



# MYDISTRICTTODAY



A **NATION** THAT **WORKS** FOR ALL

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## CONTACT DETAILS OF THE GCIS PROVINCIAL OFFICES

For more information about similar programmes that are run across the country, contact one of the following provincial offices:

### EASTERN CAPE

Nandipa Sondati-Thawa (Acting)  
043 722 2609 or 072 611 3990  
[nandipa@gcis.gov.za](mailto:nandipa@gcis.gov.za)

### FREE STATE

Mthunzi Mkhungo (Acting)  
051 448 4505 or 064 545 1185  
[mthunzi@gcis.gov.za](mailto:mthunzi@gcis.gov.za)

### GAUTENG

Senzeni Ngubane (Acting)  
012 473 0402 or 065 595 5203  
[senzeni@gcis.gov.za](mailto:senzeni@gcis.gov.za)

### KWAZULU-NATAL

Ndala Mngadi  
031 301 6787 or 082 877 9420  
[ndala@gcis.gov.za](mailto:ndala@gcis.gov.za)

## PRIORITY 1: DRIVE INCLUSIVE GROWTH AND JOB CREATION.

### Local SMMEs and aspiring entrepreneurs empowered for success

By Robbie Senoelo; GCIS, Gauteng

The government's strategic priority to drive inclusive growth and job creation received a boost when the Government Communication and Information System (GCIS), in collaboration with stakeholders within the economic cluster, hosted an economic empowerment workshop at Stanza Bopape Community Hall in Mamelodi East on 22 April 2026.

The workshop, which formed part of 2026 Freedom Month activities, aimed to empower aspiring entrepreneurs and local Small, Medium and Micro Enterprises (SMMEs) with information on how to start, sustain and grow their enterprises.

South Africa celebrates Freedom Month in April to mark the country's transition from an oppressive apartheid system to a free and democratic government, as well to commemorate the first democratic elections held on 27 April 1994. This year's Freedom Month is celebrated under the theme: "Freedom and the Rule of Law: Thirty Years of Democratic Citizenship".

Presentations were delivered by the Tshwane Department of Economic Development, Companies and Intellectual Properties Commission (CIPC), South African Revenue Service (SARS), Small Enterprise Development and Finance Agency, Productivity SA, Gauteng Office of Consumer Affairs, National Credit Regulator and the Ithuba Youth Economic Development Programme under the Tshwane Economic Division. These institutions outlined their mandates and the services they offered to support entrepreneurs and local businesses.



Mr Sivuyile Mdidimba from Productivity SA.



Mr Calvin Molonyama from the Tshwane Economic Development Division presenting on business licensing.



government communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



**LIMPOPO**

Thanyani Ravhura  
015 291 4689 or 082 421 3461  
[thanyani@gcis.gov.za](mailto:thanyani@gcis.gov.za)

**MPUMALANGA**

Hlengiwe Nhlabathi-Mokota  
013 753 2397 or 084 708 4214  
[hlengiweh@gcis.gov.za](mailto:hlengiweh@gcis.gov.za)

**NORTH WEST**

Boitumelo Mosadi  
018 381 7071 or 073 245 0906  
[boitumelom@gcis.gov.za](mailto:boitumelom@gcis.gov.za)

**NORTHERN CAPE**

Ofentse Moeti  
053 832 1378/9 or 084 390 4330  
[Ofentse@gcis.gov.za](mailto:Ofentse@gcis.gov.za)

**WESTERN CAPE**

Geraldine Thoppis  
021 418 0533/2307 or 081 281 2200  
[Geraldine@gcis.gov.za](mailto:Geraldine@gcis.gov.za)

Business-related information was shared through exhibitions, presentations, face-to-face engagements and the distribution of information products. The information provided was intended to assist prospective and existing young entrepreneurs to start, sustain and grow their businesses, thereby contributing to economic growth, job creation and poverty alleviation.

Mr Sello Baloyi from the Ithuba Youth Economic Development Programme, stressed the importance of youth participation in growing both the city and the country's economy. He outlined six initiatives that underpinned the programme: youth entrepreneurship, a youth supplier development programme, youth job opportunities, technical and artisanal skills development, a drivers' licences programme and a youth awards programme for those who excel in their respective fields. He encouraged participants to register on the Ithuba Youth Programme's all-in-one portal, available at <https://iyedp.tshwane.gov.za/app-default>, to access economic empowerment programmes.

"As the Ithuba Youth Economic Development Programme, we are planting the seed for your future; we are offering young people endless opportunities, and we would like to see you accessing the programme that builds your future and our city's economy," said Baloyi.



Ms Makhurumetja Kgotse from SARS delivers a presentation during the Economic Empowerment Workshop.



Mr Simon Fenyane from the CIPC addresses participants during the workshop in Mamelodi.



**Mr Sibusiso Zulu:**

"In today's fast-changing business environment, it is important to equip oneself with relevant and up-to-date information to make informed business and economic decisions. This workshop provided exactly that."



**Ms Nomthandazo Yika:**

"I had been experiencing challenges with the CIPC online registration portal, but I'm pleased that they were present today. I engaged with them and my registration issues were resolved, thanks to this workshop."

**PRIORITY 3: BUILD A CAPABLE, ETHICAL AND DEVELOPMENTAL STATE.**

**GCIS, IEC and education partners promote active citizenship among Weston High matric learners**

*By Esmarelda Mckay; GCIS, Western Cape*

On 15 April 2026, more than 200 matric learners from the Weston High School participated in an informative Voter Education Programme aimed at empowering young people to become active and responsible citizens. The initiative, held in partnership with the Independent Electoral Commission (IEC) and the Department of Basic Education, focused on equipping learners with essential knowledge about democratic processes.

During the session, the IEC provided valuable insights into the voting process, emphasising the importance of participating in elections and pointing out how every citizen’s vote contributed to strengthening democracy. Learners were encouraged to understand their rights and responsibilities and to make informed decisions as future voters.

Voting was underscored as a powerful tool that enabled citizens to influence leadership, shape

policies and improve service delivery. It also plays a key role in promoting accountability and transparency within government.

The Government Communication and Information System (GCIS) further enriched the programme by highlighting the significance of Freedom Month. This included reflecting on South Africa’s journey to democracy, honouring those who fought for freedom and recognising the importance of the 1994 democratic elections.

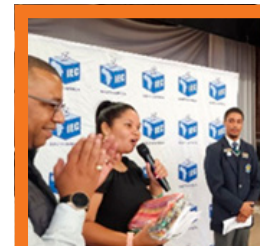
The programme successfully inspired learners to value their role in democracy and encouraged informed and active citizenship.



Matric learners from Weston High School.



Mr Cliffie Vraagom, the principal of the school, addressing the learners and also delivering the opening and welcoming remarks.



GCIS official, Ms Esmarelda Mckay, explaining Freedom Month and the right to vote.



Ms Anri Truter, urging the learners to fully commit to their exams and participate in the upcoming elections to become part of history.

## PRIORITY 3: BUILD A CAPABLE, ETHICAL AND DEVELOPMENTAL STATE.

### Freedom Month taxi activation at the Thembisile Hani Local Municipality

By Reki Skosana; GCIS, Mpumalanga

On 10 April 2026, the Government Communication and Information System (GCIS), partnered with the Phola Taxi Association and Moutse Community Radio Station, to conduct a Freedom Month taxi activation at Phola Taxi Rank.

The purpose of the event was to mobilise communities for the commemoration of Freedom Month, while also educating the public about the role of citizens in sustaining democracy. The activation also marked 30 years since the adoption of the Constitution of the Republic of South Africa of 1996.

At the taxi rank, GCIS engaged with commuters and taxi operators. Messages about Freedom Month, constitutional rights and civic responsibilities were shared inside the taxis. Distributed information material highlighted key constitutional rights, the link between the Constitution and service delivery and government's commitment to improving livelihoods. Young people were encouraged to equip themselves with skills that could assist them achieve their goals, attain financial independence and register to vote so that they can participate meaningfully in democracy and shape the future they envision.

Members of the public were encouraged to familiarise themselves with the rule of law as set out

in the Constitution to safeguard their rights. On the issue of gender-based violence and femicide (GBVF), communities were reminded to report such acts to prevent further harm and devastating consequences.

The event strengthened partnership between government, the transport sector and community media; while also increasing public awareness on the significance of Freedom Month and the 30th anniversary of the Constitution. Leaflets on human rights, GBVF and 30 years of the Constitution were distributed to all participants.



Pictures of the Freedom Month taxi rank activation at Phola in the Thembisile Hani Local Municipality.




Ms Elsa Ratau:

"We are happy and grateful to receive information about freedom and the rights of citizens. The material distributed will help us to read, learn and refer back to the past."




Mr V.J. Sithole from KULTA Taxi Association:

"We appreciate being equipped with information on GBVF and Freedom Month. We would like to see this programme held more regularly so that it can reach more people, as different commuters use taxis on different days and times."



**Mr Luvuyo Poni:**

"I am officially from Norvalspont and have been in Colesberg for the past 21 years. In my view, democracy has benefitted the elite more than the poor. Although housing improved under the presidential project, unemployment remains high because the town's location limits growth opportunities. Corruption has also resulted in budgets being wasted on stalled and vandalised projects. Communities such as Plakkerskamp continue to experience deep poverty, even after democracy."



**Mr Nkosinathi Dabula:**

"I am from Colesberg and have been a comrade since 1985. We believed democracy would bring meaningful benefits, but many of those expectations have not been met. Promises such as free education remain unfulfilled, while political divisions and instability continue to grow. Many young people were encouraged to pursue education, yet they are now unemployed or working in low-paying jobs. As pensioners, we are often forced to support our children and grandchildren. For me, this shows that after 30 years, not enough has changed in South Africa."

**PRIORITY 3: BUILD A CAPABLE, ETHICAL AND DEVELOPMENTAL STATE.**

**GCIS takes Freedom Month activation to Colesberg**

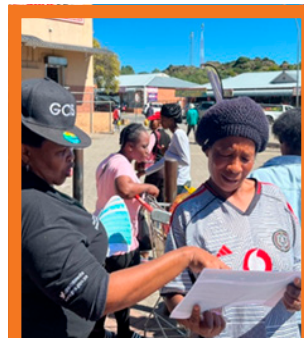
*By Thenjiwe Konono; GCIS, Northern Cape*

On 10 April 2026, the Government Communication and Information System (GCIS) conducted a public activation within the Umsobomvu Local Municipality, starting at the Colesberg Taxi Rank and concluding at the Thusong Service Centre. The initiative aimed to raise awareness on the importance of participating in this year's Freedom Day celebrations, which marked the 30th anniversary of South Africa's Constitution. It also sought to promote citizens' rights within the democratic dispensation and encourage reflection on the progress made since 1994.

The programme created a platform to assess government performance over the past three decades while encouraging dialogue on the country's current socio-economic realities. Engagements with community members revealed that unemployment remained the most pressing challenge. Many older

residents, who played an active role in the liberation struggle, expressed disappointment at the limited improvement in their living conditions. For many, the expectation that freedom would translate into meaningful economic opportunities, particularly for Black South Africans, remains largely unmet.

Concerns were also raised about access to education and broader economic participation. Emerging entrepreneurs highlighted the lack of resources and support, which continues to hinder business development. These concerns point to the need for stronger interventions to promote inclusive growth and expand equitable access to opportunities.



**GCIS officials engage community members on the significance of Freedom Month.**



**GCIS gathers views from taxi commuters and community members on 30 years of the Constitution.**



**Mr Asherly Afrikaaner shares his views on Freedom Month and raises concerns about the impact of foreign-owned businesses on local enterprises.**



**GCIS officials distribute leaflets and educate residents about Freedom Month and the 30th anniversary of the Constitution.**