



REMARKS

BY

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**SADC SECRETARIAT- HEAD OF COMMUNICATIONS AND
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AT

**30TH SADC REGIONAL ADJUDICATION COMMITTEE
VIRTUAL MEETING FOR THE 2025 SADC MEDIA AWARDS
CHAired BY THE REPUBLIC OF ZIMBABWE**

24TH JUNE 2025

Hon. Dr. Omphile Marupi, Deputy Minister in the Ministry of Information, Publicity and Broadcasting Services, of the Republic of Zimbabwe

Mr. Nabaningi Nick Mangwana, the Permanent Secretary, in the Ministry of Information, Publicity and Broadcasting Services, of the Republic of Zimbabwe

Mr. Richard Runyararo Mahomva, Director for International Communication Services, Ministry of Information, Publicity and Broadcasting Services, and SADC National Media Coordinator for the Republic Zimbabwe

SADC National Media Coordinators

Members of the SADC Regional Adjudication Committee representing SADC Member States present here

Ms. Oleen Ndori, Chairperson of the National Adjudication Committee (NAC), Republic of Zimbabwe, and Chairperson of the 30th SADC Regional Adjudication Committee

Senior Government Officials and Chief Executive Officers from the Media Institutions in the Government of the Republic of Zimbabwe

Staff from the SADC Secretariat

Esteemed Members of the Media

Ladies and Gentlemen

Good morning, and a warm welcome to you all.

On behalf of the Secretariat of the Southern African Development Community (SADC), and in my personal capacity, I am honoured to welcome you all to the 30th Regional Adjudication Committee for the 2025 SADC Media Awards.

Today, we convene for an important task, the adjudication of the 2025 SADC Media Awards entries in Print, Photo, Television and Radio categories. This process is more than just a selection of outstanding works, it is a celebration of journalism's power to shape narratives, inform societies, and advance our shared vision of regional integration.

Allow me to express our sincere appreciation to the Republic of Zimbabwe, the current Chair of SADC, for its steadfast support, guidance, and collaboration in hosting this 30th session of the Regional Adjudication Committee.

We are honoured by the presence of Dr, Omphile Marupi Deputy Minister of Information, Publicity and Broadcasting Services of the Republic of Zimbabwe. His exemplary leadership in media development continues to strengthen communication and raise the visibility of SADC, not only within Zimbabwe, but across the region and beyond.

Hon. Deputy Minister, we deeply value your presence and commend your commitment to promoting journalistic excellence in the Republic of Zimbabwe and throughout Southern Africa.

I also wish to commend the Government of Republic of Zimbabwe for the outstanding commitment to advancing SADC's visibility during its tenure as SADC Chair. By hosting high-profile events and leading conversations on regional priorities, Zimbabwe, together with its media sector, has ensured that the impact and relevance of SADC's work is communicated to the public. The dedication to facilitating media coverage of SADC programmes and engagements, and to raising public awareness, is sincerely appreciated.

The media plays a pivotal role in creating awareness and enhancing the visibility of SADC. It serves as a powerful platform for communicating the region's achievements, challenges, and shared aspirations. The SADC Media Awards remain an essential tool for promoting excellence, fostering professionalism, and cultivating a dynamic media landscape that informs and empowers the citizens of Southern Africa.

Established in 1996 following the approval of the SADC Council of Ministers in 1995, the SADC Media Awards were created to recognise outstanding reporting on SADC's regional cooperation, integration, and community-building agenda.

Beyond recognising individual achievement, the SADC Media Awards reinforce the need to elevate awareness and visibility of SADC and its transformational role in fostering sustainable development, peace, and economic growth. The media continues to play a critical role in building regional cohesion and promoting our shared aspirations.

This year, the Committee will adjudicate a total of 29 entries, comprised of: 9 in Print, 5 in Photo, 7 in Radio, and 8 in Television categories. These submissions were received from 11 SADC Member States: Angola, Botswana, Lesotho, Madagascar, Malawi, Mozambique, Namibia, South Africa, the United Republic of Tanzania, Zambia, and Zimbabwe. This marks a notable improvement from last year's total of 22 entries from seven Member States, an encouraging reflection of the growing reach and appeal of the Awards. On behalf of the SADC Secretariat, I extend our sincere appreciation to the SADC National Media Coordinators and the Ministries responsible for Information, Publicity, and Broadcasting Services across the Member States for their pivotal role in promoting the Awards and contributing to the increased submissions and participation.

I also commend all the journalists who submitted their work for consideration, and extend heartfelt appreciation to the broader community of media professionals who continue to amplify regional integration stories, fostering a well-informed, engaged SADC citizenry.

While we recognise the winners of the SADC Media Awards, we also celebrate the invaluable contributions of those who continue to support and guide them in their pursuit of journalistic excellence in covering regional development issues. These supporters

include media editors, managers, and owners of media institutions, without whose support many of the stories being adjudicated today would not have reached publication or broadcast.

The winners of the 2025 SADC Media Awards will be officially announced during the 45th SADC Summit of Heads of State and Government, to be held in Antananarivo, Republic of Madagascar, on 17 August 2025. Award recipients will receive Certificates and cash prizes of US\$2,500 for first-place winners and US\$1,000 for runners-up.

To the members of the Regional Adjudication Committee, I express my deepest gratitude for your time and commitment. Your presence adds great value to this process and reaffirms your dedication to the regional agenda and programmes of SADC.

Chairperson, allow me to also thank all SADC Member States for allowing our esteemed adjudicators to participate in this noble undertaking. To our new RAC members, I extend a warm welcome to this distinguished team. As we embark on this adjudication process, let us uphold the principles of fairness, diligence, and integrity, ensuring that the best works receive the recognition they deserve.

At the SADC Secretariat, in our ongoing effort to enhance awareness, visibility, and impact of SADC, we have developed a Draft SADC Communication, Awareness and Visibility Strategy 2025-2030, which will be submitted to the Council of Ministers for approval in August this year. As part of this Strategy, the Secretariat will continue to facilitate the SADC Media Awards and to provide regular updates on our programmes through both traditional media and digital platforms, including our website, X, Facebook, LinkedIn, Instagram, and YouTube. These initiatives ensure our region's stories, achievements, and aspirations reach a wider audience.

I encourage all SADC National Media Coordinators to support this mission by sharing our content across your national media networks. This collaboration is key to amplifying core messages and inspiring new, impactful news stories throughout the region.

I wish you all a productive and insightful meeting, and I look forward to an outcome that truly reflects and rewards the talent, hard work and commitment of our journalists in the SADC region.

Thank you all for your attention.

Muito Obrigada! Merci Beaucoup! Asante Sana! Tatenda! Siyabonga!