



Minister Dr Nkosazana Dlamini Zuma with SA Ambassador to the DRC, Dr Molefe Tsele during the SA-DRC BNC

#### **DEAR COLLEAGUES**

**E HAVE THE PLEASURE** of presenting you with another DFA Now. This month, in the interest of keeping you informed, we bring you the following: The outcome of SA-DRC BNC; Business Information Planning and Intergration; The 27th Ordinary Session of The Summit of the Southern African Development Community (SADC). Get to know DFA's business and Behind the scenes (staff interviews).

Without sounding rhetoric, please don't forget that we rely on your assistance in meeting the printing deadline. Therefore, to ensure that the DFA Now is released on good time please assist us by meeting the submission deadline for the articles. Please forward your letters and articles to the Editor before the September deadline. Thanks to all contributors who have heeded this request.

Happy reading!

The *dfa Now* is an internal newsletter of Department of Foreign Affairs published by the Directorate: Content Development.

Editor-in-Chief: Ronnie Mamoepa

Editor: Paseka Mokhethea

#### **Editorial Committee:**

Genge, MP: (Acting) Chief Dir: Policy, Research & Analysis; Khoza, G: Dir: Operations Centre; Moloto, J: Dir: Office of the Deputy Minister; Dikweni, NL: Dir: Economic Policy and Programming; Mashabane, D: Dir Humanitarian Affairs; Nompozolo, Mathu: Chief Dir Human Resources; Shongwe, LV: Dir: Office of the DG; Mabhongo, X: Dir : United Nations; Malawana XL: Operational Services

Sub-Editing and Proof Reading:

Elion Von Wielligh and Tirelo Makgeledisa

**Design and Layout:** Shaune van Wyk, Zimele Ngxongo and Seja Mokgawa. **Pictures:** Jacoline Prinsloo, Sanjay Singh and GCIS.

The views expressed in this newsletter do not neccessarily reflect those of the DFA or the editors. The deadline for contributions is 25 September 2007. Contributions may be sent to cbe000 or mokhetheap@foreign.gov.za All enquiries:

Paseka @ Tel: (012) 351-1569 • Fax : (012) 351-1327

### **Creative Corner**



**CELEBRATE LIFE** because I am alive. I celebrate life because I am a cadre of women's emancipationI celebrate life because I am a visionary, a cadre of evolution.

I celebrate life because I am a nation "Masechaba, moapara nkwe" I celebrate life because I am a woman, a sister, a friend and a servant of the living God

I celebrate life because I celebrate God and all of His creation. I celebrate life because I am a woman of honour and integrity I celebrate life because I share love, peace, a smile, a cry and a dance I celebrate life because I choose to honour all heroines of our struggle I celebrate life because a child's pain is my pain

I celebrate life because another woman's struggle is my struggle I celebrate life because I have come of age, a woman of substance

I am making an indelible imprint in the evolution of women

I celebrate life because I am a pillar, history in the making, God's masterpiece

I celebrate life because I choose life not death,

I celebrate life because I choose to be a winner not a looser, I celebrate life because I choose light

not darkness I celebrate life because I choose to be

a victor not a victim

I celebrate life because I believe in wisdom from God

I celebrate life because I believe women can and will rule the world I celebrate life because I believe women can make the world a better place

I celebrate life because I harbour a fountain of life, a river so deep within, as wide as the skies above and as deep as the ocean.

I celebrate life because out of my heart my mouth speaks

I celebrate life because life is a mystery, an endless journey I celebrate life because I am the earth,

a daughter of the soil I celebrate life because I am dancing

to the rhythm of my soul "Aluta continua" it is not over until all women are liberated and empowered. I celebrate life because I am a landmark, a warrior, a spirit, an African, a nation, a tree.

I am a woman, the world's greatest and I celebrate life

By: Sindile Mazibuko, 2007,08 (copyright reserved)

# OUTCOME OF SA-DRC BNC

RESIDENT MBEKI LED a delegation consisting of twelve Ministers and one Deputy Minister and several senior officials, including nine Directors General, from the various Government Departments of the Republic of South Africa to the Bi-National Commission (BNC) between South African and the Democratic Republic of Congo (DRC) in Kinshasa on Tuesday 21 August 2007.

During the BNC, the Presidents stated that the BNC will be held, at Presidential level bi-annually. Thereafter, it was up to the Ministers and Officials to decide how many times they meet at their respective levels to prepare for the Presidential BNC.

Three agreements were signed at the BNC:

 "Memorandum of Understanding on Development and Cooperation in Transport Related Matters between the Government of the Republic of South Africa through its Department of Transport and the Government of the Democratic Republic of Congo through its Ministry of Transport and Communications",

- "Protocol between the Government of the Republic of South Africa and the Government of the Democratic Republic of Congo on Hospital Services"
- Joint Declaration of Intent between the Ministry of Defence of the Republic of South Africa and the Ministry of Defence and War Veterans of the Democratic Republic of Congo concerning Support and Assistance to the Democratic Republic of Congo in the reform of the Armed Forces. The two countries have agreed to

embark on a process of evaluating all agreements signed with a view of aligning all agreements to the priorities as set by the DRC Government. This process would be finalised and presented for consideration at the next Ministerial Review meeting.

The Politics and Diplomacy Sub-

Commission noted the progress made in the capacity building of the Diplomatic Academy and endorsed the willingness of the Diplomatic Academy to establish a foreign language centre. South Africa supported this initiative. The Sub-Commission welcomed the interest of the DRC to organize a seminar on the Congolese Diaspora living in South Africa. The Sub-Commission considered a request for inclusion in the Commission by Women's Groups from both the DRC and RSA. South Africa undertook to assist the Diplomatic Academy with the second training session for 2007. The Sub-Commission endorsed and committed to working together in the implementation of a three year Strategic Plan for the Diplomatic Academy. The Governance and Admin-

istration Sub-Commission recommended that a permanent census unit be established through a legal Act. A signed MoU on Anti Corruption, that includes UNODC, can serve as a tool to obtain support for the Governance Programme of the DRC Government to fight corruption and promote ethics in general. A feasibility study is to be commissioned by 31 December 2007, by South Africa, for the refurbishment of the ENAP wing within the Ministry of Public Service for ENA (the venue will be used by SAMDI for the training of government officials). If refurbishment is recommended then it will be subject to funding being made available from South Africa's African Renaissance Fund, A consultative forum on decentralisation is to be held by October 2007. There is a need to review the signed MoU on Immigration and Population Matters of 2004 as pre election priorities have since transformed with the change in Leadership (DRC). The DRC wishes to explore RSA support in the coming local government elections.

The Defence and Security Commission agreed to strengthen the capacity of RSA assistance (SADAIT) in order to ensure sufficient resources to focus on the identification and registration of the remaining 100,034 former combatants into the FARDC,

### **International relations**



### International Relations

Continued from pg 3 ...



Thoko Didiza: Public Service & Administration Minister, Geraldine Fraser-Moleketi and Minister of Transport, Jeff Radebe

according to a needs analysis to be drawn up by mid-September 2007. It was agreed that thorough preparation must be undertaken before the October 2007 SSR Contact Group meeting. The Congolese Ministry must establish a Joint Technical Committee by 1 September 2007 to work out the details of the SSR plan. South Africa thus undertook to immediately assist the FARDC by placing expert staffs in the SADAIT to assist the FARDC in planning for the October 2007 meeting. The Police agreed that after the promulgation of the PNC Organic Law, a Steering Committee meeting should be held and followed by a Ministerial meeting to finalise the recommendations of the Steering Committee. There is a need for further interaction between the Ministries of Justice of both countries informed

by an implementable Plan of Action with clear timelines. The finalization of the Memorandum of Understanding between the two countries in relation to the Administration of Justice is essential.

The Economy, Finance and Infrastructure Commission were assured by the DRC government that they will accelerate the ratification of the Reciprocal Protection and Promotion of Investments Agreement. South Africa undertook to facilitate the involvement of the Industrial Development Corporation (IDC) and Development Bank of Southern Africa (DBSA) in the projects identified under the Maluku Industrial Development Zone and to consider the provision of credit line facilities as a financing support mechanism for the projects.

The Social and Humanitarian

Affairs Commission recommended that it would focus on the establishment of the necessary institutions, in particular the establishment of a housing financial institution, and developing and implementing a housing code and construction code as an urgent pre-requisite for attracting investors into the residential property market of the DRC. The Parties have established a Joint Committee to monitor the implementation of the Agreement on Education. The DRC has proposed collaboration on sharing information, experiences and technical expertise in the areas of health care insurance. The Commission recommended mobilisation of resources beyond the SA/DRC bilateral cooperation so as to include multilateral and other partnerships for Social and Humanitarian Affairs

# International Relations **BUSINESS INFORMATION PLANNING AND INTEGRATION**

NNOVATION AND DEVELOP-MENT: The Consular Management System (CMS)

As early as 2002, the Chief Directorate Consular Services, in close cooperation with the Office of the Acting Chief Information Officer, identified the need to improve existing business operating processes to enhance service delivery. It was decided to use state of the art computer programmes to ensure that the Department met best practice standards as benchmarked against other foreign services and improve customer service, both locally and internationally.

The Chief Directorate: Consular Services initiated and embarked on a change strategy to implement a project intended to re-engineer business operating processes and systems. Processes and procedures were documented, reviewed and refined and specialised work flow diagrams produced, which marked the beginnings of the Consular Management System (CMS) Project.

The project allowed for the development of consular applications by utilising specialised integrated software and removed the need for Missions and Head Office to communicate by way of the conventional message system on all consular matters.

CMS includes the following programmes (applications):

- Detainees:

  - •

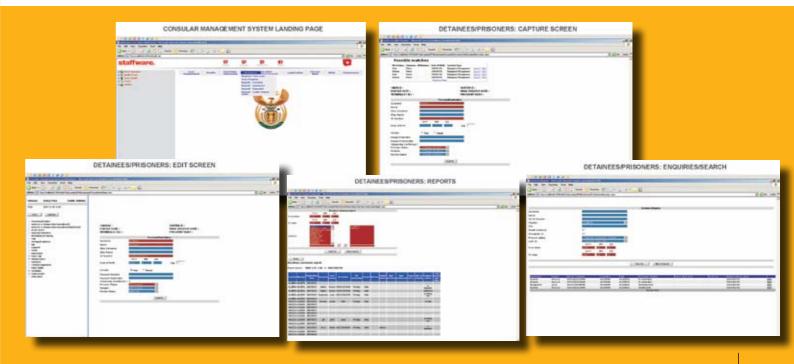
Deaths:

- . Legalisation;
- Process Work; and

The benefits of CMS will flow to officers charged with the responsibility

include:

- improved turn-around; ٠
- system;
- for instant reporting;



DFA Now • August 2007

Case Management;

Determination of Citizenship: Emergency Management;

- Registration of South
- Africans Abroad (ROSA);
- of consular work, both at Missions and Head Office, and will, amongst others,

Automated consular business processes with Automation enables users to receive and access work cases in real time within an interactive communication

Quick routing capability to supervisors for a quick turnaround and approval; Management can monitor turn around for processing cases and set benchmarks; A standardised, centralised repository and a single, uni form source of data to allow Standardised and seamless

consular processes across Head Office and Missions; A case history made available to officials:

Voluntary on-line registration for travelling South Africans allowing for their location during emergencies;

- Improved service to South African citizens during
- emergencies abroad;
- Automated processing of documents submitted for authenticatication

The functional features will empower users with accurate, real time information to respond to customers' needs/demands efficiently and effectively. The Chief Directorate completed the development phase in the 2006/07 financial year followed by an extensive testing period in the 2007/08 financial year. The connectivity between Missions and Head Office will be piloted at selected Missions during October/ November 2007 to determine the performance of CMS and the relevance/ appropriateness to the functions necessary on the current network. Training manuals were developed and will be made available to all users for training, support and reference purposes.

The involvement of all key stakeholders in CMS remains a critical objective for the project. The Chief Directorate: Consular Services will keep all role-players informed regarding further progress on CMS

#### **Chief Directorate: Consular Services**

# THE 27TH ORDINARY SESSION OF THE SUMMIT **OF THE SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC)**



T IS OBVIOUS THAT these developments (the free trade area and customs union) would represents major steps forward towards the economic integration of the SADC region. Of course, it is an important part of the objective shared by SADC member states, as rapidly as possible to reduce poverty and underdevelopment, improve the lives of all our people and achieve balanced and shared growth and development for the countries of our region. It therefore follows that the steps we must take along the path to integration cannot be measured just against technical indicators but by the extent to which they contribute to our shared developmental goals'. President Thabo Mbeki.

On 16-17 August 2007, the Southern African Development Community (SADC), comprising of 14 members, held its 27th Ordinary Summit Meeting of Heads of State and Government in Lusaka, Zambia. To emphasise its importance, the Summit Meeting was attended by all the SADC Heads of State and Government. The South African delegation was led by President

Thabo Mbeki and included Foreign Minister Nkosazana Dlamini Zuma as well as Ministers from Trade and Industry (including the Deputy Minister of Trade and Industry). Finance. Defence, Safety and Security, Agriculture, Home Affairs and Health.

The highlight of this year's Summit was the launch of the SADC Regional Peacekeeping Brigade, consisting of military, police and civilian components from all SADC member states and aimed at responding to the challenges of peace, security and stability that face our region. It also constitutes the region's component of the African Union (AU) Standby Force which is being established to ensure that Africa has the organised and multi-skilled force to enable it to respond expeditiously to all situations of conflict on our continent. The launch of the Brigade 'represented a practical demonstration of the commitment of the peoples of Southern Africa to help give meaning to the resolve of the peoples of Africa to take their destiny into their hands'

In another significant decision, the Lusaka Summit agreed that the 2008

normal SADC Summit Meeting, which will be held in South Africa, will launch the regional Free Trade Area and also discuss the decision to transform the SADC region into a customs union by 2010. Progress made in the preparation of the SADC Customs Union Road Map was also noted and the Ministerial Task Force on Regional Economic Integration was urged to accelerate the completion of this work - including the need for the studies on an appropriate SADC customs union and compatibility of national trade policies to be subject to national consultations. The Ministerial Task Force will reconvene in October 2007 to assess the national responses to the studies. Prior to this, as recognised by the Summit, much work needs to be done on developing regional infrastructure to support integration effectively. The Heads of State and Government thus mandated the Secretariat to develop a comprehensive regional infrastructure master plan, in consultation with member states and relevant stakeholders for consideration at the next Summit in 2008, focusing on the key sectors of transport (road, rail, maritime and air);

#### Continued from pg 6 ...

energy; communications and information technology; tourism; and water.

In line with promoting sustainable integration and development in the region, South Africa offered to host the Project Preparation Development Fund (PPDF) which, following a Memorandum of Understanding (MoU) to be concluded between the Secretariat and the Development Bank of South Africa (DBSA) in consultation with member states, will be a first step towards the SADC Development Fund.

All these developments indicate the serious commitment of SADC rapidly to advance the critically important objective of mutually beneficial regional integration.

The Summit was also briefed on the SADC response to the situation in Zimbabwe. On the political response, President Mbeki, acting on the mandate from the SADC Organ Troika in Dar es Salaam in March 2007, presented his report to the Organ Troika on 16 August 2007. The Chairperson of the Organ in turn reported to Summit on 17 August 2007 that the negotiations between Zimbabwe African National Union-Patriotic Front (ZANU-PF) and both factions of the Movement for Democratic Change (MDC) were progressing smoothly. The progress was welcomed and the parties were encouraged to expedite the process of negotiations and conclude work as soon as possible so that the next elections are peaceful, free and fair.

On the economic response, the Summit noted the Report of the Executive Secretary on the economic situation in Zimbabwe and mandated the SADC Finance Ministers to draw up an economic plan to support that country using the report and in consultation with the Government of Zimbabwe. According to the economic report, the most critical interventions that SADC should make are through balance of payment support (to restore Zimbabwe's foreign exchange generating capacity); through establishing lines of credit to enable Zimbabwe import inputs to its productive sectors; and through addressing the issue of sanctions. The report goes on to say that "Zimbabwe on her part must continue to implement robust policies to reduce the overvaluation of the exchange



rate, to reduce the budget deficit and to control the growth of domestic credit and money supply which fuel inflation, and to reduce price distortions in the economy. Equally important is the need to avoid frequent changes in policy initiatives, which have caused uncertainties and led to the view that the policy environment is unpredictable".

The Summit also considered an overview of the regional situation in terms of economic growth, social and human development, agriculture and food security, gender and HIV and AIDS. Regional solidarity was evident with Malawi's donation of 5,000 metric tones of maize each to Lesotho and Swaziland as well as Zambia's donation of 10,000 metric tones of maize through the World Food Programme for distribution to SADC Member States in need. Other issues discussed related to the membership of the Seychelles, which is still pending, and various in-house matters.

sion by the SADC Council of Ministers to approve the following re-prioritised SADC programmes of regional cooperation and integration: Trade/Economic liberalization

- and development;
- regional integration; Peace and security
- cooperation; and
- dimension under Education

### International Relations

Also of importance was the deci-

· Infrastructure in support of

- Special programmes of regional

and Human Resource Development, Health, HIV and AIDS and other Communicable Diseases, Food Security and Transboundary Natural Resources, Statistics, Gender Equality, and Science, Technology and Innovation and Research and Development. This exercise was aimed at focusing and re-prioritising SADC programmes and projects within the context of the Regional Indicative Strategic Development Plan (RISDP) and the Strategic Indicative Plan of the Organ (SIPO) in line with the ability of member states to pay.

The 2007 Summit proved to be a truly significant one for South Africa, not only due to its election as deputy chair of the Community until August 2008 following which it will chair SADC until August 2009; but also in terms of the agreement that the Community's economic integration will be formally created through the SADC Free Trade Area which will be launched at the Summit in South Africa in 2008. South Africa's role therefore in fast-tracking sustainable regional economic integration and infrastructure development, as well as strengthening solidarity within the Community to effectively achieve these aims, is vital as a national contribution to regional benefits

# GET TO KNOW DFA's BUSINESS:

### Q & A WITH MR RONNIE MAMOEPA, CHIEF DIRECTOR: PUBLIC DIPLOMACY

## 1. In a nutshell, What is Public Diplomacy?

Public Diplomacy must be understood as the work undertaken by the Department of Foreign Affairs through its missions, officials and principals to inform, engage individuals and organisations abroad through structured dissemination of information so as to improve understanding of South Africa's foreign policy and increase South Africa's influence in a manner that will support South Africa's national objectives and interests.

#### 2. What is the difference between Public Diplomacy and Public Affairs?

Public Affairs, must be understood as the work undertaken by the Department of Foreign Affairs through its officials and principals to inform, engage individuals and organisations within the Republic of South Africa through structured dissemination of information so as to improve South Africans' understanding of South Africa's foreign policy, its relevance and the Department's work in a manner that will create a positive image of the Department within South Africa. The conduct of the Department's public diplomacy and public affairs has to be grounded on the same principles that form the basis of South Africa's Foreign Policy. Therefore, public diplomacy and public affairs work must always emphasise and bring to the fore the basis of our foreign policy, with the difference being the audience to which communication is aimed - outside the country.

3. What role does Public Diplomacy play in the Department of Foreign Affairs? The primary goal of all Public Diplomacy is through strategic communication improve foreign and local public's understanding and acceptance of South Africa's foreign policy and to create an enabling environment for the achievement of South Africa's national objectives and interests.
4. How does Public Diplomacy differ from other Branches in

terms of functionality?

The main purpose of Public Diplomacy is to disseminate information to our audiences abroad and at home. thus our purpose encompasses the whole spectrum of DFA activities. We have to co-operate closely with all other Branches within the Department so that we can best provide effective communications, conveying the message. Where as other Branches provide us with the 'detail' so to speak of what needs to be conveyed. Our role is to decide HOW this should be communicated, and what communication methods are deemed fit to achieve our goals, set out in consultation with other stakeholders.

#### 5. What personality type is best suited for Public Diplomacy work, if people are interested in joining the Chief Directorate?

Public Diplomacy is communication, but in the broader sense. It entails not just, media liaison, but the whole spectrum of communication, from media research, through to content and product development, marketing and strategic communication. Thus a whole range of specific skills are required to make sure that Public Diplomacy can deliver an effective communications service to our principals and the Department as a whole. We need individuals that are passionate about their country, enthusiastic, professional and that can think 'out of the box' so to speak, since Public Diplomacy entails constant adjustment to the many factors influencing communications around the globe

6. What do you think the Chief Directorate would have achieved in the next five years?

We would want to build on the positive things that we have already achieved in the past few years, and we want to better our efforts in co-operating closer with all the Branches in DFA to better our goal of communicating South Africa's stance more effectively in the world.

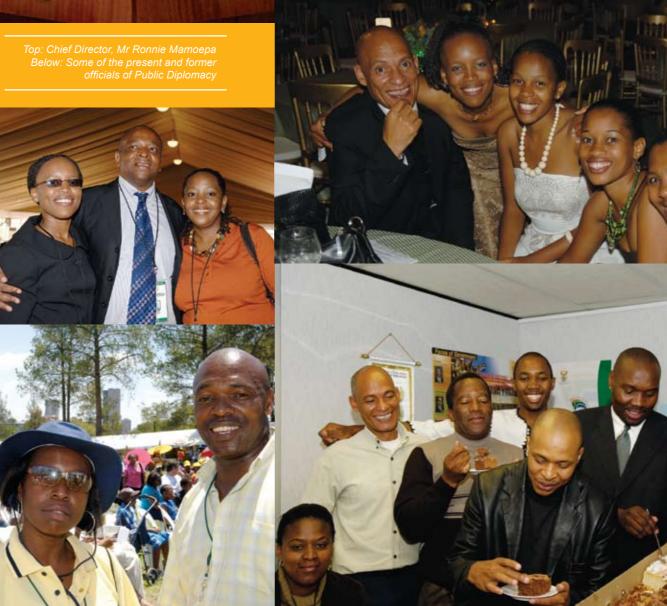


7. What is the biggest communication challenge facing South African Government today that is impacting negatively on our image to the world?

The close of the 20th Century saw the prestige and significance of the 24 Hour News Channels reaching new heights. Along with the increase in significance of these channels, peoples' access to them has also increased. More and more people are gaining greater access to information through an abundance of news sources. With this greater access to information people are no longer solely reliant on the "Opinion leaders" for the formation of their own opinions. Opinions are now derived from information networks, which go beyond the traditional print and electronic media. This access to information has in many ways greatly empowered the individual. While this greater access is to be welcomed it also posses greater challenges for communicators and in general, to the conduct of public affairs and public diplomacy to get our message across. We need to compete with all the different role-players all trying to get their messages across. Thus our challenge is to convey our message in such a manner that it gets the desired attention, and for this we need to constantly change our tactics and be innovative in our approach to communication.

#### 8. Do you think SA Foreign Policy is representative of our National Interest? Why?

Yes, most definitely, which is why our Minister of Foreign Affairs Dr Nkosazana Dlamini Zuma's stated that "The content of our engagement within South Africa determines our engagement with the world: thus our foreign policy is guided by the same goals that we pursue at home"



8 DFA Now • August 2007





### **Staff Interviews**

1. What is the line of your work, and where do you fit into the bigger Public Diplomacy picture?

#### Thembakazi Zulu:

I am currently a senior admin clerk. As an admin clerk I see myself as a link connecting all of Public Diplomacy through planning, organising and the general office administration and ensuring that through the provision of good administration services our Chief Directorate looks organised.

# 2. What are the core functions of the Directorate Marketing?

#### **Tshepiso Moloro:**

The core functions of the Directorate: Marketing are as follows:

- To build and project a positive image of the Department.
- Enhancing South African International Relations through Culture, Sport and Exhibitions.
- Identifying South African artists and products to showcase South Africa.
- Sourcing and providing South African promotional materials.
- Guiding South African Missions abroad and Business Units on the coherent imaging and branding of SA. (Recommend where possible).
- Facilitate South Africa's participation
   in International Sporting Events.
- 3. What exposure does one get if one is to work after-hours in the Operations Centre? Is the knowledge you gather as you are responsible in assisting missions which are in need of information and you get the chance of watching the news from different channels?

#### Stella Dhlomo-Imieka:

Working after hours gives one exposure to the Principals, our missions, the public, and also to other aspects of the Department one wouldn't encounter.

It gives one wider exposure to news and current affairs. Working in the Strategy Coordination and Operations Centre exposes the officials to what is involved when our principals travel abroad.

Sometimes we work under pressure and some clients can be difficult.

We have an opportunity of working with other governmental departments, for example, Home Affairs, Justice etc.

We also deal with Consular services and that empowers one in ascertaining the kind of enquiries the public require. The Air Force sensitises one on the URGENCY of processing flight clearances.

4. How do you see the new website for the Department adding value to Public Diplomacy's objectives?

#### Mthembeni Khumalo:

In line with objectives of the Department and Public Diplomacy Chief Directorate, the same web design and development will support branding and corporate identity of the department and government. The web portal approach will centralize content, especially political information. It will keep information updated, accurate and consistent. More importantly, it will also improve site navigation and site flexibility. New improvement in line with new technology includes pod casting, live video and voice streaming capability. Last but not least, the new web portal will support multiple creators and managers of content. In this way, the department will be able to communicate South Africa's foreign policy achievements and project a positive image at home and abroad.

5. What are the roles of Directorates Content Development/Product

#### Development within DFA?

#### Zimele Ngxongo:

To publicise/promote Departmental policy, as well as South Africa's foreign policy both inside and outside the country by means of producing material, (print, audio-visual and radio) on Departmental activities and achievements, i.e Annual Report, Videos, Strategic Plan, Internal Newsletter, Desk Calendar etc. Conceptualize and handle visual execution of all design, audio-visual and radio briefs in building/promoting a positive image of the Department and South Africa. Liaise with service providers like the printing houses, the production houses, etc. Managing the Departmental Corporate Image in line with the guidelines set up by the GCIS and approved by Cabinet

### **OUR MISSIONS IN PICTURES (EGYPT, CAIRO)**















### **Departmental Issues**



Deputy Minister Aziz Pahad with the DTI rep in Cairo





and Mr Manase

# Where were you..?

