

LIA LABUSCHAGNE

Lia Labuschagne is a Kleinmond-based communication consultant, writer, editor, and qualitative marketing research practitioner. She holds a BA (Honours) in English (UJ) and an MDP (UNISA) in Marketing Management.

- She has extensive experience in corporate communication management, public relations, publishing, writing, editing and marketing research.
- Her experience includes nine years in senior management positions in communication roles at major corporations such as Iscor Steel (now ArcelorMittal), and Afrox. It also includes seven years of experience abroad (Switzerland and Spain) as executive editor.
- She co-authored a book on the history of Reutech Radar Services and the development of that industry in South Africa. The publications that have featured her work include *Plus50*, *Business Day's Earth* and *Empowerment* publications, *earthworks* (sustainability in the built environment), the JSE's special quarterly publications, SAICE's *Civil Engineering Magazine*, *African Communications*, *African Decisions*, *SA Harvest*, *Green Business Journal*, *Green Home*, *Accountancy SA*, *the Monthly Notes of the Astronomical Society of South Africa (MNASSA)*, *Plus50*, *Village News* and others.
- As independent consultant, she provides services to clients that are involved in a wide range of economic activity, including technology, science, environmental issues, sustainability and recycling, chartered accounting, financial services and business development, occupational health and safety, classical music, local industry and crafts, and marketing research. Her assignments on behalf of clients include communication strategy and implementation activities, from marketing research to copywriting, text editing, and social media.
- Her past and current clients include among others the South African Institute of Chartered Accountants (SAICA), GroenbergEnviro, the WWF, the South African Council for the Project and Construction Management Professions (SACPCMP), Reutech, the Square Kilometer Array (SKA), Beehive Occupational Health and Safety, the National Institute of Theoretical Physics, the Craft and Design Institute (CDI), PETCO, Rambrick/Use-It, Panel Services, Polyco, the Cape Town Philharmonic Orchestra, and a number of publishers.
- She is an experienced text/copy editor and works on both fiction and non-fiction assignments for corporate clients, publishers and academics in both English and Afrikaans.
- Lia has been involved in successful start-up strategies for a number of companies (examples: Collect-A-Can and Beehive) and has worked as a member of interdisciplinary teams (e.g. the establishment of Saldanha Steel) or as support for young businesses (e.g. Rambrick) or organisations that work in the SSME and/or enterprise development field (e.g. SAICA, CDI).
- She has managed and/or worked on numerous marketing research assignments, mainly for corporate clients and NGOs.

- Her training and lecturing experience at tertiary institutes (the Cape Peninsula University of Technology and private education bodies) relates mainly to corporate communication/public relations, marketing, and business strategy. She also presents public talks on topics such as astronomy, marketing strategy and social media.

Interests, professional organisations and associations

- Lia is or has been a member of a number of relevant professional bodies, including the South African Science Journalists' Association (SAJSA), the Professional Editors' Guild (PEG), and the Public Relations Association (PRISA). She has served as member of the advisory committee for public relations at the Cape Peninsula University of Technology, and as member of the national boards of PEG, SASJA, the Alliance of Language and Media Practitioners (LAMP) and the South African Book Development Council.
- Her life-long personal interests and passions include literature, the sciences (especially astronomy and physics), space exploration, classical music, photography, cricket, crafts and cats. Some of these interests are also reflected in the work she does or has done, such as working for clients in the specialised area of classical music (Cape Town Philharmonic Orchestra, Len van Zyl Conductors' Competition, Franschoek Music Festival). Her interest in astronomy has led to numerous talks and articles, among others for the Square Kilometer Array (SKA) and in various newspaper articles. She also chaired the Cape Centre of the Astronomical Society of Southern Africa (ASSA) for a number of years, and was made an honorary life member of the centre. She also served on the national council of ASSA.

In addition to English and Afrikaans, Lia speaks German and has a basic knowledge of Spanish and some French.

Contact details

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