



**SADCA MARKETING AND COMMUNICATIONS COMMITTEE (MCC) WORK PLAN - 2020**

	<b>ACTIVITY</b>	<b>RESPONSIBILITY</b>	<b>DEALINE</b>	<b>Budget</b>
<b>SIGNATORY STATUS TO ILAC AND IAF MUTUAL RECOGNITION ARRANGEMENT</b>				
1	Development of SADCA Marketing and Communications Brochures - Usefullnes of the SADCA Toolkit for CABs	Fikile Skosana Edward Mmatli	30 October 2020	-
2	Publish Peer Evaluators training in newsletter and any scopes additions	Secretariat Edward Mmatli	30 September 2020	-
<b>MUTUAL RECOGNITION/ACCEPTANCE OF CONFORMITY ASSESSMENT DATA BY AFRICAN REGULATORS</b>				
3	Finalise the development of SADCA brochures in support of SADCA MRA scopes	Chesta Matadeen Riyana Chibanda Xavier Mugari	1 October 2020	-
4	Increase awareness SADCA MRA and accreditation - Develop and Finalise SADCA Membership strategy/engagement plan	Fikile Skosana Sybil Dlamini Edward Mmatli Regional Coordinator	30 October 2020 submit to members  30 November 2020 submit to the EXCO	-
<b>DELIVERING SERVICE EXCELLENCE AND SUPPORT/ MARKETING OF SADCA</b>				
5	Development of the SADCA MCC Service Delivery Charter	MCC	February 2021	
6	Continually update the SADCA website	Secretariat MCC	Continous	-
7	Development of atleast one (1) SADCA newsletter	Edward Mmatli Secretariat	30 September 2020	-



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8	Encourage the commemoration of 2020 World Accreditation Day by SADCA Members, and disseminate marketing tools received from ILAC and IAF	MCC Chair Secretariat	30 May 2020	-
9	Communicate the correct use of the SADCA logo and ensure correct use of the SADCA brand <ul style="list-style-type: none"><li>- Disseminate correct templates for SADCA usage (e.g. letterhead, presentations)</li></ul>	Secretariat	30 September 2020	
<b>REGIONAL &amp; INTERNATIONAL COOPERATION</b>				
10	Participate and Represent SADCA at the ILAC MCC and IAF CMC meetings	MCC Chair	Continuos	-
11	Participate and Represent SADCA at the AFRAC MCC meetings	MCC Chair Secetariat	Continuos	-