001 Building Supplies	Electrolux AEG
Conduit Capital	Dell computers	Electronic Media Network ta M-Net
Congress Rental SA	Delmas Coal	Element Six
Connection Group Holdings	Deloitte	Elgin Brown & Hamer
Cononoisseur Electronics	Delta Electrical Industries	Eli Lilly
Conservation Corporation Africa	Demag Cranes & Components	Elizabeth Arden
Consol Ltd	Denel	Ellerine Furnishers ta Wetherleys & Osiers
Consol Plastics	Deneys Reitz Attorneys	Ellerine Holdings
Consolidated Wire Industries	Denny Mushrooms	Elvey Securities Technologies
Control Instruments Group	Designer Group Holdings	EMC Computer Systems SA
Coricraft 2000	Desmond Equipment	Emerald Safari Resort ta Emerald Casino
Corobrick	Desta Power Matla	EMI Music SA
Coroma Sa	Deutsche Securities	Emirates Airlines
Coronation Capital	Deutz Diesel Power	Emmanuels
Coronation Fund Managers	Development Bank of SA	Empilweni Payout Services
Country Fair Foods (Astral Operations)	DH Brother Industries ta Willowton Oil & Cake Mills	Enaleni Cipla Pharmaceuticals
Cozens Recruitment Services	DHL Danzas Air & Ocean	Endemol SA
CQS Technology Holdings	DHL Wholesale Express	Enforce Security Services
Craft Box Corrugated	diamond Discount Liquors	Engel & Volkers
Craftsigns	Digicore Holdings	Engen Petroleum
Credit Guarantee Insurance Corporation	dischem Pharmacies	Enterprise Connection
Criterion Equipment	Discovery Holdings	Enterprise Foods
Croda Chemicals	Distell Group	Enterprise Outsourcing Holdings
Crookes Brothers	Distr & Warehousing Network	
	Don Group	
	Donaldson Filtration Systems	

Organisations		
Enterprise Risk Management	Foodworld Group	Green Cross Manufacturers
Enviroserv Holdings	Ford Motor Company of Sa	Greyhound Coach Lines
Enviroserv Waste Management	Forever Resorts Aventura	Grinaker LTA
EOH	forward Air and Sea	Grindrod
Equity Aviation Services	Foschini	Group Five
Ericsson SA	Foskor Ltd	Growthpoint Properties
Ernst & Young	Fosters Motor Group	Grundfos
ERP.Com Holdings	Foto Distributors ta Nikon SA	Gull Foods
Eskom Holdings	Franke Kitchen Systems	Guma Investment Holdings
Esquire System Technology ta	Franz Falke Textiles ta Falke	Guth SA
Esquire Technologies	Eurosocks	H Mallach & Ass ta M-Kem
Esselenpark Centre of Excellence	Fraser Alexander Bulk Mech	Medicine City
Estee Lauder Companies	Free State Buying Association ta Alpha Pharm	Halewood International Sa
Eureka Industrial	Freight Dynamics	Halogen
Europcar	Fruit & Veg City Holdings	Hare & Lidell construction
Everite ta Everite Building Products	Fuchs Lubricants	Harmony Gold Mining
Excel Supply Chain Services SA	Fujitsu Services SA	Hatch Africa
Excellent Meat corporation	Fujitsu-Siemens Computers SA	Haulcon
Excellerate Holdings	G&W Base & Industrial Minerals	Haw & Inglis
Executive Turbine Aviation	Gallagher Estate Holdings	HBZ Bank
Exim International	Gallery Clearing & Forwarding	Health Corp
Expeditors International SA	Garlicke & Bousfeld Inc	Health System Technologies
Explicx Technologies ta Workgroup	GE Security Africa	Heidelberg Graphic Systems SA
Eyesizwe Coal	GEA aircooled Systems	Heinemann Publishers
Ezemvelo KZN Wildlife	Gearhouse SA	Hella SA
E-Z-GO South Africa	Geest SA ta Spring Valley Foods	Hellerman tyton
Face Technologies	Gemplus Southern Africa	Hellmann Worldwide Logistics
Falcon Electronics	Gencor	Hendler & Hart
Famous Brands	General Mills SA	Heneck Sacks
Faritec Holdings	General Motors	Henkel SA
FCB SA Holdings	Gensec Property Services	Herdbuoys McCann-Erickson SA
Federal Mogul Friction Products	Geo Stott & Company	Hernic Ferrochrome
Federated Timbers	Gerber Goldschmidt Group	Hertzner
Fer-min-ore	Gestetner	Hewlett-Packard SA
Fiat Auto SA	Gijima Ast Holdings	Hextex
Fidelity Clearing Services Group	Glasfit	Hi-Fi corporation
Fidelity Security Group	GlaxoSmithKline SA	Highland Print SA
Fidentia Holdings	Glenrand MIB	Highveld Steal & Vanadium
Fikile Construction	Globeflight Worldwide Express	Hillary construction
Filmmaker SA	Goba	Hillside Aluminium
First Lifestyle	Gold Fields	Hilton International ta Hilton Sandton
First Link Insurance Brokers	Gold Gro ta SA Gold Coin Exchange	Hirt & Carter
First Technology	Gold Reef Casino Resort	Hisense SA Development Enterprise
FirstRand	Golden Arrow Bus Services	Hlano Financial Services
Fleet Africa	Golder Associates Africa	Hlumani Wasteman
Flight Centre	Good Hope FM	Hofmeyr Herstein & Gihwala
Floorworx Africa ta Marley	Goodhope diamonds	Holcim SA
Fomeset Printers Cape	Goodyear SA	Hollard Insurance Co
	Gosrent	Homemark
	Grafton Everest	Honda SA
		Honeywell Southern Africa

Organisations		
Hosaf Fibres	Internet Solutions	Kairos Industrial Holdings
Hosken Cons Investments	Intersite Property Management	Kangra Coal Company
House of Busby	Services	Kantey & TEMPLER
Howden Africa Holdings	Intertrading	KAP International Holdings
Hoxies Food	Intervet SA	Karan Beef
Hudaco Industries	Interwaste	Katlego Solutions
Hulett aluminium	Introstat	Kellogg Company of SA
Hymax SA	Investec	Kelly
Hyprop Investments	Investment Solutions Holdings	Kemplant
Hytec Holdings	Invicta Bearings &	Kempster Sedgwick ta
IBM SA	Transmissions	Investment Cars Bryanston
ICC Durban	Invicta Holdings	Keyplan
iChoices	iProp	Khula Enterprises Finance
Ideal Engineering	Irvin & Johnson (I&J)	Kimberley-clark of Sa
Iliad Africa	ISA	Kinesis Logistics
Illovo Sugar	Isilumko Staffing	King Consolidated food
Imana Foods	IST Holdings	Services
Imbani Projects	iTalk Cellular	King Consolidated Holdings
Impala Platinum Holdings	Italtile	Kintetsu world Express
Imperial Fleet Services	Itec Group	Kirsch Pharma
Imperial Holdings	Itec SA	Klein Karoo Co-operative
ImproChem	Ithala Development Finance	Klein Karoo Group
Ina Bearings	Corporation	KLK Landbou Beperk
Ina Paarman's Kitchen	iThemba LABS	KLM Royal Dutch Airlines
Ince	ITT Flygt	KN Tsepisa Logistics
Incedon DPI	Iveco SA	Kodak SA
Independent News & Media	J Melnick & Co ta JMC	Kolbenco
SA	Melnick & Co	Kone Elevators SA
Indgro Holdings	J van der Sluys	Kopano Ke Matla Investment
Indigo Cosmetics	J Walter Thompson company	Company
Industrial Commodities	SA	Korteks Textiles Africa
Holdings	Jacaranda 94.2FM	KPMG
Industrial Development	Jaff & Company	Kraft Foods SA
Corporation	Janssen Pharmaceuticals	Kromco
I-Net Bridge	Jasco Electronics Holdings	Kuehne & Nagel
Infowave Holdings	JCI	Kulugile Metals ta Baldwins
Infrastructure finance	JCI Properties	Steel
Corporation ta INCA	JD Group	Kumba Resources
Ingersoll-Rand Company SA	Jeffares & Green Group	KweziV3 Engineers
Inmins	JHI Real Estate	Kwikot
Innovation Fund	JIC Mining Services	Kwikspace Modular Buildings
Innovation Group	Jigsaw Holdings	KWV Beleggings
Insurance Outsourcing	Joe Public	Kyocera Mita SA
Managers	John Crane	KZN Oils
Integr8 IT	John Deere	LA Group
Interaction Market Services ta	Johnnic Communications	Lafarge Roofing
RSA Market Agents	Johnson & Johnson	Lafarge SA
Intercan Foods	Johnson Matthey	Land & Agricultural
Intercape Ferreira Mainliner	Joy Mining Machinery (Div of	Development Bank of SA
Interconnect Systems	Joy Global)	Land Rover SA
International Healthcare	Junk Mail Publishing	Land System OMC
Distributors	Jurgens CI	Langeberg and Ashton Foods
International Risk Control	Juta & Company	Laser International Logistics ta
Africa ta IR	K Carrim Builders Hardware	Docks Shipping
International SOS Assistance	Kagiso Media	Lawson Tool Distributors

Organisations		
Leader Tread	Markham (Division of Foschini Retail Group)	Metcash Trading Africa Pty Ltd
Leaders Unlimited	Markinor	Metorex
Lechabile Information Technology Services	Marley Pipe Systems	Metrofile Pty Ltd
Ledgend Lodges	Marpless Communication Technologies Pty Ltd	Metropolitan Asset Managers
Leewfontein Mune	Marriot Property Fund	Metropolitan Holdings LTD
Legacy Hotels & Resorts	Martin & East Pty Ltd	Metso Minerals SA Pty Ltd
Legae Securities	Martprop Property Fund	Mettle Operations Ltd
Legal Express Insurance SA ta Legal Wise	Masana Technologies Pty Ltd	MI Latex ta The Kit
Leo Schachter Diamonds SA	Masonite (Africa)	Micor (Division of Supergroup Pty Ltd)
Levi Strauss SA	Massmart Holdings	Micromega Holdings Ltd
Lewis Group	Master Currency Pty Ltd	Midi Tv Pty Ltd ta e-tv
Lexis Nexis Butterworths	Matodzi Resources	Midmar Liquors Pty Ltd
Lexmark Interntional SA	Matrix Vehicle Tracking Pty Ltd	Midway Two Holdings Ltd
LG Electronics SA	Maxidor Pty Ltd	Millenium Waste Management Pty Ltd
Liberty Group	Maxiprest Tyres Pty Ltd	Minolco Pty Ltd ta Minolta SA
Liberty International Plc	MBT South Africa Pty Ltd	Mintek
Liebherr - Africa	McCain Foods SA Pty Ltd	Mitek Industries South Africa Pty Ltd
Life Esidimeni	McCarthy Ltd	Mittal Steel SA
Light Edge Technologies	McCarthy Ltd ta Yamaha Distributors	Mobile Industries
Lion Match Company	McDonalds South Africa Pty Ltd	MOL SA
Lion of Africa Insurance Company	MCG Industries Pty Ltd	Molapo Technology Pty Ltd
Liquid Automation Systems	MDM Engineering Pty Ltd	Momentum Group Ltd
Lithotech	ME Personnel Consultants Pty Ltd	Mondi South Africa Ltd
Logical Options Staffing	Meadow Foods Cape (Division of Astal)	Monta Casino (Division of Tsogo Sun Casino)
Longain Investments ta Flexicell	Media 24 Ltd	Moreland Developments Pty Ltd
Lonmin Plc	Media Interventions Pty Ltd ta Mercury Media	Mortgage SA.com Pty Ltd
Louis Group International	Media Shop	Motorite Insurance Administrators Pty Ltd
Lusan Premium Wines	Medi-Clinic corporation	Motorola Southern Africa Pty Ltd
M Cubed Holdings Ltd	Medicross Healthcare Group Pty Ltd	Mr Price Group
Macadams Baking Systems	Medihelp Medical Scheme	MSD Pty Ltd (Merck Sharp Dohme)
MacSteel Service Centre SA Pty Ltd ta VRN Steel	Mediscor Pharmaceutical Benefit Management	Mthombo IT Service Pty Ltd
Maersk Line Pty Ltd	Mediterranean Shipping Company	MTN Group
Magnum Shield Security Services Pty Ltd	MEEG Bank Ltd	Much Asphalt Pty Ltd
Mahindra & Mahindra South Africa	Mekor Motors Sandton Pty Ltd	Mugg & Bean Franchising Pty Ltd
Maizey's Pty Ltd ta Maizey Plastics	Melomed Hospital Holdings LTd	Multi construction Chemicals Pty Ltd
Makana Investment Corporation	Merafe Resources Ltd	MultiChoice Subscriber Management Services
Malesela Taihan Electric Cable Pty Ltd	Mercantile Bank Ltd	Multotec Pty Ltd
Malls Tiles Pty Ltd	Merlin Gerin SA Pty Ltd ta Conlog	Munich Reinsurance Company of Africa Ltd
Man Truck and Bus SA Pty Ltd	Metair Investments	Murray & Roberts Holdings
Manhattan Corporation Pty Ltd	Metal & Tool Trade Pty Ltd	Mustek ta Mecer
Manica Africa Pty Ltd	Metallon corporation Ltd	Mutual & Federal Insurance
Marconi Communications South Africa Pty Ltd	Metboard Properties	Mvelaphanda Resources
Marine Products (Division of Foodcorp) Pty Ltd		Namibia Breweries

Organisations		
Nampak	Orion Telecom SA	Plattner Golf ta Fancourt Hotel & Country Estate
Naschem	Orley Foods	Plessey
Nashua	Osborn Engineered Products SA	Power Technologies
Nashua Mobile	Osram	Premier Fishing SA
Nasou Via Afrika	Otis	Premier Foods
Naspers	Outdoor Products SA ta Husquarna	Premier Soccer League
Natal Portland Cement Company	Otsurance	Premium Properties
Natal Rubber Compounders	OVK Oos Vrystaat en Kaap Bedryf	Prestige Group
National Botanical Institute	Owens Corning SA	Pretoria Metal Pressings
National Brands	Paarl Media ta Paarl Web	Pretoria Portland Cement
National Dairy Equipment	Palaborwa Mining Company	PriceWaterhouseCoopers Ltd
Nationwide Airlines	Pals Holdings	Prima Toy & Leisure Trading
Natro Freight	Pam Golding Properties	Primedia
NBC Holdings	Pamodzi Brokers Holdings	Primeserv Group LTd
NCP Chlorchem	Pangbourne Properties	Primi World
NCS Resins	Paracon Holdings	Printability
Nedan Oil Mills	Paramount Property Fund	Prism Holdings
Nedbank Group Ltd	Pareto	Pro Sano Medical Scheme
Nestle Purina Petcare	PD Naidoo & Associates	Process Pipe Company
Nestle SA	Peermont Global	Processing Integration Consulting Solutions
Net I Applied Technologies SA	Penny Pinchers Building Materials	Procter & Gamble
Network BBDO	Pepkor Holdings	Prominent Paints
Network Healthcare Holdings ta Netcare	Peregrine Holdings	Propnet
New Clicks Holdings	Peri Wiehahn	Protea Technology
New Era Packaging	Perishable Products Export Control Baord	Prudential Portfolio Managers
New Holland Publishing	Permoséal	PSG Group
New Teltron	Pernod Ricard SA	PSG Investment Services
New United Pharmaceutical Distributors	Pertec	PSG Konsult
Nike SA	Petra Mining	Psitek
Ninham Shand	Petro SA	PTY Trade 73 ta Edu Solutions
Ninian & Lester	Petronet	Public Investment Corporation
Nissan SA	Petzetakis Africa	Public Servants Association of SA
NMC	Peugeot Motors SA	Putco Properties
Nolitha Electrical & Construction	Pfizer Laboratories	Pyramid Freight
Northam Platinum	PG Bison	Qualichem - Genkem
Novartis SA	Phambili Wasteman	Quality Beverages 2000
NPC Electronics ta Panasonic	Pharma Natura	Qualsa Healthcare
NRG Gestetner SA	Phumelela Gaming & Leisure	Quest Flexible Staffing Solutions
Nu-World Holdings	Picardi Hotelle ta Picardi	Questek Marketing
Oasis Group Holdings	Rebel Liquors	Quintessentially
Oceana Africa Container Lines	Pick 'n Pay Stores	Radart Holdings
Oceana Brands	Pick 'n Pay Holdings	Rainbow Chicken
Oceana Group	Pilot Crushtec	Rand Mutual Assurance Company
Octodec Investments	Pinnacle Micro	Rand Refinery
Ogilvy Johannesburg	Pinnacle Technology Holdings	RandWater
Old Mutual SA	Pioneer Fishing	Rawson Residential Franchise
Omnia Holdings	Pioneer Foods	RC & C Manufacturing Company
Optiplan	Pitseng Catering Service	RDL Technologies
Oranjerivier Wynkelder Ko-op Bpk	Planet Firness Holdings	
Oreport	Plastomark	

Organisations		
Read, Swatman & Voigt	SA Mint Company	Senwes
Real Africa Holdings	SA National Biodiversity Institute	Serac International
Real People Investment Holdings	SA Paper Chemicals	Servest
Reatile Timrite	SA Retail Properties	Setpoint Technology Holdings
Rebserve Services (Berco Cleaning Services)	SA Rugby	SEW Eurodrive
Reckitt-Benckiser SA	SA Scale Company	Shaft Sinkers
Rectron	Saab Grintek	Sharp Electronics
Redefine Income Fund	Saatchi & Saatchi SA	Shatterprufe
Reebok SA	SAB Miller	Shongologo Communications
Refraline	Sable Holdings	Shoprite Holdings
Reliable Radio & TC (Reliable Music)	SABMiller Plc	Sibakhulu Construction
Remgro	Sabvest	Siemens SA
Rennies Bank	SAFAIR	Silveray Stationary Statmark
Rennies Ships Agency	Safcor Freight (Safcor Panalpina)	Simba
Rennies Travel	Safepak	Simmer & Jack Mines
Renolit SA	Safika Holdings	Siyanda Resources
Rentworks Africa	Safmarine	Sizwe Medical Services
Research International SA	Safrican Insurance Company	SizweNtsaluba VSP Inc
Research Surveys	Sahara Computers	Smit Amandla Marine
Reunert	SAIL Group	Smit Marine SA
Reutech Radar Systems	Sakhumnotho Group Holdings	Smith Tabata Buchanan
Revlon SA	Sallies	Boyes Attorneys
Rex Trueform Clothing Company	Salvage Management & Disposal	Softline
Rhodes Food Group	Samancor	Software Futures KKM
Richard Bay Minerals	Samsung Electronics SA	Solenta Aviation
RMB Holdings	Sandown Motor Holdings	Sonnenberg Hoffmann
Roadgrip Afrityre	Sanlam	Galombik
Robert Bosch	Sanlam Capital Markets	Sony SA
Robinson Liquors	Sans Fibres	Southern Wind Shipyards
Roche Products	Santam	Sovereign Food Investments
Roelcor Meat	Sanyati Holdings	Sovereign Steel
Rohde & Liesenfeld	SAP Africa	Spar Group
Rohlig Grindrod	SAP Public Services	Spearhead Property Holdings
Rooibos Ltd	Sappi Ltd	Spectrum Communications
Roshcon	SAS Institute	Spectrum Shipping
Roshprop	Sasani Africa	Spescom Ltd
Rovic International (Rovic & Leers)	Sasfin Holdings	Spicer Axle SA
Royal Sechaba Holdings (Royal Sechaba)	Sasol	Spoor & Fisher
RPP developments	Sasol Gas	Spur Corporation
Rumdel construction	Scharrig Mining	St Elmos Trading
Rymco Africa (Anchor Yeast)	Schindler Lifts	Stafanutti & Bressan Civils
S&J Land Holdings	Schneider Electric SA	Standard Bank Group
SA Airlink	Scooters Pizza	Stanlib Asset Management
SA Eagle Insurance	Sea Harvest Corporation	Stanlib Wealth Management
SA Eagle Insurance Company	Seardel Investment Corp	Starke Ayres
SA Football Association	Seaways ta SA Express Lines	Steelbank Merchants
SA French	Sebenza forwarding & Shipping consultancy	Steffen, Robertson & Kirsten SA
SA Greetings	Seekers Travel Group	Steiner Hygiene
SA Home Loans	Sekunjalo Investments	Steinhoff Doors & Building Materials
	Sekunjalo Piping Systems	Steinhoff International
	Senet	Stewart Scott International
		Stocks Building Africa
		Stoncor Africa

Organisations		
Storage Technology Services	The Company of Wine's People	Truworths International
Storgate Africa	The Courier and Freight Group	Tsebo Outsourcing Group
Steinhoff International	The Fairview Trust	Tsogo Sun Casinos
Stewart Scott International	The Fuel Logistics Group	Tsogo Sun Gaming
Stocks Building Africa	The Golfers Club	T-Systems SA
Stoncor Africa	The Goodhope Textile	Tuffy Brands
Storage Technology Services	Corporate ta Da Gama	Turf-Ag Products
Storgate Africa	Textiles	Turner and Townsend
Stratabolt ta Minova RSA	The Hirsch B Trust ta Hirsch	Tusk Resorts
Strate Ltd	Appliances	Tyco Trucks (part of Imperial)
Stucken & Company	The House of Busby	UAP Crop Care
Stuttafords International	The Innovation Hub	UCS Group
Fashion Company	Management Company	UEC Technologies
Sud Chemie SA	The Jupiter Drawing Room	Unisys Africa
Sulzer Pumps SA	The Laser Transport Group	United National Breweries
Sun International	The Power Group of Companies	Unitrade 826
Supaswift	The SA Bank of Athens	Unitrans
Super Group	The Tea Blenders ta The Blenders	Universal Footwear & Trading Copmany
Supercall Cellular	Thebe Investment Corporation	Universal Music
Superior Marketing	Thompsons Tasty Meats	Universal Print Group
Supersport International	Trading	UPS SCS SA
Holdings	Thos Begbie and company	Urban Brew Studios
Swartland Wynkelder	Three cities Group	USABCO
Sweet-Orr & Lybro	THRIP	Uthingo Management
Sybase	THUMB Management	UTI Worldwide
Sycom Property Fund	Services	UWP Consulting
Sylko	Ticor SA	Vacation Exchange International (RCI SA)
Symetrix Information Technology	Tiger Brands	Valeo Systems SA
Synergy Holdings	Tiger Wheels	Value Group
Table Bay Cold Storage	Tile Africa Group	Vela VKE Consulting Engineers
Taquanta Group of Companies	TNT Express worldwide	Venfin
Tarsus Technology	Tongaat-Hulett Group	Vered Estates
Tata Africa Holdings	Tongaat-Hulett Group	Verimark Holdings
Tata Automobile Corporation SA	Total SA	Verizon Business
TBWA Hunt Lascaris Holdings	Touchline Media	Vesuvius SA
Teba Bank	tourism Investment Corporation	Victoria & Albert Waterfront
Teba LTd	Tourvest Holdings	Viglietti Motors
Technology Corporate Management	Toyota SA Motors	Vincemus Investments
Tedexlex Trading	Trans Caledonia Tunnel Authority (TCTA)	Virgin Active SA
Telepassport	Trans Hex Group	Vital Health Foods
Telesure Investment Hodings	Transnet	Vodacom Group
Telkom SA	Transpaco	Volcano Agrosience
Tellumat	Trellicor	Volkswagen of SA
Tempest Sext Car Hire	Trencor	Wahl Industries
Terrapinn	TrenTyre	Waltons Stationary company
TFD Network Africa	Treofan SA	Wascon Civils Free State
TFM Industries	Trident Press	Wasteman Group
The Agency for Advertisinhg and Marketing	Trollope Mining Services	Waymark Infotech
The Blue Train	Trubok	WB Holdings
The Cold Chain	Tru-Cape Fruit Marketing	Weir Minerals Africa
		Welfit Oddy
		Wembley Group of Companies

Organisations		
Wenkem SA	Winecorp	York Timber Organisation
Wesbank	Winhold	York Timber Organisation
Wesco Holdings	Wispeco	Yum! Restaurants
West Coal	WM Eachus & Company	International
West Coast Corporate	Woestalleen Collierty	ZA Trans Logistics
International Holdings	Wooltru	Zambia Copper Investments
West Coast Leisure (Casino	Woolworths Holdings	Zhauns Group of Companies
Mykonos)	WPK Agriculture	Zimbiwa Resources
Western Areas	WSP Group SA	Zimco Group
Wholesale housing Supplies	Xtrata SA	Zimisele Underwriting
Wilderness Safaris	Yara SA (Kynoch Fertiliser)	Management Co
Wilson Bayly Holmes (WBHO)		

ADDENDUM B

Questionnaire

Please keep in mind that the questionnaire was completed electronically in most cases. Only a few hard copies were used. This addendum contains an example of the hard copy questionnaire.



CORPORATE COMMUNICATION QUESTIONNAIRE

Thank you in advance for taking the time to complete this questionnaire. Please complete all the questions. The questionnaire takes ± 10 - 15 minutes to complete.

A. Do you work as a public relations / corporate communication ...

a. consultant (providing services for various companies)	
b. employee of one company	

1. Which of the following two terms do you prefer to use when referring to the communication profession?

Public relations		Corporate communication	
------------------	--	-------------------------	--

2. What is your job title?

3. Are you?

Male		Female	
------	--	--------	--

4. Are you?

White		Coloured	
Black		Indian	
Asian		Other:	

5. How old are you?

Younger than 25		41-50	
25-30		51-60	
31-40		Older than 60	

6. Do you work full time or part time for this organisation?

Full time		Part time	
-----------	--	-----------	--

7. Is your direct manager / director male or female?

Male		Female	
------	--	--------	--

8. What is your monthly income before tax?

R0 - R10 000		R30 001 - R40 000	
R10 001 - R20 000		R40 001 - R50 000	
R20 001 - R30 000		More than R50 001	

9. How many years corporate communication experience do you have?

0-2 years		6-10 years	
3-5 years		More than 10 years	

10. How many years have you worked for this organisation?

0-2 years		6-10 years	
3-5 years		More than 10 years	

11. Please indicate ALL your qualifications.

Matric		3 year degree	
Certificate / diploma		4 year degree	
Post-graduate diploma		Post-graduate degree	
Other:			

12. Please indicate ALL your qualifications in CORPORATE COMMUNICATION.

None		B.A. degree	
Short course		B.Com degree	
Certificate / diploma		Master's degree	
Post-graduate diploma		Doctoral degree	
Other:			

13. Have you ever been negatively influenced to do your job by crime (all types of crime or the effects of crime, at work or home)?

Yes		No	
-----	--	----	--

14. Did you have a work related mentor at any stage in your career?

No	
Yes, a communication mentor	
Yes, a general business mentor	
Yes, both a communication and general business	
Yes, another work related mentor	

15. Please indicate all the languages you can speak, read and/or write.

	Speak	Read	Write
a.			
b.			
c.			
d.			
e.			

16. What is your home language?

17. How much is your organisation's annual communication budget?

Don't know		Between R30 - 40m	
R0 - 10m		R40 - 50m	
Between R10 - 20m		Between R50 - 60m	
R20 - 30m		More than R60m	

*** Please do not resubmit this questionnaire if you have already participated in this research. ***
Page 1 Corporate Communication Questionnaire



18. What type of corporate communication research does your organisation mostly use to measure communication effectiveness?

No research at all	
Don't know	
Informal research (talking to people, field reports, reading newspapers / internet)	
Formal research (perception / reputation / image surveys, content analysis)	
Both formal and informal research	

19. Which of the following is the most important focus of your organisation's research on communication effectiveness?

The number of articles / newsletters produced, amount of media coverage, number of people attending events, etc	
Changes in behaviour / perceptions / relationships	
Focus equally on both the above	

20. Are you a member of a professional organisation? If so please indicate the number of years you've been member of each.

Not a member of any professional		years
IABC		years
PRISA		years
SACOMM		years
Other (please specify)		years
Other (please specify)		years

23. If you are a member of a professional organisation, please indicate who pays for your membership?

Yourself	
Your employer	

24. From the list below, please RATE THE TOP 5 CHARACTERISTICS that could best assist the communication practitioner in contributing to organisational performance, from 1 (most important) to 5 (less important).

a. Personality in general	
b. Having a driven nature, assertiveness	
c. Being energetic, positive attitude towards life, enthusiastic, passionate	
d. Personal credibility (taking responsibility, reliable, trustworthy)	
e. Resourcefulness (finding solutions, lateral thinking, taking initiative)	
f. Ability to digest information rapidly	
g. Ability to work fast and accurate, multitasking	
h. Emotional intelligence, maturity, understanding human dynamics	
i. Being open minded (open to ideas, people, diversity)	
j. Being streetwise	

21. If you have experience outside corporate communication, please indicate the number of years for each discipline.

None		years
Journalism		years
Business Management		years
Human Resources		years
Other (please specify)		years
Other (please specify)		years

22. Did you take time out of your career at any stage? If so please indicate the number of years for each reason.

No, I did not		years
Yes, to pursue another career		years
Yes, to travel		years
Yes, to raise a family		years
Other (please specify)		years
Other (please specify)		years

25. People tend to move to corporate communication from other professions because...(please select all those applicable)

a. The money is better	
b. It seems interesting	
c. People think it's an easy job	
d. They like working with people	
e. It looks like fun	
f. It's got status	
Other (please specify)	



27. Please look at the tasks listed below (a - q). Mark the tasks you are normally involved in with an x.

a.	Writing articles for the organization's publications	
b.	Managing the implementation of corporate communication plans	
c.	Reducing uncertainty in strategic decision-making by interpreting the external environment to top management	
d.	Monitoring the performance of corporate communication practitioners / sub-divisions	
e.	Editing corporate communication materials, e.g. speeches / annual reports	
f.	Explaining to top management the impact of their behaviour (obtained through research) on key external stakeholders (media, investors, communities)	
g.	Developing corporate communication strategy that supports corporate strategy	
h.	Acting as 'early warning system' to top management before issues erupt into crises	
i.	Generating publicity, e.g. write media releases	
j.	Being in charge of the success/failure of corporate communication strategy	
k.	Producing audiovisual materials for presentations	
l.	Initiating dialogue with pressure groups limiting the organisation's autonomy, e.g. environmentalists / consumer advocates / legislators	
m.	Being in charge of the success/failure of corporate communication plans	
n.	Organising special events, e.g. open houses / exhibitions / gala evenings	
o.	Acting as advocate for key external stakeholders by explaining their views to top management	
p.	Keeping a media clipping service (clip articles that appeared in the media about the organisation)	
q.	Research	

28. From the above table, list the letters corresponding with tasks you do. Please allocate the average time you spend on each activity as a percentage. The total should add up to 100%.

For example:

Task	%
a.	40%

Task	%
TOTAL	100

29. Please list your most important top 5 tasks performed over the last 3 months (this does not have to be in relation to time spent on tasks).

1.	
2.	
3.	
4.	
5.	



30a. Please indicate to what extent you AGREE or DISAGREE with the following statements. If you do not have a specific opinion on a statement you may select 'Do not know'.

	Fully agree	Mostly agree	Neutral	Mostly disagree	Fully disagree	Do not know
1. The salaries of corporate communication practitioners are low because there are so many women in the profession						
2. Homosexual people tend to be better corporate communication practitioners than heterosexual people						
3. Stereotyping on the basis of gender exists in the communication profession						
4. Stereotyping on the basis of race exists in the communication profession						
5. Who you know, determines whether you can make a contribution to the organisation						
6. Younger managers know more about corporate communication than older managers (45+)						
7. Younger managers tend to be more open to new ideas than older managers (45+)						
8. In this organisation management often tend to take credit for the job done by the communication professional						
9. Having a higher formal qualification than your manager presents a problem in the communication environment						
10. The corporate communication department is always the first to be downsized in difficult economic times						
11. I have experienced sexual harassment in my communication career						
12. I experience tension between the creative / technical and management side of my job						
13. Organisational politics has had a negative influence on my possible contribution to organisational performance						
14. I have had ample advancement opportunities within the communication profession						
15. I am satisfied in my current position						
16. Formal accreditation of the profession would assist the practitioner in making contributions to organisational performance						
17. Formal accreditation of the profession would assist the practitioner with acknowledgement in the organisation						
18. Practitioners with knowledge of international best practice can contribute more to the organisation than those who do not have international best practice knowledge						
19. Practitioners with international experience can contribute more to organisational performance than those who do not have international experience						
20. I have experienced encroachment (people from other disciplines being appointed in communication positions) in the communication department						
	Fully agree	Mostly agree	Neutral	Mostly disagree	Fully disagree	Do not know
21. In my career I could successfully educate management on corporate communication						
22. Practitioners with close ties to people from certain political parties have the opportunity to make more contributions to organisational performance						
23. I have a responsibility to give back to the profession by writing case studies, participating in talks at conferences, etc						
24. When selecting media for stakeholder communication, this organisation focuses more on the readership profile than the ownership of the newspaper / broadcaster						
25. The vague definition of corporate communication hinders practitioners in contributing to organisation performance						
26. I have job security in my current position						
27. In my career affirmative action appointments limited me to get positions / to advance to positions for which I was qualified and experienced enough to do						
28. I have come across incapable practitioners in my career						
29. I have come across corrupt corporate communication practitioners in my career						
30. When dealing with corporate social responsibility, the communication function in this organisation is frank / open about the organisation and its stakeholders' perceptions towards each other						



30b. Please indicate to what extent you AGREE or DISAGREE with the following statements. If you do not have a specific opinion on a statement you may select 'Do not know'.

	Fully agree	Mostly agree	Neutral	Mostly disagree	Fully disagree	Do not know
31. When dealing with corporate social responsibility, the communication function includes as many as possible stakeholder's opinions and views						
32. In my career I had to continually defend / advocate the communication function to top management						
33. When promoted to a higher and/or management position, I focussed completely on the new position and did not have to perform any of the previous position's tasks						
34. In this organisation affirmative action has lead to management expecting less from corporate communication practitioners						
35. In this organisation management appreciates the function / role / scope of corporate communication						
36. In this organisation the communication practitioners identify new opportunities for communication, rather than responding to events with communication						
37. In this organisation the communication practitioners are instructed, rather than suggesting actions						
38. In this organisation electronic media (internet, intranet, web pages, sms) are used to communicate with stakeholders such as employees, clients or suppliers						
39. In this organisation traditional media (storytelling, industrial theatre) are used to communicate with stakeholders such as employees or communities						
40. Older practitioners (45+) can contribute more to the organisation's performance than younger practitioners						
41. Practitioners working in a large organisation can make a better contribution to organisational performance than those in a small organisation						
42. Practitioners working in a small organisation can make a better contribution to organisational performance than those in a large organisation						
43. Using BEE agencies / contracts to fulfil corporate communication tasks limits the contribution of corporate communication to organisational performance						
44. In my organisation we have to deal with activist publics regularly						

32. Below are two columns of statements regarding the way you see life, column A and B. Please indicate your agreement with the one or the other (A or B) by marking the appropriate block.

A	Fully agree with A	Agree with A	Agree with both A + B	Agree with B	Fully agree with B	B
i. I will measure my success in life according to interpersonal relationships						i. I will measure my success in life according to the acquisition of a good job, lifestyle
ii. All people are unique and different						ii. All people share a common bond
iii. One should live in harmony with nature						iii. One should manage nature to get the most out of it
iv. Team achievements are important						iv. Individual achievements are important
v. One should acquire one's own knowledge						v. The elderly can offer good advise
vi. Interdependence is good						vi. Competition is good



33a. Please indicate how important the following are for the corporate communication practitioner in contributing to organisational performance.

	Very important	Important	Somewhat important	Unimportant	Not important at all	Not applicable
1. The practitioner having business knowledge						
2. The practitioner having basic communication theory knowledge						
3. The practitioner having strategic communication knowledge						
4. The practitioner being able to apply knowledge gained to the situation at hand						
5. The practitioner having good networking skills						
6. The practitioner having clear career goals						
7. The practitioner being computer literate						
8. The practitioner having general writing skills						
9. The practitioner having verbal communication skills, presentation / speaking skills						
10. The practitioner having good listening skills						
11. The practitioner having conflict management skills (ability to disagree constructively)						
12. The practitioner staying up to date with trends and new developments in the corporate communication arena						
13. The practitioner staying up to date with trends and new developments in the general business arena						
14. The practitioner speaking out about their success in the workplace						
15. Practitioners and management having shared expectations of the role of corporate communication						
16. The practitioner being aware of, but not participating in organisational politics						
17. The practitioner attempting to educate management on the importance of corporate communication						
18. Management viewing corporate communication as important						
19. Managements' support in terms of sending the practitioner on courses, workshops etc						
20. The practitioner having direct contact with the CEO / Managing director						
	Very important	Important	Somewhat important	Unimportant	Not important at all	Not applicable
21. The practitioner having been part of an internship programme						
22. The practitioner having communication department support (colleagues helping each other out when needed)						
23. The practitioner acting as an advisor / early warning system to management						
24. The practitioner acting as an advocate on behalf of stakeholders						
25. Management's recognition of the communication function						
26. The practitioner being open to the challenges and changes in South Africa						
27. The practitioner having experience of working in South Africa						
28. The practitioner having a particular cultural background						
29. The practitioner being able to act as a cultural interpreter within the organisation and between the organisation and its stakeholders						
30. The practitioner being sensitive to involve all necessary stakeholders in a certain issue						
31. The practitioner understanding the importance of corporate social responsibility to the organisation's performance						
32. The practitioner understanding the principles of the King II report						
33. The practitioner taking an active role in the business						
34. The practitioner not being stereotyped according to race						
35. The practitioner not being stereotyped according to gender						
36. Practitioners knowing how to communicate with both literate and illiterate stakeholders						



33c. Please indicate how important the following are for the corporate communication practitioner in contributing to organisational performance.

	Very important	Important	Somewhat important	Unimportant	Not important at all	Not applicable
37. Practitioners being multilingual						
38. Practitioners knowing how and with whom to lobby						
39. Practitioners knowing different cultural protocols and/or being able to frame messages for different cultural stakeholders						
40. The practitioner viewing corporate communication as important						
41. The communication practitioner reporting to the communication manager, rather than to other departments i.e. marketing/ human resources/ corporate affairs						
42. The practitioner being very visible in the organisation						
43. The practitioner belonging to a professional organisation						
44. The practitioner being ethical and adhering to professional values and norms						
45. The practitioner having a clear job description						
46. The practitioner viewing corporate communication only as a technical function						
47. The practitioner viewing corporate communication as a strategic function						
48. The practitioner having knowledge of South African media legislation i.e. freedom of speech, slander legislation etc						
49. The corporate communication function being accredited (when this could happen)						
50. The practitioner identifying new opportunities for communication						

26. Please indicate whether the following statements are TRUE or FALSE for your organisation in general.

	True	False
a. In this organisation everyone / all departments work together to make the organisation effective		
b. Managers in this organisation seem to believe that employees lack initiative and must constantly be given instructions		
c. In this organisation most projects are done through teamwork		
d. In this organisation senior managers believe in the sharing of power and responsibility		
e. In this organisation the departments share a common mission		
f. Decisions in this organisation are only made by top management		

**Thank you for taking the time to complete this questionnaire.
Your contribution is valued.**

ADDENDUM **C**

Email to respondents

From: Tanya le Roux
To:
Date: February 25, 2007 3:25 PM
Subject: NWU research on corporate communication

Dear Sir / Madam

Thank you for being willing to partake in our research on South African corporate communication / public relations practitioners! Your contribution is of great value!

Attached the questionnaire in excel format which can be completed electronically, as well as a letter further explaining the research. Information received will remain confidential. The questionnaire takes around 10 to 15 minutes to complete. Please return the questionnaire at your earliest convenience.

Thank you and best regards!

Tanya

Me / Ms T le Roux

Doktersgraad Kandidaat / Doctoral Candidate

Skool vir Kommunikasiestudies/School for Communication Studies

Noordwes-Universiteit (Potchefstroomkampus)

North-West University (Potchefstroom Campus)

Privaatsak X6001/Private Bag X6001

Potchefstroom, 2520

South Africa

Tel: +27 18 299 1637

Fax: +27 18 299 1651

Email: Tanya.leroux@nwu.ac.za

Hierdie boodskap (en aanhangsels) is onderhewig aan beperkings en 'n vrywaringsklousule. Volledige besonderhede beskikbaar by <http://www.puk.ac.za/itb/e-pos/disclaimer.html>, of by itbsekr@puknet.puk.ac.za.

This message (and attachments) is subject to restrictions and a disclaimer. Please refer to <http://www.puk.ac.za/itb/e-pos/disclaimer.html> for full details, or at itbsekr@puknet.puk.ac.za.

ADDENDUM D

Letter send to respondents



NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

School for Communication Studies

Tel (018) 299 1642
Fax (018) 299 1651
EMail komtr@puk.ac.za

November 2006

Dear Practitioner

RESEARCH: CORPORATE COMMUNICATION'S CONTRIBUTION TO ORGANISATIONAL PERFORMANCE

Corporate communication (public relations) has an important strategic communication role to fulfil. The function assists organisations in adapting to the fast changing South African developmental context and ever-changing political and economic environment. It brings together the organisation and its stakeholders by facilitating open and transparent communication, in order to prevent or limit damage to the organisation's performance and reputation from activist stakeholder groups.

Although most corporate communication practitioners are valued staff members of their organisations, some still face stereotyping, discrimination and a lack of professional recognition, which lead to the function not being able to contribute to organisational performance to its fullest potential.

Thank you for making a difference by participating in this research project that forms part of Tanya le Roux's doctorate study at the North-West University, Potchefstroom Campus, School for Communication Studies. The research gives you the opportunity to share your insights and experiences in order to determine the influences on the corporate communication function in contributing to organisational performance and moving the discipline closer to professional status.

POTCHEFSTROOM CAMPUS

• Private Bag X6001 • Potchefstroom • South Africa 2520 • Tel: +27 18 299-1111 • Fax: +27 18 299-2799 • <http://www.nwu.ac.za>

Please complete this questionnaire at your earliest convenience. Please answer all the questions.

Thank you in advance for taking the time to complete this questionnaire.

Yours sincerely



Mrs Tanya le Roux
Lecturer



Prof. PJ Schutte
Director: School for Communication Studies



Dr. AME Naudé
Promotor

ADDENDUM E

Follow-up email to respondents

From: Tanya le Roux
To:
Date: Monday – June 25, 2007 5:03 PM
Subject: Reminder: NWU research on corporate communication

Dear Sir / Madam

Please don't forget about our research on South African corporate communication / public relations practitioners! We hope to have all 300 the corporate communication questionnaires back by 30 June 2007. Your contribution is of great value!

Attached the questionnaire in excel format which can be completed electronically, as well as a letter further explaining the research. Information received will remain confidential. The questionnaire takes around 10 to 15 minutes to complete.

If you have already completed and returned the questionnaire, please disregard this message.

Thank you and best regards!

Tanya

Me / Ms T le Roux

Doktersgraad Kandidaat / Doctoral Candidate

Skool vir Kommunikasiestudies/School for Communication Studies

Noordwes-Universiteit (Potchefstroomkampus)

North-West University (Potchefstroom Campus)

Privaatsak X6001/Private Bag X6001

Potchefstroom, 2520

South Africa

Tel: +27 18 299 1637

Fax: +27 18 299 1651

Email: Tanya.leroux@nwu.ac.za

Hierdie boodskap (en aanhangsels) is onderhewig aan beperkings en 'n vrywaringsklousule. Volledige besonderhede beskikbaar by <http://www.puk.ac.za/itb/e-pos/disclaimer.html>, of by itbsekr@puknet.puk.ac.za.

This message (and attachments) is subject to restrictions and a disclaimer. Please refer to <http://www.puk.ac.za/itb/e-pos/disclaimer.html> for full details, or at itbsekr@puknet.puk.ac.za.

ADDENDUM F

Factor analysis tables

Table F.1: Factor analysis of individual-level variables

Statement	Factors											
	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12
33.8	0.80											
33.12	0.79											
33.13	0.77											
33.5	0.74											
33.11	0.73											
33.10	0.72											
33.9	0.71											
33.6	0.71											
33.4	0.67											
33.7	0.66											
33.3	0.61											
33.47		0.74										
33.40		0.68										
33.1		0.62										
33.33		0.53										
33.50		0.43										
33.34			0.94									
33.35			0.93									
33.28				0.80								
33.29				0.79								
33.23				0.56								
33.24				0.50								
33.46					0.75							
33.2					0.57							
30.3						0.80						
30.4						0.78						
30.5						0.51						
30.40							0.71					
30.2							0.51					
30.34							0.76					
30.1								0.76				
30.11								0.60				
30.27									0.81			
30.12									0.67			
30.19										0.78		
33.37											0.86	
30.33												0.55

Table F.2: Factor analysis of organisational-level variables

Statements	Factors								
	F1	F2	F3	F4	F5	F6	F7	F8	F9
30.36	0.72								
30.35	0.68								
30.37	0.65								
30.38	0.55								
30.13	0.46								
33.45		0.73							
33.41		0.65							
33.22		0.59							
33.25		0.56							
33.19		0.54							
33.15			0.72						
33.16			0.72						
33.18			0.60						
33.20			0.49						
30.9			0.40						
30.30				0.70					
30.31				0.69					
30.39				0.57					
30.8				0.51					
30.20					0.74				
30.10					0.66				
30.15					0.46				
30.6						0.84			
30.7						0.83			
30.41							0.78		
30.42							0.61		
33.21								0.79	
30.24									0.62
30.14									0.57

Table F.3: Factor analysis of industry-level variables

Statement	Factor
33.31	0.79
33.30	0.77
33.32	0.66
33.38	0.62

Table F.4: Factor analysis of country-level variables

Statement	Factors		
	F1	F2	F3
33.39	0.74		
33.26	0.73		
33.48	0.70		
33.36	0.70		
33.27	0.65		
30.22		0.72	
30.26		0.53	
30.43			0.76
30.44			0.70

Table F.5: Factor analysis of professional-level variables

Statement	Factors				
	F1	F2	F3	F4	F5
30.16	0.88				
30.17	0.82				
33.49	0.69				
33.43	0.61				
33.17		0.70			
33.14		0.66			
33.42		0.49			
30.29			0.74		
30.28			0.72		
30.25			0.56		
30.32			0.53		
33.44				0.76	
30.23				0.43	
30.18					0.73
30.21					0.60

ADDENDUM G

Solemn declaration



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
POTCHEFSTROOM CAMPUS

Academic Administration
SOLEMN DECLARATION

Solemn declaration by student

I, *Tanya le Roux* declare herewith that the mini-dissertation/dissertation/thesis entitled,

The contribution of South African corporate communication practitioners to organisational performance,

which I herewith submit to the North-West University as completion of the requirements set for the *Philosophiae Doctor in Communication Studies* degree, is my own work, has been text edited and has not already been submitted to any other university. I understand and accept that the copies that are submitted for examination are the property of the University.

Signature of student *Tanya* University-number **10100679**

Signed at Potchefstroom this 22 day of June

Declared before me on this 22 day of June 2010

Commissioner of Oaths: *[Signature]*

<p>2010</p> <p>AFFIRMATION</p> <p>1. The deponent</p> <p>1.1 has acknowledged that he/she is familiar with the content of this statement and that he/she understands it; and</p> <p>declares that he/she objects against taking the oath and/or that he/she does not regard the oath as binding on his/her conscience; and</p> <p>1.3 has signed the statement in the presence of the undersigned.</p> <p>2. The statement was affirmed by having the deponent utter the words: "I hereby solemnly affirm that the content of this statement is true".</p> <p>Affirmed before me on the <u>22</u> day of <u>June</u> 20<u>10</u></p> <p>at <u>Potchefstroom</u></p>	NWU
--	-----

Declaration by supervisor/promotor/research director

The undersigned declares:

- 1.1 that the student attended an approved module of study for the relevant qualification and that the work for the course has been completed or that work approved by the Senate has been done;
- 1.2 that the student has complied with the minimum duration of study as indicated in the yearbook;
- 1.3 the student is hereby granted permission to submit his/her mini-dissertation/dissertation or thesis;
- 1.4 that registration/change of the title has been approved;
- 1.5 that the appointment/change of examiners has been finalised and
- 1.6 that all the procedures have been followed according to the Manual for post graduate studies.

Signature of Supervisor/Promotor: *[Signature]* Date: 21/04/10

Signature of Research Director: *[Signature]* Date: 21/04/10