



Zambia Institute of Public Relations
— and Communication —

A SYNOPSIS OF ZIPRC



PRESENTED BY EDDIE KALELA MWITWA TO THE ZAMBIA INSTITUTE OF HUMAN
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WHAT IS ZIPRC

- ▶ The **Zambia Institute of Public Relations and Communication (ZIPRC)**, is a professional body representing the interests of Public Relations and Communication practitioners and all other professionals that are engaged in related work in Zambia.
- ▶ ZIPRC was established by an Act of Parliament, namely **the Zambia Institute of Public Relations and Communication Act No. 11 of 2022 (“the ZIPRC Act”)**, which came into force on 11th August, 2022.
- ▶ Prior to being established by the ZIPRC Act, ZIPRC operated as an association called the Zambia Public Relations Association (ZAPRA). ZAPRA was registered with the Registrar of Societies in 2008 and was born out of the members’ deep conviction that the establishment of such a body was vital for the regulation and promotion of ethical functioning of the public relations and communication practice in Zambia. This followed the growth and evolution of the practice of public relations and communication over the years, to become one of the most critical management functions that can help organizations achieve their overall business objectives. Since 2008, ZAPRA continued on its growth trajectory, which culminated into the enactment and coming into force of the ZIPRC Act.

FUNCTIONS OF ZIPRC

Under section 4 of the ZIPRC Act, the statutory functions of ZIPRC are to:

1. **register practitioners and regulate their professional conduct;**
2. promote alternative dispute resolution mechanisms for disputes in the public relations and communication profession;
3. collaborate with State institutions on matters relating to the public relations and communication profession;
4. advise Government on matters relating to the public relations and communication profession;
5. undertake research in public relations and communication profession matters;
6. promote and encourage internationally accepted public relations and communication best practice standards in the Republic;
7. promote the public relations and communication profession in the Republic;
8. recommend the development and maintenance of appropriate standards of qualifications in the public relations and communication profession to the Zambia Qualifications Authority;
9. publish any journal, newsletters and other publications relating to public relations and communication profession;
10. promote the rights of the public relations and communication profession;
11. **enforce continuing professional development requirements for practitioners;** and
12. **collaborate with higher education institutions, Government departments and other institutions to improve the quality of the public relations and communication profession.**

ZIPRC'S OBJECTIVES

- ▶ Pursuant to article 4 of its Constitution, the objectives of ZIPRC are to:
 - a) promote general understanding of public relations and communications expertise;
 - b) establish and maintain professional status and dignity for public relations and communications practice amongst members, Secretariat employees and the public;
 - c) encourage the observance of the highest standards of professional conduct by registered and practicing members, through adherence to the Code of Ethics and professional standards;
 - d) protect the interests of all concerned in the event of any complaint of malpractice or non-adherence to the ZIPRC code of ethics and professional standards brought against a registered member, through the application of a set of disciplinary procedures.
 - e) enhance skills of its members and practitioners through continuous professional development;**
 - f) provide professional development through training and development; and
 - g) accredit and certify all public relations and communication practitioners in the country.**

LEGAL IMPLICATIONS OF THE ZIPRC ACT

- ▶ With the coming into force of the ZIPRC Act, it is mandatory for any person who desires to practice or to be employed as a public relations practitioner **to be registered with ZIPRC** (section 11 [1] of the ZIPRC Act).
- ▶ registration is to be done in the prescribed manner and form on payment of a prescribed fee to ZIPRC.
- ▶ A person who contravenes the registration requirements of the ZIPRC Act commits an offence and is liable, on conviction, to **a fine not exceeding five hundred thousand penalty units or to imprisonment for a term not exceeding five years, or to both**

DEFINITION OF A PUBLIC RELATIONS AND COMMUNICATION (PRC) PRACTITIONER.

- ▶ Section 2 of the ZIPRC Act defines a PRC “practitioner” as a person who:

possesses knowledge, training or experience in public relations, media relations, corporate communication, stakeholder relations, development communication, strategic communication, trainers in communication, public affairs, public communication, reputation management and advisory services related thereto and is registered under the ZIPRC Act.

LEGAL IMPLICATIONS OF THE ZIPRC ACT CONT'D

- ▶ Section 19 of the ZIPRC Act makes it mandatory for any person who wants to practice as a public relations or communications practitioner to obtain a practising certificate from ZIPRC, which has to be renewed annually.
- ▶ The ZIPRC Act also prohibits any person or prospective employer from offering employment to any person who does not hold a valid practising certificate issued by ZIPRC pursuant to the ZIPRC Act.
- ▶ A person who contravenes the above requirements commits an offence and is liable, on conviction, **to a fine not exceeding three hundred thousand penalty units or to imprisonment for a term not exceeding three years, or to both.**

ZIPRC'S APPEAL TO ZIHRM

- ▶ Collaborate with ZIPRC by ensuring that, ZIHRM, as a human resource institute and through its individual practitioners who are employed as Human Resource Directors, Managers or Officers, ZIHRM should ensure that no person is employed as a public relations and communication officer by any institution, company or firm, unless that person is:
 - a) registered with ZIPRC; and
 - b) has a valid current practising certificate duly issued by ZIPRC.
- ▶ Ensure that all ZIPRC members attend continuing professional development requirements for public relations and communication practitioners., including ZIPRC AGMs and conferences in order to enhance the competence and professionalism of ZIPRC members.
- ▶ Collaborate with ZIPRC in matters of common interest.

THE END

- ▶ *May God bless ZIHRM, may God bless ZIPRC!*
- ▶ *I thank you all for your attention!*