



# housing

Department:  
Housing  
REPUBLIC OF SOUTH AFRICA

# NATIONAL HOUSING WEEK

## Activity Plan

**Sunday, 30 September – Sunday, 7 October 2007 (7 days)**

### PURPOSE

The 1st national Housing Week is scheduled to coincide with the annual UN Habitat day celebration and, the purpose of the campaign is to profile national housing developments, issues and challenges in the effort towards the accelerated development of sustainable human settlements.

### ROLE PLAYERS

1. National Housing Department
2. Provincial Housing Departments
  - Eastern Cape
  - Free State
  - Gauteng
  - Kwazulu-Natal
  - Limpopo

- Mpumalanga
- Northern Cape
- North West
- Western Cape

### 3. Housing Institutions

- Thubelisha
- National Housing Builders Regulatory Council (NHBC)
- National Housing Finance Corporation (NHFC)
- National Urban Reconstruction & Housing Agency (NURCHA)
- Rural Housing Loan Fund (RHLF)

In addition the plan recognises the importance of *internal staff* and also encompasses internally focused activities aimed at promoting broadened employee understanding and commitment to the mandate of the Department of Housing and the need to accelerate housing delivery as set out in the Comprehensive Plan.

### 1 Week Action Plan – Sunday, 30 September – Sunday, 7 October 2007

ACTIVITY	DATE	RESPONSIBILITY
Internal Housing Week Launch – NdoH Open Day	Fri., 28 September	NDoH
Housing Week Official Launch (Nelmaphius, Tshwane)	Sun., 30 September	MEC Nomvula Mokonyane, Gauteng
UN World Habitat Day – Keynote address theme “A safe city is a just city”	Mon. 1 October	Minister Lindiwe Sisulu
Hostel Renovation (Ekurhuleni)	Mon., 1 October	NDoH & SABC Morning Live
House Build – Thaboville, Hopetown	Mon., 1 October	MEC van Wyk, Northern Cape
Cell C Career Expo – North West	Tues., 2 October	NDoH
Cell C Career Expo – Mpumalanga	Thurs., 4 October	NDoH
<b>MARKETING ACTIVITIES INCLUDE:</b>		
• 2 million houses advert on SABC & eTV	Tues. 26 September - 13 October	NDoH
• Newspaper Adverts on Housing Week		NDoH, PHD's
• Radio Adverts on Housing Week PHD's		PHD's
<b>HOUSING CONSUMER EDUCATION CAMPAIGN:</b>		
• A re ageng Mzansi: 10-part Radio Series (17 Prov Community Radio Stations)	Mon., 1 October - 30 November	NDoH
• Distribution of housing consumer education publications in a variety of official languages		NDoH, PHD's
<b>MEDIA ACTIVITIES INCLUDE:</b>		
• Variety of Media advisories, statements		NDoH, PHD's & Institutions
• Interviews – Radio, TV		NDoH, PHD's
House Hand-over in partnership with Sowetan & Daily Sun		Eastern Cape
Hand-over (Mokgopong) Blocked Project & Tree Planting in partnership with Dept of Water Affairs & Forestry		Limpopo
Celebrity Build		Limpopo
House Build (Thaba Chweu) in partnership with Sowetan		Mpumalanga
Community Imbizo's		PHD's
Door to Door campaigns – housing information distribution in various languages	30 Sept - 07 October 2007	All MECs and Minister
Re-launch of Blocked Project (Hopetown)	Mon., 1 October	Northern Cape, NDoH & Thubelisha
Official 6 Houses hand-over (Hopetown)	Fri., 5 October	Northern Cape, NDoH & Thubelisha

Index • NDoH – National Department of Housing

• PHD's – Provincial Housing Departments

• Institutions – Housing Institutions

**“ BUILDING HOMES AND COMMUNITIES ”**