

Business Plan for the Occasion of the Tabling of the 2008 Policy and Budget Speech

Background

This plan intends to promote awareness of the 2008 Policy and Budget Speech which will be delivered by MEC Siphosizwe Masango on 06 June 2008.

A Policy and Budget Speech is a fundamental framework for the operations of the Department in each financial year.

The objective of this framework is to ensure that on the day of the delivery the public will have adequate information on the implications and the impact of the speech.

It will also take care of post presentation initiatives by detailing the pronouncements made by the MEC.

Critical to it, is that the Policy and Budget Speech must contribute in giving hope to the 5 million citizens of this province.

Schedule

Date	:	06 June 2007 (Friday)
Venue	:	Nelspruit (Legislature)
Time	:	10H00
Dress Code	:	Formal/Traditional

Theme : *All hands on deck: pioneering quality public education*

Number of Delegates:

- MEC's Office	-	2
- Senior Management	-	30
- Regional representatives	4 x 10	40
- Members of the legislature	-	30
- Educators	-	12
- Exam Board members	-	10

-	Unions	-	SADTU	-	3
			SAOU	-	2
-	Learner Formation			-	03
-	Circuit Managers			-	74
-	MEPTC			-	3
-	Association of SGB's				
		-	NASGB	-	3
		-	FEDSAS	-	3
-	Principal 4 x7			-	28
-	Media			-	15
-	Political Structures			-	5
-	Municipality Representatives			-	18
-	Curriculum Implementers	4x5		-	20
-	MRTT			-	2
-	House of Traditional Leaders				
-	Council of Churches			-	3
-	MEDT			-	05
-	University Principals			-	10
-	Youth Commission			-	3
-	NIHE Board Members			-	5
-	Learners	4x10		-	40
TOTAL					366

Ehlanzeni Region

Gert Sibande Region

Nkangala Region

Communication Phases

This plan will have three phases.

- **Phase One** will focus on activities before the 06 June 2008
- **Phase Two** will focus on activities of the 06 June 2008
- **Phase Three** focuses on activities post the speech.

Phase One

Activities	Time frames	Objective	Delegation
Assessment on the implementation of the 2004/05/06 pronouncements		To improve 2008 Presentation	
Develop key phrases for 2008		To increase Awareness	Communication HOD MEC
Develop and circulate posters		To raise awareness for all schools	Communication
Conduct talk shows	02 June 2008 Ikwekwezi FM 05 June 2008 Ligwalagwala FM	Promote public Awareness	Communication
Place print adverts	31 May to 05 June 2008	To raise awareness	Communication
Place Radio Adverts on local newspapers	31 May to 05 June 2008	To raise Awareness	Community Radio Stations Barberton CRS Greater Middleburg CRS Moutse CRS Nkangala CRS Bushbuckridge CRS Alpha CRS

Phase Two (06 June 2008)

1. This is the day at which the Policy and Budget Speech will be presented.

The speech will be broadcast live on the following Radio Stations:

National Radio Stations

- ✓ Ikwekwezi FM
- ✓ Ligwalagwala FM

2. The Speech will be flighted on the Website at 9H00 and will be embargoed for 10h00
3. The Speech will be e-mailed to all media on the 05 June 2008 and will be embargoed for 10H15 (05 June 2008).
4. The Department will exhibit together with Universities and other education institutions
5. The MEC will only take 40 minutes interviews with the media only on issues of clarity after the delivery of the Speech.

TIME : 09H00 – 12H00 (OB VANS TO BE AT VENUE)

Herewith information regarding the Budget Speech for Department of Education 06 June '08 at Legislature building Government Complex Nelspruit with OB's Ligwalagwala fm & Ikwekwezi fm.

1. On air radio promo's / announcements leading to the event (7days) recorded adverts/ 1x 15 min interview per station 31 May 2007) recordings done at Radio stations adverts to run every time channel To start **30 May – 1 June '08**.
2. Current Affairs presenter at OB point and another in the live studio @ radio stations.
3. Technician / Technical Producer.
4. 5 Minute intro and preview comments prior to the Budget speech to be presented by the Mec Mr Siphoseswe Masango live on air between **(10h00-11h00)** by Current affairs presenter at outside broadcast venue to Current affairs presenter @ Radio Stations studio.
5. Studio broadcast crossings / updates, 2x half hourly 2 minutes each by current affairs presenter.
6. 5 minute summary session on Budget speech with Current Affairs presenter in with studio presenter from Legislature 5 minutes prior & after the budget speech.

Please note: Lines should be tested one(1) hour prior to broadcast time and confirmed.

Phase Three

After the delivery of the Speech the following will take place:

1. 09 June 2008 the MEC will participate in a talk show at Ikwekwezi FM at 21H00 to 22H00
3. 11 June 2008 the MEC and the HOD will participate in the current affairs programme from 18H00 to 19H00, Ligwalagwala FM.
4. 12 June 2008 the MEC and HOD will participate in a talk show at Ligwalagwala FM 21H00 to 21H30.
5. The Department will insert the Speech in the Mirror during the week ending on 15 June 2008

Order of proceedings on the delivery of the Policy and Budget Speech

09H 30 All guest s seated

09H50 MEC arrives at the Legislature accompanied by Nontokozo

10H 15 Delivery of the Speech

12H00 Media Conference

Panel Members - MEC: Siphosezwe Masango
- HOD: M R Tywakadi

Facilitator - Mr Hlahla Ngwenya

12H20 Photo Session

- MEC;HOD, and DDG's and Chief Directors
- MEC; Learners all race groups
- MEC ; Brand Ambassadors
- MEC; Provincial Best two learners (Magdeline and Jabulani)

13H00 Lunch (**Emnotweni Arena**)

7. Other activities

- 7.1 Displaying of flying banners - Thursday
- 7.2 Exhibition by the Department & FET Colleges

- Material**
- MEC Speech
 - Departmental Newsletter
 - Z cards on SGB functions
 - FET brochures
 - Gift

7.3 Speech to be dispatched to the line function at 10h00

7.4 Statement to be issued (Summarized version for national News Institutions)

Message (Print Advert)

English Version

Educators, learners, out of school youth, Educators Unions, business communities Education stakeholders; tune in to Ikwekwezi and Ligwalagwala FM on 06 June 2008 from 10h15 to listen to the MEC Siphosezwe Masango, delivery of the 2008 Policy and Budget Speech.

It is envisaged that the budget speech will detail issues on: No Fee Schools; Schools sport; Learners attainment strategy; Early Childhood Development; Greening Mpumalanga; enhanced infrastructure and Skills development, the list is endless.

This Budget speech will be delivered under the Theme: *All hands on deck: pioneering quality public education.*

For more information in this regard please contact our toll free number at :
0800 203 116

This message is brought to you by the Mpumalanga Department of Education, Making the Education Enterprise Everybody's business.

Isiswati Version

Bothishela, bafundzi, lusha lolungasafundzi, tinyonyana tabothishela, bosomabhizinisi, tinhlango tonkhe letisebentisana nelitiko letemfundvo,

lalelani lkwewezi kanye neLigwalagwala FM ngamhlaka 06 June 2008 kusukela nga 10h15 ekuseni. Kutawube kunemlayeto lovela kuMhlonishwa welitiko letemfundvo esifundzeni saseMpumalanga, Mnumzane, Siphosezwe Masango. Lomlayeto utawube umayelane neluhlelo lwekusebenta kweliphakelo timali talelitiko talomnyaka wa 2008.

Tihloko letifana ne “No Fee Schools”, temidlalo, indlela letoncedza bafundzi kutsi babe nemiphumela lemhle etifundvweni tabo, luhelo lwetemfundvo lwebantfwana labancane, kutjalwa kwetihlahla netemvelo esifundzeni saseMpumalanga, naletinye tinsita tebantfwana tesikolo kanye nalokunye lokunyenti.

Loluphakelo lutawutfulwa ngaphansi kwesicubulo lesitsi: “*All hands on deck: pioneering quality public education*”

Kwati kabanti ngaloluphakelo, ungashayela kulenombolo yamahhala yalelitiko letemfundvo letsi **0800 203 116**.

Programme for Emnotweni Arena

Programme Director: Dr T Ngomane

Opening : National Anthem
Led by the Departmental Choir

Poem : Nontokozo

Welcome Remarks : Mr MR Tywakadi
Head of Department

Thank You Note : Mr Siphosezwe Masango
MEC For Education

Musical Item : Departmental Choir

Lunch

Responsibility and Roles

Registration

- Ms Phetheni Myanga
- Mr Themba Mthethwa
- Ms Nonhlanhla Masango
- Ms Nomsa Keninda
- Mr Tsotetsi JT
- Ms Thandi Shilubana
- Ms Mkhapheni Mwale

Exhibition

- Mr Mduduzi Mthimkhulu
- Ms Sphiwe Maphanga
- Ms Jabu Mhlabane
- Mr David Masombuka
- Mr Trinity Makhubele

Media Interviews

- Mr Hlahla Ngwenya
- Mr Oscar Mashiane
- Mr Gerald Sambo

Photo Session

- Mr Kagiso Phathlane
- Mr Eddie Brunnete

Ushering at Emnotweni Arena/ Distribution of Gifts

- Mr Mkhapheni Mwale
- Ms Yasmen Mahommed
- Ms Phindile Mtsweni
- Ms Phetheni Mnyanga
- Mr Themba Mthethwa
- Ms Nonhlanhla Masango
- Ms Nomsa Keninda
- Mr Godfrey Mgiba

Order of Proceedings

- Mr Jasper I Zwane
- Mr Evans Zwane

END