

APPLICATION FORM: NMMU ENGAGEMENT EXCELLENCE AWARDS

(CONSULT THE NMMU ENGAGEMENT EXCELLENCE AWARDS POLICY AND READ THE APPLICATION FORM BEFORE COMPLETING THE TEMPLATE IN ORDER AVOID A DUPLICATION OF INFORMATION.)
COMPLETE THIS FORM IN TYPESCRIPT. PROVIDE ONLY THE INFORMATION REQUESTED.

SECTION A: Application category			
<ul style="list-style-type: none"> Indicate with an X in the appropriate box the award you are applying for. Your application will only be considered for the award you have applied for 	<div style="display: flex; flex-direction: column; gap: 10px;"> <div><input type="checkbox"/> Engagement Excellence Award – Science, Technology and Engineering</div> <div><input type="checkbox"/> Engagement Excellence Award – Social Sciences and Humanities</div> <div style="background-color: yellow;"><input checked="" type="checkbox"/> Engagement Excellence Team Award</div> <div><input type="checkbox"/> Engagement Excellence Project Award – Science, Technology and Engineering</div> <div><input type="checkbox"/> Engagement Excellence Project Award – Social Sciences and Humanities</div> <div><input type="checkbox"/> Emerging Engagement Excellence Awards <i>(note that Professors and Associate Professors are not eligible for this category)</i></div> </div>		
Surname of Applicant/Team Leader	Cullen		
First Name	Margaret		
Initials	M.D.M.		
Title	Professor		
Telephone numbers	0415043772		
E-mail address	Margaret.cullen@nmmu.ac.za		
Employment position held at NMMU	Associate Professor		
Faculty	Business and Economic Science		
Department	Business School		
Division			
Immediate line-manager	Professor J.A. Jonker		
Eligibility: Are you permanently employed and/or on a long term (3 years or more) fixed contract? <i>(indicate with an X)</i>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center; border: none;">Permanent x</td> <td style="width: 50%; text-align: center; border: none;">Fixed term contract</td> </tr> </table>	Permanent x	Fixed term contract
Permanent x	Fixed term contract		
If this is an application for one of the <u>Engagement Excellence Project Awards</u>, provide a brief title and description of the project (250 words maximum)	<p><u>Title:</u></p> <p><u>Description:</u></p>		
If this is an application for either the <u>Excellence Awards</u> or the <u>Emerging Award</u>, provide a brief description of your engagement activities and initiatives (250 words maximum)	<u>Description:</u>		
If this is an application for the <u>Engagement</u>	<u>Staff:</u>		

<p>Excellence Team Award, provide</p> <ul style="list-style-type: none"> • the names of all staff members and students participating • the nature of their involvement • a brief description of the team's engagement initiatives and activities (250 words maximum) 	<p>1. Professor M.D.M. Cullen 2. Professor A.P. Calitz</p> <p>Students:</p> <ol style="list-style-type: none"> 1. T. KANYUTU 2. S. BOUCHER 3. D. HASTIE 4. S. SOLOMONS 5. B. REICHEL 6. K. NYAMUTSAMBIRA 7. N. HUNT [the study was replicated in George] <p>Description: This project focused on DESTINATION NMB and had a couple of milestones worth noting. Initially the concept/problem was identified when Prof Cullen was approached by the MBDA to facilitate a strategic session which involved a number of stakeholders who managed or had an influence on the NMB brand. This included Tourism, Department of Economic Development, Coega, MBDA as well as representatives of the hospitality industry in the city. This conversation triggered the inclusion of destination marketing in the marketing management module of the MBA which was supported by a research project where the students had to survey residents of the city to identify the key aspects which they thought the NMB should be known by. They reported on this in the form of a marketing plan. This initial stage of the project included teaching and research which will be elaborated on later. The project leaders developed this information and supplemented to it to form a research paper which was presented at the International Marketing Trends Forum in Venice in 2014. 'Trends in Destination Marketing of Cities' was awarded best paper award. The news of this success reached the ears of Project Nelson Mandela Bay-group of concerned citizens who are involved in a number of aspects of NMB. A presentation was done to this group who then asked for more extensive research to be done. Professors Cullen and Calitz took up the challenge which resulted in a group of MBA students doing in depth research on Destination NMB. The objective was to produce empirical evidence based on what the citizens the citizens of NMB feel about the city.</p>
<p>Are your Engagement activities/projects/initiatives registered on the Engagement Management Information System (E-MIS) on SharePoint? If not, please ensure that they are before you submit this application. Applications that are not registered and updated on the E-MIS will not be considered for Awards. The most recent date on E-MIS for each project update (achieved</p>	<p>Titles:</p> <ol style="list-style-type: none"> 1. Destination NMB

when 'submit' is clicked) must be in 2015.
 Provide the exact titles (as featured on the E-MIS) for all of the Engagement activities/ projects/ initiatives with which you are involved.
 Visit <http://caec.nmmu.ac.za/Engagement-Information-and-Development/Engagement-Management-Information-System>

SECTION B: Engagement categories

- You are required to describe and report in detail on a minimum of two engagement categories (these are 1, 2, 3 and 4 below) in order to be considered for an award.
- If you or your team are involved in three or four of the engagement categories, report in detail on all of these categories.
- Applications that describe and can provide evidence of engagement activities across all four categories are encouraged.
- Refer to section 5 of the attached Engagement Excellence Awards policy which provides a guideline on the specific activities you should report on under each of the categories you have chosen.

Report on your:

1. Engagement through Community Interaction, Service and Outreach:

This project has contributed to relationships between the students and the NMMU and the Port Elizabeth city.

Report on your:

2. Engagement through Teaching and Learning:

The teaching and learning contribution was achieved through the Marketing Management module on the MBA:

- All MBA first years [2013] participated in assignments on Destination marketing.

Report on your:

3. Engagement through Profession/Discipline-Based Service Provision:

The academics contributed their academic and subject expertise. MBA treatise students interacted with citizens of the city in the sharing of their results.

Report on your:

4. Engagement through Research and Scholarship:

The project surveyed 5611 NMB citizens. This has created a database which included representation of all areas of the city. The findings are relevant and have been shared with various groups in the city.

SECTION C: Descriptions

1. Describe the impact your Engagement activities have made on stakeholders/beneficiaries/communities and provide details on how these activities are acknowledged/recognized by:

1.1. External communities/stakeholders/beneficiaries:
 (not staff and students of NMMU)

The responses rate of 5611 citizens indicates the footprint which this survey covered. Many of the participants asked for feedback and attended the feedback session, where the results and findings were shared. Project Nelson Mandela Bay will make use of the findings in their work for the city.

1.2. Internal communities/stakeholders/beneficiaries:
 (staff and students of NMMU)

Internally, this project has resulted in 7 MBA treatise [3 cum laude] and 2 International conference proceedings. In addition, the MBA students have been made aware of the NMB as well as the branding issues and theories about Destination Marketing.

2. Describe how your Engagement activities contribute towards faculty/department/entity engagement goals and objectives. (Refer to your Department/Faculty/Entity's strategic plan here)

The Business School has to be relevant to the community it serves. One way of achieving this objective is through applied research. This approach gives the School exposure and credibility in the community.

3. Describe how your Engagement activities contribute towards the achievement of the NMMU Vision 2020 Engagement Strategic Goals and Objectives. (Refer to the attached NMMU Engagement Strategic Goals and Objectives)

This project addressed a need in the city. It also created partnerships with various stakeholders in the city. These are both relevant points in terms of the NMMU Vision 2020.

4. Describe how your Engagement activities contribute towards: (Refer to any relevant media coverage, representation on boards or committees, scholarly publications, conference presentations etc.)

4.1. Addressing the needs of society and various external communities served by NMMU:



This project did work to assist the city.

4.2. Profiling and promoting the NMMU as an engaged university:

- International conferences
- Feedback session to all stakeholders [presentation attached as an addendum]

Destination Nelson Mandela Bay

What do you the residents say?

Join the NMMU Business School and Project Nelson Mandela Bay for this insightful Nelson Mandela Bay Residents Survey Report on topics such as:

- ▶ Business, Sporting and Cultural events
- ▶ Communication Strategies
- ▶ City Branding

DATE: Monday, 16 November 2015

TIME: 17h00 for 17h30 till 19h00

VENUE: NMMU Business School Auditorium, 2nd Avenue Summerstrand

RSVP: 13 November 2015

To confirm your attendance [click here](#) to complete the online booking form or alternatively contact carlien.jooste@nmmu.ac.za



Nelson Mandela
METROPOLITAN UNIVERSITY
Business School
Leaders for tomorrow



Nelson Mandela
Metropolitan
University
for tomorrow



PROJECT
NELSON MANDELA
BAY

Press coverage

News Release – sent on behalf of NMMU Business School Destination Nelson Mandela Bay

An extensive survey was conducted during 2015 by Prof Margaret Cullen (NMMU, Business School) and Prof Andre Calitz (NMMU, Department of Computing Sciences) amongst residents of Nelson Mandela Bay (NMB). The survey focused on NMB as a destination for business, sporting, cultural events and the resident's perceptions of NMB. The aim of the research was further to determine the types of events residents would prefer and support and the communication requirements of residents.

The research was conducted by MBA students from Nelson Mandela Metropolitan University's Business School in conjunction with Project Nelson Mandela Bay. The research team consisted of six MBA students, Bianca Mathe, who looked at perceptions of Nelson Mandela Bay, Dean Hastie who looked at Business Events, Steffen Solomon focused on Sport Events, Sasha Boucher focused on Cultural Events, Terry Kanyutu looked at Communication strategies and media usage by residents and Kuda Nyamutsambira focused on developing an integrated overall Framework to promote NMB as a destination.

The initial survey showed that the majority of Nelson Mandela Bay residents still consider their city to be "The Friendly City", they are proud to be a part of the city and identify strongly with being from Nelson Mandela Bay.

The initial survey sampled 952 residents and was followed up by a wider survey; sampling an additional 4,659 individuals, with 1,271 completing the survey online, while the other 2,388 were manually interviewed. Residents in all areas of Port Elizabeth and Uitenhage/Despatch completed the survey.

The survey sought to determine which events residents of Nelson Mandela Bay would like and support, what is the best way to communicate with the residents and to establish the general attitude of residents to their home city. The questionnaire was broken up into five sections, with the first focusing on demographics, the second on media used for communication, the third on events, the fourth on the brand and image of Nelson Mandela Bay and the fifth on the best channels to communicate with city residents.

The home language of the respondents that completed the survey were 53% Xhosa, 27% English, 12% Afrikaans, 4% Zulu and 4% other home languages. 52% Males and 48% females completed the survey. The survey recorded the suburb where residents lived, areas and occupations. Income per household, number of people in a household and types of household (Rented, Owned, Informal) were further captured.

Perceptions of NMB

Looking at general perceptions, Mathe found that 84% of respondents in the survey indicated that they are proud of NMB, 83% identified strongly with NMB and 85% saying they would encourage others to visit Nelson Mandela Bay. 45% of residents surveyed lived for more than 20 years in NMB, 28% for 10-20 years and 15% for 5-9 years. 45% of the respondents were born in NMB. The residents associated NMB with the "Friendly city", "The water sport capital of S.A." and the "Green city". NMB is associated with nature, good climate, clean air, good lifestyle and friendly people.

Business events

Looking at the business events aspect of the survey, Hastie found that the majority of respondents believe that Nelson Mandela Bay has the necessary infrastructure to host business events. The majority of residents believe NMB must build a Business Centre, host more exhibitions, tradeshows and conferences.

Looking at the city's attributes, Hastie found that a large majority, upwards of 90%, did not feel Nelson Mandela Bay could be associated with employment. The respondents also found the city lacking in infrastructure, did not meet expectations around ease with which to conduct business and did not do well in terms of economic growth. Positive attributes, however, included affordability, safe beaches and a place where you can have a good home life with good education.

Hastie found respondents would prefer to attend music events (80%), followed by sport (69%) and then business (67%), with arts (63%) and culture (46%) events following in fourth and fifth place respectively and religious events coming in at sixth place (34%).

Sporting Events

Solomon analysed the respondents' views on sports events and found that 38% of respondents strongly agreed with the statement that Nelson Mandela Bay has a strong sports portfolio. A further 24% agreed with the statement while 9% strongly disagreed.

Looking at the type of sporting events, Solomon found that cricket and soccer had the highest following, with 13% of respondents indicating they would attend a sporting event of that nature. A further 13% indicated that they would attend the Rugby Sevens tournament, but this has unfortunately now been moved to Cape Town. Other sports with a large following were the Ironman Competition, with 8% of respondents, and rugby and running both coming in with 7%.

Final recommendations for NMB regarding sport events were to host an annual NMB Marathon (42km), market NMB as a sailing destination, reintroduce the "Great Train Race" to Lorie, introduce a North End Lake Mile (Swimming) similar to the Midmar Dam mile, create a National NMB Sevens series and a National NMB School Sevens series.

Cultural events

Looking at cultural events, Boucher found that 70% of respondents (strongly) agreed with the statement that Nelson Mandela Bay had the necessary infrastructure to host cultural events. Boucher determined that cultural events were predominantly community driven and that the city could do more to promote events of this nature. Boucher found that cultural events builds business networks and NMB should utilise its cultural diversity as an advantage. She found that age, income, ethnicity, home language and area code have practical significance in

determining the established attitudes of residents' in NMB towards cultural events.

NMB Destination Marketing Framework

Nyamutsambira looked at the framework for event marketing in Nelson Mandela Bay and found that an overwhelming majority of respondents felt strongly (69%) or at least agreed (18%) that hosting mega events could improve the city's image. Nyamutsambira found that when attending events, respondents were sensitive to price, with 66% agreeing that price was a factor in the decision to attend events. A further 85% (63% strongly agreed and a further 22% agreed) that food and other facilities were an important factor to an event's success.

Communication strategies with residents

Kanyutu took a look at the way in which events were promoted in the city and found that respondents still relied on traditional media, such as newspapers and radio, as sources of information regarding upcoming event. Looking at Internet accessibility, 79% of respondents said they did have access to the Internet, with 66% saying they accessed the Internet daily. 67% of respondents said they had an active Facebook account but only 29% said they used Twitter.

Interestingly, Kanyutu found that respondents did not watch Youtube videos as often as they utilised other social media, with 43% strongly disagreeing about watching them. This is mainly due to the cost of the data. Looking at traditional media, Kanyutu found that the majority of respondents read The Herald (39%), Weekend Post (14%), Die Burger (13%) and community papers such as PE Express (12%) also getting a good showing. 14% of respondents said they did not read newspapers.

Radio listenership figures showed that Metro FM had the widest listenership figures – 23% - among the respondents, followed closely by AlgoaFM on 19% and Umhlobo Wenene on 18%. National station 5FM secured 12% of the listenership figures, while only 3% said they did not listen to radio. Kanyutu finally developed a framework the NMB which could be utilised strategically for identifying which combination of traditional (newspapers, radio and billboards) to use in conjunction with social media Facebook and Twitter).

Final recommendations

It is clear from this research that residents of the "Friendly City" are positive about the Metro's future and are extremely proud to live in this Metro. Final recommendations from the study are to incorporate business, sport and cultural events in the rebranding of Nelson Mandela Bay. Promote more sport events, segment target audience into communities to use demographical variables to market events using traditional media and social media.

The most desirable developments of the future of NMB are the city becoming a GREEN City (84% combined agree responses) and the city becoming a place of adventure (80% combined agree responses). The residents agreed that business events (82%) and sporting events (80%) create job opportunities. 88% indicated that by hosting mega events NMB will improve its image.

The final recommendations include hosting more business events and trade shows such as a wool and Mohair trade shows. The Eastern Cape is the motor manufacturing mecca of S.A. and NMB should host a national car trade show. Further NMB should host an major ICT mega event such as the Web Summit in Dublin and on the sport side introduce a NMB S.A.'s National 7s tournament at provincial and school level.

Relevant research like this project grows out of the NMMU Business School's values of creating synergies with its community and offering sustainable solutions to everyday problems.

5. Describe how you have successfully integrated engagement into the Teaching and Learning and Research functions of the university. (Refer to sections 5.1, 5.2 and 5.3 of the Engagement Excellence Awards Policy as a guideline)

This project was integrated into the MBA in a number of ways:

The 2013 MBA marketing students were given the following assignment based on the topic **MARKETING PORT ELIZABETH/NMB**

GROUP ASSIGNMENT

The topic for your group assignment is: **MARKETING PORT ELIZABETH**

It will culminate in a marketing plan for the city, but is broken down into the following segments:

1. Identify the segment you want to target. In one page describe the segment identifying characteristics etc. of the chosen segment as well as a motivation for your choice. [5%]
2. Compile a questionnaire for the segment. The questionnaire must include:
 - a. Demographics;
 - b. Questions that will enable you to find out what their perception of PE is. [5%]
 - c. Survey 40 people in the identified segment;
 - d. Capture the data in an excel spread sheet and work out the relevant statistics. [5%]
 - e. Write a marketing plan for the city. [20%] 35% total

The assignment achieved the following:

- Secondary research through literature reviews
- Market research techniques: questionnaire development and data collection
- Statistical analysis
- Analysis of findings
- A proposal based on the research findings

6. Provide details of scholarly outputs/contributions made to a body of knowledge as a result of your engagement activities. *(Refer to publications, new teaching programmes, technical reports, conference proceedings, etc.)*

The following MBA treatise resulted from this project:

1. T. KANYUTU: An Integrated Marketing Communications Framework For Communicating City Events In NMB [cum laude]
2. S. BOUCHER: Cultural Events Hosted In NMB.
3. D. HASTIE: Business Events For The Citizens Of The Nelson Mandela Bay.
4. S. SOLOMONS :Sports Events For The Citizens Of NMB
5. B. REICHEL: A Destination Identity Framework For NMB [cum laude]
6. K. NYAMUTSAMBIRA: A Framework For Event Marketing For NMB [cum laude]
7. N. HUNT [The study was replicated in George] Destination Marketing: George

The following International conference papers resulted from this project:

Cullen, M.D.M., Calitz, A.P. and Hastie, D. 2015. Resident's Support for Business Events in a City – An Exploratory Study. Presented at the 8th IBC Conference in Zambia

Cullen, M.D.M. and Calitz, A.P. 2014. Trends in Destination Marketing of Urban Places. 13th International Marketing Trends Conference 2014. Awarded best paper.

Additional Conference papers and Journal articles will be submitted this year, 2016 from each of the MBA treatises.

7. Describe the important role performed by you or the team in:

7.1. The leadership and management of the engagement activities and initiatives:

7.2. The level and extent of partnerships/collaborations/networks/linkages formed internally and externally:

a. Internally (<i>inter-departmental, inter-faculty and interdisciplinary</i>):		Professor Cullen is from the Business School and Professor Calitz from the Department of Computing Science.	
b. Externally (<i>at local, national and international level</i>):		Relationships were built with various stakeholders in the city. Relationships were built with international academics at conferences.	
SECTION D: Signature			
Applicant Signature	M.Cullen	Date	4 April 2016
SECTION E: FOR OFFICE USE <i>(Administered by the Centre for Academic Engagement and Collaboration and the NMMU Engagement Committee)</i>			
Resolution regarding application from Awards Committee:			
Feedback to applicant:			

SECTION F: Portfolio of Evidence

Attach any relevant documents as a portfolio of evidence to support your application. **Limit this portfolio of evidence to a maximum of 20 pages.** This can include photographs, promotional material, commendations from stakeholders/beneficiaries etc., publication references, (extracts from) annual or project reports to funders/sponsors etc., or any other relevant materials that may serve as evidence.

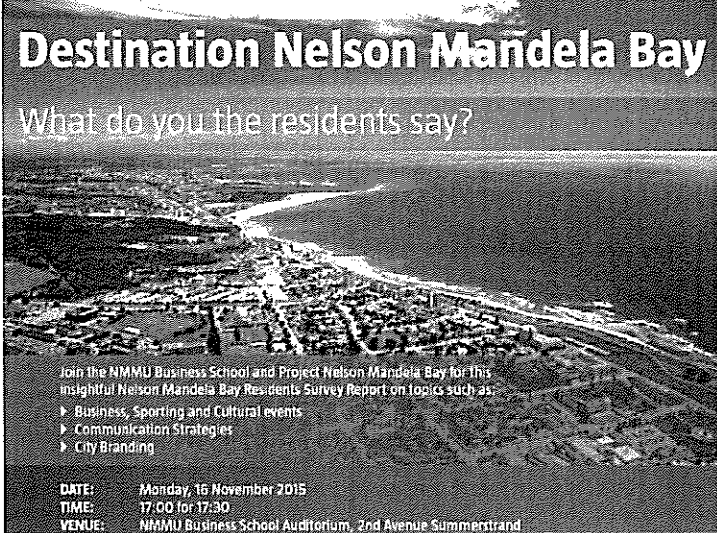
List of supporting documents submitted along with this application as addendums:

Please ensure that the documentary evidence below is clearly cross-referenced with the relevant section and number in the application template, for example Section B1 or Section C4.

- 1.[4.2] Powerpoint presentation- feedback to stakeholders.
- 2.[4.2] Various letters of thanks

Destination Nelson Mandela Bay

What do you the residents say?



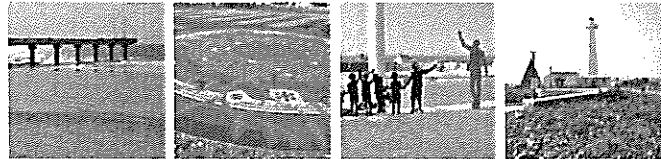
Join the NMMU Business School and Project Nelson Mandela Bay for this insightful Nelson Mandela Bay Residents Survey Report on topics such as:

- ▶ Business, Sporting and Cultural events
- ▶ Communication Strategies
- ▶ City Branding

DATE: Monday, 16 November 2015
TIME: 17:00 for 17:30
VENUE: NMMU Business School Auditorium, 2nd Avenue Summerstrand

Project Nelson Mandela Bay

Date: November 10, 2012 | Report in News | Port Elizabeth News



Introduction:

Project Nelson Mandela Bay is an initiative which is being coordinated in conjunction with the local business community. The Project is a private 'good citizen' initiative to which we have had a very positive response thus far.

Objective:

The objective of the Project is to make Nelson Mandela Bay "The greatest City in SA"

Destination Nelson Mandela Bay

What do you the residents say?

13TH INTERNATIONAL
 MARKETING TRENDS CONFERENCE
 VENICE, JANUARY 24TH - 25TH 2014

VENICE

SATURDAY JANUARY 25TH 2014 - 08:30-12:30
RESEARCH SESSION
Best Papers
Room: 4A




CULLEN M. CALITZ A., Nelson Mandela Metropolitan University Business School, South Africa
 Trends in destination marketing of cities.

Thursday January 10, 2014 | NEWS

Help us, Jordaan tells NMMU

Desperate need for research into creating economically viable areas

Missionvale resident Jordaan has urged the NMMU to start with research tomorrow. He says the university must start with research tomorrow. He says the university must start with research tomorrow. He says the university must start with research tomorrow.

MISSIONVALE

The university must start with research tomorrow.

Destination Nelson Mandela Bay

What do you the residents say?

Study objectives

- Determine which events (Business, Sport & Cultural) the residents of Nelson Mandela Bay (NMB) would like and support.
- How to communicate with the residents of NMB?
- How do the residents feel about NMB?



Dean Hastie: Business Events



Bianca Mathe: Perceptions of NMB



Steffen Solomon: Sport events

MBA Research Team



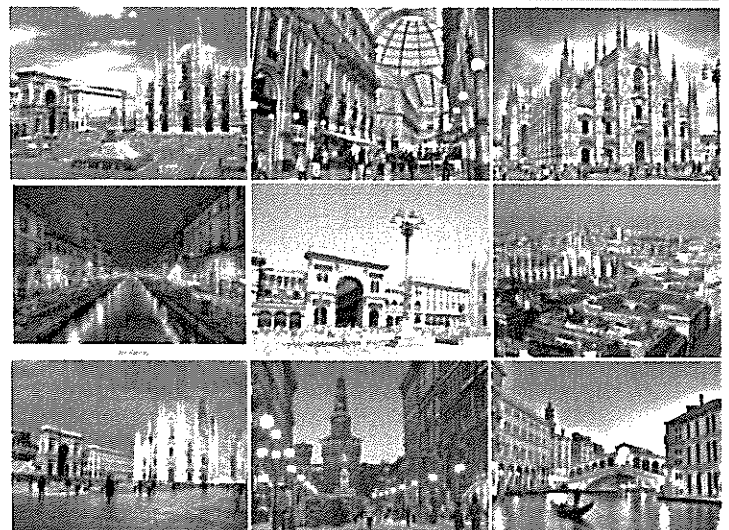
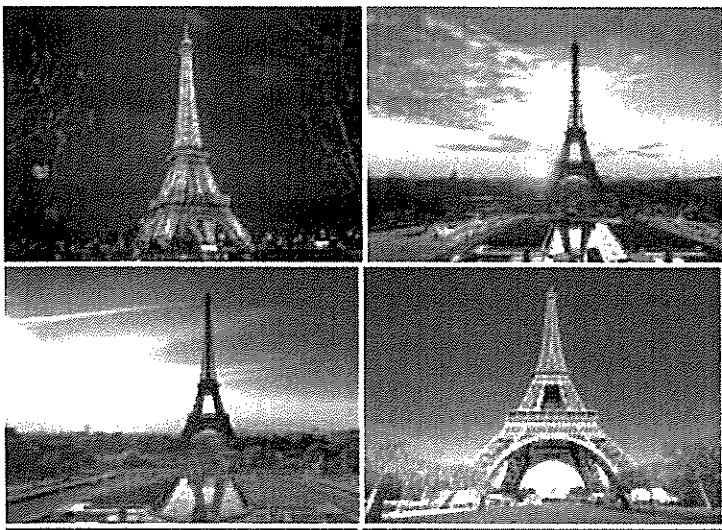
Sasha Boucher: Cultural Events

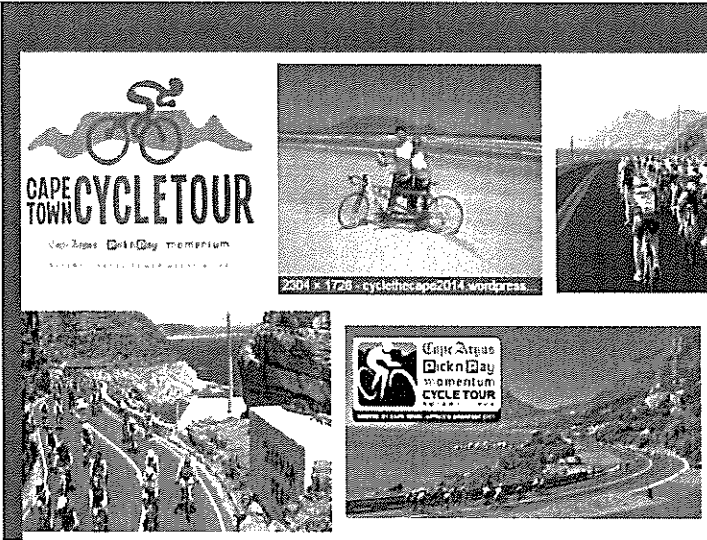


Terry Kanyutu: Communication

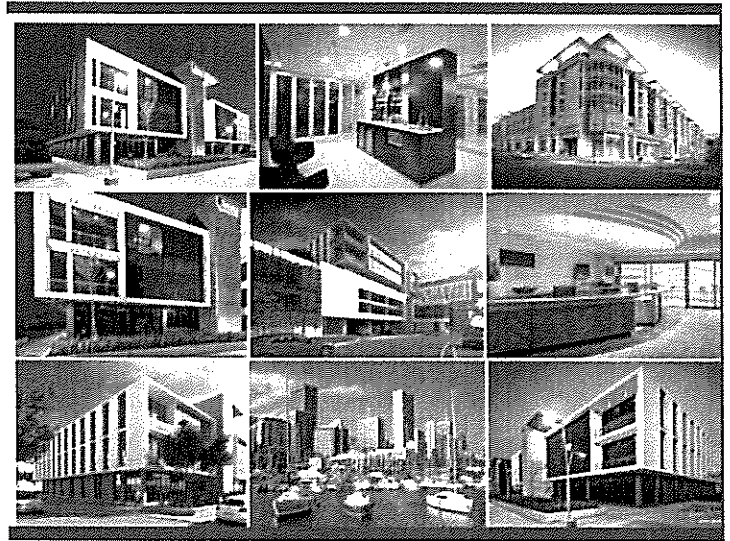


Kuda Nyamutsambira: Framework



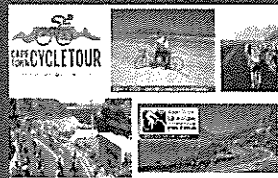
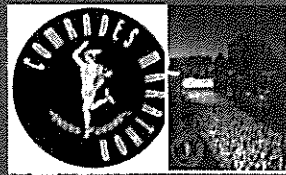


Business Events

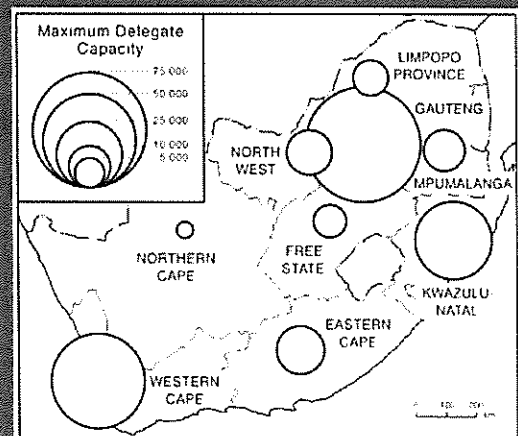


Event Marketing

- Business events
- Sporting events
- Cultural events
- Exhibitions
- Conventions
- Festivals
- Tradeshows



Business Tourism



Resident Perceptions

- Job creation
- Positive impact on residents
- Cash inflow
- Concerns: traffic, parking, increased cost of living
- Research mainly conducted in first world countries



METHODOLOGY

- Questionnaire design (Literature)
- Pilot study
- Purposive and Snowball sampling
- First study - Respondents (n=952)
- Internet (only?)
- Main study (N=4659)
- Internet & manual questionnaires



Destination Nelson Mandela Bay

What do you the residents say?

Questionnaire

The measuring instrument addressed by the questionnaire includes:

- Section One: Demographic Information.
- Section Two: Media used for communication.
- Section Three: Event options.
- Section Four: Brand and image of Nelson Mandela Bay.
- Section Five: Best channels to communicate with city residents.

First Study: Research Results

- 50% split between Males (n=480) and Females (n=472) → Total n = 952

- Age:

18 - 25	5% (n=45)
26 - 30	12% (n=116)
31 - 40	20% (n=250)
41 - 50	29% (n=275)
51 - 60	18% (n=174)
61 - 65	5% (n=46)
66+	5% (n=44)

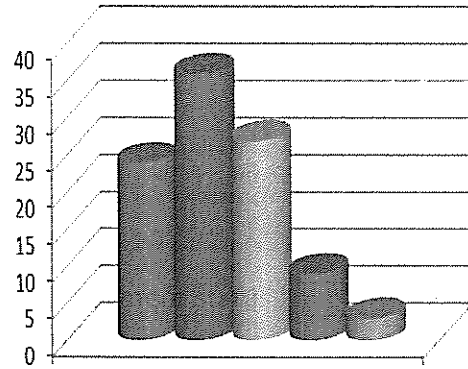
First Study: Research Results

- Ethnic representation

Asian	1% (n=8)
Black	22% (n=206)
Coloured	12% (n=114)
Indian	2% (n=20)
White	62% (n=590)

- Employment status

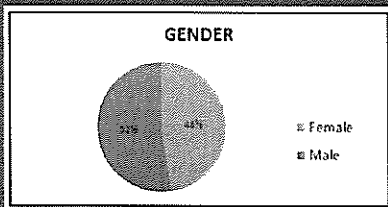
Employed	77% (n=735)
Self-employed	12% (n=112)
Retired	10% (n=95)
Unemployed	1% (n=10)



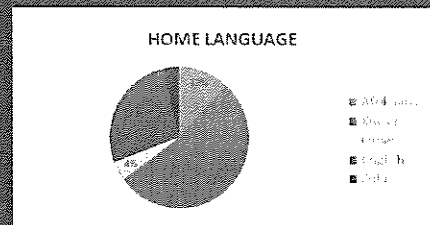
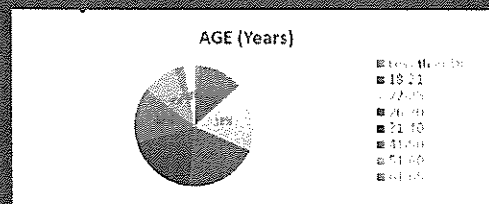
I support exhibitions, tradeshows and conferences

Main Study: Demographics

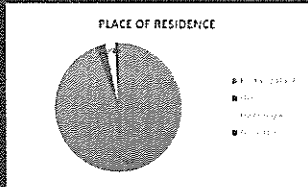
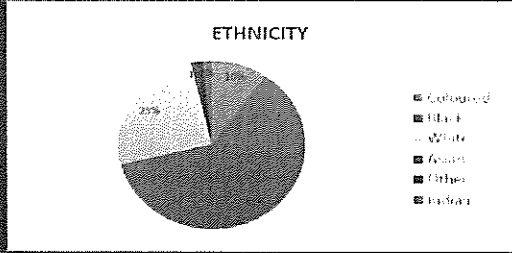
- Internet (n=1271) and Manual (n=2388)
- Total = 4659



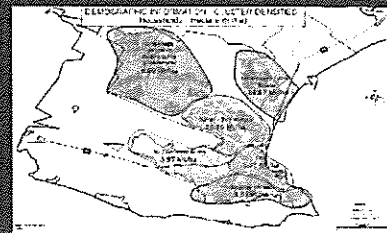
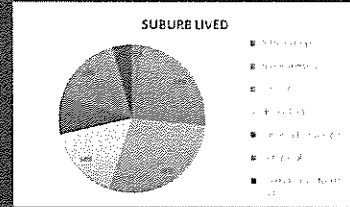
Main Study: Demographics



Main Study: Demographics

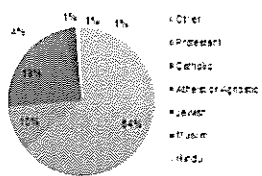


Main study: Demographics

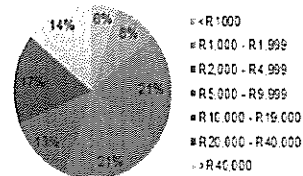


Main Study: Demographics

Frequency Distribution: Religion



Frequency Distribution: Income per Household



Sector	Government	7%	268
	Retail	7%	253
	Other	44%	1 617
	Service Industry	15%	542
	Manufacturing	10%	381
	Education	14%	500
	Legal	2%	54
	Medical	1%	44
Number of people in household	1	8%	271
	2 - 4	56%	2035
	5 - 6	28%	1029
	7 - 10	8%	286
	11+	1%	38

Income per household	< R1000	6%	203
	R1000 - R1999	9%	323
	R2000 - R2499	21%	764
	R5000 - R9999	21%	751
	R10000 - R19000	13%	485
	R20000 - R40000	17%	612
	R40000+	14%	520
Property you are living in	Rented	30%	1 143
	Owner	64%	2 346
	Informal Settlement	6%	210
Do you live in	Port Elizabeth	94%	3 445
	Uitenhage	2%	93
	Despatch	1%	91
	Other	3%	30

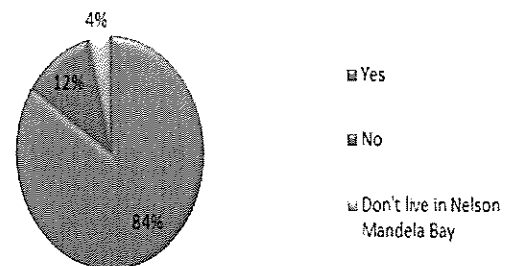


Bianca Mathe
 Residents perceptions of NMB
 NMB branding

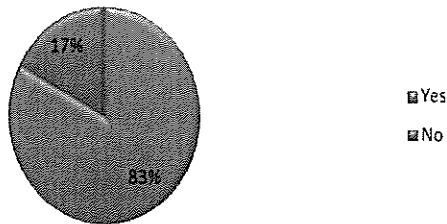
Background

- Cities use of events for branding destinations.
- 'Place identity' focuses on the views of the residents in the marketing the city.
- Destinations, for tourists, residents and investment requires cities to brand themselves.
- Successful city branding may positively influence internal residents' sense of a city.
- Branding efforts recently focusses on the perceptions of the residents.
- City branding has become a tool for competitive advantage.
- It takes considerably longer to leverage a comprehensive brand of a city.

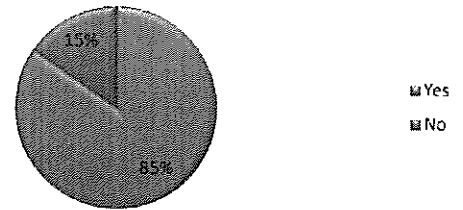
Frequency Distribution: I am proud to live in Nelson mandela Bay



Frequency Distribution: I Identify strongly with Nelson Mandela Bay



Frequency Distribution: I encourage others to visit Nelson Mandela Bay



Final recommendations

- Referred to as “the friendly city” or “the water sport capital of Africa”.
- New image “The Green city” not “windy city”.
- Proud residents.



Dean Hastie: Business Events



Background

- Large events such as sports, festivals and business dominate most event tourism development.
- Business events promote destinations.
- Business events generate income.
- Business events create employment.
- Growth in international business events.

CULTURAL CELEBRATIONS

- festivals
- carnivals
- commemorations
- religious events

POLITICAL AND STATE

- summits
- royal occasions
- political events
- VIP visits

ARTS AND ENTERTAINMENT

- concerts
- award ceremonies

BUSINESS AND TRADE

- meetings, conventions
- consumer and trade shows
- fairs, markets

EDUCATIONAL AND SCIENTIFIC

- conferences
- seminars
- clinics

SPORT AND COMPETITION

- amateur/professional
- spectator/participant

RECREATIONAL

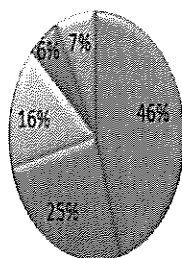
- sport or games for fun

PRIVATE EVENTS

- weddings
- parties
- socials

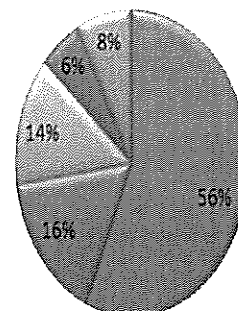
Figure 2.2: Planned event categories (Getz, 2008:2).

Frequency Distribution: Nelson Mandela Bay has the infrastructure to host business events.



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Nelson Mandela Bay needs an International Convention Centre



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

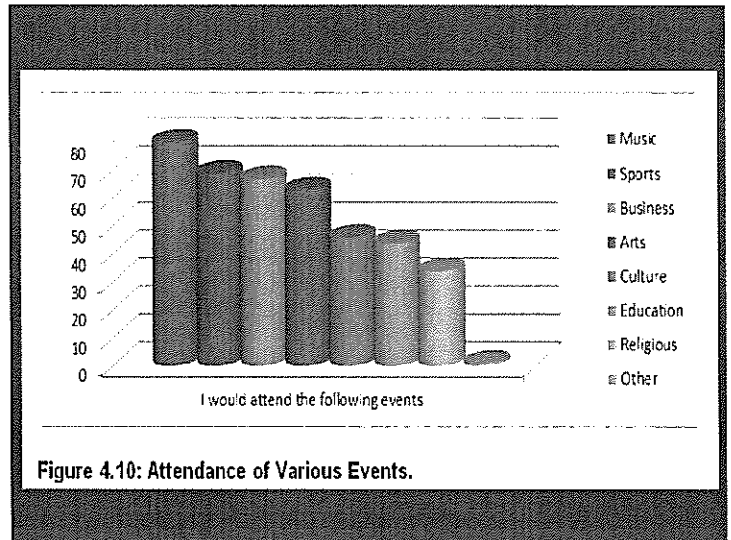
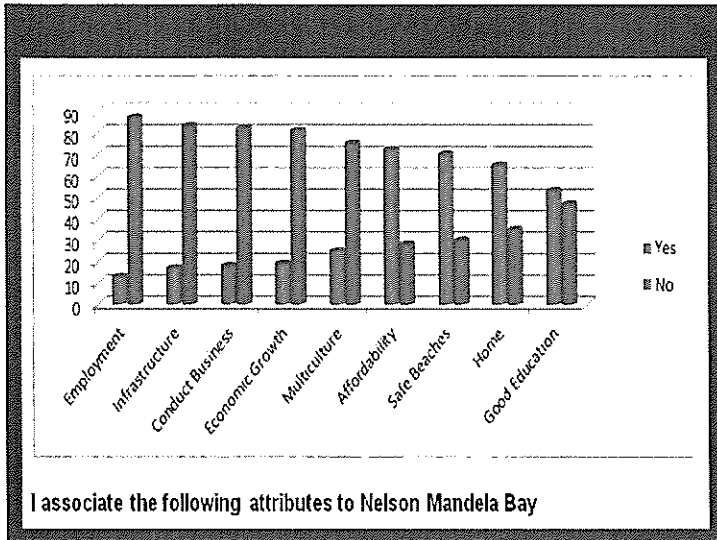


Figure 4.10: Attendance of Various Events.

Dean Hastie: Conclusions

Respondents views on events:

- Music events (80%)
- Sports (69%)
- Business events (67%)
- Arts (63%)
- Culture (46%)
- Education (44%)
- Religious (34%)



Steffen Solomon: Sport Events



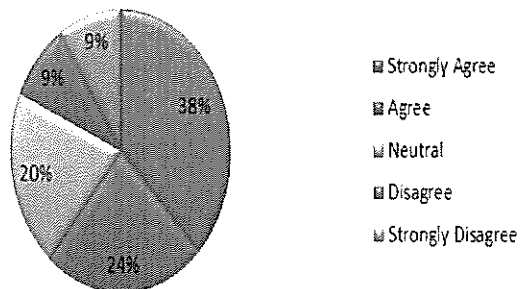
Table 2: Effects of IRB Rugby Sevens on Nelson Mandela Bay (Du Pisani, 2014).

Event Criteria	2013	2012	2011
Number of Spectators	58 569 over two days	35 000 over two days	42 000 over two days
Direct, Indirect and Induced Economic Impact for Nelson Mandela Bay	R217.8 million	R154.5 million	R148.3 million
Estimated impact to low income households	R24.3 million	R17.3 million	R32 million
Foreign tourist expenditure related to tournament	R46 million	R30 million	R40 million
Domestic tourist expenditure related to tournament	R37 million	R29 million	R47 million
Government tax collections	R13.9 million	R10 million	R30 million
Advertising value	R11.1 million	R13.354 million	R15.8 million
Jobs created	704	497	686
Income derived by employees	R46.35 million	R32.8 million	R53.4 million

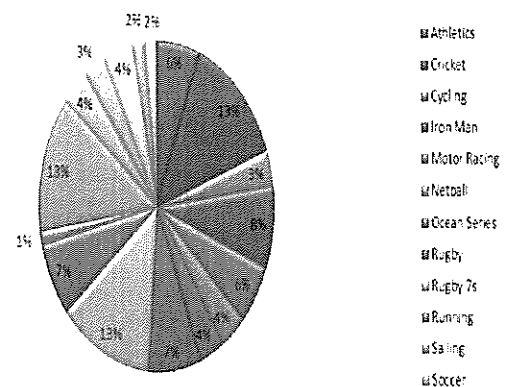
Table 3: Effects of Hosting International Rugby Matches on Nelson Mandela Bay (Du Pisani, 2014).

Event Criteria	South Africa vs Scotland 2014	South Africa vs England 2012	South Africa vs New Zealand 2011
Number of Spectators	40 795	46 000	45 000
Direct, Indirect and Induced Impact for Nelson Mandela Bay	R83 million	R167 million	R156.5 million
Impact to Low Income Households	R17 million	R35 million	R33 million
Foreign Tourist Expenditure Related to Event	R33 million	R65 million	R26.8 million
Domestic Tourist Expenditure Related to Event	R12 million	R39 million	R62.6 million
Government Tax Collections	R9.8 million	R34 million	R31 million
Jobs Created	447	734	725
Income Derived by Employees	R33 million	R61.3 million	R56.4 million

Frequency Distribution: Nelson Mandela Bay has a strong portfolio for sporting events



Frequency Distribution: I would attend the following sporting events



Sport events recommendations

- NMB Marathon (42km)
- Sailing capital of S.A. – NMB
- ReIntroduce “Great Train Race”
- North End Lake Mile (Swimming e.g. Midmar Dam)



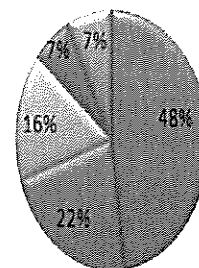
Sasha Boucher: Cultural Events



Background

- Cultural events underline the heritage of a destination and the cultural diversity that exists.
- Cultural events improve the infrastructure of the city.
- Builds business networks.

Nelson Mandela Bay has the infrastructure to host cultural events



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Cultural Recommendations

- Cultural events driven by communities.
- NMB Management to promote community involvement eg. Diwlia.
- Annual NMMU Student Rag procession.



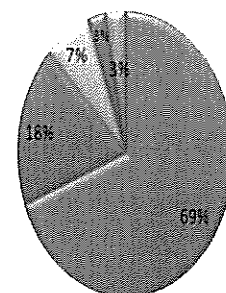
Kuda Nyamutsambira A Framework for Event marketing in Nelson Mandela Bay



Background

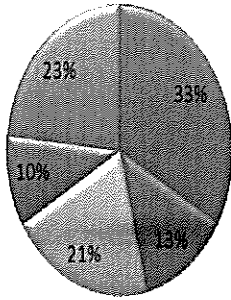
- South Africa ranks as the 22nd most popular location for hosting events.
- S.A. has a foothold of 2.5% of the global event market share.
- Events are a primary source of attraction for destinations.
- Mega events,

Frequency Distribution: Hosting mega events can improve Nelson Mandela Bay's image



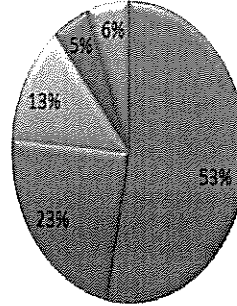
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Frequency Distribution: I would rather attend sport events than cultural events and festivals



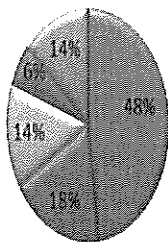
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Frequency Distribution: Nelson Mandela Bay has the infrastructure to host sporting events



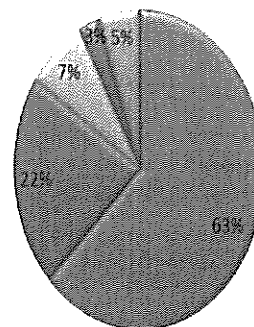
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Entrance fees influence my decision to attend events



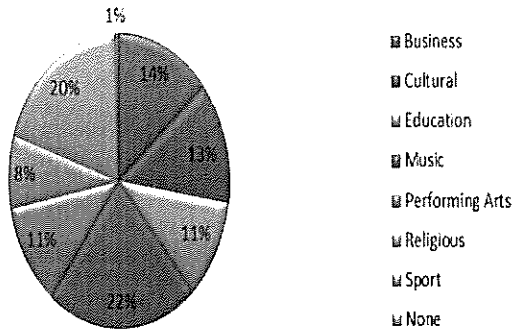
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Food and other facilities are important at events

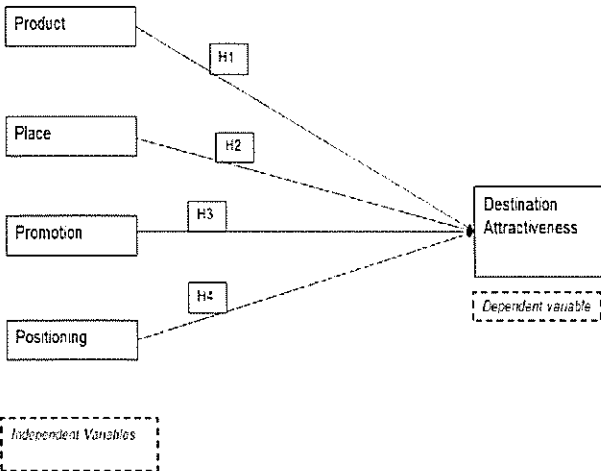
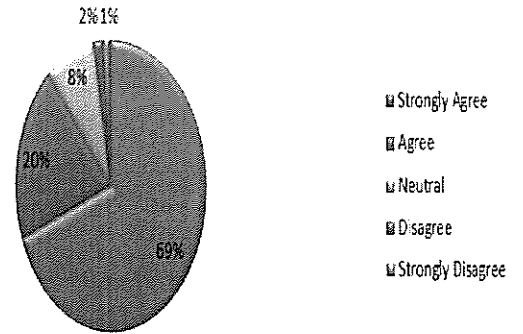


- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Frequency Distribution: I would attend the following events



Frequency Distribution: The Metro should encourage residents to attend city events



Final findings by Kuda

- Nelson Mandela Bay is a key economic and strategic hub to the South African economy.
- Large and warm beach area affords the residents with access to several leisure activities.
- Rich nature landscape that includes the species in the big five.
- NMB portfolio also consists of architectural efforts established as early as the 19th century, that have a capability of cultivating the much needed tourist attention through its artistically aesthetic infrastructure.
- NMB is widely known for its temperate weather conditions as well its generally friendly population.



Terry Kanyutu

AN INTEGRATED MARKETING COMMUNICATION FRAMEWORK FOR COMMUNICATING CITY EVENTS IN NELSON MANDELA BAY



Background

- Integrated marketing communication (IMC) involves the combination of all the available communication channels and resources to convey a message to a target audience.
- Communication strategies should not be developed in isolation.
- The city managers must understand the media consumption patterns of the residents.

Integrated Marketing Communication Pillars

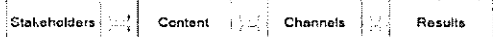
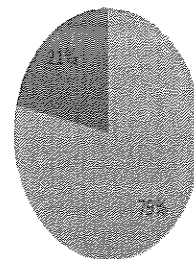


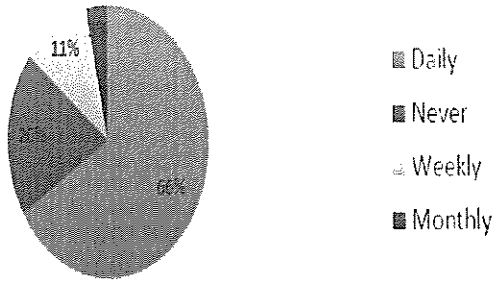
Figure 2.2 – Four pillars of IMC

INTERNET ACCESS

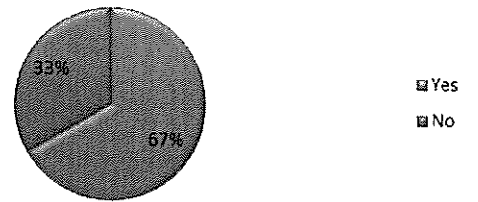


■ Yes
■ No

INTERNET ACCESS FREQUENCY



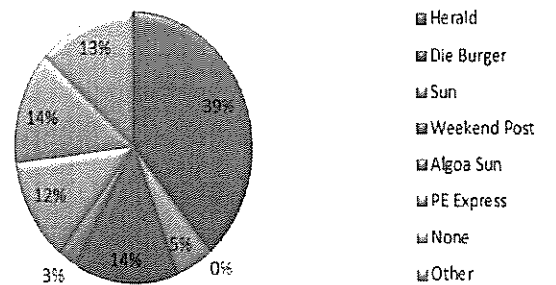
Frequency Distribution: Do you have an active Facebook Account?



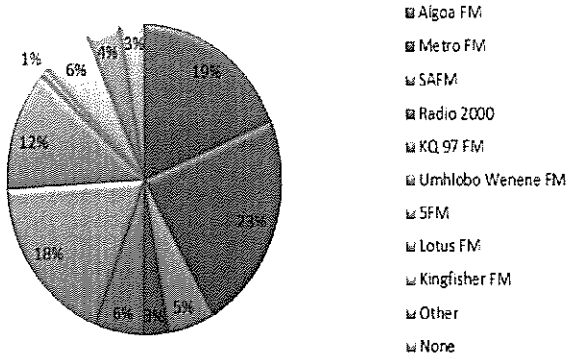
Frequency Distribution: Do you have an active Twitter Account?



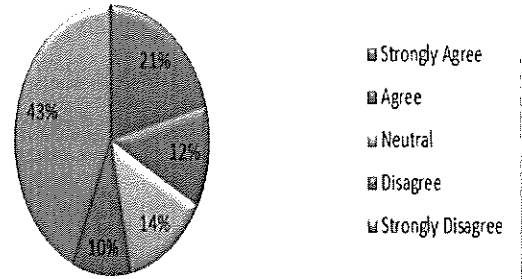
Frequency Distribution: Which Newspapers do you read?



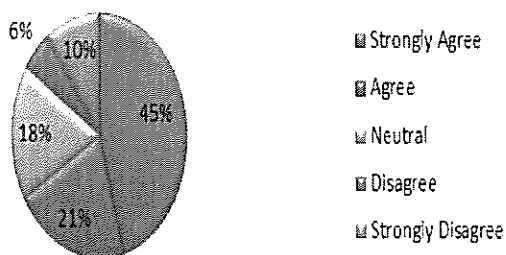
Frequency Distribution: What Radio Stations do you listen to?



Frequency Distribution: I like viewing YouTube videos



Frequency Distribution: I identify with billboard messages as a communication medium



DEMOGRAPHIC VARIABLE	TRADITIONAL MEDIA					NEW MEDIA	
	Print	Television	Radio	Billboards	Commercials	TV	Radio
Age							
18-24							
25-34							
35-44							
45-54							
55-64							
65+							
Gender							
Male							
Female							
Education							
High School							
Some College							
College Graduate							
Postgraduate							
Income							
Less than \$10,000							
\$10,000 - \$19,999							
\$20,000 - \$29,999							
\$30,000 - \$39,999							
\$40,000 - \$49,999							
\$50,000 - \$59,999							
\$60,000 - \$69,999							
\$70,000 - \$79,999							
\$80,000 - \$89,999							
\$90,000 - \$99,999							
\$100,000+							

Figure 5.2 – Integrated Marketing Communication Framework for Nelson Mandela Bay. Source: Author's own constructs

Final recommendations

- A strong inclination towards the use of traditional media; radio and newspaper amongst the residents of NMB was identified.
- The use of new media (Facebook, Twitter and YouTube) must be encouraged.
- Engage with the residents.

DM Study Recommendations



- Incorporate business events in the rebranding of Nelson Mandela Bay.
- Promote more sport events.
- Segment target audience into communities.
- Measure event success.



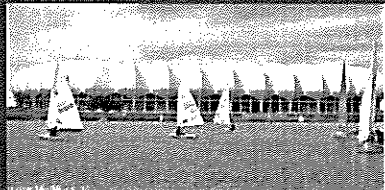
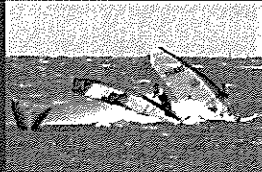
NMB Water Sport Events



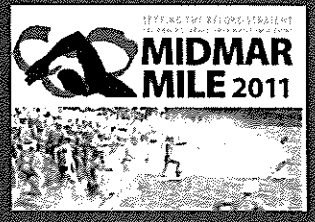
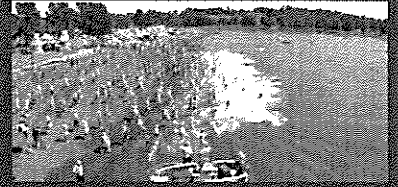
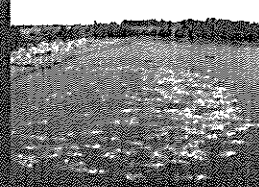
NMB Water Sport Events



NMB Sailing Sport Events



NMB Mile – Swimming Sport Events



NMB Sport Events Marathon



NMB Sport Events Great Train Race



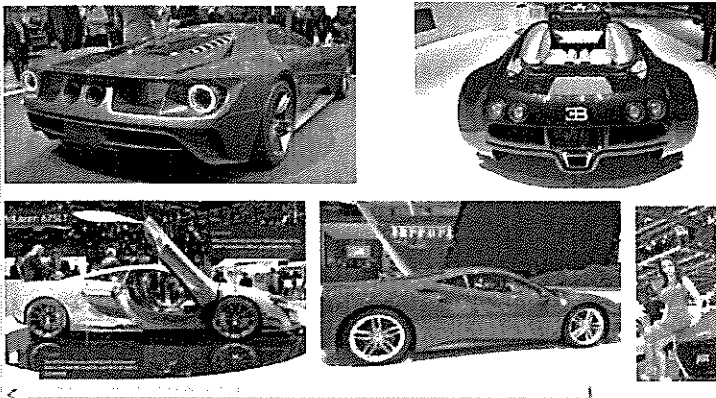
NMB Music Festival



NMB International Conference Centre





NMB Motor Show







NMB Africa IT Summit

Go gle Microsoft amazon Coca-Cola facebook


“



What do you the residents say?

We love NMB!!!





Destination Nelson Mandela Bay


What do you the residents say?

Questions?



Author contacts:



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 E-mail: Andre.Calitz@nmmu.ac.za
 Tel: (+27) 041 504 2639



Prof. Margaret Cullen
 E-mail: Margie.Cullen@nmmu.ac.za
 Tel (+27) 041 504 2773

Examples of feedback after the presentation

Good Morning Margaret and Andre,

Thank you both for an excellent and very professional presentation last night of your study into what the residents of NMB like about our City.

As you know, I have been involved in the Baakens River Precinct upgrade and rejuvenation project and am currently working with Transnet on the port of Port Elizabeth Marina and Commercial Precinct for a waterfront development within the harbour. I am also working with Professor Kobus Jonker on the NMB Vision 2030 project and we have just moved into the tourism phase of that study, so the timing of your work is perfect.

Your research and findings highlight and corroborates much of our work and recommendations on these projects, with many national and international experts and studies having been consulted to reach these conclusions for our studies.

With that said, I would like to be able to use and acknowledge your work in our ongoing work for these three projects, and indeed for the City as a whole and would request that a copy of the presentation be made available to myself and our teams. It also seems that there will be a full report prepared for release on a future date.

The adage that foreign tourists go where the local tourists go summed up many of the thoughts considered at the end of your presentation. We also believe in this and that is the crux to creating a vibrant and sought after tourist destination.

As a City we certainly have the attractions and resources to drive our tourism product, it is merely a matter of creating the correct institutional framework with energetic, relevant and focused participants in the process. Current and relevant research such as this is also required.

Best regards and thank you in anticipation,

Derek Zimmerman

Rand International Capital

11 Westbourne Road, Richmond Hill, Port Elizabeth, South Africa


Postnet Suite 12, Private Bag X 40106, Walmer, 6065

P: +27 41 811 2478 | F: +27 86 618 0289

C: + 27 83 263 6796 | E: derekzim@worldonline.co.za

Thank you!

Michelle Brown <michelle.brown@axxess.co.za>

 You replied to this message on 2015/11/17 08:54 AM.

Sent: Mon 2015/11/16 10:22 PM

To: Cullen, Margaret (Prof) (2nd Avenue Campus)

Cc: Kobus Gerber

Dear Margie,

Wow- sincere thanks to you, Andre and your Team...for the amazing, and insightful presentation tonight- resultant from your findings of the Surveys implemented, across Nelson Mandela Bay!

We look forward to working together, for future surveys pertaining to our Project and to our Task Teams taking cognisance of your results- for the betterment of our beloved city!

Thank you all!

Kindest regards

Michelle

Hi Profs Calitz and Cullen

With regards you offer of assistance below, kindly give some thought to input from yourselves for inclusion into the press we will be preparing for distribution early in the new year. It was unanimously agreed that your input and comments on the survey results will add gravitas.

Luvuyo, I do so like **#LoveNelsonMandelaBay** and 84% of NMB residents agree, we need to get this trending!

Regards

Manusha Reddy

Project Nelson Mandela Bay
First Floor Harbour View Building, Oakworth Road, Humberst, Port Elizabeth
Postal Address: PO Box 64015, Greenacres, 6057
T: +27 395 9642 info@projectNMB.co.za www.projectNMB.co.za
Reg no: (2015 / C35224 / 08)
Directors: R Watermeyer, L Bangazi and M Brown



Thank you Prof Calitz and Prof Cullen for the initiative

As a member of both project NMB and the MBDA I can assure you that you have our support. Institutionally the buck stops at NMBM Economic Development where the MBDA, UDDI and NMBT report and I think we should try by all means and get a revised presentation into that standing committee, in a way taking it to the policy decision makers.

Michelle, Manusha, Kobus and Robyn I think Brian (PR) and Wayne (Social Media) have something tangible to work with in close consultation with the Profs. I can already see the first headline "It is official, we #LoveNelsonMandelaBay"

Kind regards

Luvuyo Bangazi

Marketing and Communications Manager

Tel. +27 41 811 8223
Cell.+27 83 445 7776
Fax.+27 86 550 9793
Email: Luvuyo.bangazi@mbda.co.za