



Activity completion brief (December 2013)

Communications support for the African Union

22 September 2011 – 31 January 2012



Background: The Africa Mining Vision (AMV) sees mining as a major engine of sustainable development, as well as a source of revenue. It targets the establishment of a knowledge-driven, sustainable, well-governed and globally competitive African mining sector, with equitable distribution of benefits.

The Australian Government's aid program provides mining-related assistance to Africa through a range of delivery mechanisms, which contribute to the development goals set out under the AMV. In addition to study tours and technical assistance provided through the AAPF, support is also delivered through the Australia Awards in Africa, the International Mining for Development Centre, the Australian Government's Development Research Awards and contributions to regional and global initiatives such as Transparency International's Africa Regional Programme, the Extractive Industries Transparency Initiative and the Natural Resources Charter.

Objective:

- Plan and implement a complex communications campaign to increase awareness of and support for the AMV, the Action Plan and the Framework Report prior to the 2011 AU Conference of Ministers Responsible for Mineral Resources Development in Addis Ababa, Ethiopia. The audience included African government agencies, members of parliament, non-government organisations, regional economic commissions and the media.
- Incorporate the campaign message and themes into relevant events and information products.

Activity description: Australia was a key supporter of the 2011 African Union (AU) Conference of Ministers Responsible for Mineral Resources Development in Addis Ababa, Ethiopia, particularly by helping to promote the AMV. The Australian Government, through the AAPF, funded an AMV awareness campaign targeted at government decision makers and the mining industry in Africa. The campaign included feature

articles in African business magazines, the development of a dedicated website and e-bulletins.

The AAPF provided practical and financial support to the AU so that 20 African journalists could attend the Conference (12 - 16 December 2011) and report on it in their own countries. The Conference focused on developing an Action Plan to implement the Africa Mining Vision.

The AAPF recruited a communications consultant to coordinate the campaign.

Outcomes:

- Increased awareness and acceptance among African and international constituencies of the AMV, ISG report and Action Plan as the guiding frameworks for mineral development in Africa.
- Increased support from both the international and African institutions for implementing the AMV.
- Improved capacity for African stakeholders to implement the AMV and, hence, enhance the contribution that mining makes to African development.

Activity number:	96/01
Date approved:	20/09/2011
Date commenced:	21/09/2011
Date completed:	31/01/2012
Implementation partner:	African Union
Total cost:	AUD 256 317