Call for entries to a competition to produce a public outreach song for SADC
ABOUT SADC
The Southern African Development Community (SADC) was founded as the Southern African Development Coordination Conference (SADCC) in 1980. It was transformed into the Southern African Development Community (SADC) on 17th August, 1992 and consists of 16 Member States, namely; Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia and Zimbabwe.

The SADC vision is one of a common future, within a regional community that will ensure economic well-being, improvement of the standard of living and quality of life, freedom and social justice, peace and security for the peoples of Southern Africa. This shared vision is anchored on common values and principles and the historical and cultural affinities that exist amongst the peoples of Southern Africa.

SADC TREATY
The Southern African Development Coordinating Conference (SADCC), established on 1 April 1980 was the precursor of the Southern African Development Community (SADC). The SADCC was transformed into the SADC on 17 August 1992 in Windhoek, Namibia where the SADC Treaty was adopted, redefining the basis of cooperation among Member States from a loose association into a legally binding arrangement.

SADC MISSION
“To provide sustainable and equitable economic and socio-economic development through efficient, productive systems, deeper cooperation and integration, good governance and durable peace and security, so that the region emerges as a cooperative and efficient player”

SADC OBJECTIVES
The main objectives of SADC are to achieve development, peace and security, and economic growth, to alleviate poverty, enhance the standard and quality of life of the peoples of Southern Africa, and support the socially disadvantaged through regional integration, built on democratic principles and equitable and sustainable development.

SADC STRATEGIC PLANS
The Regional Indicative Strategic Development Plan (RISDP) and the Strategic Indicative Plan for the Organ (SIPO) remain the guiding frameworks for SADC Regional Integration, providing SADC Member States, SADC Secretariat and other SADC Institutions with consistent and comprehensive programmes of long-term economic and social policies.

SADC COMMON AGENDA
The SADC Common Agenda refers to a set of key principles and values that guide the Regional Integration agenda. The SADC Common Agenda is spelled out in Article 5 of the Treaty (as amended, 2009), as well as in the Review of Operations of SADC Institutions and consists of the policies and strategies of the organisation.

FOR MORE INFORMATION AND APPRECIATION ABOUT SADC VISIT:
Website: www.sadc.int | Twitter: @sadc_news | Facebook: @sadc.int | YouTube: youtube.com/sadc.int
CALL FOR PUBLIC OUTREACH SONG ENTRIES

Public outreach music productions are used to establish a brand in a memorable, entertaining, educational and informative way. Public outreach songs provide impactful channels of relaying information about an organization or product through music and lyrics because the more one hears a song, the greater the chance it will stick in their mind. Furthermore, music is a global language which enhances cultural and artistic understanding across countries and at the same giving soul to the universe and connecting societies together.

The SADC Secretariat is calling for submissions of a public outreach song from both aspiring and established songwriters/musicians. The wordings of the song and content should aim at promoting awareness and visibility of SADC’s Objectives and Common Agenda.

The objectives of SADC, as stated in Article 5 of the SADC Treaty (1992) are to:

- achieve development and economic growth, alleviate poverty, enhance the standard and quality of life of the peoples of Southern Africa and support the socially disadvantaged through regional integration;
- evolve common political values, systems and institutions;
- promote and defend peace and security;
- promote self-sustaining development on the basis of collective self-reliance, and the inter-dependence of Member States;
- achieve complementarity between national and regional strategies and programmes;
- promote and maximise productive employment and utilisation of resources of the region;
- achieve sustainable utilisation of natural resources and effective protection of the environment;
- strengthen and consolidate the long-standing historical, social and cultural affinities and links among the peoples of the region;

The SADC Common agenda is linked to the SADC Objectives and is underpinned by a series of principles and policies including:

- promotion of sustainable and equitable economic growth and socio-economic development that ensures poverty alleviation with the ultimate objective of its eradication;
- promotion of common political values, systems, and other shared values, which are transmitted through institutions that are democratic, legitimate and effective; and
- promotion, consolidation and maintenance of democracy, peace and security.

The composition for the song should promote regional integration on both domestic and external matters that affect the region, the common history and cultural heritage of the Southern Africa inhabitants, as well as portraying a positive overview of SADC as a region. Prospective entrants are invited to submit their entries accompanied by proof of their nationality to the SADC Secretariat. The competition is only open to citizens of the SADC region.

The competition offers exposure and the opportunity to have the song played by mainstream radio and television stations across the globe and on multiple online platforms.

Categories of the song

The song genre should fall within the following; reggae, rock, blues, Christian, comedy/novelty, country, dance, folk, comedy, jazz, pop and R&B/Hip-Hop. Entrants should submit only one song they deem fit in any of the above mentioned categories. No genre of music will be held in higher regard than another.

judging criteria are as follows:

Uniqueness - unique in its genre or create something entirely new, exciting, original material that stands out from the pack.
Creativity – Creation of new dimension, twist to a style of music and great new spin.
Lyrics – Communicating positive message of the song, with brilliance, creativity and imagination in words.
Appeal - The song should appeal to a broad
Length – between 3 – 5 minutes.
Composition – The song should have a chorus, bars, beat, base line, melody, vocals and instrumental break.

Note: The song should not depict violence, sexual explicit language, or substance abuse, profanity by substituting symbols or words, and should be overly sensitive on matters of race, culture, tribe, religion and freedom of association.

Competition rules and guidelines

- The entrants’ work should not have been published/broadcast by a registered and/or authorized music company, radio station, television station or agency or carried on an online of a registered and/or authorized agency in any of the SADC Member States including the globe.

- The competition will only accept one (1) submission per songwriter/musician or artist, and is open to all artists ranging from the age of 10 years and above.

- All songwriters/composers/ artists who are SADC nationals may enter the competition, except those in institutions contracted by SADC and the SADC Secretariat staff.

- All songs entering the competition should be in one of the SADC working languages, i.e. English, Portuguese, French. However, the artist can use some inserts in any national indigenous language of the SADC Region.

- All submissions must be accompanied by a completed SADC Public Outreach Song Entry Form and should contain full contact details of the entrant, including, passport sized photograph, physical address, telephone, fax number and e-mail addresses.

- The lyrics of the song must be reflective of the SADC region; and relates to the people and culture of inhabitants of the region.

- Submission of the song should be in audio format of MP3. Music video of the song is not a compulsory requirement.

- Entries will be initially screened and judged by the Secretariat, which will select the winning entry, and its decision shall be final.

- The Secretariat reserves the right not to award a prize in any of the music categories if the entries do not satisfactorily meet the competition requirements.

Winner and Prize

The winning entry will receive a once off prize money to the tune of USD 4000 which will cover the outright payment of the Intellectual Property Rights of the song. The monetary prize will be accompanied by a trophy and a certificate signed by the SADC Chairperson. The prize will be paid directly to the winner in his/her home country through the Secretariat.

The Secretariat reserves the right to use the song as and when required, and the artist reserves the right to perform the song outside the SADC Secretariat sphere without consequences, but will not distort the original composition and meaning of the song. The artist will not claim any future additional royalties or fees for the song for future use by the Secretariat.

The winning entry will remain the property of the SADC Secretariat.

Closing date for submission
14th December 2018

Note: Entries submitted after the closing date will not be considered.

All entries must be hand delivered, emailed or mailed to;

The Executive Secretary
SADC Secretariat
Plot 54385 New CBD
Private Bag 0095
Gaborone, Botswana
Tel: (+267 395 1863)
Fax: (+267 397 2848)
Email: prinfo@sadc.int