

NDT QUARTERLY NEWSLETTER

ISSUE 2

JULY - SEPTEMBER 2013

NDT SIGNS AN MOU WITH GOT WITH AN INTENTION TO GROW DOMESTIC TOURISM

As part of its social tourism drive, the National Department of Tourism (NDT) endeavours to support social tourism initiatives to encourage and support disadvantaged members of the community to experience travel and tourism. In this regard, the NDT has signed a Memorandum of Understanding (MoU) that will guide the relationship between the department and Gogo on Tour (GOT), an organisation that provides travelling experience to senior citizens at no cost. Both parties agreed that a ceremonial signing of the MoU with the gogos and stakeholders present was befitting hence, the event on the day.



Signing of the MoU by Deputy Minister of Tourism Ms Xasa and Mrs Thoko Matjokane

IN THIS ISSUE:

- NDT signs an MoU with GOT with an intention to grow domestic tourism 1
- The Tourism Bill so far 4
- War on Poverty Outreach Campaign: 26-27 July 2013 5
- Women in travel and tourism celebration 9
- Golf is one of the sports tourism niches that can grow domestic tourism 11



Front row from left: GOT committee members and NDT Deputy Minister, Ms Xasa. Back row from left: Programme Director Ms Nozuko Ngozi (NDT); Singer Babsy Mlangeni; Mr George Senosha (Pick 'n Pay); Deputy Director-General: Domestic Tourism, Ms Morongoe Ramphela (NDT); Ms Thuli Mahlangu (Department of Social Development) and Father Simangaliso Mkhharshwa

The ceremonial signing of the MoU took place on 6 August 2013, at an open day at the National Zoological Gardens of South Africa in Pretoria. The event was well attended by over a hundred members of Gogo on Tour and other gogos that were there just for the open day at the zoo. The gogos stepped away from their daily activities to witness the ground breaking event, the ceremonial signing between GOT and the NDT. The gogos were dressed in co-branded T-shirts by the NDT and GOT and two pull-up banners to represent the GOT were handed over by the department.

Entertainment was from the Tshwane Gospel Choir and the legendary Babsy Mlangeni who had the gogos dancing and

singing along to his tunes.



Members of the public who came for the open day



Members of Gogo on Tour

Mrs TR Matjokane (founder of GOT) gave a brief history on how she and six other gogos from Soshanguve formed GOT. The Deputy Minister of Tourism, Ms Xasa encouraged the guests to continue with the initiatives and contribute to the Domestic Tourism Growth Strategy by encouraging all sectors of society to travel. Some of the guests who attended the event included Father Smangaliso Mkhwatshwa; Mr George Senosha, owner of the Pick 'n Pay in Soshanguve who has been supporting the GOT by providing food for their trips; Ms Thuli Mahlangu from the Department of Social Development; Ms Khensani Matjokane, a GOT facilitator and the NDT Deputy Director-General: Domestic Tourism Management, Ms Morongoe Ramphele.

The ambience during the event was that of excitement and you could see that the Gogos were enjoying themselves because Mr George Senosha was also celebrating his birthday on the day and he brought a huge cake, which was sufficient for all the gogos present.

This initiative between the NDT and GOT helps the Gogos to relax as well as escape from their daily lives of taking care of their grandchildren. It also encourages a culture of travel amongst the young people. The event highlighted the importance of working together with other departments to promote social tourism, healthy living and social cohesion.

The signed MoU and endorsement letter issued to GOT includes a work plan that indicates the details of the relationship between the two parties. The members of GOT do not pay membership fees and the organisation solely dependent on sponsors for transport, entrance fees and food. Other gogos who attended the open day and the event were encouraged to join the organisation.



Cutting of the cake, from left: Ms Thoko Majokane (GOT); Mr George Senosha (Pick 'n Pay); Deputy Minister of Tourism Ms Thokozile Xasa and Father Simangaliso Mkhathswa

By the Directorate: Northern Region KZN & Mpumalanga

THE TOURISM BILL TO DATE

The process of signing any bill into a law is an intense and rigorous one. This has been the case with the Tourism Bill, 2012 and there is still some work left before all is in place. Chief Director: Legal Services, Ms Mmaditlonki Setwaba explained the processes and shared the progress of the Tourism Bill to date.

“The department presented the Bill to all nine Provincial Legislatures on different dates. The department also assisted the Provincial Legislatures by presenting the Bill in their respective provinces during public participation processes. The presentation to the Provincial Legislatures and the provincial public participation processes were concluded on 12 June 2013, explained Ms Setwaba.

She further explained that the inputs and questions raised during the public participation process were dealt with sufficiently under the different chapters of the Bill. “It was a great opportunity to interact with South Africans on the policy, strategy and legal framework for the growth and development of tourism,” she said. “The enthusiasm and the interest shown by South Africans on the provisions of the Bill were humbling. Members of the public across the country also used the opportunity to ask questions about the tourism industry as a whole and wanted to know what benefits tourism will usher to communities. The Department and its provincial counterparts partnered very well in taking the provisions of the Bill to the people.”

The National Council of Provinces in its Select Committee on Trade and International Relations has considered the negotiation mandates from the provinces. The department and South African Tourism (SAT) played a crucial role and partnered in providing clarification when required by the members of Parliament and on the provisions of the Bill or on operational aspects of the provision of the Bill. After deliberations on the Bill, the National Council of Provinces will refer it back to the National Assembly for the final round of deliberations before the President assents to it. Ms Setwaba said that the parliamentary process went smoothly and that before we know it, we will have the Tourism Bill signed into law.



Ms Mmaditlonki Setwaba during one of the sessions

By Mmapula Makgamatha

WAR ON POVERTY OUTREACH CAMPAIGN: 26-27 JULY 2013

The 'War on Poverty' initiative was first announced and launched by former president Thabo Mbeki on 28 July 2008 and immediately commenced in August of the same year, focusing on the most deprived wards (better known as "Government Nodes" in all nine provinces. The campaign prioritises the most deprived households identified in the poorest wards and visit them periodically during the campaign. They were visited by a team of professionals and community workers to identify their specific needs, accelerate their access to government services, and provide safety nets.

The long-term goal of this initiative was for South Africa's poorest households to receive assistance and support in a coordinated and sustained way, with a national "war room on poverty" leading the campaign from the office of the Deputy President.

The teams would go "from household to household" in the identified areas in order to make the most direct, helpful interventions. The strategy would include motivating each household to make its "own contribution" to its struggle against poverty.

The Directorate: External Communications played a role of facilitating an invitation of the National Department of Tourism (NDT) Ministry via the Anti-Poverty Inter-Ministerial Committee (IMC). This is because the NDT's SRI does play a role in job creation and poverty alleviation in the Nelson Mandela Bay and was therefore relevant in this 'War on Poverty Outreach' by the Deputy President.

FRIDAY, 26 JULY 2013

The morning of 26 July started with the briefing of the Deputy President, Mr Kgalema Motlante by Ms Noxolo Kiviet, Premier of the Eastern Cape on the Launch of the Eastern Cape Province as the "Home of Legends" owing to a long list of the South African anti-apartheid icons like the late Alfred Nzo; O.R. Tambo; Walter Sisulu and the former states-



Cabinet Ministers regrouping for a photo session with the Deputy President after the unveiling of the "Home of Legends" travelling exhibition, which will be exhibited throughout the Eastern Cape

man Nelson Mandela and Thabo Mbeki to mention but a few. A travelling exhibition was unveiled by the Deputy President at the Port Elizabeth International Airport followed by a few speeches and journalists asking questions, taking photographs.

INTERGOVERNMENTAL RELATIONS MEETING

The meeting was the second session of the day and it took place at the Nelson Mandela Bay Municipal Chambers. It was preceded by the briefing of the Deputy President regarding the programme of the day at the Chambers, which amongst others covered the following:

- A presentation on Census 2011: Eastern Cape in Perspective by the Statistician-General;
- An overview of delivery performance since 1994 and plans to accelerate delivery to meet 2014 targets by the Premier of the Eastern Cape Province;
- An overview of Nelson Mandela Bay Metro strategies to reduce poverty and accelerate socio-economic transformation by the Mayor of Nelson Mandela Bay Metropolitan Municipality; and
- Suggestions on plans to eliminate



The Deputy President, Premier of the Eastern Cape and Minister in the Presidency



Deputy Minister of Tourism, Ms Xasa doing her 67 Minutes for Mandela – Community outreach via the Deputy President's 'War on Poverty Initiative'

backlogs and a summary of outcomes by the Minister for Performance Monitoring & Evaluation.

The day concluded with the third session, which was a visit to the Nelson Mandela University where the Deputy President and his entourage engaged with the Youth (tertiary education students).

SATURDAY, 27 JULY 2013

The morning of 27 July commenced with a briefing of the Deputy President by the Chief of Staff from the Office of the Executive Mayor regarding the various outreach programmes within the Nelson Mandela Bay Municipality. This was followed by a split of the delegation into three teams of about eight Ministers and Deputy Ministers; Premiers; MECs; supporting staff; etc.

On this day the Deputy President and his delegation visited a Housing Project in Chetty, Port Elizabeth where they were met by young people working on the project and was briefed on what they are doing. The Deputy President and his delegation also assisted the young people by participating in the work being done.



Members of the community listening attentively to their leadership

Another delegation was assigned to be at NU29 in Motherwell led by Minister Ben Martins and a host of Deputy Ministers including that of Environmental Affairs; Police; Tourism; Home Affairs to mention but a few and a number of MECs, etc. Here they were welcomed by the community leaders in song and dance to motivate them to embark on the 67 Minutes for Mandela initiative. We assisted the delegation with the painting of some RDP houses. The delegation also handed over one house to a veteran of the struggle who has been waiting for years for a house with all the necessary amenities. Later the entourage joined in the singing with the community and the Deputy Minister of Police, Makhotso Soty addressed them with a 'vote of thanks'.

The day concluded with a Public Private Participation at the Nelson Mandela Metropolitan University in Missionvale, which was preceded by reporting to the Deputy President by all the lead Ministers and their experiences in the various projects



“The A Team” - Deputy Minister of Police, Makhotso Sotyu; Minister Martins and Deputy Minister of Tourism, Ms Xasa addressing and giving a ‘vote of thanks’ to the community members who came to support the 67 Minutes for Mandela Initiative in Motherwell

that they were assigned to. Even the Deputy President had to report to the Forum and recommendations on a way forward were made. The community public event was a very intense meeting focusing on “bread and butter” issues; tourism was in the mix for remaining an ‘elitist’ and exploitative industry. Recommendations and a way forward were made by the Deputy President.

Article and images by Mabandla Kelengeshe

WOMEN IN TRAVEL AND TOURISM CELEBRATION

The Tourism Business Council of South Africa (TBCSA) in collaboration with the National Department of Tourism (NDT) hosted “Women in Travel and Tourism Celebration” to celebrate the success of women in the tourism industry. The event was held at Leriba Hotel and Spa in Centurion, Pretoria on 06 September 2013, which coincides with Tourism Month. Ms Mmatsatsi Ramawela, the CEO of the TBCSA and the MC for the day explained that this event took place on this day because we have come out of August, which is Women’s Month and into September when we celebrate Tourism Month. The programme for the day was exciting, inspiring and fun.

The main objective of the event was for women to have fun the way women know how. Hence, the first item on the programme was looking and feeling good. Make-up artist, Chris Williams from ESTÉE LAUDER presented grooming tips on how to look your best in the workplace. “Make-up should take two minutes daily, not five minutes.” Chris mentioned that make-up should not be a dilemma and time consuming everyday. Chris gave insightful tips emphasising the point that “it’s all about the three Ls - Lips, Lashes and Luminosity”.

Many people tend to make mistakes in social networks and Tara Turkington from Flow Communication was there to enlighten women about the dos and the don’ts of social media. Tara mentioned that one might choose to separate the personal and the business characters in social media, if you do consider that there are people reading, so do not over-share your personal life. “On the other side, engage with the customer, as you need to know what other businesses are doing,” she said. She further added, “Essentially, as a business person do not ignore social media”. Deputy Minister of Tourism, Ms Xasa gave the key note address. Her speech was encouraging and at the same time it challenged the women at the event. “Our campaign for this month is ‘Nothing is more fun than a sho’t left.’ We need to visit each other because that is the best way to make use of products we have,” said Ms Xasa. “Government is serious about women empowerment, and wants to see growth and ownership,”



Tourism Deputy Minister addressing the guests at the event

she continued. She challenged the women to make a commitment in terms of skills development, and said that tourism requires energy and the enthusiasm of women to make it grow as women are 'action people'.

The event included conversations by women for women in three different panel discussions. The first panel discussion was led by Ms Anita Soni. The discussion focused on the challenges faced by women doing business in South Africa and on 'passing the baton' to the youth. The main points that were raised by the panelists were that finance hinders growth in this sector; unemployed graduates are not given opportunities and that women are treated as secondary citizens in our society.

An inspiring conversation was led by Ms Sara Ransom-Butchart about the stories of how they got to their top positions. The women spoke from the heart about their backgrounds and the way in which their backgrounds shaped who they are today, as women in travel and tourism. This conversation illustrated that one can be who one wants to be and be sustainable if one follows ones dreams complemented with hard work.

The last conversation was about the challenges faced by women entrepreneurs when accessing finance and the available options that can assist women in travel and tourism, which was led by Ms Gillian Saunders. "Opportunities are there, let's use them," she said. Women must change their attitudes and help themselves to know what's out there," she further added.



Ms Beulah Mosupye during her address at the celebration

The discussions were concluded by the National Department of Tourism's (NDT) Chief Director: Domestic Tourism Northern Branch, Ms Beulah Mosupye. Ms Mosupye mentioned that the Department of Tourism now administers the Tourism Support Programme Financial Incentives (TSP) previously administered by the Department of Trade and Industry (the dti). The aim of the TSP is to support the development of tourism enterprises and to create more jobs within this industry. She wanted to find out ways in which women's issues especially women in travel and tourism may be addressed. She encouraged women to take action, to speak out and get the assistance they need to make their mark in the tourism industry.

The event was well attended and the guests were pampered with goodie bags and prize giveaways, which included a trip to Cape Town, a trip to the Kruger National Park and the ultimate, a trip to Mauritius, which was won by SAFM presenter MsTsholofelo Pelo. The day ended with cocktails and conversations.

By Tsholofelo Mophoso

GOLF IS ONE OF THE SPORTS TOURISM NICHEs THAT CAN GROW DOMESTIC TOURISM

The National Department of Tourism (NDT) partnered with the Limpopo Department of Economic Development, Environment and Tourism (LEDET) in organising the ultimate African golf and safari experience, which took place from 22-24 July 2013 as a continuation of the launch of the golf and safari route in 2010. It was also in support of the Limpopo Provincial Tourism Growth Strategy to attract both the international and domestic markets. The NDT joined an existing partnership between the province and the following resorts: the Zebula Golf Estates and Spa, Elements Private Golf Reserve, Euphoria, Golf and Hydro, Legend Golf and Safari, Koro Creek Golf Estate and Hans Merensky Hotel and Spa.

The province has appointed Pelepele Travel and Marketing Agency to promote golf and game in the province, to attract both international and domestic tourists. The seminar focused on the contribution of golf to South African tourism growth.

The NDT utilised this opportunity to engage the golf tourism stakeholders on how to use golf tourism as a means of growing tourism within the sector. The proposed theme of the seminar was 'Golf tourism opportunities in South Africa'. Provinces were given an opportunity to share with stakeholders how golf has contributed in growing tourism in their respective provinces.

The seminar was hosted at the Legends Golf and Safari Resort, which was designed by 18 international golfers namely; Trevor Immelman, former US Masters Champion; Thomas Bjorn, Jim Furyk, Michael Campbell, Mike Weir, Camilo Villegas, Padraig Harrington, two-time Open Champion and US PGA champion; Bernard Langer, Colin Montgomerie, Justin Rose, Vijay Singh, Sergio Garcia and Retief Goosen to mention but a few.

South Africa is ranked number nine in the Golf Travel Insights published by KPMG and the country has produced world pro-



Par 3 extreme 19th Hole



Mr Peter Walton (IAGTO), Ms Beulah Mosupye and
Mr Thabiso Mogodieli (SAGTA)

fessional golfers such as Gary Player, Ernie Els, Louis Oosthuizen, Trevor Immelman, Charl Schwartzel and Retief Goosen.

In South Africa the golfing industry employs around 50 000 people and makes a contribution of R29.2 billion to the South African economy.

According to the PGA research conducted in 2008, the impact of golf to the South African economy is great. The study shows that there were 214 701 registered handicapped golfers and 509 golf courses with a total of 174 golf academies in South Africa.

The event was addressed by Mr Peter Walton of the International Association of Golfers Tourism Organisation (IAGTO), Mr Nocks Seabi, the Chief Executive Officer of the Limpopo Tourism Agency, Mr Thabiso Mogodieli, the Chairman of South African Golf Tourism Association (SAGTA), Mr Carl Reinders, Mr Sugan Pillay the director of business development at Thebe. Other attendees included the NDT, all provincial tourism departments, tourism authorities within provinces, the South African Golf Tourism Association (SAGTA) golfers,



Experience of golf and nature, the Black Rhino



From left: Mr Ian Leach, Mr Moses Ngobeni, Mr Dennis Bruyns, Mr Nocks Seabi, Ms Beulah Mosupye (NDT), Mr Thabiso Mogodieli (SAGTA), Mr Peter Walton (IAGTO) and Mr Carl Reinders

the tourism industry, local and district municipalities, owners and managers of golf resorts, Golf Cluster tour operators and the media.

Mr Peter Walton was able to experience the unique par 3, the extreme 19th hole, which he indicated was an experience of a lifetime for him. The outcomes of the event were promoted by 504 specialist golf tour operators in 61 countries and Mr Walton provided South Africa with good exposure internationally during his trips abroad.

The golf seminar participants made the following recommendations:

- The development and promotion funding to promote South Africa as the golf destination;
- To conduct research on the contribution and value of golf and the development of a National Golf Tourism Strategy and using the country's international golfing icons to promote SA as the preferred golf destination;
- Developing a unique South African Golf Brand; and
- The involvement and development of local skills to ensure the growth and sustainability of Golf Tourism in the country.



Golf and game



The seminar was concluded with the launch of the Limpopo Tourism Golf Extravaganza where the Deputy Minister of the NDT, Ms Xasa expressed her appreciation of the event and hope that the golf development strategy to be developed would attract both domestic and international golf travellers.

By Lazarus Masuku