



## Jandré Bakker receives Honorary Membership



From time to time, MACE recognises individuals who have made significant contributions to the organisation, or to the fields of marketing, advancement, and communication within the higher education sector by bestowing Honorary Membership on them.

At this year's Excellence Awards Gala Dinner, Mr MACE himself, Jandré Bakker, was recognised for his contributions to MACE and the sector with Honorary Membership.

Jandré was instrumental in elevating TVET colleges to fully-fledged members of MACE. He served on the MACE Board of Directors for many years, in various capacities, and arranged numerous MACE events and congresses. He was instrumental in shaping the Excellence Awards programme into what it is today, and for several years managed all the logistics for entries, evaluation, and the Gala Dinner.

Even after leaving the higher education sector, Jandré continues to selflessly serve and support MACE as advisor, Excellence Awards Evaluator, and Master of Ceremonies.

He joins fellow Honorary Members Dr Riaan Els, Ms Lydia Herman, Ms Laurika du Bois, Ms Beverly Erickson, Mr Jonathan Stead, and Mr Pieter Swart.



### Event hosts 2020

National Workshop: North-West University

Directors' Symposium: University of the Free State

National Congress: University of Pretoria

### New Board members elected

Two Board members were elected at the 2019 Annual General Meeting. They are Ms Thembi Tlale from University of Pretoria and Mr Silvanus Welcome from Walter Sisulu University.

Mr Sibongiseni Magwaza from Berea Technical College was elected as KwaZulu-Natal Regional Chairperson in October, and also joins the National Board of Directors.

# Chairperson's Report

## 2019



I am honoured to be presenting my last report as Chairperson of MACE, in this, MACE's 30th Anniversary year.

MACE's strategic objectives are to present high-quality development programmes, to facilitate networking partnerships and transformation, and to promote best practices among practitioners at our member institutions. Our regional workshops and networking events are key to attaining these goals.

During the year under review, we presented five regional workshops. These workshops are organised entirely by the regional structures. The Western Cape, Central, and Kwazulu-Natal regions held workshops in May, and the Eastern Cape region in July. In October, the Kwazulu-Natal region held a second workshop for their members.

Unfortunately, we have been unsuccessful in securing a regional structure in the Northern Region, and therefore no workshops were held in this region.

Our National Workshop was hosted by the University of the Free State in Bloemfontein during April. A total of 73 delegates were in attendance, and the workshop received excellent participant ratings for both the presenters, and its logistics. The workshop was again presented over two days.

Regrettably, the Directors' Symposium didn't take place this year.

Just under 190 delegates were present at the Annual National Congress, with seats having sold out just as fast as they did the previous year. These delegates represent a record of 27 higher education institutions.

This year, our Congress had a new format, and took place over two days, ending off with the Excellence Awards Gala Dinner.

With regard to governance, the Board of Directors met on four occasions over the past year.

During a meeting in September, which served as a follow up to our 2018 strategic planning session, the Board

assessed its progress and critically evaluated our level of goal attainment in relation to the goals that we had set.

The Board agreed that it had met a number of the 2019 goals, and that the organisation was functioning well. However, the Board identified a number of obstacles to optimal functioning of the organisation. These include:

- the capacity of Board members who serve as volunteers
- the lack of operational capacity
- the Board acting in an operational capacity, rather than in an oversight capacity
- the Board having assumed a central role in arranging the national programmes.

After discussion, the Board agreed that the operations should be properly capacitated in order to optimise the rendering of professional services to its members.

After carefully considering a variety of options and their associated costs, the decision was made by EXCO that MACE would attempt at mobilising the required funding in order to appoint a service provider during 2020.

This service provider would be contracted to carry out all operational and logistical matters related to managing the organisation. The Board, in its capacity as a governance body, will then oversee the service provider. The decision by EXCO was supported by the Board, and will be implemented by the new Board during 2020.

As a Board, we believe that to continue providing an excellent service to members and to future-proof the organisation, it is necessary for us to professionalise the operation of MACE. We are excited about this new direction, and look forward to seeing its benefits in the future.

In closing, I would like to thank each of the Board members for their support during my tenure as Chairperson and I wish the newly elected Board the very best for the year ahead.

**Marick Hornsveld**  
Outgoing National Chairperson



# Congress 2019 in photos

See more photos on our Facebook page at <https://www.facebook.com/MACEORG/>



# Excellence Awards results 2019

## Division I: Campaigns

Category 1: Brand building campaigns		
Institution	Entry	Award
Durban University of Technology	I am DUT	Bronze
University of Johannesburg	Creating Tomorrow Cloudebate™ Campaign	Bronze
Stellenbosch University	SU Law Clinic rebranding	Silver
University of the Free State	Kovsies Multilingual Mokete	Gold
Category 2: Fundraising campaigns		
Institution	Entry	Award
Stellenbosch University	#Move4Food campaign launch	Gold
Category 3: General campaigns		
Institution	Entry	Award
University of Kwa-Zulu Natal	Wonder Women in Science Campaign	Bronze
Stellenbosch University	#WomenofSU	Bronze
Tshwane University of Technology	TUT Family Poster campaign	Bronze
University of Cape Town	Special Graduation and VC Robing Ceremony 2018	Bronze
University of Pretoria	The UP Way	Bronze
University of the Free State	KovsieApp Communication Campaign	Silver
Stellenbosch University	Smoke- and Tobacco-free campus campaign	Silver
Stellenbosch University	Visual Redress Campaign	Silver
Stellenbosch University	#Youthactivism campaign	Silver
University of the Witwatersrand	Wits: #HIVLiverTransplant campaign	Silver
Stellenbosch University	Women@FMHS Campaign	Gold
Category 4: Issue Management Campaigns		
Institution	Entry	Award
Stellenbosch University	Crazy Socks for Docs campaign	Silver
Stellenbosch University	#watersmart Social Media Campaign	Gold
University of the Free State	Communicating the MT Steyn statue review process	Gold
Category 5: Crisis Management Campaigns		
Institution	Entry	Award
Stellenbosch University	Huis ten Bosch Fire Crisis Communication Campaign	Gold
Category 6: Student Recruitment Campaigns		
Institution	Entry	Award
University of the Free State	Light the Fire – Grade 9 intervention	Bronze
University of Pretoria	#ChooseUP campaign	Bronze
University of Pretoria	UP Recruitment Multimedia Presentation	Gold
Category 7: Community and social responsibility campaigns		
Institution	Entry	Award
University of Kwa-Zulu Natal	Campus to Campus Race and Fun Run	Bronze
University of the Free State	School Anthem: Petunia Secondary School	Gold

### Category 8: Alumni campaigns

Institution	Entry	Award
Stellenbosch University	Matie Voices	Bronze
Stellenbosch University	Careers Café	Bronze

## Division 2: Media

### Category 9: Printed: Internal magazines and newsletters

Institution	Entry	Award
University of Cape Town	Campus Life 2019	Bronze
University of Zululand	#tag	Bronze

### Category 10: Printed: External magazines and newsletters

Institution	Entry	Award
Stellenbosch University	FMHS Annual Publication 2018	Bronze
University of the Witwatersrand	Wits Review	Bronze
University of the Witwatersrand	Curios.ty issue 7: EKHAYA	Gold

### Category 11: Printed: other publications

Institution	Entry	Award
Durban University of Technology	IWWT brochure	Bronze
Stellenbosch University	A Particular Frame of Mind. Faculty of Science, Stellenbosch University, 1918-2018	Bronze
University of the Witwatersrand	Fifty Faces of WBS	Bronze
University of Pretoria	Academic Achievers Awards 2019	Bronze

### Category 12: Printed and digital annual reports

Institution	Entry	Award
University of Cape Town	Year in Review: 2018	Bronze
University of Johannesburg	UJ 2018 Stakeholder Report	Silver

### Category 13: Digital: Internal magazines and newsletters

Institution	Entry	Award
University of Cape Town	UCT News (monthly newsletter)	Bronze
Stellenbosch University	Innovus Newsletters	Bronze

### Category 14: Digital: External magazines and newsletters

Institution	Entry	Award
Stellenbosch University	Strengthening of collaboration, leadership and professionalisation in Research Management (STORM) – Newsletter	Bronze

### Category 16: Websites

Institution	Entry	Award
University of Pretoria	University of Pretoria Web Refresh Project	Bronze
University of the Witwatersrand	Redesigning home and hero pages within the Wits Website	Bronze
North-West University	NWU Studies	Bronze
Stellenbosch University	SU Law Clinic website	Silver
Stellenbosch University	Innovus website	Silver
Stellenbosch University	Graduation website	Silver
University of the Witwatersrand	Wits Future Website	Gold

Category 18: Social media		
Institution	Entry	Award
University of Pretoria	UP Alumni Connect	Bronze
University of Cape Town	University of Cape Town Social Media Platforms	Gold

Category 19: Events: Single and multi day		
Institution	Entry	Award
Stellenbosch University	Maties Homecoming/ Maties Tuiskoms	Bronze
University of Cape Town	Special Graduation and VC Robing Ceremony 2018	Bronze
University of Cape Town	UCT's #WeAreAfrica – Africa Month Public Symposium 2019	Bronze
Stellenbosch University	Dean's staff lunch 2019	Gold
University of Pretoria	Academic Achievers' Awards 2019	Gold

Category 20: Audio, visual, and audio-visual		
Institution	Entry	Award
Stellenbosch University	Always a Matie	Bronze
Stellenbosch University	Professionalisation of streaming service	Bronze
Nelson Mandela University	#MyJourney2Grad	Bronze
University of Cape Town	Denis Goldberg reflects on his life	Gold

## Division 3: Skills

Category 21: Design for printed media		
Institution	Entry	Award
Nelson Mandela University	Amalaphu Obulumko (Cloths of Wisdom)	Bronze
University of the Free State	Re-engineering the UFS Prospectus 2020	Bronze
Walter Sisulu University	WSU Annual Report 2018	Bronze
Berea Technical College	Berea Group of Colleges (Full-time Season Registration)	Bronze
University of Cape Town	Campus Life 2019	Bronze
University of Cape Town	Year in Review: 2018	Bronze
North-West University	Integrated Report 2017	Bronze
North-West University	Profile/Profiel 2018/2019	Bronze
University of Johannesburg	UJ 2018 Stakeholder Report	Gold
University of the Witwatersrand	Wits Review	Gold

Category 22: Design for visual media		
Institution	Entry	Award
University of Zululand	CGPMG Teaser video	Gold

Category 23: Design for digital media		
Institution	Entry	Award
North-West University	Eish! June 2019	Bronze
North-West University	Eish! August 2019	Bronze
University of Johannesburg	2018 Stakeholder Report Website	Bronze
Stellenbosch University	Flippin Fantastic Faculties Web Page Redesign	Bronze
Stellenbosch University	Redesign of staff landing page	Bronze
Stellenbosch University	Redesign of student landing page	Bronze
North-West University	NWU & U September 2019	Gold

**Category 24: Writing for news media**

Institution	Entry	Award
Stellenbosch University	Government not serious about early childhood development	Bronze
Stellenbosch University	Pneumonia-causing bacteria lurk in geyser	Bronze
University of Cape Town	World first: Bio-bricks from urine	Bronze
Stellenbosch University	"Nobody should be held back by their circumstances"	Silver
Stellenbosch University	Matie's prize-winning edible straws help the environment	Silver
University of Cape Town	'UCT adds Khoekhoegowab to its language courses'	Silver
University of Pretoria	Africa rising in the knowledge stakes	Silver
University of Zululand	Ntombiyevoti Votes for Education	Silver
Stellenbosch University	FMHS Media Statement: 3D printing helps surgeons	Gold
University of Cape Town	Levelling the maths, physics playing field	Gold

**Category 25: Writing for features, documentaries, and brochures**

Institution	Entry	Award
North-West University	Research@NWU	Bronze
North-West University	NWU & U September 2019	Bronze
University of Cape Town	'Bottling athletic excellence'	Bronze
University of Cape Town	Letter reveals truth about family tragedy	Bronze
Stellenbosch University	Visual Redress Photo Story	Silver
North-West University	Profile/Profiel 2018/2019	Silver
North-West University	NWU Integrated Report 2017	Silver
North-West University	Eish! August 2019	Silver
North-West University	Eish! June 2019	Silver

**Category 26: Writing scripts**

Institution	Entry	Award
University of Johannesburg	Creating Tomorrow Cloudebate™	Bronze
University of Pretoria	UP's Institutional Video Script	Bronze

**Category 27: Writing for the web**

Institution	Entry	Award
University of Cape Town	'Afrophobia: Language does the dirty work'	Bronze
University of Cape Town	'UCT's hijab-wearing rugby player talks inclusivity'	Gold

**Category 28: Photography: News**

Institution	Entry	Award
University of Zululand	Our Heritage is Our Pride	Bronze
University of Zululand	Studying: The Gateway to Academic Success	Bronze
University of Zululand	Ignition Key for Rural Communities	Bronze
University of Zululand	Helpful Tips for First-year Students	Bronze

**Category 29: Photography: Feature and documentary**

Institution	Entry	Award
Stellenbosch University	Matieland Double Spread Photos	Bronze
University of the Witwatersrand	Curios.ty Covers	Silver
Stellenbosch University	Visual Redress Matieland Photos	Silver
University of the Free State	Gender-based violence awareness	Gold

### Category 30: Videography: Skills

Institution	Entry	Award
University of Cape Town	What makes you African?	Bronze
University of Zululand	Grad on the Spot	Bronze
University of Pretoria	THE UP WAY Video	Bronze
Cape Peninsula University of Technology	CTHS Recruitment Video	Silver
University of Pretoria	UP: University of Pretoria Institutional video	Gold

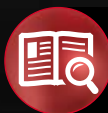
### Platinum

Institution	Entry	Category
Nelson Mandela University	Amalaphu Obulumko (Cloths of Wisdom)	Division 1: Campaigns
Stellenbosch University	Research at Stellenbosch University 2018	Division 2: Media
North-West University	eish! has a new look	Division 3: Skills

### Special Awards

Institution	Entry	Award
University of the Witwatersrand	#HIVLiverTransplant campaign	Outstanding Research
University of the Free State	Communicating the MT Steyn statue review process	Business Issue Award
Stellenbosch University	Research at Stellenbosch University 2018	Chairperson's Award of Excellence
University of the Witwatersrand		Severus Cerff Award for Consistent Excellence

## Excellence Awards in numbers



202 entries evaluated



57 percentage of winning entries



24 silver awards of excellence



3 platinum awards of excellence



23 evaluators and 1 moderator



29 most awards to one institution

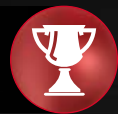
116 awards made to institutions

15



bronze awards of excellence

66



gold awards of excellence

22



hours evaluating entries

505



most entries from one institution

47

