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TALKING POINTS

Key messaging on important issues in SA today

Developed by the

International Marketing Council of South Africa

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TALKING POINT:

AsgiSA is a major initiative to ensure that the South African economy moves to a higher range of growth of which it is capable. It will see a R370 billion injection into infrastructure.

The product of broad consultation and careful research, AsgiSA is a practical strategy to remove obstacles to sustainable higher rates of growth, employment creation and poverty reduction.

- ***What are the targets?***

- The aim is average growth of 4,5% or higher for the next three years and at least 6% on average from 2010 to 2014.
- In addition to faster growth AsgiSA will improve conditions for more job-creation.
- A key to achieving this accelerated and shared growth is to increase the levels of domestic and foreign investment in the economy.

- ***What are the key interventions?***

- Stabilising the currency by building foreign reserves to ensure a stable and competitive exchange rate.
- Ensuring delivery of the R370-billion infrastructure programme to provide an enabling environment for investment and economic growth.
- Prioritise growth strategies for key sectors of the economy including business process outsourcing, tourism, telecommunications (ICT) and biofuels.
- Expanding and fast-tracking development and acquisition of skills, including facilitation of the importation of skills through streamlining of immigration policy.
- Building capacity and easing regulatory constraints.

SAFETY MANAGEMENT

TALKING POINT:

Many countries at South Africa's stage of development are battling rising crime rates. Slowly but surely, with a typical mix of innovation, practical problem-solving and public-private partnership, South Africa is turning back the tide.

- Crime presents a massive challenge, but real progress is being made.
 - The murder rate has reduced by 13% since 2001/02
 - Common robbery has reduced by 17%
 - Bank robberies have reduced by 83%, while burglary at business premises has also declined by 38%

- Improved public safety is at the top of government's agenda.

“Peace and political stability are also central to the government's efforts to create an enabling environment to encourage investment...Decisive action will be taken to eradicate lawlessness, drug trafficking, gun running, crime and especially the abuse of women and children.”

President Thabo Mbeki, State of the Nation Address 2007.

- Government aims to reduce contact crime by 7 to 10% a year, targeting priority areas and cracking down on illegal firearms.
- For the year 2008/2009, the South African Police Service (SAPS) will increase personnel to 183 000. This is significantly more than 50% of its size in 2001/2002.
- Thirty-thousand SAPS personnel would solely dedicated to the 2010 FIFA World Cup.

“We have delivered the 1995 Rugby World Cup, the 1996 Africa Cup of Nations, the 1998 Athletics World Cup and we recently had the Indian cricket tour, now followed by the Pakistani tour, the Women’s Golf World Cup, the Super 14 as well as the Tri-Nations. The point is that we are continuing with major international sports events and our security plan had been tested over the last 11 years.”

Danny Jordaan, The Sunday Times (SA edition), February 8, 2007

- As many as 100 000 reservists will be recruited in terms of the new police reservist system to improve police visibility and enhancing policing at local level.
- R40 billion will be spent on Safety and Security between now and 2010.
- Major technology upgrades, including automated systems for fingerprinting and DNA analysis are in the process of being implemented.

- *“Public private partnerships have worked wonders in fighting crime”.*
The Economist, A Survey of South Africa, April 8, 2006
- Pioneering the use of closed circuit cameras in central business districts, Business Against Crime helped slash street crime in Cape Town by 80% and is making possible the economic revitalization of downtown Johannesburg.
 - BAC spent R31 million to analyse case flow in the criminal justice system, paving the way for a R2 billion investment by government, resulting in much improved conviction rates.
 - The BAC-supported Tiisa Thuto Outreach Programme in Soweto schools has contributed to a 67% decline in school violence, a 70% improvement in class attendance, and a 78% increase in examination pass rates. The programme has been embraced as a model by the UN.

INFRASTRUCTURE

TALKING POINT:

AsgiSA is a massive boost to infrastructure development. In addition to ensuring that the country reaches its social objectives for 2014, it will make sure that everything including technology is in place for the 2010 FIFA World Cup. South Africa's economy has been successfully re-tooled to the point where we can now embark on a massive yet fiscally responsible programme of capital investments to boost long-term growth, create employment and improve the living standards of all South Africans.

- The government plans to spend R370-billion to upgrade and expand infrastructure. A significant portion of this expenditure has been allocated to Eskom and Transnet (R84 billion and R47 billion respectively).
- Although the investment is primarily targeted at the power, transportation and communications sectors, it also includes areas such as housing, water, hospitals, schools and preparations for the 2010 World Cup, including the building of 5 stadiums and renovation of 5 existing ones.
- Projects that the government envisions include the building of the Durban-Gauteng transport corridor to move freight more efficiently between the country's economic hub and its busiest port.
- The government also plans to roll out a wireless broadband network which is aimed at making business in the information and communication technology sector less costly.

BRAIN DRAIN OR BRAIN GAIN

TALKING POINT:

Large numbers of foreigners have chosen to live in South Africa, and have brought with them their skills, but we need to make a concentrated effort to encourage the return of South African skills in professional categories.

There is no such thing as an ex-South African: wherever you are, if South Africa flows in your veins and you want to contribute, we value and need your talent.

South Africa is both a winner and a loser

- Has certainly lost many skilled people over the past 12 years, mainly to the developed North.
- A large number of young professionals go abroad to gain work experience, save money and get experience and some to get dual nationality – many return after 5-8 years abroad.
- South Africa has also gained comparable numbers from Africa and the developed countries.
- We have well established Italian, British, Portuguese, German and French etc, ex-pat communities who have chosen to live in SA.
- The South African Diaspora is a potential asset, not a liability.
- South Africans abroad need to be engaged and mobilised into a lobby that can assist in identifying skills and attracting foreign investment.
- The areas of industry that returning skills are most needed are engineering, health, education and banking.

BLACK ECONOMIC EMPOWERMENT (BEE)

TALKING POINT:

BEE is about normalising South African society and ensuring inclusive sustainability of the growth trajectory and bringing South Africa's long excluded majority into the mainstream of our economy to the benefit of all – and it is working!

- BEE is a market system that accommodates all South Africans and sets out to ensure a sense of collective ownership and sustainability.
- Government's Broad Based BEE policy shifts the focus from ownership only towards wider recognition of skills development and procurement.
- It encourages business to focus on ensuring that the benefits are broad based, sustainable and are an integral part of the business plan.
- The rise of black consumers can be seen in the surging sales of consumer goods, financial services, property, cars and tourism. This spending is strongly tied to empowerment.
- Similarly, black representation in white-collar public sector and well-paying private sector jobs is rapidly increasing, as is the growth of black-owned business.
- BEE opens access not only to a market of 42 million in SA but also 200 million in the SADC region and 900 million on the African continent.
- BEE is about taking a local partner as the overwhelming majority of investors do when they invest in China or India or Malaysia or Vietnam

LAND REDISTRIBUTION

TALKING POINT:

The South African government has traditionally based its land redistribution policy on the concept of “willing seller - willing buyer”.

- Comparisons with Zimbabwe are rife but misleading. Our methodology, constitutionally based will prevent a similar situation.
- Democracies the world over reserve the right to take private property for public use on a compensated basis when the owner proves unwilling to sell or demands a price the government is unwilling to pay. In Britain, this is called compulsory purchase. In the United States, the government is said to exercise the power of “eminent domain”.
- The South African constitution grants government a precisely equivalent power and imposes on it limitations scarcely less binding than those found in the United States constitution.
- Thus eminent domain, or “expropriation”, is what respectable, prosperous democracies from the United States to the United Kingdom do when a “willing seller – willing buyer” agreement cannot be reached.

HIV AND AIDS

TALKING POINT:

Government is vigorously addressing the challenges posed by HIV and Aids with the one of the world's most comprehensive and largest care, treatment, and management programmes.

- Government expenditure on HIV and Aids has increased **from R30 million in 1994 to over R3 billion in 2005/2006**. In 2007 Health received a further R1, 7 billion for the treatment, care, and management of HIV and Aids.
- These resources are being used to curb the spread of HIV-infections and reduce the impact of Aids within the framework of the HIV & Aids and STI (Sexually Transmitted Infections) Strategic Plan for South Africa 2007-2011. This plan flows from the National Strategic Plan of 2000-2005 as well as the Operational Plan for Comprehensive HIV and AIDS Care, Management, and Treatment.
- In a report to the United Nations (UN) General Assembly Special Session on AIDS (UNGASS), the UN Secretary General commended South Africa for tripling its resource allocation for HIV and Aids programmes since the adoption of the UN Declaration of Commitment on HIV/AIDS in 2001.
- The World Health Organisation's (WHO) progress report on the expansion of Aids treatment, released in June 2005, noted that: "South Africa has committed US\$1 billion over the next three years to scaling up antiretroviral (ARV) treatment, **by far the largest budget allocation of any low- or middle-income country.**"
- The HIV & Aids and STI Strategic Plan for South Africa 2007-2011 makes provision for a multisectoral response to HIV and Aids and relies on partnerships with all sectors of South African society.

- The plan is implemented by range of stakeholders in each of the nine provinces. South African Government programmes are complemented by initiatives from the private sector, non-governmental organisations (NGOs), civil-society, and various Community Based Organisations (CBOs).
- Communities are also encouraged to accept more responsibility and play a more meaningful role in the implementation of this comprehensive plan.
- The primary aims of the HIV & Aids and STI Strategic Plan are to:
 - reduce the number of new HIV infections by 50%
 - reduce the impact of HIV and AIDS on individuals, families, communities, and society by expanding access to appropriate treatment, care, and support to 80% of all people diagnosed with HIV.
- Progress in HIV and Aids treatment, care and management has been made on various fronts:
 - treatment is currently presently being delivered through 231 accredited public health facilities providing HIV and Aids-related services, including antiretroviral (ARV) drugs
 - each of the 53 health districts in the country now has at least one service point providing comprehensive HIV and Aids-related services
 - 250 laboratories have been certified to provide support to the programme
 - pharmacovigilance centres have been established to monitor and investigate adverse reaction to treatment.
- By February 2007, over 250 000 patients had been initiated for antiretroviral treatment (ART). Combined with an estimated 80 000 people initiated for private-sector ARV treatment, South Africa has the largest ARV treatment programme in the world.

- Health facilities providing voluntary counseling and testing (VCT) for HIV have doubled from 1 500 in 2002/03 to 3 700 in 2004/05. The number of people counseled for testing in the public sector rose from 413 000 in 2002/03 to 691 000 in 2003/04 and 1, 3 million in 2004/05. The total number of people tested during 2003/04 was 511 843 compared with 247 287 in the previous year.
- South Africa's programme furthermore includes the prevention of mother-to-child transmission (PMTCT), with 2 500 facilities in operation.
- Almost all hospitals and trauma centres provide post-exposure prophylaxis (PEP) for sexual assault survivors.
- Nutritional supplements are provided to those who need them, as part of the comprehensive response to HIV and Aids. Some 90 000 people have accessed this service since April 2004.
- Support and care for those affected by HIV and AIDS is expanding, through growing programmes such as home- and community-based care.

ZIMBABWE

TALKING POINT:

As South Africans learnt in coming together to end their own national nightmare, a lastingly bright future for Zimbabwe can, in the end, only be secured by Zimbabweans themselves. South Africa has repeatedly criticised the violation of the rule of law and human rights in Zimbabwe.

"We regard it (the situation in Zimbabwe) as one of the greatest economic misfortunes of the decade. We have put a lot of effort and energy into Zimbabwe. We have done our best and tried our best. Zimbabwe has to do things which will enable it to get out of the economic situation it is in and we will be there to assist (as we have been doing and will continue to do)."

Mandisi Mphahla, SA Minister of Trade and Industry

- The SA Government has repeatedly expressed alarm over Zimbabwe's deepening political and economic crisis and the effect that it could have on welfare of the southern African region
- President Mbeki has held repeated talks with Zimbabwean leaders and last year held talks with UN Secretary-General Kofi Annan after endorsing the UN envoy's report which was critical of the human rights situation in the country
- The SA Government welcomed the UN report which called on the UN and the international community to work with Zimbabweans to ameliorate the consequences of "Operation Restore Order" which the Zimbabwean government represented as urban slum clearance
- President Mbeki has repeatedly stressed the importance of upholding the rule of law in implementing land redistribution in Zimbabwe and his government has on several occasions expressed concern at the Zimbabwean government's treatment of opposition

- Inflation in Zimbabwe has reached 1000% and large numbers of Zimbabwean refugees are now living in South Africa, both legally and illegally
- South Africa still believes that it is **only the Zimbabwean people** themselves who can devise a lasting solution to the country's problems
- South Africa's policy has had two priorities: to assist in Zimbabwe's program of economic recovery and encourage the normalisation of the political situation in the country.

UNITED NATIONS SECURITY COUNCIL REFORM

TALKING POINT:

We seek practical reform of the UN Security Council and other multilateral institutions created in the wake of World War II to make them more fully representative of the family of nations as it exists today.

- South Africa is committed to the reform of the UN Security Council and believes that progress on a range of international issues is dependent on such reform
- South Africa supports the African Union proposal for two additional permanent seats with veto powers (there are five at present – Russia, UK, US, France and China)
- SA, therefore, has sympathy for the incremental approach of the G3 (Germany Brazil and India – India and Brazil are SA's partners in the trilateral IBSA commission) – which seeks to add two seats to the permanent five without a veto and seek to add the veto at a later stage

TALKING POINT:

Dialogue between the democratically-elected representatives of the Palestinian and Israeli people is the only way forward.

- South Africa supports the Oslo Peace Accords and the subsequent “Roadmap to Peace” which lays down the route to two independent states – one for the Israelis and one for the Palestinians
- South Africa accepts that Hamas were democratically elected as representatives of Palestine and that the international community (including the donors) should accept the new reality. It also believes that Hamas needs to accept all facets of the Oslo Peace Accords and the Roadmap
- South Africa supports the Palestinian leadership in their efforts to establish a government that brings together and ensures co-operation among the major parties.
- Any resolution of the situation has to be within the context of peace and security for the people of both Palestine and Israel.
- South Africa believes that dialogue between Israel, the democratically-elected representatives of Palestine and the international community as mediators is the only way forward.
- South Africa would be willing to play a facilitating role – given its own experience and conflict-resolution record – only insofar as it assisted in achieving a negotiated settlement in terms of the current internationally-accepted framework.
- The SA Government will continue to work with the government and people of Palestine to contribute to their efforts in finding a peaceful solution.

THE NUCLEAR ISSUES AND IRAN'S NUCLEAR PROGRAM

TALKING POINT:

South Africa supports expanded use of nuclear energy under effective safeguards and believes all signatories must live up to their obligations and enjoy their rights under the Nuclear Non-Proliferation Treaty. South Africa is the only country that has ever voluntarily relinquished nuclear weapons.

- South Africa believes in a negotiated outcome to the current impasse between Iran and the international community and will continue to work with members of the Non- Aligned Movement (NAM) and the International Atomic Energy Agency (IAEA).
- South Africa has consistently urged Iran to co-operate with the DG of the IAEA. It welcomes the decision of Iran to negotiate with France, Germany and Britain and the Russian Federation regarding continued uranium enrichment in return for guarantees of no weapons program.
- South Africa, as the only country that has ever voluntarily relinquished nuclear weapons, remains steadfast in its belief that weapons of mass destruction pose a threat to humanity and should be eradicated as a priority but that signatories of the Treaty on the Non-Proliferation of Nuclear Weapons should have the right to develop nuclear technology for peaceful purposes in line with safeguard agreements.
- South Africa opposes Iran's decision to unilaterally resume nuclear research and development in January this year to resume the suspension of its enrichment-related activities as a confidence-building measure pending a negotiated settlement to exercise its right to develop nuclear power for peaceful purpose.

THE SUCCESSION DEBATE

TALKING POINT:

South Africa's democracy draws its strength from its people, its vibrant civil society, its strong institutions, its progressive and inclusively negotiated constitution, and the searing lessons of its history.

South Africa is a politically stable democracy which has elections every five years and neither its political system nor its economic performance depends on the leader of the day - or for that matter - even the government of the day.

- Debates about presidential candidates and policy are a part of democratic practice. South Africa, and the ANC, places a high value on consultation toward the achievement of consensus.
- Nevertheless, consensus-building does not preclude fierce argumentation. But no more than whoever follows Bush or Blair in their respective countries is South Africa's leadership going to tear up the constitution and sabotage the engines of the country's economic growth.
- Regardless of who emerges victorious in the contest for South Africa's next leader the key institutions and underpinnings of our democracy remain in place: parliament, the constitutional court, the independent judiciary, the world-class treasury, the independent Reserve Bank, the sound macro-economic fundamentals, the sound physical infrastructure, the world-class banking system, the auto export industry, the world-class mining industry etc. – and above all the entrenchment of democratic values in the hearts of a nation that struggled for generations to achieve it.
- South Africa is a politically stable democracy which has elections every five years and neither its political system nor its economic performance depends on the leader of the day - or for that matter - even the government of the day.

THE 2010 FIFA WORLD CUP

TALKING POINT:

South Africa is poised to make the 2010 FIFA World Cup a world-class African event

*“We have delivered the 1995 Rugby World Cup, the 1996 Africa Cup of Nations, the 1998 Athletics World Cup and we recently had the Indian cricket tour, now followed by the Pakistani tour, the Women’s Golf World Cup, the Super 14 as well as the Tri-Nations. We have never had a serious incident of crime at any major event over the last 11 years.” - **Danny Jordaan, The Sunday Times (SA edition), February 8, 2007***

- The FIFA Local Organising Committee (LOC) is drawing on the support of the South African Government and other partners to ensure that South Africa hosts a magnificent 2010 FIFA World Cup.
- The commitment, innovation and hard work by people across society to deliver the best World Cup is evidence that South Africans can, united in their diversity, work together to achieve one shared objective.
- This mega-event will contribute at least R51.1 billion to Gross Domestic Product (GDP) during the period 2006 to 2010
- Of this amount, R15.6 billion will be created by foreign tourists
- The contribution to GDP will sustain the equivalent of 196 400 annual jobs, some of which already exist. Others are yet to be created.
- Direct expenditure on the World Cup will be in the region of R30.4 billion
- Over 3,2 million tickets are expected to be sold for this spectacle

Infrastructure development and guarantees by Government to fulfil its brief

- In 2007 Government allocated R9 billion for transport and supporting infrastructure for the 2010 FIFA World Cup. A further R8,4 billion has been earmarked for stadiums. In addition the budget provides for sports and recreation programmes, volunteers, arts and culture programmes, costs associated with safety and security, and emergency medical services.
- This investment in 2010 projects is necessary to ensure Government fulfils its guarantees to FIFA, as well as to take advantage of the opportunity of hosting this mega-event to accelerate existing programmes, leave a legacy for the country, and create an environment to speed up economic growth and halve poverty and unemployment by 2014.
- Government direct spending on the hosting of the 2010 FIFA World Cup is part of a much larger spending programme between 2006 and 2010. Government will be investing more than R400 billion in the country's infrastructure, from rail freight services and energy production, to communications, airports and upgrading of ports of entry. It has also increased spending on health, housing, safety and security and education.
- While there will be opportunities for businesses in the spin-offs from the tournament, and Government is intervening to ensure these can also be accessed by small medium and micro enterprises and historically disadvantaged groups, the nation as a whole will benefit from hosting the 2010 FIFA World Cup because of its leveraging of economic growth and development.
- The SA Government has signed guarantees to FIFA on all that is required from Government. These will be fulfilled and South Africa will be ready to host the 2010 FIFA World Cup.
- The country has become a massive construction site as stadium construction continues, road and rail infrastructure is developed, airports are upgraded, and cities are transformed.

Regional cooperation and an African legacy

- In its Bid, South Africa pledged that the hosting of the first African World Cup would contribute to a 21st Century of growth and development in Africa. Processes are underway at Continental level, within South Africa and African nations, to ensure the World Cup leaves a legacy for Africa's people.
- The African Union declared the support of all member nations for South Africa in its hosting of the World Cup, and also committed to identifying national programmes for an African legacy from the World Cup. The African Union is celebrating 2007 as the International Year of African Football with a continental programme.
- The African Legacy projects further the objectives of the African renaissance, promoting peace and democratic governance, stimulating socio-economic development, fostering Pan-African solidarity, improving Africa's global standing and asserting African cultures.

Safety and security during the 2010 FIFA World Cup

- 30 000 SAPS personnel will solely be dedicated to the 2010 FIFA World Cup.
- As many as 100 000 reservists will be recruited into the new police reservist system to improve police visibility and enhance policing at local level.
- R40 billion will be spent on Safety and Security up to 2010.



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