

PRIMEDIA CONTENT



DETAILS:

Address: Primedia Content, Primovie Park, 185 Katherine St, Sandton,

Contact: Nelius Greyling (Group Services Executive), tel: 011 445 7761, email: neliusg@sterkinekor.com, website: www.sterkinekor.com

STER-KINEKOR

Primedia Content's strategic focus is to secure growth in the various consumer markets, with particular focus placed on the largely untapped black consumer market. Years of experience, combined with syndicated research studies have helped the group entrench its position in its traditional markets, while also identifying new growth opportunities.



A number of strategic alliances with prominent partners have been formed to further enrich customer value. They are:

- Ster-Kinekor Theatres
- Ster-Kinekor Home Entertainment
- Ster-Kinekor Distribution
- Ster-Kinekor Games

CSI POLICY

As the Ster-Kinekor products are produced to provide visual enjoyment, the company has aligned its CSI initiatives to sight and vision, including:

- to assist youngsters in underprivileged communities by identifying and helping those with visual problems nationwide,
- to contribute to the elimination of refractive error in underprivileged school children,
- to increase awareness of low vision as a major public health issue in South Africa, and
- to fund the project through Ster-Kinekor and customer contributions.

This is achieved by ensuring that the project is well balanced, while meeting its objective of providing eye care to learners through a groundbreaking programme. The programme must provide the maximum amount of solutions, while still focusing on its core business. This approach also ensures the company's partners assist in formulating the implementation plan. A vigorous marketing and branding plan was initiated to keep both customers and staff up-to-date and aware of the CSI initiatives.

CSI INITIATIVES

Vision Mission

One of the biggest projects within the Primedia Group is Vision Mission. Currently it is estimated that one tenth of the three million learners in Grade 1, 2 and 3 in South Africa have eye problems which, if left uncorrected, could lead to severe vision impairment in adulthood. While the majority of these conditions are correctable, many children, especially those from underprivileged areas, have no access to affordable treatment. Therefore, Ster-Kinekor, through Vision Mission, provides access to such treatment to these children. All provincial departments have already pre-screened learners which Ster-Kinekor will assist with refractions and glasses. Upcoming programmes include Mpumalanga, Gauteng, the Western Cape and the North West provinces. During the last few months the school health nurses of the Thembelele district in Mpumalanga have pre-screened 19 schools. Of the 2 850 learners, 690 were sent for referrals and 165 for spectacles. Out of the 165 learners sent for spectacles, three were referred for surgery due to cataracts. Every year in October – the eye care month – the company also hosts the provincial departments of health and education as part of this project.

Partnership with KFML

The company has entered into a new partnership with KFML (Spec Savers) and the dispensing of glasses to the learners. The three month pilot kicked off with 145 provided with spectacles. The pilot was successful and showed that this is an effective partnership for Vision Mission for the screening of learners and ensuring they receive their spectacles timeously. The partnership will continue for one year.

Africa's Premier Eye Care Event

The South African Optometric Association invited Ster-Kinekor to co-host with them Africa's Premier Eye Care Event, which took place 11 July at the Convention Centre, Emperors Palace. The event hosted 400 children from HIV/AIDS centres around Gauteng, including Abraham Kriel, Nelson Mandela and Nkosi's Haven. The company showed two movies for the day and provided popcorn and coke, donated by the Manager of East Rand Mall and the Regional Manager for South East Region cinemas. Prizes for the day were also sourced from various departments at Ster-Kinekor, while Ster-Kinekor Games also provided PODS, etc for the children to play with. Fifteen Ster-Kinekor staff assisted on the day.

Spectrum

Spectrum approached the company for assistance with the care givers for orphans and vulnerable children in a village just outside Bloemfontein. Various approaches and discussions have been undertaken with the chairman of the transformation committee and as a result the company has been in contact with the Department of Social Services in North West province which will assist them.

Love Life

The company provides Love Life with access and a link to its website, as well as plasma screens, regular prizes and also

attends some of its events. In return Ster-Kinekor has a page in their UNCUT magazine, is linked to its website, and its name is carried as part of Love Life's campaigns and its 16 Y-centres all over South Africa.

Staff initiatives

One of our staff members is a member of the Toekomrus Youth Foundation and asked for assistance for an eight year old child, Ruwaydan, who is dying of bone cancer. The company was able to provide Ruwaydan with a PSP and games.

ACHIEVEMENTS

There are roughly 3.5 million grade 1 to 6 learners that live in the catchment area of Ster-Kinekor cinemas. Of those, 350 000 are probably suffering from some sort of visual impairment. (The incidence of blindness and severe visual impairment is between 0.75% and 1%).

Sight is key to learning – about 80% of what children learn is assimilated through their eyes. Eyesight problems consequently affect school achievement, sporting ability and by implication, social integration. Research revealed that blindness could be avoided in 8 out of 10 blind cases in our country if proper testing is done at an early age. Since a child's visual system is fully developed between 10 and 11 years, a problem, discovered early, can often be corrected and vision preserved. It was clear to us that by focussing on child-testing we had an opportunity to make a very real impact.

Since the launch of Vision Mission, it has screened over 30 000 learners and have assisted over 3 000 learners with corrective eye care.

INTERESTING FACTS AND FIGURES

The Self Service Terminals (SST) at the cinemas as well as the online bookings for movie tickets is still one of the most effective ways for fundraising through Ster-Kinekor customers and has brought the income for the last financial year to R 872 963.00 or an average of R 72 747.00 per month.

CSI ANNUAL CONTRIBUTIONS:
JUNE 2007 - JULY 2008

