

Brand South Africa trains home affairs officials

In order to address its mandate of boosting pride and patriotism among the citizens of South Africa, Brand South Africa has been working closely with the Department of Home Affairs to train the department's officials on issues relating to reputation, nation brand and patriotism.

This is an ongoing programme between Brand South Africa and the Department of Home Affairs to ensure that a good image of the country is built. Brand South Africa conducted training at the Beit Bridge Department of Home Affairs on Wednesday, 27 May and will do the same in Durban on Wednesday, 3 June.

Officials at home affairs will also be trained about Brand South Africa's Play Your Part programme that calls on all South Africans to become active citizens.

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