

**WAY FORWARD SPEECH DELIVERED BY THE
MEC FOR FINANCE
MAUREEN MODISELLE
AT THE FRAUD AWARENESS CAMPAIGN
"IT'S YOUR BUDGET BECOME A PLAYER" LAUNCH
MMABATHO CONVENTION CENTRE 13 OCTOBER 2006 AT
10H00**

THE WAY FORWARD SPEECH

Earlier today, we spoke about the campaign and about the fact that we will require private partnerships to ultimately make it successful. We intend taking this campaign to most of the 3,2 million people living in this province. We will start by going on a road show involving local government and the most prominent business people in the four regions.

The first regional launch will be in the Bojanala Region in Rustenburg (Combining Madibeng and all the surrounding areas), followed by the Southern Region in Klerksdorp (Combining all the surrounding areas), then the Bophirima Region in Naledi (Vryburg) (Combining all the surrounding areas) and finally returning to Central Region in Mafikeng (Combining all the surrounding areas).

We will be requesting donations from the private sector at these launches which, together with government funds, will be utilized for prizes for the schools participating in the recycling project. A private company in that particular region could also adopt a **"Rural"** and **"Inter City/Town"** school for the duration of the recycling campaign and by doing so, make any number of donations to that particular school, improving the facilities for the learners.

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Obviously, there will be some marketing spin-offs for that particular company. We will have prizes in each category ("**Rural**" and "**Inter City/Town**" schools) to be awarded to the school that recycles the most in any of the three categories. (being paper, metal and glass). To make the competition fair, among various factors, the number of pupils compared to the actual weight of the recycled goods, will be used to ultimately determine the winners in each of the categories. All schools in the particular region must participate and a total of ten prizes will be awarded per region as follows:

Schools without private sector involvement will have four prizes in this particular category, being the;

- First prize for the best "**Rural**" school; and
- Runner up prize for the second best "**Rural**" school.

There will also be a;

- First prize for the best "**Inter City/Town**" school; and
- Runner up prize for the second best "**Inter City/Town**" school.

Then, in the category for schools adopted by a particular company in the private sector we will also have four prizes much the same as the previous category.

Finally both MEC's for Finance and Education will have a special category of their choice for the best all-round attempt made by a "**Rural**" school in the province.

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This will mean that we will initially have a total of ten prizes per region and overall forty schools will initially benefit from this initiative annually.

We will also be taking the "**Game**" and the reading material to every Secondary School in the Province and get all the Grade 11 and 12 learners to play the game and become "players" – young corporate citizens.

The photo exhibition, which you see here today, will be exhibited in the various local libraries for the public to see, once the regional launches have been completed. It is hoped that the exhibitions and all the reading material will attract the necessary attention and stimulate a lot of thought in our communities.

The next phase of the campaign will be focusing on the members of the public who regularly visit our provincial revenue offices (being the hospitals, motor vehicle license offices, driver's license testing centers and other larger provincial revenue offices, etc.)

I want to challenge both ABSA and FNB to get involved in this campaign and to talk to our campaign-team, to possibly purchase the required equipment for all these provincial revenue offices. In exchange for the assistance, we will allow you a marketing slot, which will be screened at no additional cost for a period of six months at all the relevant revenue offices.

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These advertisements and our campaign DVD will be "looped" continuously in all our revenue offices in both English and Tswana during business hours. This will sensitize the public about our campaign and all other relevant reading materials will be at hand to take the message to our people and possibly, to convert as many ordinary citizens to corporate citizens.

The same equipment can also be used to generate additional revenue for the province, by selling marketing space to our most prominent suppliers in future.

CONCLUSION

May I conclude my presentation by reading to you the story of an old man whom they called the ORACLE, because of his visionary powers.

Two young boys from the local village had heard of the Oracle's genius and decided to test his wisdom.

One day they went into a field to catch a butterfly, holding it between his hands the one said to the other, "We'll ask him what I have in my hands and being so intelligent, he will answer", "It's a butterfly." Then we'll ask him if it is alive or dead. If he answers "Alive" I'll squeeze gently until it's dead, and if he says "dead" I'll open my hands and let it fly away. This way we can prove him wrong and expose his so-called visionary powers"

With this plan they went to the Oracle and the one boy asked him "What have I got in my hands?"

The alert eye of the old man, had already seen a piece of the butterfly's wing sticking out of the boy's hands answered, "A Butterfly!"

"Is it alive or is it dead?" asked the boy.

"The answer to that question," replied the old man "LIES IN YOUR HANDS"

And so does this campaign,

Its your budget, become a corporate citizen.

I THANK YOU