

Increasing the scale of Vuk'uphile

- Currently 1500 learners participating in Vukuphile in partnership with 31 public bodies
- 12000 jobs created and R 237 million of work completed
- Many more municipalities interested in participating
- Target of 3000 learnerships is achievable:
 - Learnership funding: Proposal to NSF for additional 1500 learnerships to tune of R53 million recently approved but because of problems with CETA not finalised
 - Funding for mentorship costs: DPW working with ABSA to develop sustainable funding model where contributions from projects, learners and ABSA supplement DPW contributions
 - Resources within EPWP Unit to manage programme



8. Involvement of State Owned Enterprises

Infrastructure Sector



Engagement with DPE

- Briefing to the Minister of DPE and the CEO's of the SOE's in July
- Subsequent EPWP workshop as requested by the Minister of DPE with all the SOE's in August
- Agreement that SOE's would submit plans to DPE by end of September
- Only plan received to date is from SAFCOL
- Following up with DG of DPE



9. EPWP Waste Management Initiative

Environmental Sector



Background

- Over 5 million households in South Africa do not receive adequate waste collection
- Problem is extensive affecting all Provinces

Province	No of Metropolitan/ District Municipalities affected	No of households not accessing waste collection services
KwaZulu Natal	1 Metro/55 Municipalities	1,118,119
Limpopo	27 Municipalities	1,111,446
Eastern Cape	1 Metro's/31 Municipalities	964,769
Gauteng	3 Metro's/9 Municipalities	555,641
North West	14 Municipalities	503,273
Mpumalanga	9 Municipalities	427,824
Free State	20 Municipalities	315,399
Northern Cape	24 Municipalities	102,390
Western Cape	20 Municipalities	150,988
Total	5 Metro's/209 Municipalities	5,249,849

EXPANDED PUBLIC WORKS PROGRAMME
CONTRIBUTING TO A NATION AT WORK

- EPWSP has appointed **National Service Provider**
- National Service Provider **secures capacity and sets up systems and processes**
- Five Municipalities selected** on following basis:
 - Have high number of households not accessing services
 - Willing to apply service
 - Have budget to pay SME's to undertake service for a 3-5 year period
- Statement of intent signed** between National Service Provider and Municipality
- National Service Provider undertakes **feasibility study** for Municipality to determine:
 - No of collection points, SME's and labourers
 - Nature and frequency of service and type of equipment
 - Cost

Feasibility study paid for by EPWSP and National Service Provider
- Municipality obtains **approvals and budgets**
- National Service Provider **provides technical support to Municipality** to:
 - Inform affected communities [community awareness programme]
 - Select SME's and local labourers through a community interaction
- SME provides service-** required to contract National Service Provider for support:
 - Access to finance
 - Assistance in contracting labour, accounting and admin services
 - Maintenance of vehicles
 - Assistance to ensure meeting of quality specification

National Service Provider paid by SME's out of fees received from Municipality

EXPANDED PUBLIC WORKS PROGRAMME
CONTRIBUTING TO A NATION AT WORK

ECONOMIC SECTOR



EPWP and the contribution of DTI

- Ministerial buy-in for the EPWP Economic Sector.
- Discussions underway with the Enterprise Industry Development Unit of the DTI. 2 main areas of engagement:
 - Through the DTI's 10 products strategy (Economic Clusters Programme of Action); and
 - Ring-fencing existing DTI SMME support offerings for the benefit of SMMEs developed and supported through the EPWP
- 10 products strategy:
 - In October 2005, through the evaluation of the Integrated Small Enterprise Development Strategy, Cabinet agreed to a need for a strategy to give focus on public procurement measures to realise an enhanced allocation of public procurement contracts to SMMEs.
 - Cabinet requested the identification of 10 products procured by Government that can be used for the benefit of SMMEs
 - These products have been identified and will be presented to Cabinet by the DTI at the end of October 2006.
 - The DTI is currently developing an implementation plan
 - It is anticipated that the strategy will be implemented mid-2007
 - NDPWs study on Government procurement at National, Provincial and Local Level being utilised for the 10 products strategy



Overall Progress

- Overall Progress:
 - 420 small businesses - developed and supported – in the Western Cape, Eastern Cape, Limpopo and Mpumalanga
 - 125 small business planned (bakeries and wholesale and retail companies)
 - Commitments not taken up (310 NVCL learnerships – learnerships that SETAs have agreed to fund but no public body has agreed to commit to):
 - 70 W&R company learnerships,
 - 60 cleaning company learnerships and
 - 180 electrical company learnerships
 - **Total = 855 NVCLs (implemented and planned) out of the 3000 NVCL target**



Communication Strategy



Programme Objectives

- To reposition the **EPWP** to a broader public in a bid to increase programme visibility
- To identify, expose and streamline **EPWP** across all government or public sector projects done or underway so far
- To link and drive the **EPWP** with all the associated government initiatives, as well as the government national calendar
- To structure, manage and align partner coordination and inputs



Advertising and Media Brief

- Give visibility to the EPWP, re-establish and re-integrate branding momentum achieved at launch.
- To amplify, communicate and showcase programme success and effectiveness.
- Mainstream EPWP brand across all Government programmes
- To sustain all impact and people involvement through continued communications strategy.
- Use programme Measurement & Evaluation as communications tools to validate outcomes or achievements on the ground.



Communication Objectives

Primary Focus

To place particular emphasis on communication to energise and mobilise implementing structures within the public sector and other partners.

Secondary Focus

- To give **visibility** to the EPWP, re-establish and re-integrate branding momentum achieved at launch.
- To **explain EPWP** to the broader public.
- To amplify, communicate and **showcase** programme success and effectiveness.
- To **mainstream** EPWP brand across all Government programmes
- To **sustain** all impact and people involvement through a continued communications strategy.
- Use programme **measurement and evaluation** as communications tools to validate outcomes or achievements on the ground.



Short –term Planned events

EPWSP Recognition Awards (Event and Media Relations)

- The aim of the EPWSP Recognition Programme will be to recognise Municipalities, Provincial Departments and individuals who have excelled in implementing the EPWP.

Release of mid-term results

- To **announce** the EPWP mid-term results to the media and other key stakeholders
- To use the announcement as an opportunity to **address issues** surrounding EPWP and the targets that have been set for the programme (ie provide proof on job-creation targets being met with the results)
- To use the announcement as a platform to **enhance visibility** of the EPWP and to **re-iterate its objectives** to the broader public
- Amplify, communicate and **showcase** programme success and



CALENDAR

	Sept	Oct	Nov	Dec	Jan 2007	Feb 2007	Mch 2007
National Days	HERITAGE MONTH		QUALITY MONTH	WORLD AIDS DAY			HUMAN RIGHTS DAY
	ARBOR WEEK	WORLD WATER MONITORING DAY 18 OCT NATIONAL TOURISM CONFERENCE 19 OCT	PAN AFRICAN WATER 27-30 NOV HEALTH CARE QUALITY ASSURANCE 29-30 NOV				WATER WEEK
EPWP MILESTONES			MID-TERM RESULTS REVIEW				
EPWP EVENTS		MINISTERIAL MEETING	MINISTER BREFING				
SECTOR EVENTS	INFRASTRUCTURE SOCIAL SECTOR MEETINGS WITH NATIONAL COORDINATORS	ECONOMIC & ENVIRONMENTAL SECTOR MEETING WITH NATIONAL COORDINATORS	EWNP RECOGNITION PROGRAMME Western Cape, Eastern of the 200 EPWC Eastern Cape	INFRASTRUCTURE SOCIAL SECTOR MEETINGS WITH NATIONAL COORDINATORS	ECONOMIC & ENVIRONMENTAL SECTOR MEETING WITH NATIONAL COORDINATORS	INFRASTRUCTURE SOCIAL SECTOR MEETINGS WITH NATIONAL COORDINATORS	ECONOMIC & ENVIRONMENTAL SECTOR MEETING WITH NATIONAL COORDINATORS
MEDIA TACTICS		MEDIA PARTNERSHIPS: COMMUNITY RADIOS & CITY PRESS DFB - BUSINESS SECTION	CITY PRESS/SAK RAPPORT MEDIA SUPPLEMENT	MEDIA BRIEFING MEDIA ONE-ON-ONE INTERVIEWS WITH DGG	MEDIA ONE-ON-ONE INTERVIEWS WITH DGG	MEDIA ONE-ON-ONE INTERVIEWS WITH DGG	MEDIA BRIEFING
INTERNAL COMMS:		MEDIA ONE-ON-ONE WITH DGG UPDATE DIGITAL NEWSLETTER	DIGITAL NEWSLETTER	DIGITAL NEWSLETTER	DIGITAL NEWSLETTER	DIGITAL NEWSLETTER EXTERNAL NEWSLETTER	DIGITAL NEWSLETTER
EPWP Meetings		BI-MONTHLY CPT MEDICAL RESEARCH COUNCIL -		BI-MONTHLY - TBA		BI-MONTHLY - TBA	