




# MY DISTRICT TODAY



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## OUTCOME 4: DECENT EMPLOYMENT THROUGH INCLUSIVE ECONOMIC GROWTH

### A seminar to empower small businesses

By Nompilo Mchunu: GCIS, KwaZulu-Natal



Sefa officials Thula Mkhwanazi and Nothemba Gqiba speaking at the event.



Unathi Wana from SEDA and Themba Nkosi from Local Economic Development unit speaking at the event.

The Small Enterprise Finance Agency (Sefa) hosted a breakfast seminar for small businesses and cooperatives at the Pine Weddings and Conference Venue, Newcastle on 2 August 2017.

Sefa is an agency of the Department of Small Business Development, which is mandated to provide access to finance for small businesses and cooperatives from R500 to R5 million. The seminar was attended by entrepreneurs from Newcastle, Dannhauser, eMadlangeni, Nquthu, Vryheid, Dundee and Nongoma.

The breakfast sessions are aimed at assisting entrepreneurs to access finance.

“This forms part of public awareness campaigns which sefa carries out nationally to inform SMMEs and cooperatives about access to finance in order to catalyse their development and capacity to create jobs for local communities,” said Innocent Ndima from Sefa.

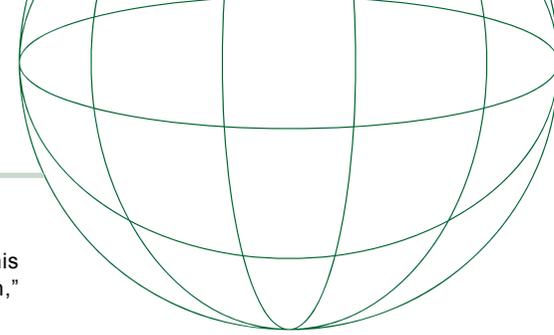
Themba Nkosi from Local Economic Development, Newcastle Municipality told the entrepreneurs that they must use of the breakfast sessions.



government  
communications

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REPUBLIC OF SOUTH AFRICA





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“Most businesses struggle to reach maturity stage because of lack of access to finance. Take this information and make use of it and share it with other entrepreneurs that could not attend this session,” said Nkosi.

Nothemba Gqiba, Corporate Communications Manager from Sefa, said the agency wants to have a footprint in the township and rural economy. “Sefa is committed to rural and township development because 40% of its budget is allocated to rural entrepreneurial development,” said Gqiba.

Sefa has hosted more than 5 000 entrepreneurs across the country in the past four years and has provided financial assistance of over R5 billion.

Thula Mkhwanazi, Sefa regional manager in KwaZulu-Natal, listed some of the challenges that small businesses encounter.

“Hostile business environment, lack of finance, tough local economic conditions, burdensome regulations and the high costs associated with employing staff are factors that hinder business development,” said Mkhwanazi.

Entrepreneurs raised concerns about the inaccessibility of the agency across the Amajuba District.

“The agency does not have offices in the Amajuba District, however, it is accessible through the Small Enterprise Development Agency (SEDA),” said Unathi Wana from SEDA.



Some of the entrepreneurs who attended the seminar.



**Gugu Mbhele:**

“The agency should also provide financial mentorship and coaching for small businesses and cooperatives. This will ensure that businesses thrive instead of failing.”



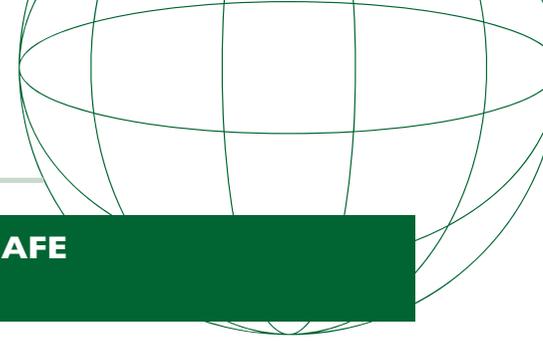
**Ntuthuzo Myeza:**

“The institutional inaccessibility of the agency is a bit of a challenge. Perhaps it should have satellite offices across the country so that people can have access.”



**Lindiwe Mtshali:**

“I think in addition to providing funding, Sefa should assist with entrepreneurs with business plans and support. This will help to avoid people being rejected for funding as a result of weak business plans.”



## OUTCOME 5: ALL PEOPLE IN SOUTH AFRICA ARE AND FEEL SAFE



**Mancinza Zondi:**

“Real men do not abuse but protect their families in every way possible. As young men, we have to learn from the elders.”



**Masuku Masuku:**

“This is a good initiative. All people must be actively involved moving forward.”

### Men session to end women and child abuse

*By Bonginkosi Gumede: GCIS, KwaZulu-Natal*



**Government, traditional and religious leaders at the event.**



**Umlalazi Municipality Speaker Cyril Dlamini addressing delegates during men's dialogue. Men performing musical items at the chief's kraal.**

The uMlalazi Municipality in partnership with the Department of Arts and Culture hosted the King Cetshwayo District Municipality in commemorating the men's dialogue on 22 July 2017. The event was observed under the theme: “Redefining the role of real men in our society”.

The district men's forum representatives, traditional leadership, community members as well as the government officials gathered at KwaBulwayo in Ward 23 to redefine the role of real men.

Some of the topics discussed during the dialogue included the role of men in the economic sector, culture grooming of men and the role of men in the family.

The leadership of King Cetshwayo District Municipality was led by the Speaker Khulani Hadebe while uMlalazi Municipality was led by the Speaker Cyril Dlamini.

Speaker Dlamini addressed the gathering about the importance of discipline among young men and also engaging/participating in extracurricular community-based activities, which can assist in reducing the number of boys who become perpetrators of violence. He spoke in his capacity as a parent and encouraged other elderly men to provide guidance to younger ones and be exemplary in their conduct in society.



## OUTCOME 9: RESPONSIVE, ACCOUNTABLE, EFFECTIVE AND EFFICIENT LOCAL GOVERNMENT SYSTEM

### Government strives for effective communication

*By Eunice Nkuna: GCIS, Limpopo*

Government Communication and Information System (GCIS), The Department of Cooperative Governance and Traditional Affairs, Vhembe District Municipality and the Office of the Premier in Limpopo organised a two-day training workshop in municipalities within Vhembe District.

This training followed the resolution of the Inter-Ministerial Committee on Vuwani that municipalities should be capacitated on government communication. LIM 345 Municipality was the first municipality to be trained on government communication. The municipality ward councillors were led by Mayor Tintswalo Bila while the Mayor of Thulamela Local Municipality, Tshifhango Avhashoni, played a major role in the training of Thulamela ward councillors.

This undertaking was motivated by the need of the municipalities to institute regimes of transparency and accountability when working with communities. Providing citizens with adequate information on priorities, programmes, and activities of LIM 345 and Thulamela local municipalities will ensure that communities are well informed.

Mayor Bila indicated that the session was necessitated by Section 32, subsection (1) of the Constitution of the Republic of South Africa. She further urged the use of all platforms to ensure that communities are able to access government information.

The ward councillors' training was aimed at empowering the municipality to communicate better. This training is therefore a recognition that it is in the interest of LIM 345 and Thulamela local municipalities to communicate effectively about the work they do for the people. As a legitimate player in evolving public sphere, the municipalities will benefit from developing and maintaining effective communication capacity with citizens, to better take stock of their needs and preferences, and to foster a more deliberative public space for multi-stakeholder participation, informed policy debate, and development effectiveness.

The two-day session looked at the following key areas:

- a) The communication function of government
- b) Communication platforms and channels - including social media
- c) Rapid response
- d) Development communication
- e) Media engagement.

The discussion recognised the need for two-way communication between government and citizens and building legitimacy and credibility of the municipality. The session agreed that in practice, government communication is more than just a crisis management tool, but rather involves a variety of useful elements, which are all geared to raising awareness, changing behavior, fostering transparency and civic education, as well as listening to the pulse of society.

The sessions agreed that it is important for government to communicate effectively with communities as this will assist in averting crises.

Going forward, the team will continue with the training in other municipalities as part of the efforts to capacitate ward councillors as the primary spokespersons.



**Tiisetso Ramotse of the GCIS delivering a presentation on social media.**



**Willy Baloyi of the GCIS facilitating a group discussion.**



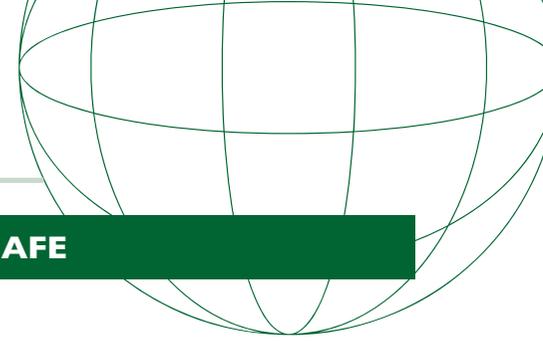
**Limpopo Government Provincial Spokesperson Phuti Seloba delivering a presentation on media engagement.**



**Government leaders at the event.**



**Group photo of Thulamela Local Municipality officials.**



## OUTCOME 3: ALL PEOPLE IN SOUTH AFRICA ARE AND FEEL SAFE

### Dialogue to tackle the scourge of women abuse

By Nompilo Mchunu: GCIS, KwaZulu-Natal



Women showcasing art and fashion at the event.



**Khethiwe Zwane:**

“There must be places of safety to accommodate women and children who are victims of abuse. These places must be within our communities so that women can feel safe after they have reported abuse.”



Mayor of Newcastle, Makhosini Nkosi, and GCIS KwaZulu-Natal Director Ndala Mngadi speaking at the Women’s Day commemoration at Osizweni Community Hall.



Five families received food parcels from the South African Social Security Agency.

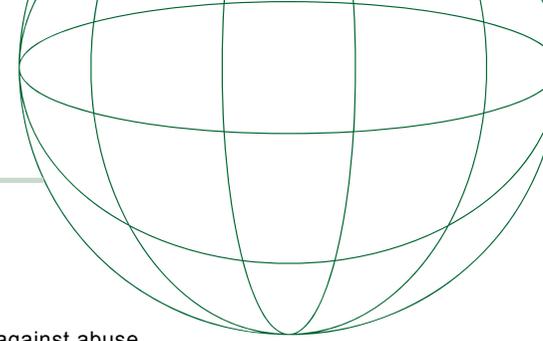
The Newcastle Municipality and stakeholders; Government Communication and Information System (GCIS), Department of Community Safety and Liaison, Newcastle Municipality and Operation Sukuma Sakhe hosted a Women’s Month dialogue at Osizweni Community Hall on 4 August 2017. The event was held under the theme: “Be Bold For Change”. In South Africa, Women’s Day is observed annually on 9 August. The national theme for 2017 is: The Year of OR Tambo; Women United in Moving South Africa Forward”.

Speakers at the event called for women to break the silence about abuse and for society to fight the scourge together.

Addressing over 300 women, Makhosini Nkosi, Newcastle Mayor, condemned the spate of violence and urged to community of Amajuba to work together. “As citizens who witness abuse directed to women everyday within your communities, you must say “enough”, and stand against the perpetrators. Work with the South African Police Service and other sectors to create safer communities because government alone cannot eradicate this scourge,” said Nkosi.

The Mayor also added that community members must change the mindset that victims of abuse were willing participants.

“No woman is ever a victim of abuse at her request. We must do more to prevent violence against women, support survivors of abuse and bring perpetrators to justice,” remarked Nkosi.



**Scelo Ndwandwe:**

“Men need to make their voices heard and condemn abuse. We must take the leading role and show that we are here to protect women and stand against other men who are perpetrators.”



**Thandeka Sibeko:**

“Society needs to support small businesses and cooperatives led by women during Women’s Month. Government needs to make resources available to young and upcoming women in business.”

Ndala Mngadi, GCIS Director in KwaZulu-Natal called for women to break the silence and speak out against abuse.

“It is in our power and within our means, even in the smallest of ways to contribute to the fight against the abuse of women and children. Your actions today will help break the culture of silence that accompanies violence and abuse that many women and children experience,” said Mngadi.

She added that people must not allow violence and abuse to be treated as a matter that belongs behind closed doors.

“The onus of reporting violence and abuse is not on the victims alone; it falls upon all of us as these incidents often taken place within our homes and communities,” she concluded.



**A dialogue about gender-based violence and also celebrating women’s achievements took place before the formal programme.**