

# Sanlam Awards open to reporters across Africa

Sanlam's financial journalism awards have been opened to reporters across Africa for the first time. The group aims to recognise and celebrate the contribution journalists across the continent are making towards the African growth story.



The Sanlam Awards for Excellence in Financial Journalism have been rewarding exceptional reporting in South Africa since 1974.

Through a newly introduced award, Sanlam will award outstanding, in-depth reporting that highlights and contributes towards the economic rise of the continent. News value, rigour in reporting, originality, impact and storytelling are among the criteria that will be used in the judging of the 'African Growth Story' award. The category is open to journalists from across the continent who work for African media vehicles (i.e. print, TV, radio or online media that are based in Africa and are targeted at African audiences).

## Presence in Africa

Established 96 years ago, Sanlam now has a presence in 10 countries in Africa - over and above South Africa - namely Kenya, Botswana, Nigeria, Ghana, Uganda, Malawi, Namibia, Nigeria, Zambia and Tanzania.

Dr Johan van Zyl, chief executive officer of Cape Town-headquartered Sanlam, says the group is delighted to extend the invitation to journalists across Africa. "Our own growth story has made us very aware of the amazing journey that the continent is on. We believe in the potential of Africa and in the contribution good journalism is making towards unlocking this potential and are therefore delighted to use these awards as a vehicle to honour outstanding reporting."

## Highlighting the African growth story

The special category will recognise reporting that specifically covers and highlights the African growth story, and that deals with the economic awakening and rise of the continent as a whole in a meaningful, effective way. Stories should focus on the growth of the continent in terms of investments, infrastructural development, economic and monetary policies and related issues and challenges. Stories can be presented from a particular country's perspective, but should pertain to issues which have broader relevance for the continent.

The Sanlam Awards for Excellence in Financial Journalism are judged by an independent panel of judges, which includes media experts, an academic and an economist. Journalists interested in submitting their work can do so online at [www.sanlam.co.za](http://www.sanlam.co.za), where full details can be found.

Source: APO