



# MY DISTRICT TODAY



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## OUTCOME 12: AN EFFICIENT, EFFECTIVE AND DEVELOPMENT ORIENTED PUBLIC SERVICE AND AN EMPOWERED, FAIR AND INCLUSIVE CITIZENSHIP.

### Committee to enhance tourist experience at Robben Island

By Sikelela Zokufa: GCIS, Western Cape



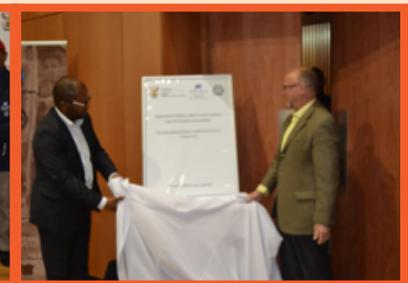
Minister Hanekom addressing the audience at the event.



The committee and members of the media during the launch.



The twelve members who were appointed as ambassadors of Robben Island Museum.



CEO Dada and Minister Hanekom unveiling the Pledge to adhere to service excellence.

In line with the celebration of Heritage and Tourism Month, the Department of Tourism, in partnership with the Robben Island Museum hosted a breakfast event to officially launch the Museum's Service Excellence Legacy Committee on 16 September 2016.

It was a day full of joy for the selected committee, which was selected from different units of the department. Minister of Tourism, Derek Hanekom, officiated the event and announced the members of the legacy committee who will serve as Robben Island's Service Excellence Legacy Committee ambassadors.



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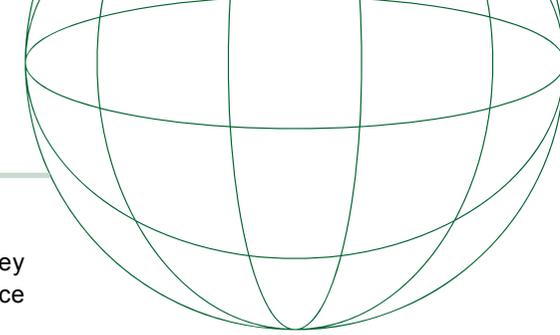
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Robben Island visitors can look forward to an enriched service and heritage experience, as they will be welcomed by the newly appointed members and ambassadors of the Island's Service Excellence Legacy Committee.

Minister Hanekom lauded the employees' enthusiasm and efforts in adopting and embracing a culture of service excellence. He also reminded staff members that all of them have the responsibility to ensure a memorable service experience for all visitors to the Island.

"Robben Island received 360 000 visitors last year. They will all tell 10 others if it was a life changing experience. Everyone makes up this experience. If one slips, it destroys the entire good experience," said the Minister.

The Robben Island Museum Chief Executive Officer, Mava Dada, indicated that it is a priority for the museum to provide an excellent visitor experience and that the Service Excellence programme contributes towards meeting this goal.

The idea was introduced in 2008, on the recommendations of the past leadership.

During the launch, every ambassador received a Service Excellence Legacy team blazer with a token stating: "Excellence service starts with me!" Newly appointed Service Excellence Ambassador, Thozama Koli, was adamant that they would take service to a higher level. "We will have to put papers in our shoes to make them fit us, because there is a lot of challenges ahead and a lot needs to change to ensure excellence service to all."

The Robben Island Museum is one of the four identified tourism products that are participating in the Department's Service Excellence Integrated Product Support initiative. The initiative aims to assist tourism products to develop a service excellence culture in terms of its operations and processes, through the application of the Service Excellence Strategy and Standards.

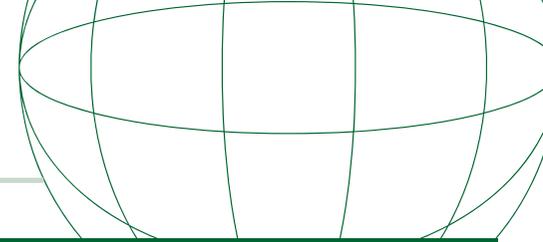
Dada also announced that people would be allowed to visit Robben Island for free on 24 September in order to expand access to the museum.



**Thozama Koli said:**  
"I feel very happy and very special. I will be dedicated to my work and I have been given more responsibilities to ensure maximum satisfaction of our visitors."



**Mava Dada said:**  
"The roll-out of the Service Excellence Programme has come at an ideal time. The museum recently appointed a new board, which identified service excellence as critical to the tourist experience."



**Nompumelelo Sibiyi said:**  
 “The seminar was helpful, however, it would have been much better if all races were represented and engaged in today’s social cohesion discussions. At the end of the day we have to live together in harmony without discrimination.”



**Participants conducting group presentations on various topics.**

## OUTCOME 14: A DIVERSE, SOCIALLY COHESIVE SOCIETY WITH A COMMON NATIONAL IDENTITY.

### Social Cohesion dialogue for a better South Africa

*By Bongani Mazibuko: GCIS, Mpumalanga*



**Community members participating in the dialogue.**



**The candle-light moment was followed by the reciting of the pledge.**

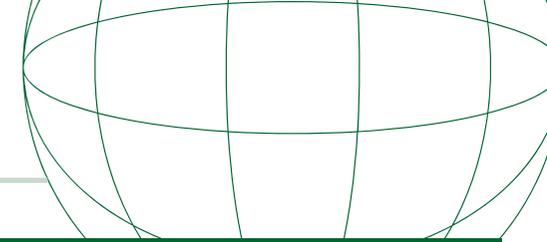
The Department of Arts and Culture (DAC) led the dialogue in which various stakeholders in and around Ermelo participated and discussed topics on issues that divide the country and also identified interventions that can be used to unite all citizens. The event took place on 14 September in Ermelo, Mpumalanga. “Unity in diversity is what we should strive to achieve, all of us as South African citizens,” said one of the facilitators of the dialogue.

Some of the topics discussed include race, language, culture, poverty, values and morals, and youth issues. Nompumelelo Sibiyi said, “Now is the time to look at one another as human beings and not as blacks, whites, Indians, Asians or coloureds. We all belong to the human race and we need to promote the human race.”

Language and ethnicity were also considered among issues that create divisions among citizens and it was recommended that the Department of Basic Education (DBE) should assist with a programme where children can be introduced to other South African languages.

The DAC and the Provincial Department of Culture, Sports and Recreation working together with other stakeholders such as departments of social development, labour, home affairs, DBE, Pastors’ Forum, Cooperative Governance and Traditional Affairs, Msukaligwa Local Municipality, Government Communication and Information System, Transnet, business and community structures participated in the dialogue.

Inputs from various stakeholders were recorded and also captured by DAC officials. Two separate questionnaires were also filled in by the participants in which inputs were collected for further processing and consideration. This was an interactive session that paved way towards achieving unity in diversity.



**Mohau Mosase and Mpho Mogashoa said:**

“We believe that culture is very important and it unites the nation. Especially ourselves as youth. Our wish is that we can change and embrace our culture.”

## OUTCOME 14: A DIVERSE, SOCIALLY COHESIVE SOCIETY WITH A COMMON NATIONAL IDENTITY.

### Celebrating culture, tradition and heritage in style

By Itumeleng Bogatsu: GCIS, Gauteng



Small businesses exhibiting different traditional attire during the tradition fashion show at the Heritage Month celebration.

Nelisiwe Madonsela and Ilin Kune showcasing their traditional attire.

September marks Heritage Month and seeks to celebrate South Africa’s living heritage, popularise the use of a living heritage as a vehicle for nation-building, national reconciliation, moral regeneration, economic development, social cohesion and towards the creation of a common South African national identity.

As part of Heritage Month, Government Communication and Information System (GCIS), departments of social development and arts and culture hosted an event at the Rabasotho Community Hall and invited all the elderly people to relive their culture. The day was celebrated under the theme: “Human Treasures and Legends: our Living Heritage” with the objective to reaffirm the significance of living heritage in social cohesion and the promotion of mutual respect within South African cultural and linguistic communities.

The celebration was a melting pot heritage festivity of cultural songs, music and dance, performances, plays, poetry and enactments of different human traditional rituals and indigenous animal behaviour. Different dishes and cultural sewing and handmade items were also on display.

The South African Constitution promotes and recognises the right of communities to practise their culture, religion and languages.