

The announcement by government that it intends to publish its own newspaper has been met with opposition and, in some instances, hostility. The most vociferous of this opposition have been the print media, some academics and opposition politicians. **Vusi Mona** unpacks the rationale behind the government newspaper.

Government, by its very nature, generates a lot of information through and in the process of policy formulation and implementation.

The principle of a government-owned newspaper

The idea of a government-owned newspaper may be unnerving for some, but there is a good reason for that. The media has trained society in the art of spectatorship, and encouraged citizens to practise it, especially when it comes to deciding what is news and who disseminates news.



Converting *Vuk'uzenzele* magazine to a **government newspaper**

Faced with the might of the commercial media, we are all supposed to feel helpless, so we will know our place and leave the action and the important decision-making about news and access to information to the people who know best: journalists and editors.

Well, the concept of citizen journalism is already challenging the idea of news gathering and writing as an exclusive preserve of journalists and editors. Ordinary citizens, and certainly the South African Government, are no longer prepared to play the role of the "bewildered herd" as journalists and editors manufacture their consent as to what constitutes news, how such news should be written and who should publish it.

To those who the idea of a government newspaper is causing ideological indigestion; well, it is perfectly understandable. It is difficult to overcome a lifetime of training in conformity and spectatorship.

With South Africa having recently joined BRICS, the Government Communication and Information System (GCIS) conducted research to establish what the practice is in those countries.

In India, the world's largest democracy, out of 8 512 newspapers, as many as 6 686 are owned by individuals, 1 122 by joint stock companies, 260 by societies and associations, 222 by trusts and 150 by firms and partnerships. The central and state governments publish 41 newspapers. Cooperative societies, educational institutions and the like own the remaining 31. Of the 41 government newspapers, 37 are published by the Central and four by the State Government.

In Russia, although the Government has been disposing of some of its shareholding in the media, around 80% of the regional press is still owned by the corresponding local authorities.

Although the Russian Government has reduced its role in media ownership, it has not let go of some media assets it considers strategic. *Rossiyskaya Gazeta* is Russia's main government-owned newspaper. It was established in 1990 and remains fully government-owned. It has a daily circulation of 638 000.

The principle and/or practice of government-owned newspapers is well established in China. For example, the *Legal Daily* is a state-owned newspaper under the supervision of the Ministry of Justice and primarily covers legal develop-

ments. *China Youth Daily* is a state-run paper that attracts a primary readership among professionals between the ages of 21 to 48.

The *People's Daily* is a daily newspaper in China, published worldwide with a circulation of three to four million. In addition to its main Chinese-language edition, it has editions in English, Japanese, French, Spanish, Russian and Arabic. Its online version takes disseminating information from China as its primary task, making sure that the esteemed news medium authority of its print version is reinforced.

Published under the *People's Daily* are also 10 newspapers,

namely *People's Daily Overseas Edition*, *East China News*, *South China News*, *Global Times*, *Market Daily*, *International Financial Daily*, *Jiangnan Times*, *Securities Times*, *Health Times* and *Satire & Humour* and five monthly magazines, namely *The Earth*, *News Front*, *Listed Companies*, *Times Trend* and *People Forum*.

In Brazil, most of the mass media are privately owned and there are no government subsidies for media companies, except for educational radio and TV – usually one public broadcasting company in each state owns and operates educational television and radio stations. Government ownership of newspapers is limited to the publications that specific departments publish.

Pluralism and diversity of the media

Ultimately, in determining the desirability of a government-owned newspaper, regard should be given to the crucial

international standard in relation to freedom of expression – pluralism and diversity of the media. Freedom of expression requires that “the communication media are potentially open to all without discrimination or, more precisely, that there be no individuals or groups that are excluded from access to such media,” says the Inter-American Court on Human Rights.

The above principle has been recognised by international courts.

Unfortunately, the current situation in South Africa's print media environment is far from satisfying international standards in this area. The print media landscape is concentrated in the hands of a few, thus violating the public's right to receive information on matters of public interest from a variety of sources. This lack of pluralism is mainly due to two factors that shape South Africa's print media landscape:

- the failure of government policies to support the development of independent newspaper publishers (India has more individuals, 6 686 to be exact, who own newspapers than the 1 122 joint stock companies that do)
- the uncritical acceptance in South Africa, by both government and citizens, of the print media's mantra that “if they (government) do it, then that is propaganda, while if we (the commercial print media) do it, then that's information and education”.

Government's activities in the print media

At national level, government's presence in the print media space used to happen mainly through *Vuk'uzenzele* magazine. The magazine was launched in September 2005, to enhance government's unmediated communication with all South Africans. The magazine was launched in response to research conducted to establish the extent to which the population would like to receive information on government programmes. The magazine was also in response to Cabinet's request in 2004 to produce a regular government publication.

Vuk'uzenzele is one of many communication platforms through which direct interaction with South Africans is enhanced. This is in line with GCIS' strategic objective of developing and effectively using government communication products to better meet the public's information needs. The magazine promotes access to information about government programmes and how to access the benefits of democracy. The magazine was, until its repositioning into a newspaper, published six times a year. It was distributed free of charge in all nine



provinces, mainly in rural areas, with a particular focus on the poorer sections of society. The main method of distribution was through knock-and-drop (home direct) and at bulk distribution points to government offices, clinics, hospitals, municipalities, rural police stations, post offices and Thusong service centres.

The magazine was also available in Braille for the visually impaired and an electronic version of the magazine caters for readers who have access to the Internet, mostly in the upper LSMs. The magazine (32 pages) was published in English with selected articles (12 pages, including the entire front page) translated into all other official languages. The commercial media does not publish in Braille, neither does it publish in all the country's official languages.

Research indicates that an increasing number of respondents have seen the magazine in the two months prior to being interviewed. About half of those who have seen it in the last two months have received or taken a copy. Findings indicate that an ever-increasing percentage of those getting a copy of the magazine actually read it – this figure now amounts to more than four in every five.

Most respondents who have taken a copy of *Vuk'uzenzele* are positive about its visual appeal, language (easy, readable, language mix) and the contents (relevant and useful). The majority see it as an effective tool to inform them about government programmes. Just more than half of the readers share their copy with at least more than one person.

The research, however, raises a critical issue of the number of people who are meant to receive it, reporting that they have not seen it. One other concern is that the one-month gap between each of the editions is too wide to develop loyalty to the magazine.

What we can conclude from the research findings and the success of *Vuk'uzenzele* is that the uptake of this government information product is positive. The consumers of this product certainly do not see it as propaganda but as information that empowers them to access the benefits of democracy and understand government's activities and what is happening around them so that they can make informed choices.

Changing *Vuk'uzenzele* into a government newspaper

The *Vuk'uzenzele* magazine has served its audience well in the past. But the format (not the mandate) is now changing into a newspaper. There are several factors that have informed this decision.

Glossy magazine paper is more expensive than newsprint. Using the same budget for the magazine (R40 million), GCIS can publish monthly a minimum 16-page tabloid size newspaper with a print run of 1,7 million. Currently, we are printing 1,6 million magazines on a bi-monthly basis.

Research has already shown that the one-month gap between each of the editions is too wide to develop loyalty to the publication and to be current. The newspaper format will make it possible for us to increase the frequency from bi-monthly to monthly and the print run from 1,6 million to 1,7 million. And all this without asking for an extra cent from National Treasury. Of course, we aim to increase publishing to fortnightly, but we shall cross that bridge when we get there.

GCIS currently employs a team of writers for both BuaNews (the government news agency) and *Vuk'uzenzele*. The two will be merged to form a content hub that will service our publications. This approach will result in the efficient use of state resources while ensuring that GCIS meets its mandate of meeting the information needs of South Africans.

Conclusion

It is our view that a lot of the criticism against the government newspaper is uninformed. This is not a new idea. Government has been publishing *Vuk'uzenzele* from 2005 and all it is doing now is changing the format. Personalising the newspaper as Jimmy Manyi's and projecting him as the publisher, as the media has, is mischievous. In fact, Manyi inherited a process that was started by his predecessor, Themba Maseko. The publisher of the newspaper is the South African Government through the GCIS.



Loocha

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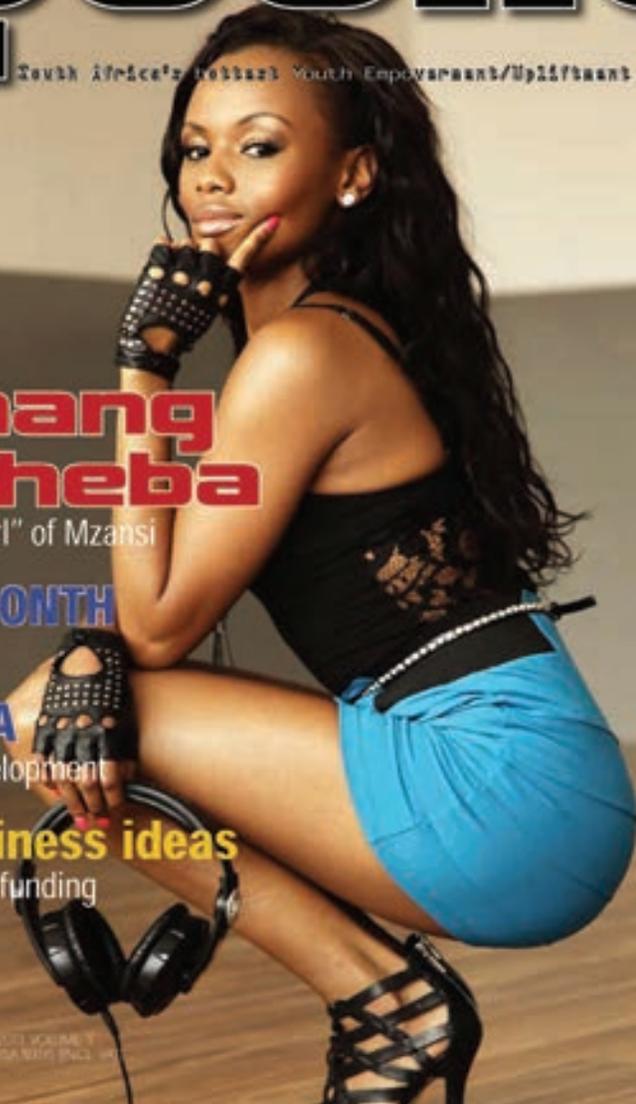
Bonang Matheba

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YOUTH MONTH
make it count

THE NYDA
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Your business ideas
How to access funding



YOUTH MAGAZINE LAUNCH

Youth

by historically disadvantaged individuals.

The founders of *Loocha*, a group of feisty young black go-getters, seek to change this by entering the marketplace of media consumption and public opinion, and without anybody's sign-off. They cannot be pigeon-holed into a specific ideology – though they should expect the cynics to dismiss them as propagandists due to the magazine's association with the ANC Youth League's spokesperson, Floyd Shivambu.

The founders are politically conscious, socially aware and business savvy. They are as much at home at a trendy venue like Da Vinci Hotel in Sandton, where the pre-launch took place, as they are in Ndengeza Village in Giyani, Limpopo. And this is exactly the market their publication will straddle – both urban and rural youth.

But here, one suspects, is where they will pick up problems with white media buyers who have never ventured anywhere beyond

Writer: Vusi Mona

The launch this month of *Loocha* magazine – a monthly publication aimed at the country's youth (aged 16 to 35 years) – should be welcomed and supported, both by government and the private sector.

Published by Khwinisa Media in partnership with Uhuru Communications (the advertising sales agency of *Public Sector Manager*), the initiative promises to add to media diversity, both in content and ownership. This is one of the stated aims of such legislative frameworks as the Media Development and Diversity Act, 2002.

It is an open secret that the print media landscape in post-1994 South Africa has not transformed much in terms of ownership and control (and indeed in terms of mindset), though operationally it has seen an increase in managers and editors from previously disadvantaged communities. Of the more than 500 magazine titles in the country, very few are owned

south of Killarney in Johannesburg nor beyond Bela Bela, north of Pretoria. For your typical media buyer in Sandton, his/her only frame of reference of youth are the white and black teenagers they see at shopping malls. So, *Loocha* has its work cut out in terms of properly segmenting the youth market and educating media buyers at Sandton-based advertising agencies.

There is no doubt that there is a gap in the market, and a market in the gap, for a magazine of this nature. The youth population in South Africa is large. The tertiary student market alone, put aside youth below the age of 35 who are already working, reportedly spends R28,5 billion a year on bling, air-time, snacks and clothing brands, among other items.

But in the publishing business, it is said content is king. *Loocha* will need to come up with an editorial package that appeals to young people. Once it cracks that, the battle will be

entering magazine publishing

half won. From the editorial formula – which includes celebrity profiles, politics, health, fashion, social scene, careers, business, travel and reviews – the basics are in place.

But as alluded above, once a successful editorial formula has been found, the battle is not over. It is the advertising that will determine whether the magazine survives or not. *Loocha* is a commercial venture and will have to fight for its survival. As a former editor of two black-owned magazines that have since gone belly up, *Tribute* and *Enterprise*, one has seen laudable publishing initiatives reduced to naught.

Without their own printing presses, economies of scale, distribution trucks and networks, a media-buying industry that lacks confidence in black publications and at times a government that pays lip service to media diversity and equitable media spend, the odds are stacked against aspiring black publishers. But as government, together with our state-owned agencies, we can change that by supporting initiatives such as *Loocha*.

One looks at black-owned magazines in the United States such as *Ebony*, *Black Enterprise*, *Essence*, *Regal*, *Black Women's Health*, *Footsteps*, *Travel Beyond Borders* and *Blackgirl*, and one goes green with envy. Here is a minority community that has built successful publishing houses long before their own – Barack Obama – was at the helm of the White House. How did they do it? Are there some lessons we can learn?

One has been reading the history of some of these magazines. Take *Essence* magazine as an example. It was founded in 1968 by Edward Lewis and Clarence Smith when they were aged 28 and 35 respectively. Though the two had no previous publishing experience, they had the astute business sense to see the need for a black women's magazine, just like the Khwinisa Media group has seen the need for a youth magazine.

Four decades later, Essence Communications Partners makes an estimated R200 million in sales. Lesson? They were in it for the long haul. But critically, *Essence* was started at the time when President Richard Nixon signed Executive

Order 1158, which directed the Commerce Secretary to coordinate the Government's efforts to promote minority enterprises. Essence Communications Partners benefited from these government efforts.

Another example is *Black Enterprise*, which was founded in 1970 by Earl Graves when he was only 35 years old. The magazine sought to, among other things, challenge the faulty collective mindset of white corporate America by profiling black America's wealth of business talent and highlighting its boundless economic power, just like *Loocha* seeks to challenge the faulty mindset about South Africa's youth and demonstrate its economic power.

But what made the difference for *Black Enterprise* was the Government support it received. In 1978, President Jimmy Carter hosted an unprecedented meeting with 100 of America's top black business leaders identified by *Black Enterprise*. The meeting took place at the White House with the intention of improving opportunities for minority businesses and opening lines of communication with the White House. With that kind of government endorsement, *Black Enterprise* is still standing today.

In *Loocha*, one sees a lot of potential – a platform through which government and business can communicate directly with the youth regarding programmes and opportunities available for South African youth. The publication intends to go beyond editorial offerings to its readers to include career exhibitions, information seminars and roadshows. The dream is big but achievable.

At another level, one sees in *Loocha* a potentially huge black publishing house that four decades later we can all look back with pride at what it would have possibly achieved. Of course, it is not lost to some of us that the people behind *Loocha* are young and relatively inexperienced in publishing. But then, they are in the same age group Lewis, Smith and Graves were when they started their magazines. It is possible, but only if we will support them.



Writer: Andile Lungisa*

Facing the youth unemployment challenge head-on

Though not too different from challenges facing young people on the continent and in the world, difficult issues facing young people in South Africa vary from unemployment and skills development, to access to finance. These variations depend on a number of factors, including the location, background and development stage of each young person. This continues in spite of the progress that has been made mainly by government and its institutions through its youth development programmes.

The challenges young people in schools, in particular, are facing are inadequate information about career choices; lack of finance to further their studies, especially those who have passed Grade 12; and lack of alternative opportunities by those who might have failed Grade 12 to get a second chance to improve their lives. Then we have young people who want to start their own businesses but don't have the know-how and those who have the know-how may not have the start-up capital.

As an organisation set up to mainstream and integrate youth development in all organs of state, the private sector and civil society, the National Youth Development Agency (NYDA) has been working towards sustainable livelihoods for the youth since its establishment two years ago. Noting the variations in the challenges that need to be addressed, the NYDA consciously resolved to address challenges facing young people holistically – a daunting task indeed.

The NYDA has made great strides in this regard, including creating and/or sustaining close to 60 000 jobs through initiatives such as the Enterprise Finance and Business Development Services programmes. The agency's other successes include:

- Issuing business loans to the value of R64,4 million to youth-owned enterprises.

- Training 171 000 young people in entrepreneurship education, job preparedness skills through the National Youth Service. Some of these young people contributed to the success of the 2010 FIFA World Cup™.
- Enrolling over 2 000 young people in the Grade 12 Second Chance re-write pilot programme. The agency expects to increase these figures in the coming financial years as the value of education is important towards sustainable youth development.
- Embarking on the free Sanitary Towels Campaign and has reached over 3 000 girl learners, having noted that they often skip classes when they are in that stage of the month. This campaign aims to prevent a situation where such a natural biological process adversely affects their school attendance.
- Enrolling young people in the Proud to Serve Campaign. Close to 17 000 young people from Gauteng, Limpopo, Mpumalanga and North West volunteered their services to disseminate information on HIV and AIDS and drug abuse and contribute to environmental restoration, as well as social cohesion and nation-building in their communities.
- Linking a number of young people with business opportunities through the Buy Youth Campaign, which successfully encourages big businesses to procure services from youth-owned small and medium enterprises (SMEs) to mitigate the prevalent challenges by most emerging SMEs' lack of access to the business market.
- Supporting two reality TV shows on SABC, one an entrepreneurship reality TV show, *Rise Mzansi* (a government programme) with a cash prize and content support. The other is a leadership development programme, *One Day*



Leader. The NYDA supported these two programmes as it understands that it needs to increase and promote youth entrepreneurial activity in South Africa. Young people also need role models, information, guidance and mentorship.

- Allowing some 2 000 young people from four provinces to graduate from the NYDA's Accelerated Artisan Training Pilot Programme. The programme offered skills such as welding, bricklaying and house wiring.

The implementation of youth development programmes by the NYDA has not been without challenges. Limited resources of some of the institutions set up to address youth unemployment are one of the major challenges. There is limited or lack of will by the private sector to commit to tangible interventions on youth development. There is little or no coordination of initiatives undertaken by various institutions, leading to limited or no significant impact on the lives of young people.

If the country wants to tackle challenges facing young people head-on, then more collaboration is required between the different sectors. It is encouraging that there are more partnerships in the youth development sector, for instance participation of the youth in trade delegations as facilitated by the departments of international relations and cooperation and trade and industry.

Also encouraging is the setting up of local youth offices in 137 municipalities that have signed agreements with the NYDA and ensuring that all government departments have specific youth initiatives through the work with the Inter-departmental Committee on Youth Affairs. However, more needs to be done. All government departments need to have youth development focal points called youth directorates at national and provincial levels and local youth units at municipal level. Government, the private sector and other sectors of society should use the Integrated Youth Development Strategy, which will be introduced this month to guide all their youth development programmes.

As we commemorate Youth Day on 16 June, we are mindful of these and other challenges that young people still face and the responsibility each of us has for the development of youth. The theme for this year's Youth Month is "Youth Action

for Economic Freedom in our Lifetime". The theme and government's declaration that 2011 is the year of job creation, leave no doubt that economic emancipation is indeed the biggest challenge that today's youth are facing.

The Minister of Finance's statement during the 2011 Budget Speech that 42% of young people between the ages of 18 and 29 were unemployed and more recently the announcement by Statistics South Africa that the unemployment figure has increased to 25% are sobering and should serve as a call to action. As different institutions, we should heed President Jacob Zuma's call from the 2011 State of the Nation Address to make job creation a priority for every sector and every business entity, regardless of size.

Youth development also comes with responsibilities for the youth of South Africa. We are a country alive with possibilities. With the right skills and attitude, young people can take advantage of a number of opportunities that become available in a number of industries and sectors. They should take advantage of opportunities in the areas outlined by the National Growth Path, namely: infrastructure development, agriculture, mining and beneficiation, manufacturing, the green economy and tourism.

They should also fight for their development and that of their communities. Unlike the youth of 1976, we live in a democratic country and therefore their fight should not be with stones but through dialogue and responsible action.

It is the youth's responsibility to seek information and empower themselves. It is their responsibility to engage those in positions of power to bring development closer to them. It is also their responsibility to protect themselves by engaging in responsible sexual behaviour, not doing drugs and not getting involved in criminal activities. Government and other institutions in the youth development sector are there to help but the youth must take the first step.

**Andile Lungisa is Chairperson of the NYDA.*

The theme for this year's Youth Month is "Youth Action for Economic Freedom in our Lifetime".

Views about Osama bin Laden's death

The death of Osama bin Laden, on 2 May sent shock waves throughout the world. Bin Laden who managed to evade United States (US) forces for many years, was apprehended and killed by US forces in Pakistan. He, along with his Arab followers, created the group known as al-Qaeda. Believed to have been responsible for the bombings on 11 September 2001 and numerous others, he quickly secured the top spot on the US "most wanted" list. His death has sparked controversy across the globe. *Public Sector Manager* spoke to some South African youths to find out what they thought of his death.

Ra'eesa Hoosan Mansoor

I believe that Osama bin Laden was murdered without being proven guilty. Being a staunch Muslim myself, I feel he was used as America's pawn to smear Islam, and Muslims in general. After his death, reports initially said that Bin Laden resisted and retaliated, therefore they killed him. Yet, other reports claim he was shot in his bedroom with his wife.

Killing him was not justice, like President Obama and the rest of the Americans say it was. Justice would have been to arrest him, put him on trial, find him guilty and then imprison him. What President Obama and the Navy Seals did was cowardly and in my eyes Osama bin Laden died a martyr.



Nomfundo Manyathi

With regard to the confusion on whether he is still alive or dead, I believe that Osama is dead. Many people are sceptical but why would US President Barack Obama lie about something so huge? I have had countless debates with people about whether he really is dead and most of them say it's just a ploy for Obama to attract votes. I just think those people are plain silly. Well done to President Obama, who was able to do in two years what former US President Bush couldn't do in 10 years.

Geeyana Nicole Sukun

Osama misconstrued all said in the Quran to justify his actions. His war against people was not a religious war as no religion asks for violent acts against innocent people, instead true religion encourages tolerance and non-judgement. His death will only infuriate al-Qaeda and fuel their desire to ruin a nation they believe is to blame for all that has gone wrong. No doubt, a successor has been selected, so the fight has not ended. Osama's life and his acts are an example of how not to treat your fellow human beings.



Kevin Sutherland

It is increasingly clear that the operation on Osama bin Laden was an assassination attempt violating the norms of international law. There is never a time to celebrate an assassination, or in this case possibly a murder of another human being. Witnessing how the American community reacted joyfully after Obama declared that "justice has been served", was a low point in our civilization. The only thing his death brings is closure for the families of 9/11, but never an end to the war. We have already seen a retaliation in Pakistan recently, where a police graduate facility was bombed. How much further will this violence escalate? Do we think the world is safer now that the former al-Qaeda leader has been wiped off the map? I doubt.



Sinenhlahl Mkhwanazi

Revenge is a very dangerous tool that can destroy innocent lives. Conflict should be resolved without killing one another because that only creates a cycle of revenge. If we think his death is something that we can celebrate as human beings then we still have much to learn. His death must serve as a lesson that violence is wrong. September 11 affected the whole world because if one soul is lost because of our actions, that says something about us as human beings. Leaders must stop buying weapons that only end up killing innocent people. Osama may be dead, but what have we learnt from his death? How will we prevent such incidents in the future? We need leaders who don't believe in violence.

We must learn from

2011 marks the 35th anniversary of the historic Soweto student uprising of 16 June 1976. Although the uprising started as a student protest against Afrikaans as a medium of instruction, it profoundly influenced the course of the liberation struggle. Young people today have access to more opportunities and platforms to pursue their dreams and serve the nation in a democratic environment – a far cry from their peers of 35 years ago who faced detentions, exile and limited opportunities. The youth of 1976 have since matured into trail-blazing citizens from whom the youth of today can learn invaluable lessons.

Public Sector Manager's Mbulelo Baloyi caught up with some of those who were part of 16 June 1976.



Baby Tyawa – Chief Executive Officer of the National Gambling Board – was a learner at Morris Isaacson High School in Soweto.

Tyawa says the recent local government elections were indeed a testimony of a working democracy; which to some of the youth of '76 is a direct outcome of the events of that historic day.

The class of '76, she adds, can never make sole claims to the liberation of the people of South Africa, but can, with pride and without fear of contradiction, claim that “we did increase the intensity of the struggle for South Africa’s liberation.”

“I am confident that the young people of today have more benefits than we had. Most of all they have freedom, democracy and the institutions underpinning a democracy. As recently as 18 May 2011, they exercised their right to be heard using the ballot box; a right we never enjoyed until 1994.”

Tyawa feels that today’s young people should use the virtues of self-discipline, respect and the search for knowledge to exploit the freedoms and the laws of the country to their benefit and favour. She has some fundamental questions for the youth in this regard:

“Will they use more of their skills to sacrifice the latent need for instant gratification – rather than build the sense of delayed gratification? Will they build the yearning for more knowledge than assume that knowledge is given?

“Will they use their numbers constructively to address the



challenges they are faced with such as HIV and AIDS, better utilising portable skills and knowledge to move around the world for opportunities? Will they reach out to the youth of other countries – in the name of international solidarity; and arrest the dislike for youth from other places?

“And will they protect the gains of democracy and protect the Constitution of South Africa, collectively paving the terrain of struggle by assuming their roles in reconstruction and development in their country?”

Tyawa says for the youth of '76 it meant long and frequent periods of detention under Section 6 of the Anti-Terrorism Act, but also long periods and years of interaction with those who were to become their political mentors.

“It meant continuous disruption of our school years and education careers. However, we persevered in many ways, including academically and politically. Talking for myself, this was a period of growth in my life that I do not for a minute regret,” says Tyawa.

Tsietsie Maleho, former learner at Morris Isaacson High School.

“Remember that as African students we were already doing a lot of our subjects in English, which itself was a second language. So, the introduction of Afrikaans as a medium of instruction for subjects like Mathematics and other subjects proved to be a tall order for some of us,” explains Maleho.

“The Soweto Uprising catapulted many young people into the frontlines of the battle against apartheid and you will note that South Africa was not the same after 1976. There was an intensification of the struggle as many young people fled into exile to swell the ranks of the liberation movement’s armies.”

the struggles that brought freedom

Ohara Diseko, a senior official in the Gauteng Education Department, was a teacher at Morris Isaacson High School in June 1976.

It was Diseko and her fellow teachers who witnessed the implosion as thousands of young people defied all odds and took on the apartheid state, demanding an end to the imposition of Afrikaans.

"The introduction of Bantu Education had seen a major exodus of good qualified teachers from the profession who felt they could not be part of this inferior kind of education system," says Diseko.

"When the government of the day then decided to foist Afrikaans as a medium of instruction for subjects other than the Afrikaans Language subject, we could see that we were heading for disaster."

Diseko said many teachers who taught subjects such as Mathematics, Geography, History and others were themselves not that well conversant with Afrikaans.

Sibongile Mkhabela, Acting Chief Executive Officer of the Nelson Mandela Children's Hospital.

Mkhabela was the secretary of the South African Students Movement and was part of the Action Committee, which under the aegis of the Soweto Students Representative Council, organised the fateful protest march against the use of Afrikaans as a medium of instruction.

A pupil at Naledi High School at the time, Mkhabela together with other student leaders led a march to the Orlando Board Offices.

"Contrary to the propaganda of the then regime, no one had agitated us to embark

on the course of action we took when we decided to protest against Afrikaans. We were not being controlled by any outside forces; it was a concerted collective action of aggrieved students who had had enough of the Bantu Education system," she says.

The imposition of Afrikaans as the medium of instruction, according to Mkhabela, had been the last straw to break the camel's back.

She said 35 years later the scars brought about by the Soweto Uprising remain etched on the collective psyche of many South Africans. Mkhabela urges today's youth to seize the opportunities

brought about by the selfless sacrifices of her peers.

"Our young people should make use of the available opportunities so that they become better citizens in the future and build this country. By seizing such opportunities, they would be making sure that they do not desecrate the heroic and selfless sacrifices and memories made by the youth of 1976."



Meaning of JUNE 16 to public service mandarins

JUNE 16

Writer: Busani Ngcaweni*



When chronicling milestones towards the fall of apartheid, an odious system declared a crime against humanity by the United Nations, 16 June 1976 takes the pride of place. Not least because this political development changed our history forever by not only universalising our experience in graphic fashion, but also, somewhat imperceptibly, set in motion liberatory impulse in the soil of our nation across generations.

Indeed the calamity witnessed on this day exceeded what befell black people in, among other things, the Bulhoek Massacre, the Bambatha Rebellion and the Sharpeville Massacre. It is significant because the apartheid regime actively and knowingly butchered defenceless schoolchildren with modern weaponry in broad daylight.

Yes, massacres by their nature contain no mercy!

In neo-Nazi states such as apartheid South Africa, it would be unreasonable to expect mercy. Yet, such brutality as witnessed in the June '76 uprising was enough to convince even the doubting Thomases that South Africa had a paranoid regime married to its fascist ideals of controlling African people and condemning them to a cheap labour force that wouldn't progress beyond menial labour. Africans, through legislation and state-sponsored violence, had no role to play in the body politic of the republic.

So much about the massacre! Let us recount a few facts on the causes of the uprising and then close by deducing its implications for post-apartheid public sector managers, or the Public Service mandarins, as I prefer to call them.

It is a matter of historical record that the June 16 Uprising was not a spontaneous act of rebellion by young people against a sudden introduction of Afrikaans as a medium of instruction. The root cause goes as far back as 1948 when the National Party won elections (although already immediately after the formation of the Union of South Africa in 1910, successive efforts were

made by the union government to provide inferior education to black people).

As leader of the new racially-based state, Dr DF Malan appointed Dr HF Verwoerd as Minister of Native Affairs whose main purpose was to implement a policy of separate development, or more appropriately, to ensure that Africans stood no chance of development.

In dealing with the "native question", Verwoerd crafted the Bantu Education system based on his conviction that "there is no place for the native in the European Community" and that Africans were incapable of rising "above the level of certain forms of labour". The native, he continued, "has been subjected to a school system which drew him away from his own community and misled him by showing him the green pastures of European society in which he was not allowed to graze".

And so the Bantu Education Act, 1953 (Act 47 of 1953), was passed to draw Africans from the green pastures of "white civilization". To ensure a total onslaught, Verwoerd went as far as starving mission schools of subsidies since they had no obligation to implement Bantu Education. Given pathetic per-capita spend on the education of black children, depriving independent schools of funds, squeezed out possible quality learning opportunities for non-Europeans.

But the most important components of Bantu Education was government's takeover of teacher training colleges, as well as the introduction of Afrikaans as a medium of instruction for at least half of the school subjects. The two are not mutually exclusive. If every black child had to learn half the subjects in Afrikaans, every teacher had to learn the same and acquire the ability to use it in class. And so the policy was rolled out in 1953 for coloured people and in 1965 for Indian people.

It was only in 1974/75 that the 50/50 English/Afrikaans rule was strictly applied to African people, starting in the Transvaal. Reasons given for this gradualism were that teachers had to master the art of teaching Mathematics and Social Science in Afrikaans and learning material had to be available. And sure, teachers did learn the language since the system used

This account of history demands of us as public service mandarins in a democratic dispensation to devote ourselves to the effort of creating a quality education system that empowers young people and citizens to fully participate in all aspects of the economic, political and social life of South Africa.



A developmental state like South Africa needs an efficient, capable and value-based public administration. President Jacob Zuma has often emphasised the importance of a caring cadre of ethical, professional and service oriented officials who get the job done. Building the capacity of public servant to deliver is one of the key tools for the successful implementation of government's strategic priorities and programme of action. The Public Administration Leadership and Management Academy (PALAMA), as the government training institution, provides training courses and development programmes aimed at building a value-based, ethical and caring public service.

PALAMA, as the capacity building vehicle of government, manages and offers quality training and development opportunities to public servants at national, provincial and local spheres of government. PALAMA has also expanded its reach to support legislatures and parliament with the design and delivery of training in governance, leadership and management.

PALAMA's programmes and courses address leadership challenges and the practical management competencies required for improved service delivery by managers; notably how to manage people, budgets, projects, information, stakeholder relations, etc. Key to its mandate is a focus on inculcating the values and contextual knowledge required for a developmental state. Specialist courses are available to enhance human resources, monitoring and evaluation, as well as in the supply chain and finance functions across all departments and local authorities.

Key amongst the capacity requirements of government which inform PALAMA's capacity building interventions is the need for the public sector to have the capacity for:

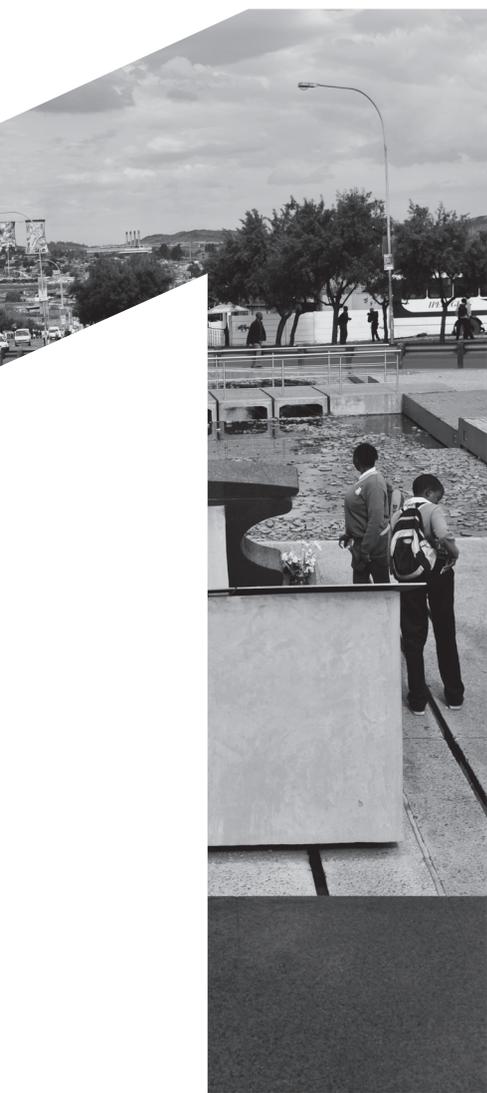
- Technical planning and interpretation of policy for implementation;
- Programme and project management;
- Human resource management and development;
- Leadership and management;
- Monitoring and evaluation;
- Culture of fairness and Administrative Justice (PAJA);
- Financial management and performance management;
- The Constitution – institutions, values, rights, and responsibilities;
- Communication, frontline services, and societal partnership building; and
- Anti-corruption and ethics management.

PALAMA's training is tailored in format and content to the management competencies required at different operational levels. Courses are being accredited by the Public Sector Education and Training Authority (PSETA) or through it by the various other Sector Education and Training Authorities (SETAs) and higher education institution (HEIs). Where appropriate some courses can be combined into programmes, some of which will be equivalent to degrees or certificates. It is envisaged that the training offered can also become stepping stones for career advancement in the public service.

PALAMA uses a range of qualified and experienced facilitators to deliver its training courses, nationally, customized for different skills and competency requisite levels. Through PALAMA, the government is in a position to meet the challenge of rapidly creating a professional, competent public sector with the will and the skills to manage service delivery effectively.

JUNE 16

THE YOUTH WHO GAVE THEIR LIVES IN THE STRUGGLE



its control of training to “prepare” them for the ultimate roll-out of the project.

Whereas some elements of “flexibility” existed in policy – African schools could choose the main language of instruction – in practice, the exemption principle was ignored and Afrikaans was forcibly introduced by administrators of the southern Transvaal education directorate.

All of this happened in a context where a plethora of repressive laws were robustly implemented, while draconian measures were employed to stifle any form of resistance to the apartheid system. Pass laws were enforced. The Group Areas Act, 1950 (Act 41 of 1950), was in place. The Sharpeville Massacre took place along with Langa and other atrocities. The Rivonia Trial ended – sending many in the leadership of the liberation movement to long-term prison. Others were tortured, killed or exiled. The post-Sharpeville period of “relative calm” was interrupted by the 1973 Coronation Strike, a

labour uprising in a bricks factory in Avoca, Durban. In less than 24 months after this strike, government announced that it was ready to implement the Afrikaans medium policy universally. And sure it did.

This signalled total control of “Bantu Affairs”. Land was taken; Bantustans created as enclaves along tribal lines; further industrial laws passed to restrict and control movement of African labour; and townships and hostels created for the urban reserve labour force. Every political activity was banned and penalties went as far as capital punishment. Every social and economic space had been colonised; now it was the mind.

Why is all of this important to public sector managers in 2011?

First, we learn that the Bantu Education policy “succeeded” because of the confluence of policy and praxis. Apartheid architects made sure that once the policy was in place, all layers of the state machinery (especially public sector managers) were ready to implement. This applied to national, provincial and Bantustan government officials, teacher training colleges, school inspectors and district officials, as well as school administrators. Where necessary, even the police was ready to “support” the implementation of this policy.

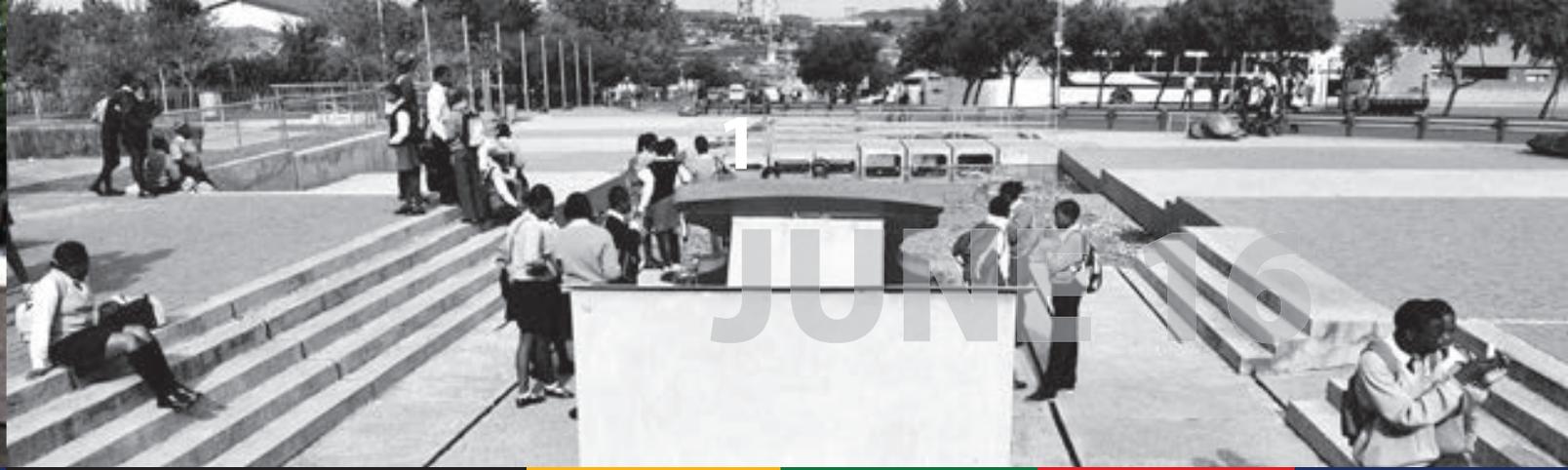
This account of history demands of us as public service mandarins in a democratic dispensation, to devote ourselves to the effort of creating a quality education system that empowers young people and citizens to fully participate in all aspects of our country’s economic, political and social life.

We are called to action to actualise the imperative of having learners and teachers in school, on time, teaching. It is us who must ensure that learner support materials are procured and delivered to all schools on time; we must ensure that indigent learners are fed and offered transport. Money allocated to upgrade school facilities must be applied for that purpose.

There is no more fitting tribute to the sacrifices of the youth of 1976 than fully implementing policies that are aimed at transforming our education system. We have the means, the tools, and significantly, the political will backed by a popular mandate.

Secondly, no society changes without decisive interventions in education. This reminds one of a debate with a former public servant-turned political analyst who wrongly attributed current education problems to current government policies. Employing caricature, he contrasted apples and oranges: Japan and South Africa at different historical epochs between 1868 and 2010.

Contrary to his own advice that the “weight of history influences current conditions”, he drew inconsequential parallels between the education outcomes of the two countries without due consideration of the conditions that influence such outcomes.



A lesson I offered to this “intellectual” ought to be obvious for the learned: the corresponding period of the Meiji dynasty of Japan (1868 –1912) was a time of colonial wars and internal displacement that produced devastating results for the indigenous people. Boer republics were staving-off British advance which intensified in pursuit of control of the newly discovered precious metals.

What we now call the South African War (formerly Anglo-Boer War) – in recognition of the role played by Africans and other racial groups – shaped internal conditions and resulted in public policies that systematically excluded the majority from meaningful participation in the economic and political life of the country. The formation of the Union of South Africa in 1910 gave the trusteeship of the country to a minority settler group. The Bantu Education policy of 1953 sealed the fate of Africans, intellectually and culturally.

From this short history we deduce that many of the problems facing our society today emanate from the racially-inspired successive laws of the illegitimate minority government. Many historians and educationists have made correct attributions in this regard.

What I affirmed though from the analysts' treatise was the assertion that “often, the weight of history does impose itself on generations far beyond the immediacy of an historic moment”.

It goes without saying therefore that by identifying education as priority number one, government wishes to alter the weight of the history of apartheid that imposed itself on successive generations. Once again, ours is a simple task: to ensure that learners and teachers are in school, on time, teaching; to deliver books on time; to enrol teachers in further education programmes; to disburse financial aid to needy students, especially those in scarce skills professions such as education and so on.

In an accountable civil service that we aspire for, we ought to regard these as non-negotiables, and go on to build a peer pressure mechanism to the extent of shaming our colleagues who undermine efforts to intensify the delivery of quality education.

In short, it is to ensure that the doors of learning and culture are open to all. Ultimately, true to the statement that

education is the greatest equaliser, the youth unemployment challenge will be undermined if we all did what we have to actualise this government priority.

Along this important task of delivering quality education, public service mandarins are expected to accelerate the implementation of other state-led youth development programmes. Moreover, youth development does not happen in a vacuum. It occurs in each and every state intervention implemented by public servants. Young people need, among other things, water, shelter, economic infrastructure and quality healthcare. Therefore, every state policy implemented by public sector managers is vital for youth development.

So, as we remember those who perished in June 1976, so too should we remember the potency of our action in building a democratic developmental state where education policies (and all other social and economic development programmes) seek to unleash the potential of young people to fully participate in all activities of a non-racial, non-sexist, prosperous and democratic state.

This would be a fitting tribute to the youth of 1976 and the least the youth of 2011 expect from public service mandarins!

**Busani Ngcaweni is Deputy Director-General in The Presidency*





Writers: Kingsley Mboweni & Xoliswa Zulu

Youth for thought?

From Facebook to Twitter, Mxit to Flickr to YouTube, the world of the young person has completely evolved. They use words like “chuffed”, “bro”, “cool” and “swag” – words surely concocted to deliberately boggle the mind of an average 40-something and beyond.

Yet, while their world may be consumed by the social network craze (not forgetting all the bling and ch-ching) they also have a serious side that worries about access to higher education, economic freedom and job security for their peers.

Public Sector Manager recently took the bold step of lunching with a group of youngsters and gained some insight into their world, their fears, hopes and aspirations.

For this group of young people it’s not just about the latest fashions or the newest smartphones. They are passionate about the state of the nation and the poverty that has engulfed the country’s youth. Getting better access to education tops their agenda.

For 21-year-old University of Pretoria student and Telkom intern, Kefilwe Morobane, not being taken seriously as a young, professional woman and youth unemployment are some of the issues that irk her.



“As a student, you’re told to further your studies; do your Honours, do your Master’s, and then when you want to enter the job environment, they can’t employ you because you’re overqualified and you don’t have the practical knowledge to apply what you’ve studied. So at the end of the day, you’re faced with a huge dilemma,” says Kefilwe

“As a student, you’re told to further your studies; do your Honours, do your Master’s, and then when you want to enter the job environment, they can’t employ you because you’re overqualified and you don’t have the practical knowledge to apply what you’ve studied. So at the end of the day, you’re faced with a huge dilemma,” says Kefilwe.

“The challenges for young people are enormous, especially in the corporate environment,” concurs 27-year-old marketing consultant Nunu Sithole.

For the young women in the group, not being taken seriously by their male counterparts in the workplace has restricted them and many others from growing and developing their careers.

“Whatever job you’re in, as a young person, people are going to pick on you and undermine you, instead of trying to help you. Strike one, you’re young, strike two, you’re a woman and you have to fight all

the time to get to where you want to be in life,” explains 26-year-old satirist Julia Malema.

“There is such a gender problem in this country, whether you’re a young black woman, whether you’re a young white woman, whether you’re an artist, whether you’re an architect, whether

you’re an engineer; you have to work three times as hard,” explains 20-something year-old satirist Yellen Dzille.



“Government cannot fix education if people do not understand the value of being educated,” says Christina

stead of job opportunities, sustainable and long-term jobs should be created.

“A job is about being able to provide for yourself and your family. Somewhere, somehow, we need to figure out new ways of creating jobs,” she says.

President Jacob Zuma has also declared 2011 the year of job creation. More than 900 000 South Africans lost their jobs between 2008 and 2009 due to the global economic meltdown. Some companies continue to cut staff due to the rising costs of oil and energy.

“The current economic situation that we find ourselves in is not one that is favourable,” says 20-year-old University of Johannesburg student Aidan Kopong. “We [youth] don’t have economic freedom. That means, we need to change certain aspects of the way we do things in our economy,” he explains with conviction, giving one the distinct impression that before us was a serious politician in the making.

In April this year, Public Works Minister, Gwen Mahlangu-Nkabinde, said her department would create 868 000 work opportunities for poor and unskilled South Africans between 2011 and 2012. While government has good intentions, Julia believes that in-

Currently, says Aidan, there is a hot debate about nationalisation. “The question that people should be asking,” he says is: “What should the country nationalise for?”

“Nationalisation in essence is a leftist policy; it’s a policy that caters for the working class and the poor. Immediately when you nationalise industries like mining, to gain proceeds for example, you then need to take it back to benefit the people, in the form of financing free education in tertiary institutions or FET colleges. It should be something that will benefit the people,” he adds.

During his Budget Vote speech this year, Finance Minister Pravin Gordhan, announced that National Treasury wanted to implement a R5-billion youth unemployment subsidy in the 2012 financial year – from 1 April 2012.

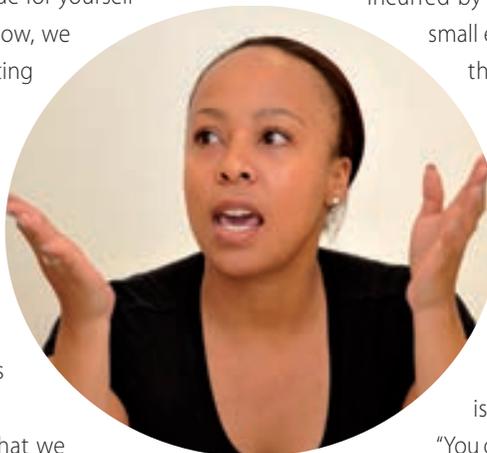
The subsidy compensates employers for taking on young employees and can act to offset the costs of training or risk

incurred by employers, especially those running small enterprises. National Treasury believes that the subsidy will also encourage youth, who believe they may more easily find work, to search for jobs more actively.

But, while the wage subsidy might be a great concept on paper, for Aidan, it simply does not address youth unemployment.

“The wage subsidy speaks to the issue that we’re talking about,” he says. “You graduate, you apply for a job, but you’re told ‘no’ because you don’t have the experience. Now the Government comes in and introduces this wage subsidy where companies are going to be compensated for taking in youth who have no experience. Why must a firm be paid to accept students?” he questions.

“Government needs to take a more hands-on role in terms of regulating, to say that you’ve got to allow this batch of people to come in and groom them first. Even if it means that



“I want to leave a person in a better state than what I found them in and contribute in a positive way. And I believe that we can contribute so much in somebody else’s life, not necessarily with money, but with what you say and how you say it,” says Nunu



every single graduate in the country must do an internship first," he explains.

In recent months, education has been in the spotlight. A technical team, which will develop a problem analysis and draft an intervention plan, was appointed to map a way forward for Eastern Cape schools. This after the provincial education department was placed under administration following a string of reports pointing to inefficiency and maladministration.

"No matter what's going on, you have to start with your education. Nothing can get done unless people know what's up. The next 100 years of our development will be messed up because people are uneducated," Yellen points out.

The best way forward, says Yellen, is to have a gap-bridging course to test a learner's level of competency before tertiary education.

"We can't fix 12 years of bad education overnight, but we can have a bridging-the-gap scenario," she suggests.

But for 27-year-old University of Johannesburg student, Christina Mashabane, government cannot fix education if people do not understand the value of being educated.

"No matter what's going on, you have to start with your education. Nothing can get done unless people know what's up. The next 100 years of our development will be messed up because people are uneducated," says Yellen

"Education is not intelligence. You can get a degree, but if you don't know how to use the degree, then you're doomed."

The Minister of Higher Education and Training, Dr Blade Nzimande, recently called on higher education institutions to revive African languages and make proficiency in an African language a condition for graduation. Christina agrees with this viewpoint.

"I find that to understand something better, it needs to be in your own mother tongue. English is a foreign language for many of us. I've been struggling, most of us do. You come

from a township school, you go to an English medium varsity and you're expected to excel in that language, but you have no support system whatsoever to be able to succeed in that language," says Mashabane.

"When you're multilingual, you can conceptualise another language easier when learning," agrees Aidan.

"There's no support for school leavers, especially from the rural areas," says Christina. "You're already disadvantaged due to the inferior



education that you've received and now you go to varsity and have to compete with people from private schools."

"Our languages need to be developed further so that they can become technical languages so that we can



commercially use them. We don't have any pride in our languages, how can we expect other people to feel the way that we do?" she says.

This group of young people also has fears – of not being able to succeed and to change their lives and the lives of those around them for the better.

"South Africans are not willing to look at themselves and look at the situation and think what can I do?" says Christina, to nods of approval from the others.

"We need to be the change that we want to see in the world. But instead, we are always shifting the blame, looking at somebody else, looking at government, blaming somebody else. But what am I as a South African doing to change the situation that I'm complaining about?" she adds.

For the bubbly Kefilwe, her greatest fear is that the youth will get frustrated with the current state that the country.

"My greatest fear for the youth in our country is that they will get so frustrated because of the current state that our country's in, that they lower their values, lose their essential purpose in this world and end up getting involved in things such as corruption."

And what is the biggest fear for the politician in the making? Aidan's biggest fear is that South Africa turns into another Zimbabwe. "Because the reality is, that can happen very quickly. The more we neglect the essential issues that we have to deal with; the more we are going to head in that direction. We should not move in that direction of continuing to mess up thinking that people do not mind. People do mind," he stresses.

But it's not all doom and gloom for these young people. They also have big dreams and even greater hopes.



"... while the wage subsidy might be a great concept on paper, for Aidan, it simply does not address youth unemployment."

"I hope to give my time and I hope to be a better person," says Christina. "Giving back is not only about giving money or buying somebody something, it's about being nice to your fellow man."

"I see a person who wants to contribute to the upliftment of other individuals," explains Nunu. "I want to leave a person in a better state than what I found him/her in and contribute in a positive way. And I believe that we can contribute so much to somebody else's life, not necessarily with money, but with what you say and how you say it."

"I believe that everybody on this Earth is here to make a contribution. Find what your contribution is and do it," says Kefilwe, adding she hopes that the country's youth will believe in themselves because at the end of the day, "if you do not believe in yourself, no-one will".

Julia's mission is to uphold Pan-Africanism and Yellen hopes that education, from primary to tertiary, will be free and in all 11 official languages.

The hope they all echo, however, creates hope for the future: "A society where the youth will be freed from the shackles of poverty. Freedom without equality, freedom without economic emancipation, without education and intelligence means nothing," they say almost in chorus.

All in all, as lunch drew to a close, the *Public Sector Manager* team was left with food for thought. Nodding our heads in agreement, we felt a deep satisfaction knowing that if these were the issues that the youth were thinking about and engaging in, then the country will surely be in good hands too, when their turn arrives.

Energetic and committed to

delivery – an inspiration for all managers



Photos: Unisa Photographic Unit

One is yet to meet an economist with two hands, goes the cliché. However, when one meets macro-economic economist Setepane Mohale of the Department of Economic Development, one gets the sense that indeed anything is possible, writes **Mbulelo Baloyi.**

Describing her as petite and vivacious is true, yet an under-statement. Mohale exudes unparalleled confidence for a young African female economist who finds herself in a male-dominated, characteristically pale profession.

Mohale's bubbly and engaging personality attests to her friendly, outgoing and positive upbeat energy and generally fun outlook on life.

Her sprightly outlook is a testimony of the sense of urgency she and her colleagues in the newly-created Economic Development Department put premium on in the pursuit of the department's chief mandate – job creation. At a recent Government Communicators' Forum (GCF) meeting held at Midrand's Gallagher Convention Centre, Mohale had the gathered government communicators agog as she unpacked government's blueprint for job creation, the New Growth Path (NGP), during a lively presentation.

The presentation was peppered with economic acronyms such as "Brics" – a reference to Brazil, Russia, India, China and South Africa and "Pigs" for Portugal, Ireland, Greece and Spain. This drew giggles from the communicators as they followed Mohale's simple yet articulate description of the NGP attentively.

The Limpopo-born Mohale joined the Department of Economic Development in October 2009 as Director: Macro-Economic Policy.

She is an economist and policy analyst. She has a background in international relations and economics. Mohale has worked in policy development and analysis as well as infrastructure and development project assessment and finance.

Prior to that, she dabbled as a researcher and worked as a development economist for various think tanks and research institutes. She also had a stint with an estate agency before taking a job with the development finance institution, the Development Bank of Southern Africa (DBSA).

"My background has always been in development economics. So, when the new department (of Economic Development) was set up, it was natural that I would want to be part of this epoch-making exercise," says Mohale.

She adds that it has been a seamless transition from working for a parastatal like the DBSA to join a fledgling government department.

“At the department there is a commitment to innovate, to empower. One is given that space to explore further without being confined to what your designation demands of you,” says Mohale.

She says the new Department of Economic Development is not that compliance-driven and this has helped her to stretch herself beyond her current position as Director: Macro-Economic Policy.

“That is the benefit of working here. It is about the ethos that one has to espouse. Like any other government department, it has got its own challenges but it is very refreshing to note how we try to overcome such challenges and in the process we become more efficient in the manner that we do things.”

She says there is a mistaken assumption that efficiency and competence are the preserve of the private sector but in her working experience she has witnessed the opposite in the often-cited quintessence of excellence that is the private sector.

Despite her relative short time in the fledgling department, Mohale has become a sought-after expert on the Government’s economic growth path.

She has graced different academic, trade and investment forums as well as symposiums, doing presentations on the NGP. In some instances, she has stood in for her political principal, the Minister of Economic Development, Mr Ebrahim Patel.

That Mohale can represent the Minister in his absence is a crystal clear demonstration of the confidence the latter has in her and her grasp of complex subjects such as macro-economics and industrial policy.

However, such accolades for Mohale are neither here nor there as she takes it as “all in a day’s work”.

“Look, it is not about me as Setepane; we are operating in a new global environment that poses certain challenges.

At the same time, this environment creates opportunities and with our economic growth path, we certainly have to lap on these opportunities and explore how we can extract the maximum when creating jobs for our people,” says Mohale.

When asked about the qualities a woman needs to be successful in the public sector, Mohale says it could be the same as that of males.

However, argues Mohale, a female manager in the public sector has to have the ability to absorb a wide range of information. She must have the ability to troubleshoot, the ability to formulate a team and deploy resources to get the work done.

“You must develop an ability to work in a team environment. As a woman leader in the public sector, you can’t be the only orchestra. You have to learn to work in multi-departmental and interdepartmental teams.”

Mohale says among the challenges faced by women in the public sector are the fragmentation of resources and working in silos.

“The empowerment of women is an imperative. We have to properly use our human resources and harness them for the betterment of women.

Women are a marginalised group, so we have to widen the pool of resourceful women so that we can widen the domestic demand for women in management positions in the public sector,” she says.

Practically speaking, she adds, most government departments do not ostensibly discriminate against women.

“Discrimination can be indirect in the form of inflexible working conditions like no flexitime. Therefore, I see opportunities for women managers in the public sector to encourage networking so that we can mentor those who are coming after us and create a nurturing system so that there can be a continuous pool from which the employer can draw.”

Sharing her thoughts on a senior women’s forum in the public sector, Mohale says the key for such a structure to be successful will be how it could pull similar organisations together instead of it being a stand-alone structure.

The empowerment of women is an imperative. We have to properly use our human resources and harness them for the betterment of women. Women are a marginalised group, so we have to widen the pool of resourceful women so that we can widen the domestic demand for women in management positions in the public sector.

Mohale also bemoans the lack of document and knowledge management in the public sector as this has led to losing institutional memory when a senior public service official leaves employ and retire.

“Anecdotally speaking, there is no system in place which literally means there is no transfer of institutional memory. To chronicle the contributions of women in the public sector, we need to find a way to conduct our research work, and we have to ensure that our performance, monitoring and evaluation tools are in place.”

Mohale says women managers in the public sector often have a greater challenge getting recognition.

“You need an extra ounce of resilience if you are a woman and as it is well known that black women suffer triple oppression as black people – as women and as workers – so it is a given that you will need three ounces of resilience. A change in culture has to take place.”

She said the recognition of female talent in the public sector is not that overt. Among the impediments that one continues to find, adds Mohale, is a system of old networks of male managers in the form of “old boys’ clubs”.

“During this transition period, you have to be ready for the conditions of transition. You must have energy, a new perspective and plan on how things are to be done. One sees it every day when people try to pigeon-hole you as a woman manager in the public sector that you should not be in the economics field but rather in some less scientific cutting-edge occupation. There are still some remnants of those patriarchal stereotypes.”

She says a lot has been done by many women to break down the proverbial glass ceiling in terms of personal development and career growth.

“You still have to ride a thin line between your natural instincts as a woman and professional skills. My understanding of the revolution against apartheid is that we should be taking the next step of turning the wheel. We have to ask ourselves what needs to be done and that is job creation, and open and accessible opportunities to economic emancipation.”

I see opportunities as women managers in the public sector to encourage networking so that we could mentor those who are coming after us and create a nurturing system so that there could be a continuous pool from which the employer can draw.



When asked what she would like to accomplish while in the public sector, Mohale says it would be setting up or contributing to new integrated well-run public service machinery working interdepartmentally with a clear focus on real economic transformation that is sustainable.

“For this to happen, we have to break the silos and also have clear responsibilities; there has to be interconnectivity and good communication among departments, focus and a sense of urgency. We have to bring more young economists into the public sector. There is a lot of room for young South Africans to be involved in economic development.”

Mohale adds that she would encourage more young black economists to apply and join the department. This is attainable and she believes many would-be economists are too mystified about the profession and that she has a duty to dispel the notion that economics as a profession is solely for the bright sparks.

She counts among her role models her great-grandmother, grandmother and mother. She says it was an amalgamation of people who taught her early in life to have determination to take control of her life and shape her own destiny. In between her busy working life, Mohale always finds balance to spend quality time with her two boys and, only typical of a go-getter like her, to check on their school work.



Writer: Xoliswa Zulu

2011 LOCAL GOVERNMENT ELECTIONS – another IEC success

The local government elections on 18 May 2011 will be remembered as another milestone in the evolution of South Africa's young democracy.

The elections saw 23 655 046 people on the voters' roll – more than half of them women, and 45% men – representing an increase of 21% from the 2000 municipal elections.

More than 200 000 South Africans cast special votes two days before Election Day.

Members of the South African Police Service who were on duty on voting day, voting station staff, media, political party agents as well as voters who were housebound due to illness/infirmity, hospitalised or deployed from home for work reasons, were among those who qualified for special votes. It was the first time that voters were able to cast a special vote in municipal elections.

The voter turnout was 57,6% with 97% of voters surveyed by the South African Human Sciences Research Council after the poll, saying they found the elections to have been free and fair.

President Jacob Zuma commended the Independent Electoral Commission (IEC) on the sterling job it had done: "We always trust the IEC to deliver an efficient, credible, free and fair election at all times and they have never failed us as the nation. We are also proud of the fact that this highly regarded institution is headed by women."

IEC chairperson, Dr Brigalia Bam, praised the election for being the most exciting and incident-free.

"I pay tribute to South Africans, especially the voters for actively embracing democracy and I salute my colleagues, the IEC team, which has substantially contributed to the evolution and dynamic growth of our electoral democracy," she said.

IEC Chief Electoral Officer, Pansy Tlakula, thanked South Africans for embracing democracy.

"We have always maintained that voter apathy is not a feature in our dynamic democracy. Not only is the voter

turnout for these elections higher than we had for the last municipal elections in 2006, but they are also the highest that we have had in the history of democratic municipal elections in this country.

The African National Congress (ANC) won the highest number of seats and councils – 198 councils and 5 633 seats constituting 62% of the vote.

The Democratic Alliance (DA) came second with 18 councils, 1 555 seats and 23,9% support. The ANC and DA were followed by the Inkatha Freedom Party (IFP) and the Congress of the People (COPE).

A total of 121 parties contested the elections involving over 53 000 candidates of whom 754 were independent candidates. Only one ward in the Eastern Cape was uncontested of the 4 277 wards contested.

Results for the 2011 local government elections

Party	Councils	Seats	Won % Support
ANC	198	5 633	62.0%
DA	18	1 555	23.9%
IFP	5	352	3.6%
COPE	0	236	2.1%
NFP	2	224	2.4%
Other parties	2	140	2.0%
UDM	0	65	0.6%
Independents	0	45	1.1%
PAC	0	40	0.4%
ACDP	0	40	0.6%
VF PLUS	0	38	0.5%
APC	0	28	0.3%
UCDP	0	25	0.2%
AZAPO	0	15	0.2%
TOTAL		8 436	

The year of **job creation** takes off

Government, organised labour and business remain positive in their outlook for the future following the recent successful business and labour summits on job creation, writes **Mbulelo Baloyi**.



In February 2011, in his State of the Nation Address, President Jacob Zuma declared 2011 the year of job creation, through meaningful economic transformation and inclusive growth.

Hailed as precursors of a major economic drive that could see South Africa turn the corner on job creation, the recently held summits on job creation – the first with business in March and the second with organised labour in April – demonstrate government’s determination to bring together the relevant job creation stakeholders and meaningfully engage on issues that will ensure the achievement of this goal.

During the one-day Business Summit on Job Creation, held in mid-March at the Presidential Guest House in Pretoria, government and organised business mapped out concrete steps with realisable deliverables in job creation.

The summit also created a good opportunity to strengthen cooperation between government and business for the purpose of promoting the economic growth of the country in broader terms. It was attended by many captains of industry and commerce, among them Jerry Vilakazi, former Chief Executive Officer (CEO) of Business Unity SA (BUSA); Business Leadership South Africa’s, Chairperson, Bobby Godsell; Nedbank’s CEO, Mike Brown; BUSA President Futhi Mthoba; BP South Africa’s Head, Siphon Maseko;

African Rainbow Minerals Chairperson, Patrice Motsepe; and Standard Bank’s CEO, Jacko Maree.

Delivering the keynote address at the Business Summit on Job Creation, President Zuma said government had done well in education, health, rural development and land reform and the fight against crime.

“Since 1994, we have made substantial progress in transforming the economy to benefit the majority, but serious challenges of unemployment, poverty and inequality remain. We have had a long period of economic growth during the last 10 years, but it has not been strong on job creation. We need to find a solution,” he said.

Echoing the President’s concern, BUSA’s Mthoba said business recognised the urgency required to deal with unemployment and poverty in South Africa.

“We are prepared to work with government in achieving the job creation goal. We share the same belief, that the real prosperity of our country can only be achieved if all the citizens are afforded a fair opportunity to contribute meaningfully to the economic welfare of the country,” she said.

During the summit, President Zuma acknowledged that while it was not government’s core function to create jobs, it remained its key priority to create a conducive environment

that allows the private sector to create jobs. Government believes that growth will follow employment targets instead of employment being the residual outcome of growth.

President Zuma added that government had been working to strengthen the legislative and policy frameworks to make it easier to do business in South Africa, and also to support emerging business, as well as Broad-Based Black Economic Empowerment.

The Minister of Economic Development, Ebrahim Patel, also outlined how the Government's New Growth Path (NGP) had identified six priority areas as part of the programme to create jobs.

One of these priorities identified by the NGP for job creation is the Green Economy. The other five priorities include infrastructure development, agriculture, mining and beneficiation, manufacturing, and tourism.

The Green Economy focuses on expansions in construction and the production of technologies for solar, wind and bio-fuels.

Clean manufacturing and environmental services, according to government, can create 30 000 jobs in the next 10 years.

"Government and business need to work together on concrete plans to develop the economy and drive green jobs. The Green Economy is central to South Africa's plan to grow its economy and create jobs through green industries and environment-friendly initiatives," said Minister Patel.

Outcomes of the summit included a decision by both government and organised business to appoint a core team that will collate the discussions and prioritise issues of common interest.

Former BUSA CEO Vilakazi said the business fraternity was satisfied with the outcome of the summit and government's engagement on job creation.

"The key issue for us in business is that we are satisfied with the level of engagement with ministers, departments, the National Economic Development and Labour Council, other social partners, government



and the portfolio committees," he said.

In April, the Labour Summit on Job Creation was hosted by President Zuma, driven again by the job creation objective. The summit hosted the country's three major labour organisations, namely the Congress of South African Trade Unions, the National Council of Trade Unions and the Federation of Unions of South Africa.

At this summit, President Zuma said at the core of government's focus on job creation was the building of a developmental state. This developmental state, added President Zuma, would have the strategic, political, administrative and technical capacity to give leadership to the Government's development path.

"The focus of government's efforts in the coming years will be to stimulate the country's productive capacity to boost job creation and expenditure on the social wage," said President Zuma.

He added that government was working to maintain a stable pro-employment macro-economic environment. This will include effectively implementing the Government's trade industrial policy to create decent work on a large scale.

"We will also undertake interventions to create a more inclusive economy, by expanding opportunities for the poor to access the labour market and broadening the impact of growth."

Special focus on jobs for the youth

Both the business and labour summits on job creation also discussed the proposed Youth Wage Subsidy to alleviate unemployment among youth as announced during the Budget Speech in February this year.

About R5 billion has been allocated to the programme over three years, translating into R1,6 billion a year on average, between now and 2015.

According to the economic models drawn up by National Treasury, the allocated amount indicates that almost 400 000 new jobs could be created to absorb young unemployed people.

President Zuma told the labour representatives that government was aware that there were still workplaces where the legacy and practices of the past continued to dominate.

"We know too that many farm workers and farm dwellers still live in appalling conditions. This indicates the work we must still do to expand the rights of workers to every corner of the country. We urge you as the trade union movement not to lose sight of this sector. Together we must work with them for a better life."

Everyone needs a break, so what's the deal?

Part 1 on leave in the Public Service

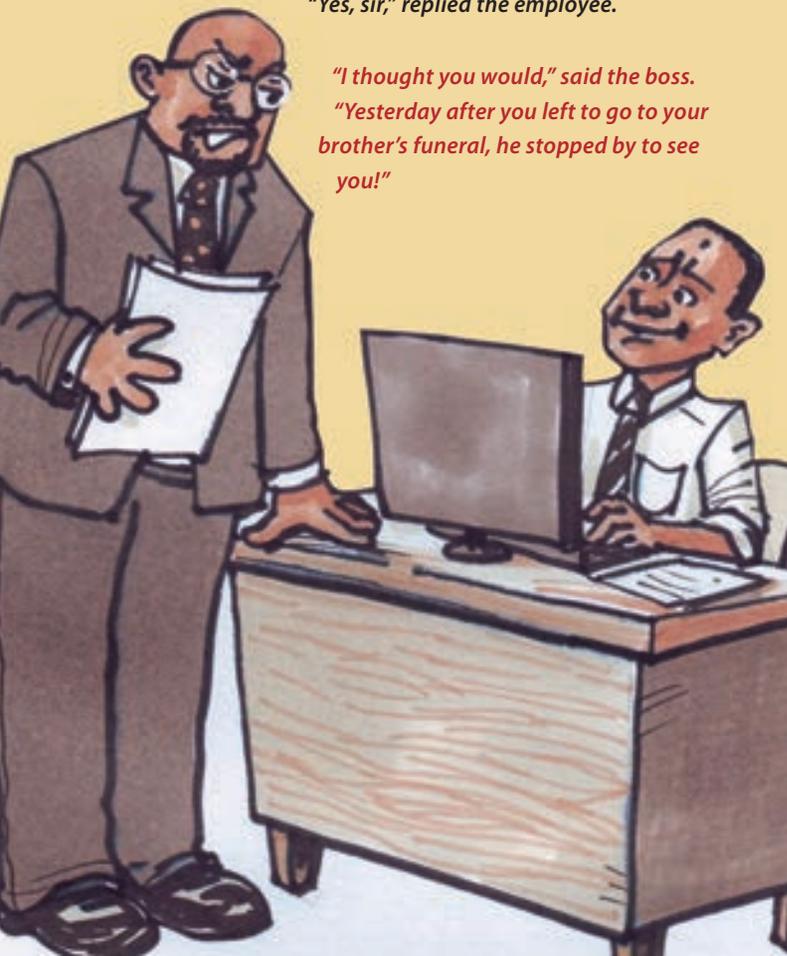
Working hours are never long enough. Each day is a holiday, and ordinary holidays are grudged as enforced interruptions in an absorbing vocation.
– Sir Winston Churchill

Life after death

A boss asked one of his employees, "Do you believe in life after death?"

"Yes, sir," replied the employee.

*"I thought you would," said the boss.
"Yesterday after you left to go to your
brother's funeral, he stopped by to see
you!"*



All of us may not agree with these words by Sir Winston Churchill, who had a passion for his life's work as an historian, writer, orator, politician and statesman. We may rather agree with the opinion of an unknown wise man, who remarked, "Vacation used to be a luxury, however, in today's world, it has become a necessity".

A vacation is what you take when you can no longer take what you've been taking. – Earl Wilson

Even those among us who are workaholics need a break from work at least once a year. As a public servant, it is therefore important that you familiarise yourself with the leave dispensation in the Public Service so that you can make full use of your conditions of employment.

Getting a minimum of 21 days' leave is part of South Africa's Basic Conditions of Employment legislation.

In the Public Service, leave needs to comply with the legal requirements entrenched in the Basic Conditions of Employment Act, 1997. It must also:

- promote the health and safety of employees
- allow the employee to recuperate from illness/injuries
- accommodate the employee's family, professional, civic and personal needs.

What types of leave can I get?

- Annual Leave
- Normal Sick Leave
- Temporary Incapacity Leave
- Leave for Occupational Injuries and Diseases
- Maternity Leave
- Family Responsibility Leave
- Adoption Leave
- Special Leave
 - Leave for Office Bearers/Shop Stewards
 - Unpaid Leave.

ANNUAL LEAVE

If an employee has less than 10 years' service, he/she is eligible for 22 days working days' annual leave in a leave cycle. If an employee has 10 or more years of service, he or she is eligible for 26 days working days' annual leave in a leave cycle. If an employee is appointed in the course of a leave cycle, he or she will be eligible for a pro rata annual leave entitlement only. The employee is required to take a continuous period of annual leave for a period of at least 10 working days in a leave cycle.

A vacation should be just long enough that your boss misses you, and not long enough for him to discover how well he can get along without you.

– Anonymous

The leave cycle is a 12-month period and commences on 1 January of each year. At the end of this 12-month period, an employee has a further six months to utilise any unused annual leave days for the previous leave cycle. In other words, employees have 18 months within which they can utilise their annual leave. Any unused leave days available by the end of the grace period are forfeited.

An employee may not stay away from work unless he /she has applied for annual leave and has been advised by his or her supervisor that the application has been approved, unless exceptional circumstances exist. For this purpose, the official leave application form, i.e. the Z1(a) form, must be completed and signed.

A good vacation is over when you begin to yearn for your work. – Morris Fishbein

Unused annual leave is paid out in the event where an employee terminates his/her services or if the application for annual leave was declined due to operational requirements, and could not be rescheduled in the course of the leave cycle. For this purpose, at the end of the 18-month period, a written request, supported by written proof of refusal of the annual leave, and that it could not be rescheduled, by the Head of Department or delegated authority must be submitted.

NORMAL SICK LEAVE

An employee is entitled to 36 working days' paid normal sick leave in a sick leave cycle. A sick leave cycle is a 36-month period. The current sick leave cycle commenced with effect from 1 January 2010. Unused normal sick leave lapses at the end of the sick leave cycle.

Should an emergency arise or if the employee is overcome with a sudden illness or injury, he/she must notify his/her supervisor immediately telephonically or through a relative, friend or colleague.

An application for normal sick leave must be submitted within five working days after the first day of absence, either personally

or through a relative, friend or colleague.

If an employee is absent for three or more working days, he/she must submit a medical certificate. A medical certificate may be requested, irrespective of the number of days off, if a trend has been established in the use of off days. A medical certificate will also be required regardless of the duration of the absence, if an employee has taken sick leave on more than two occasions during an eight-week period.

**** Read more in the next edition.***

You have to go to school!

A mother repeatedly called upstairs for her son to get up, get dressed and get ready for school. It was a familiar routine, especially at exam time.

"I feel sick", said the voice from the bedroom.

"You are not sick. Get up and get ready", called the mother, walking up the stairs and hovering outside the bedroom door.

"I hate school and I'm not going", said the voice from the bedroom. Nobody likes me, and I've got no friends. We have too many tests and too much work. It's all just pointless, and I'm not going to school ever again."

"I'm sorry, but you are going to school", said the mother through the door. "We are all tested in many ways throughout our lives, so all of this experience at school is useful for life in general. Besides, you have to go to school – you're the headmaster!"



It should be a
“productive”
 instead of



Writer: Dumisani Hlophe



**“service-
 delivery”**
 public sector

South Africa needs to adopt a conceptual and practical shift that downplays the discourse of “service delivery” in favour of a “productive” public sector. This does not mean that the recent wave of “service-delivery” demonstrations are without foundation, but a recognition that such a discourse has both conceptual and practical weaknesses.

South Africa emerges from a liberation tradition, and is governed by a liberation movement. Thus, “service delivery” partly bears the dangers of liberation governors asserting that “we liberated you from apartheid, and now we will deliver unto you your socio-economic needs”. This historical-based claim to authority and legitimacy, rather than the productivity of the public sector, weighs much heavier on the needy citizenry. Thus, the dominant discourse in the current “service-delivery” demonstrations is: “what government promised us” and by extension “what we are entitled to”.

Here are two possible unintended complementary weaknesses of the “service-delivery” discourse: it is not too motivational on

the side of the governors and their civil service, and also brews a sense of entitlement on the side of the citizenry. The overall unintended consequence of all this may be complacency both within and outside the State.

Building a productive state and society

The challenge is to build a productive state and society, both conceptually and practically. That is, the Public Service must adopt a sense of being productive institutionally, individually and collectively. Service delivery and monitoring and evaluation are mere integral parts of what makes up a productive public sector. While the dominant public sector discourse in this country has been one of “service delivery”, this has been articulated virtually decontextualised from the overall performance of the State.

Consequently, many of the ill-termed “service-delivery” protests are actually a quest for a better quality of life. Rather than an appeal for running water and electricity, demonstrators are actually seeking economic opportunities. Those demonstrating

from the squatter camps and townships would rather have economic opportunities that will enable them to move out of such locations.

Similarly, the increasing discourse of monitoring and evaluation should not be articulated in isolation. It needs to be located within a bigger context of a productive public sector. Otherwise, it risks being limited to statistical accounts.

Indeed, ministers and senior managers may deliver numerical targets without the necessary quality. The advantage of focusing on the productivity of the public sector is that it combines both the meeting of numerical targets, and the quality of such targets. It encapsulates everything: the various services delivered and the quality of such services.

A performance-orientated government

Productivity is therefore not just about the number of crooks arrested, but how many were successfully prosecuted. It is not just about the number of students who pass, but how many qualify for admission at higher education institutions. It means going beyond job opportunities created to how many are actually at work. It goes beyond the public buses government puts on the road, to how long people wait at bus stops and whether they reach their destinations safely and on time. It is not about the number of patients a hospital has served but also the amount of time people wait for medical attention.

The tension between productivity/quality vis-à-vis a simplistic approach to monitoring and evaluation is already evident in the discourse about job creation. There are those who say what the country should be focused on is the number of jobs it creates and there are those who argue that “decent” jobs, not just any type of job, should be created.

One’s understanding of a productive state is what President Jacob Zuma meant by a “performance-orientated government” in his 2010 State of the Nation Address. The same is also referred to as an “outcomes-based government”. In the latter, the focus is on the impact of the quality of life of the citizen. This goes beyond the current limited interpretation of “service delivery”.

Capacity-building is a continuous process

The grounds are fertile to elevate and locate service delivery and monitoring and evaluation within the strategic context of a productive public sector. Two examples stand out: the building of stadiums earmarked for the 2010 FIFA Soccer World Cup™ moved at a phenomenal pace. They were delivered on time and are of world-class standards.

During the bidding process, government provided guarantees to FIFA that the World Cup infrastructure would be delivered qualitatively, and timeously – and this was the case. While the building of the stadiums was partly delivered through

partnerships with the private sector, the public sector was the key driver.

The second example is that of the Gautrain. It is a massive infrastructure project, which is timeously and qualitatively progressing through the set targets. Given the above two examples, the South African public sector does have the capacity to perform at the highest level. It can be productive when called upon to do so. If the public sector can deliver on its commitments and undertakings to a major world body such as FIFA, then similarly it can and should deliver on its commitments to the taxpayers and the electorate in general.

The same zeal committed to the 2010 Soccer World Cup infrastructure-building can be applied to the building of houses and other projects under the Expanded Public Works Programme.

Perhaps the big problem is that many in the Public Service in particular may have actually come to believe the hype about lack of capacity. Capacity-building is a continuous process and needs to be approached that way. The assumption that it is lacking is actually counterproductive.

Taking the 2010 legacy forward

Entrenching a productive public-sector doctrine will contribute immensely to the professionalisation of the Public Service. It can give greater meaning to service delivery and gear government’s performance systems beyond targets to quality outcomes.

Perhaps the high levels of public-sector productivity in delivering South Africa’s commitment to delivering the 2010 infrastructure should be the major legacy that the public sector must take forward.

***Dumisani Hlophe is Deputy Director-General: Gauteng Department of Roads and Transport**



The World Cup

that changed our lives

It's been a year since the eyes of the world were upon us to witness the greatest sporting event the African continent has ever seen – the 2010 FIFA World Cup™.

Football fever raged across the country as millions of dedicated fans flocked to South Africa from across the globe. Fans kitted out in team colours, flew their flags and blew their vuvuzelas in support of their favourite football teams.

From packed out stadiums to fan park festivals, the World Cup united South Africans and our visitors regardless of

colour or creed. Many friendships were made, many wins were shared, losses comforted and the legacy of a united country was affirmed.

Let us be proud of our beautiful state-of-the-art stadiums, our new and improved road networks, our new King Shaka International Airport and our great legacy projects that were celebrated during and beyond the World Cup.

We made history and showed the world, what a gracious, friendly and proudly South African country we are. The 2010 FIFA World Cup – we felt it, it was here!





THIS MONTH IN HISTORY





NELSON MANDELA MUSEUM: *10 years of delivering a memorable cultural experience*



There are few places to beat the Eastern Cape as a heritage destination. Its rolling hills and magnificent natural environment is where one of its most famous sons, Nelson Mandela, was born.

Ten years to the day after his release on 11 February 1990, the Nelson Mandela Museum opened its doors. Nelson Mandela insisted it was not just to be a static collection but a living memorial to his values and vision. It was to inspire and enrich all who visit it, serve as a catalyst for development and should share the heritage resources linked to him.

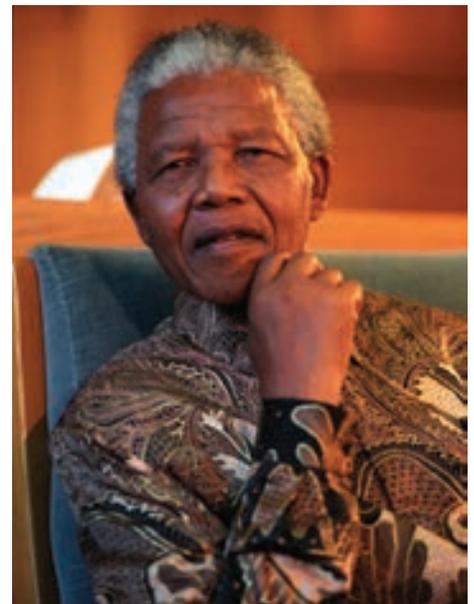
Located in Qunu (Nelson Mandela Youth & Heritage Centre) and in Mthatha (in the Bhunga Building) - both conveniently situated on the N2 - the museum currently houses two exhibitions: *The Meaning of Mandela* and *Mandela and Luthuli in Conversation*. Some of the gifts that were given to Nelson Mandela from the South African and international communities are incorporated within both exhibitions. At Qunu the Museum experience is a dynamic one, with

various indoor and outdoor spaces for temporary exhibitions. Presently on show is a comic exhibition about the life and times of Nelson Mandela, and art and craft exhibitions by local emerging artists. Beautiful products created by local youth on site are available for sale.

In Qunu, village tours are arranged on request and visitors can follow Madiba's footprints to his original home, the family graveyard where his parents and children are buried, his primary school where he was named Nelson on his first day of attendance, the church where he was christened and his favourite sliding stone.

The museum in Qunu has upmarket accommodation suitable for leisure and business travellers, as well as fully fitted state-of-the-art conference facilities.

The Nelson Mandela Museum offers a memorable cultural experience that gives insights into the life of Nelson Mandela, with guided tours and a heritage trail that follows his footprints.



Open 09h00 to 16h00 daily including weekends.

No entrance fee – donations encouraged.

For more information, please contact:

Tel: +27(0) 47 532 5110

Fax: +27 (0) 47 532 3345

Email: mandelamuseum2@intekom.co.za

www.mandelamuseum.org.za

in the footprints ...

