

**Voice**

**Reach**

**Engagement**

**PoW  
Impact**

**The  
Purpose**

**Regional  
& Network  
Communi-  
cation**

**Overview**

**Office  
of the  
Director**

**Brand  
Building**

**Public  
Advocacy  
&  
Communi-  
cation**

**Digital  
Strategy**

**Content  
& Client  
Services**

**Content  
& Client  
Services**

**Editorial**

**Graphic  
Design**

**Copy  
Editing**

**Multimedia**

**Publishing**

**Content  
& Client  
Services**

**News  
Media**

**Web**

**Social  
Media**

**Digital  
Strategy**

**Digital  
Strategy**

**Public  
Advocacy  
&  
Communi-  
cation**

**Youth**

**Campaigns**

**Public  
Advocacy  
&  
Communi-  
cation**

**Traditional  
Media**

**Sports**

**Brand  
Building**

**Brand  
Building**

**Partnerships**

**Internal  
Communi -  
cation**

**Brand  
Management**

**Ambassador  
Relations**

**Office  
of the  
Director**

**Office  
of the  
Director**

**Programme  
Coordination**

**Operations**

**Advocacy**

**Social  
Mobilisa-  
tion**

**Behaviour  
Change  
Communica-  
tion**

**Strategies**

**PoW  
Communica-  
tion**



**Initiatives**

**WED**

**BreatheLife**

**Examples**

**Wild for  
Life**

**Champions**