

15.02.2023

### REFERENCE LETTER

Dear Madam/Sir,

I, Ms Chantyl Mulder, confirm that Mr. Yuvarasen Gounden worked at The South African Institute of Chartered Accountants (SAICA). He worked as a project manager in communications. His main responsibilities were managing the communications and public relations team and engaging with the media proactively. His assignments were as follows:

Period	01.02.2016-31.07.2016
Number of working days	Full-time
Job title	Project Director: Communication
Job definition: <ul style="list-style-type: none"><li>- Development of a communication and national outreach strategy for the Thuthuka Programme (one of the most successful transformation and skills development programs in South Africa) on a national level</li><li>- Was part of the Communication team at the World Congress of Accountants (WCOA) in Rome, Italy in 2014</li><li>- Hosted the National Press Club to raise awareness with media on SAICA projects</li><li>- Developed "elevator pitch" corporate brochure</li><li>- Used infographics to communicate key messages</li><li>- Developed templates for communications for brand consistency</li><li>- Developed multimedia content for web and online consumption</li></ul>	
Period	01.09.2012-30.06.2015
Number of working days	Thuthuka at SAICA
Job title	Project Manager: Communication
Job definition: <ul style="list-style-type: none"><li>- Hosted the National Press Club</li><li>- Coordinated an advocacy radio campaign on Radio 702 as well as on SABC radio (11 stations)</li><li>- Developed corporate video of Thuthuka at SAICA</li><li>- Presented the Thuthuka programme to the World Congress of Accountants (WCOA) 2014 in Rome, Italy</li><li>- Developed a "pay it forward" campaign to leverage support from donors for the Thuthuka Programme</li><li>- Wrote articles for SAICA's magazine ASA and entered same for several publication awards where they won</li><li>- Secured media coverage for the SAICA maths camps in four provinces</li><li>- Publicized video clips from the maths camps and winners of the SAICA maths Olympiad</li></ul>	



*Place for Signature*

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