



# agriculture, forestry & fisheries

Department:  
Agriculture, Forestry and Fisheries  
REPUBLIC OF SOUTH AFRICA

## APPROVED CONCEPT NOTE

**DAFF FEMALE ENTREPRENEUR AWARDS**

**DATE: 27 AUGUST 2015**

**HOSTING PROVINCE: KWAZULU-NATAL**

**“Uniting to empower women to achieve economic freedom, through  
Agriculture, Forestry and Fisheries”**

## 1. INTRODUCTION

The South African Government has marked the month of August as a commemoration of the courageous acts of women who challenged oppression and made history in the struggle for freedom. Women phenomenally contributed to the Freedom Charter which today serves as a baseline of South Africa's Constitution. These historic warriors played a role in ensuring that South Africa is a non-racial and non-sexist country it is today.

The year 2015 does not only mark a historic moment in South Africa's history, namely, the 60<sup>th</sup> year after the adoption of the Freedom Charter in Kliptown, Soweto in 1955 but it also marks a great global milestone, the end of the first phase of the African Women Decade, which was aimed at advancing gender equality by accelerating implementation of Dakar, Beijing and AU Assembly Decisions on Gender Equality and Women's Empowerment (GEWE), through dual top down and bottom up approach which is inclusive of grassroots participation.

As part of government's call to ensure equal participation by women in all spheres of life, and as a tribute to past heroines who have paved the way for the current generation to a democratic South Africa, and to the potential heroines of tomorrow who are currently committed to making South Africa a better place for generations to come, the Department of Agriculture, Forestry and Fisheries continues with the implementation of the women empowerment programme targeted at women in the Agriculture, Forestry and Fisheries sector.

The Department of Agriculture, Forestry and Fisheries Female Entrepreneur Awards Programme has for over 15 years enjoyed recognition as an empowerment initiative which fundamentally seeks to honour the efforts and contribution of women, young women and women with disabilities for the role they play in food security, job creation, economic growth and poverty alleviation in the sector.

The programme is collaborated efforts between DAFF, provinces and key stakeholders and it is celebrated in the form of a gala dinner event, which annually takes place in the month of August as part of the commemoration of the biggest march to freedom by South African women which took place on 9 August 1956. Since its inception, Total South Africa has been the main sponsor of the event, and throughout the years many other sponsors have come on board with their customized packages.

The DAFF Female Entrepreneur Awards events commence at provincial level and culminate at national level. DAFF has the official mandate to coordinate, facilitate and manage the event at national level. The event honours the overall winner and the nine category winners, namely; best female worker, best subsistence producer, top entrepreneur: smallholder, top entrepreneur: processing, top entrepreneur: commercial, top entrepreneur: export markets and two ministerial awards for young and disabled female entrepreneurs in the sector. The winners are awarded with prize money and DAFF is enforcing that the entire sponsorship amount be solely and exclusively utilized to fund the project activities that enhance the productivity of the enterprise.

## 2. PURPOSE OF THE NATIONAL FEMALE ENTREPRENEUR AWARDS

The following represent the purpose of the DAFF Female Entrepreneur Awards:

- 2.1 To mainstream women, young women and women with disabilities in the sector through food security, job creation, economic growth and poverty alleviation;
- 2.2 To encourage and increase the participation of women, young women and women with disabilities in Agricultural, Forestry and Fisheries' activities;
- 2.3 To award the efforts of and contribution of women, young women and women with disabilities in the sector through food security, job creation, economic growth and poverty alleviation through leveraging these entrepreneurs from being subsistence to commercial farmers; and
- 2.4 To contribute towards the achievement of the strategic objective: "Elimination of skewed participation in the sector".

## 3. PROPOSED THEME OF THE NATIONAL FEMALE ENTREPRENEUR AWARDS

- 3.1 During the State of the Nation Address the Honourable President of South Africa declared 2015 as "the year of the Freedom Charter and Unity in action to advance economic freedom". In celebrating the 60<sup>th</sup> anniversary of the Freedom Charter and taking cue from the theme of the African Union "2015 year of women's empowerment towards Africa's Agenda 2063", the proposed theme for the 2015 DAFF FEA is:  
**"Uniting to empower women to achieve economic freedom, through Agriculture, Forestry and Fisheries"**

#### **4. PROPOSED DATE OF THE EVENT AND HOSTING PROVINCE**

- 4.1 The DAFF Female Entrepreneur Awards National Coordinating Committee (NOC) proposed the 27<sup>th</sup> August 2015 as the date for hosting the event.
- 4.2 The NOC also proposed that KwaZulu-Natal should host the 2015 Awards Ceremony. The Awards have for over the years been hosted on a rotational basis and thus far all the Provinces have had their turn of hosting the event, resultantly KwaZulu-Natal has been proposed as it was the first to host this prestigious event.

#### **5. EXPECTED OUTCOMES OF THE NATIONAL AWARDS EVENT**

- 5.1 To publicly acknowledge and reward the outstanding contribution of women, young women and women with disability towards Agricultural, Forestry and Fisheries development;
- 5.2 To transform the Agricultural, Forestry and Fisheries sector and mobilise women, young women and people with disabilities as part of the primary beneficiaries of such transformation;
- 5.3 To contribute towards the promotion of small and medium enterprises in Agriculture, Forestry and Fisheries;
- 5.4 To demonstrate to the public at large that these are women success stories in Agriculture, Forestry and Fisheries contrary to the general perception that the sector is male inclined;
- 5.5 To attract local and international interest in the sector thereby increasing opportunities both locally and internationally through networking, promotion of stakeholder relations and international engagements; and
- 5.6 To help open export market opportunities for practicing entrepreneurs in the sector.

## **6. POST- AWARDS SUPPORT FOR THE WINNERS**

- 6.1 Monitor and evaluate the impact of the programme towards further development of participants of the competition. Heads of Departments from provinces will be required to prioritise and commit budget in support of developmental programme for the DAFF Female Entrepreneurs in line with CASP pillars.
- 6.2 It is envisaged that continuous support for winners will be provided through skills assessments which will serve as a baseline for excursions, exchange programmes (local, national and international exposure) by DAFF, provincial Departments of Agriculture and key stakeholders.
- 6.3 A national winner should be supported by getting infinite exposure in the sector through linkages, interviews, publications and also assisted to attend national and international food/beverages/forestry and fisheries expos in addition to the total winnings. This is meant to further motivate and expose the entrepreneur to local/international trade and markets.

## **7. PARTICIPANTS IN THE AWARDS CEREMONY**

- 7.1 Based on past records and budgetary constraints, it is envisaged that 1000 (one thousand) delegates will be invited to attend the event.
- 7.2 It is envisaged that there will be Ministerial, Departmental, Provincial and Stakeholders delegations. The Minister will invite the members of the Cabinet, Premier of KwaZulu-Natal, Portfolio Committee on Agriculture, Forestry and Fisheries, Members of the Executive Council responsible for Agriculture from the nine provincial departments, Representatives of Farmers Unions, Members of Diplomatic Corps, CEOs and Chairpersons of Boards from the various State Owned Enterprises (SOEs) and Key Stakeholders.
- 7.3 A Departmental delegation will comprise of the Director-General, Members of Senior Management from Department of Agriculture, Forestry and Fisheries, Heads of provincial Departments of Agriculture from the nine provinces, Members of the National Organizing Committee responsible for the DAFF Female Entrepreneur Awards and coordinators of provincial build up events.

7.4 Provinces have been formally advised to bring respective delegations of 50 (fifty) delegates each with the exception of the host province which is allocated about 200 (two hundred) delegates. These delegates will have monitoring officials during the period of the awards for the purposes of control. The indicated numbers are inclusive of provincial nominees for different categories of the awards. DAFF will be allocated 400 (four hundred) delegates which will include Ministers and their special guests, sponsors, adjudicators, business leaders, other national departments and key officials.

## 8. PROGRAMME OF THE AWARDS

8.1 The awards ceremony will run over one day, viz 27 August 2015 in the form of a Gala Dinner. It is envisaged that the programme will start at 19h00 and will end at 22h00 latest.

8.2 The draft programme is as follows:

ITEM	RESPONSIBILITY	TIME
<b>STARTER</b>		
Opening remarks	Programme Director	19:00 – 19:10
<b>NATIONAL ANTHEM</b>		
Welcoming address	Honourable MEC of KZN DARD	19:15 – 19:25
Speeches by sponsors	Sponsors	19:25 – 19:40
<b>ENTERTAINMENT</b>		
Message of support	Honourable Premier of KZN	19:50 – 20:00
Introduction of Minister	Honourable Deputy Minister: DAFF	20:00 – 20:10
Keynote address	Honourable Minister: DAFF	20:10 – 20:30
<b>AWARDS CEREMONY</b>		
Vote of thanks	Director-General: DAFF	21:50 – 22:00

## **9. PROGRAMME DIRECTOR (S)**

- 9.1 The office of the Minister will select one of the ten Departmental Ambassadors to direct the programme, and the National Organising Committee, through approval by the Director-General, will select the internal co-programme director of the event.

## **10. THE ORGANIZING COMMITTEE**

### **10.1 National Organizing Committee**

- 10.1.1 The National Organizing Committee (NOC) which has been tasked with the mammoth task of overseeing the coordination of the programme has been established. The committee is made up of Provincial coordinators, key stakeholders, and is chaired by the Chief Director: Sector Capacity Development. Secretarial services are provided by the Directorate: Sector Transformation.

### **10.2 Substance Sub-Committee**

- 10.2.1 The Substance Committee is mainly responsible for the programme content and generation of resource documents. This sub-committee is chaired by Ms Lebogang Botsheleng, Chief Director: Sector Capacity Development, DAFF.

### **10.3 Communications, Publicity and Media Liaison Sub-Committee**

- 10.3.1 The Communications Committee is mainly responsible for the development and implementation of a communication and media plan. This sub-committee is chaired by Mr Steve Galane, Director: Communication Services who will work closely with Ms. Carol Moses and the Minister's Spokes Person, Ms Palesa Mokomele.

### **10.4 Security and Protocol Sub-Committee**

- 10.4.1 The Security and Protocol Committee is mainly responsible for the accreditation of delegates and the security of Very Important People (VIPs). The sub-committee is chaired by Mr Mzwandile Govuza, Director: Security Services, DAFF. The Committee is expected to liaise with National Intelligence and VIP Protection Unit.

## **10.5 Logistics and Transport Sub-Committee**

10.5.1 The Logistics and Transport Security Committee is mainly responsible for sourcing the venue, accommodation, transportation and entertainment of the delegates. The sub-committee is chaired by Ms Rebecca Tlhabane, Deputy Director: Communication Services, DAFF.

## **10.6 Budget and Finance Sub-Committee**

10.6.1 The Budget and Finance Committee is responsible for drawing up a budget and financing plan for the entire event. This sub-committee is chaired by Mr Johan Venter, Director: Budgets, DAFF.

## **11. MEDIA STRATEGY**

11.1 The Communication, Publicity and Media Liaison Sub-Committee will develop a media strategy for the event. The Sub-Committee will work in close liaison with the Minister's spokesperson.

## **12. FINANCIAL IMPLICATIONS**

12.1 Total South Africa has been sponsoring the event since 1999 and its current sponsorship amounts to R 1 250 000 (One million two hundred and fifty thousand rand only). The amount is solely dedicated to the prize monies of the six category winners.

12.2 The Department therefore has to source more funds to cover for operational costs and the Ministerial awards prize money. The Department has to cover an amount of R700 000 for the Prize Money and operational costs of the event. The operational costs will cover the following: Broadcasting, professional DVD production, branding, trophies, accommodation, venue, transport, catering, decorations, Programme Directing fees, equipment, entertainment, skills audit, and security services.

## **13. SPONSORSHIP CLASSIFICATION**

The following will serve as benefits for the companies sponsoring the DAFF FEA Programme:

### **13.1 Platinum (Main Sponsor/s): R1 250 000 and more**

Benefits:

- Attendance of gala event by 6 members plus partners (total 12);
- Company logo printed in colour on menu/invitations;
- Mention by Minister in welcoming address;
- Positioning of **4 pull-up** banners at event;
- 5-minute speech at gala event;
- Handover of certificate/s, prize/s to overall winner and main winners in Exports.

### **13.2 Gold (Sponsor/s): R500 000 – R1250 000**

Benefits:

- Attendance of gala event by 4 members plus partners (total 8);
- Company logo printed in colour on menu/invitations;
- Mention by Minister in welcoming address;
- Positioning of 2 pull-up banners at event;
- Handover of certificates, prizes to Top Commercial, Processing prize winners.

### **13.3 Silver (Sponsor/s): R 100 000 - R500 000**

Benefits:

- Attendance of gala event by 2 members plus partners (total 4);
- Company logo printed in colour on menu;
- Mention by Minister in welcoming address;
- Positioning of 1 pull-up banner at the exhibition
- Handover of certificates, prizes to and Top Smallholder entrepreneur and Best Subsistence producer prize winners.

### **13.4 Bronze ( Sponsor/s): R50 000 - R100 000**

Benefits:

- Attendance of gala event by 1 members plus partner (total 2);
- Company logo printed in colour on menu;
- Mention by Minister in welcoming address;
- Positioning of 1 pull-up banner at the exhibition
- Handover of certificates, prizes to Best Female worker prize winner.

## 14. BRANDING

- 14.1 In preparation for the 2014 DAFF FEA the communication sub-committee designed a logo which the National Organising Committee recommended as the visual mark of the programme which will aid and promote instant public recognition and further symbolize the programme's identity.
- 14.2 The logo has been designed to serve as a transformative symbol that will encourage participation of women in agriculture, forestry and fisheries sector and ensures that all the different constituents of the sector genuinely feel and see themselves as belonging to a single entity.
- 14.3 The logo portrays the hands of a woman holding the three commodities which signifies agriculture, forestry and fisheries sector. The vibrant colours of the hands symbolize the diversity in South Africa; the white space between the three sectors symbolises the import and export of products; the acronym DAFF stands for the Department of Agriculture, Forestry and Fisheries and together with the base on the logo written Female Entrepreneur Awards represent the name of the programme.

## 15. CONCLUSION

Data shows that agriculture's percentage to the GDP has decreased over the past four decades, dropping from 9.1% in 1960 to 2.2% in 2003. This alarming drop is evidence that there is a great need for a radical change to ensure maximum and equal participation in agricultural production.

Data further shows that women empowerment is a precondition in the advancement of development and poverty reduction. In empowering women to participate in all facets of the economy, we stand a better chance of building a sturdier economy as a country and ultimately contribute to the most urgent global goals of equity and sustainability.

It is through initiative such as the DAFF FEA that Nations are built, as women empowerment does not only constitute individual growth and development but growth and development of communities, which will yield unity towards economic freedom.