



SADCA MARKETING AND COMMUNICATIONS COMMITTEE (MCC) 2018/19 WORKPLAN

	ACTIVITY	RESPONSIBILITY	DEALINE
SIGNATORY STATUS TO ILAC AND IAF MUTUAL RECOGNITION ARRANGEMENT			
1	Approval of the Corporate Identity (CI) Manual	MCC EXCO	December 2018
2	Development of Brochure on the future of the cooperation based on the SADCA Position Paper	Patrician Kondowe	October 2018
3	Publish Peer Evaluators training in newsletter and any scopes additions	Secretariat	March 2019
4	Participation at ILAC MCC and IAF CMC activities	MCC Chair	Continous
MUTUAL RECOGNITION/ACCEPTANCE OF CONFORMITY ASSESSMENT DATA BY AFRICAN REGULATORS			
5	Development and approval of the SADCA MRA mark	MCC, MRA EXCO	December 2018
6	Develop SADCA brochures in support of SADCA MRA scopes	Chesta Matadeen Riyana Chibanda	October 2018
7	Increase awareness SADCA MRA and accreditation <ul style="list-style-type: none"> - Finalise MCC 5 Year Strategic plan - Develop and Finalise SADCA Membership strategy/engagement plan 	Fikile Skosana Sybil Dlamini Edward Mmatli Jeanne Ranorovelo	October 2018
DELIVERING SERVICE EXCELLENCE AND SUPPORT/ MARKETING OF SADCA			
8	Continually update the SADCA website	Secretariat	Continous
9	Development of atleast one (1) SADCA newsletter	MCC Members Edward Mmatli	End July 2018 Mid-December 2018



	ACTIVITY	RESPONSIBILITY	DEALINE
		Secretariat	
10	Continue marketing the use of the SADCA Toolkit <ul style="list-style-type: none"> - Statement on the usefulness and importance of the toolkit - Presented at WAD Commemorations 	MCC Chair MCC Members	July 2018
11	Encourage the commemoration of 2018 World Accreditation Day by SADCA Members, and disseminate marketing tools received from ILAC and IAF	MCC Chair Secretariat Jeanne Ranorovelo	May 2018
12	Collate responses and report on the investigation of the usage of social media to promote accreditation and the SADCA MRA	MCC Chair Secretariat	October 2018
REGIONAL & INTERNATIONAL COOPERATION			
13	Represent SADCA at the ILAC MCC and IAF CMC meetings	MCC Chair	March 2019
14	Represent SADCA at the AFRAC MCC meetings	MCC Chair	September 2018