



## President's Prerogative Training



Since the early 1900's the Federation has been concerned with the provision of skilled labour to the industry.

In the late 80's and early 90's the Federation engaged the then government over the issues of racial segregation of technical training and the unacceptably slow process of changing the content of theoretical training at technical colleges. We wanted all apprentices to be able to attend the technical college of their choice rather than being compelled to attend racially segregated colleges. This was not for political reasons, but for business reasons. Employers wanted all apprentices to be trained to the same standard and this was simply not possible under the policy of separate (and unequal) training colleges. In addition it was unacceptable to a fast-changing technologically advanced industry that

apprentices should be taught outdated theory, and that it should take years to amend this content.

We were unable to convince the old Department of Manpower that these changes were essential and so we took matters into our own hands and established the Southern African Printing College (now known as Cross Media Training Centre) in 1993.

The industry consists of several large employers and many small employers and after consultations with our members it was decided that the College would provide all the theoretical training for apprentices. In addition, we would take selected unemployed young people and "fast track" their access to the industry by providing them with the theoretical training and the basics of practical training they needed in order to become apprentices in various trades. This relieved employers from having to release apprentices for theoretical blocks and also supplied them with employees who would be productive very rapidly.

By agreement, the College was to be partially funded through the industry training levies paid to the Training Board. This was even specifically provided for in the constitution of the ITB.

The advent of the SETA dispensation has brought with it many complications. The printing, print-media and packaging industries are now partners with the electronic media, the advertising industry, the publishing industry and the creative industries in MAPPP SETA. Our industry's training endeavours which pre-date the SETA by many years are suddenly being questioned by people who have little to do with us, and there seems to be an increasing bureaucracy involved with skills development.

The Management Board of PIFSA has resolved to tackle this issue head on. We have made a substantial investment in our industry's College and have even extended operations to the Cape. We cannot afford to stand by while all that we have worked for is undermined.

## Part Three

### Strategic planning for ongoing success

Last month we got as far as the matrix of possibilities and eventualities and you setting up a business target with more confidence. We can now move forward in our strategic plan looking at the target market.

#### 6. WHAT IS THE TARGET MARKET YOU NEED TO ADDRESS?

For the record, and so all of your people are 'singing from the same song sheet' you need to clearly identify your target customers. To do this you really need to get to know them and their needs as well as what makes them tick. How sure are you of their commitment and loyalty?

Do this in at least 3 stages:

Stage 1...Primary customers. These are the important group who can deliver the majority of sales volumes or value to you. In an ideal business plan you will list the existing and the potential in separate columns.

Stage 2...Secondary customers. These are the next most important group who can deliver the next best set of sales volumes or value to you.

Stage 3...Tertiary customers. These are the least important ones who can deliver the rest of the sales volumes or value to you. They will inevitably be

the biggest group and the ones who are most likely to just shop around.

Remember that the loyalty factor is a hugely important consideration in this analysis. And you will most likely find that the level of loyalty declines as you go down these groups. Obviously, if you find a good potential customer in group 2 or 3 who could or should be in group 1 then target them with a specific plan to win them over and generate special loyalty. An understanding of the loyalty ladder is important here. This is how it works from bottom to top:

- Preacher on your behalf
- Advocate on your behalf
- Regular customer
- Occasional customer
- Trial or test your service
- Conscious of your existence
- Oblivious to your existence

Each rung will have a number of your customers or potential customers or for that matter "never to be" customers in your business sector on it. Maybe you can list them for your business. Maybe you can do it for your identified competitors too. If you do, you will be better equipped to set out your daily/ weekly/ monthly/quarterly

targets. You will be better equipped to devise your advertising and promotional messages.

#### 7. WHAT ARE THEIR CURRENT ATTITUDES TO YOU AND YOUR PRODUCTS (AND YOUR COMPETITORS)?

Now is the easy part. Try to write down in first person statements the way these groups feel about you, your business, and your products. I say in the first person because that way you will get a feel for the rational as well as the important emotional side of the business.

#### 8. WHAT IS THE ATTITUDE YOU WOULD LIKE THEM TO HAVE?

Now it is time to dream. Speculate. In an ideal world what would you like them to be saying about you, your company and your product? Again do it in the first person so both rational and emotional aspects of business come into the statement.

#### 9. WHAT DO YOU NEED TO DO TO GET FROM THE CURRENT TO THE DESIRED?

Here you will need to plan the war strategy in great detail. Check it against all of the information you have gathered in the sections above. This is

the game plan. Remember what Louis Allen said: "If you don't know where you are going, any road will take you there"!

#### 10. HOW DO YOU GET THEM FROM CURRENT TO DESIRED (7 TO 8)

What are the product, people, distribution and other changes you have to make? What is the advertising and PR. and promotional message you need to project?

#### 11. HOW MUCH IS ALL THIS GOING TO COST?

Work out the costs involved in the exercise and take into account every aspect. Capital equipment, bank costs, people needs, accommodation, marketing, consultancy costs, incentives etc. etc. Don't leave anything out - it may come back to bite you badly!

So there we are. A full Strategic Plan for the ensuing period and a look into the future. You will now be better able to cope with the business in going forward and STOP looking down the barrel of a gun daily or being the proverbial fire-fighter that so many businesses are. Why? Because they don't take the vitally important time to plan properly.



## CEO Corner

# Centralised Bargaining



The Statutory Council for the Printing, Newspaper and Packaging Industries has at long last begun to handle dispute resolution in the industry. The Council has been accredited to hear both party and non-party disputes, and the first cases have already been dealt with. We anticipate that the dispute settlement process will now be much quicker than the CCMA.

The Council has received an application from the Media Workers Association of South Africa (MWASA) to become a party. This will be dealt with in terms of the constitution in due course. The most contentious issue however, is the

expressed desire by the Paper Packaging Employers Association and CEPWAWU to bargain centrally under the auspices of the Council. It is probable that the SATU would support this too. The matter has been raised but not yet fully debated by the Council. The view of the Printing Employers Association, Print Media SA and the Independent Packaging Employers Association is that their members are opposed to a return to centralised bargaining or a conversion of the Council into a Bargaining Council. The Labour Relations Act makes provision for a Statutory Council to take on any of the functions of a Bargaining Council by agreement. Agreement implies a decision by consensus, and this is clearly not possible at this stage unless the majority of members of the three employer associations change their minds.

At this stage, the majority of companies wish to confine the Statutory Council to dispute resolution issues only.

Some of our members have received a highly misleading communication from an organisation called Cofesa, claiming that a bargaining council is shortly to be established in our industry and offering their services. This is untrue and seems to be a tactic to scare companies into joining them. PIFSA's labour services offered through our Chambers and the national office have a long track record of success. We have been protecting the interests of our members for 95 years and we don't intend stopping now!

*Chris Sykes*  
Chief Executive Officer of PIFSA

## Power Of Print

# Let's carry on talking about the virtues individually

Last month we investigated the fact that Print is 'intrusive'. This month we address the Passion of the written word. Passion our dictionary tells us is "ardent love and strong affection or enthusiasm for an object". If you ask any avid reader of a newspaper, magazine or book they will certainly agree with you. They are Passionate about reading.

But there is another side to the Passion of Print. The side where we as the readers have to use our

creative minds to interpret the passion that is before us. That Passion is not only in the Mills and Boon love stories women so love to curl up and relax with. It is also in the autobiographies, the war stories, the personal tales; and the specialist magazines focussed on your favourite business topic, sport or hobby and pastime; and the Passion of the news junkie who has to read the newspaper from cover to cover. This is 2-fold Passion

1. For the creativity left for you to

visualise a lot of the content as gleaned that it leaves you to interpret it in your mind. Only a Passion for this content can let you give a seductive image.

2. For the information, knowledge and enlightenment gleaned

3. For relaxation given to the reader.

So there we are. Advertisers know that there is far more Passion in a Print ad as it leaves the reader to

the interpretation to suit themselves. Whereas TV shows it all and leaves nothing of the Passion to YOUR own imagination and your own sense of feeling and interpretation. And so do Mills and Boon...no TV soapy series of theirs yet!

**Conclusion:**  
**The Passion of Print is genuinely seductive!**

### Creating an indelible impression. Part 4

Brands have two sets of assets. One is their intrinsics. The 'ingredients' (in the widest use of the word) build into the brand. The inherent things that are its make-up. The functionality, delivery, the promise, the authority, the breeding. And the extrinsics being the things that have been acquired by virtue of what it stands for, how it is portrayed, like in packaging and advertising. It's assumed personality, impressions, values and character, reputation and integrity. Warmth and language.

It is like peeling 2 different onions. Each ring peels away something allied to the former but with less guff until you reach the real core. The heart of the Brand. The centre of the intrinsic or the extrinsic. These are the core values. This is the area of greatest value and it is where you really need to create absolute stability. Together they add up to the role and place the Brand plays in consumers lives.

It was Dr. Larry Light Professor of Marketing at the Toronto University who coined the now well used term 'Trust Mark' applying it to what a Brand stands for. To trust a brand consumers have to climb the loyalty ladder (from the bottom)...

Preacher  
Advocate  
Regular  
Occasional  
Trial  
Conscious  
Oblivious

Starting at the bottom, they are totally unaware of the Brand, oblivious. Thanks to the advertising and promotion of the Brand they get to become aware of it, Conscious of its existence but with no real affinity to it in any way. They just know its there but with no meaning in their lives. But then the advertising and promotion does its job suddenly and they try it out.

The advertising and promotion must have been effective for whatever reason for them to move from their existing Brand so it had better have told the truth if they are to experience a difference they want. And then they become Occasional users alternating between their usual 1st choice and your Brand. Over time they become regular users of your brand and then because they are very happy with it and will start telling their friends about it so now they are Advocates. Finally they become your Preacher, people who are outspoken about the Brand on your behalf.

"FACTINATION...  
bet you don't know this?"

In the late 1700s.....

As incredible as it sounds, men and women took baths only twice a year! (May and October) Women kept their hair covered, while men shaved their heads (because of lice and bugs) and wore wigs. Wealthy men could afford good wigs made from wool. The wigs couldn't be washed, so to clean them they could carve out a loaf of bread, put the wig in the shell, and bake it for 30 minutes. The heat would make the wig big and fluffy, hence the term "big wig." Today we often use the term "here comes the Big Wig" because someone appears to be or is powerful and wealthy.

Common entertainment included playing cards. However, there was a tax levied when purchasing playing cards but only applicable to the "Ace of Spades." To avoid paying the tax, people would purchase 51 cards instead. Yet, since most games require 52 cards, these people were thought to be stupid or dumb because they weren't "playing with a full deck."



## Techno Chat

# Printsecure – PIFSA's SA Security Printers Accreditation and Standards Authority.

The global increase in document, product and intellectual property piracy and fraud, the call for improved brand protection and the authentication and tracking of such products, has accelerated the need for the accreditation and certification of security printers.

PIFSA, having been instrumental in formulating the criteria, rules and standards applied to cheque production in South Africa together with the South African banks, has gained extensive expertise in this area. Our original joint draft regulations and criteria formed the basis of an international certification scheme in Europe. Our regulations are also in line with the rules of the UK's Apax, who rely on the South African CMSA, on which we serve, to implement their accreditation locally.

We now offer a service to all South African security printers and suppliers of security products, seeking acceptable accreditation and certification locally and in Africa. PIFSA accreditation will provide the means for clients and end users to make use of bona fide certified South African security printers. This will provide them

with the confidence of dealing with printers providing a professional approved and certified security printing service, negating the need for separate and individual customer audits. Printsecure will not initially be internationally accredited because of the high cost of international certification for each supplier and printer.

PIFSA has developed a set of criteria, guidelines, rules and standards for two levels of security printers: High security accreditation will apply to printers of banknotes, passports, identity documents, drivers' licenses, negotiable and high value or sensitive documents, debit and credit cards, smart cards etc. General accreditation will apply to those printers supplying other general security products such as certificates, diplomas, ballot papers, transportation and event tickets, scratch cards, gift and discount vouchers, exam papers, government documents, pharmaceutical packaging, branded products and many more.

Our accreditation will provide the printers' clients with the confidence, fidelity and security of dealing with approved, certificated printers who

have complied with a strict security checklist and audit, which will be evaluated and updated annually.

Our constant research, monitoring of international trends and participation in local and international security conferences ensures that our compliance certificates will match technologically advanced requirements. Co-operation and consultation with government, clients, forensics agencies, manufacturers and suppliers of security products and materials will ensure that these products are supplied exclusively to accredited printers, providing additional fidelity and confidence to both the buyers of these products and the end user.

Interested security printers are requested to apply to PIFSA for accreditation. An initial application fee will be required, after which PIFSA will investigate the company's bona fides and provide the initial criteria and guidelines. Once the printer is ready to comply, after receipt of the prescribed inspection fee, a questionnaire will be provided to and completed by the printer, followed by an initial accreditation inspection and audit.

Once shortcomings and proposed changes have been corrected and implemented, a final audit and inspection will be done, leading to accreditation and certification by PIFSA. An annual affiliation fee together with compliance audits by PIFSA will ensure continued certification for 3 years, after which a new accreditation audit/inspection will be required.

Interested printers, clients, suppliers of security materials and products, wholesalers, retailers, security and forensic agencies, governments and academic institutions are invited to a Printsecure security workshop to be held at Cross Media Training Centre on Wednesday 28th September 2005 at 14:00. Please confirm your attendance to [ekuhl@pifsa.org](mailto:ekuhl@pifsa.org).

The all inclusive and widely representative Printsecure governing board and a constitution/ by-laws will be established at this workshop, so it is important that all parties attend. Any comments, proposals and representations will be appreciated, so please email me at the above address.



## Cape Chamber News



### Cross Media Training Centre - Cape

Has recently secured the services of Ross Bartholomew to assist in the marketing of the Training Centre as well as expanding the range of courses on offer.

The Centre (a satellite of Cross Media Training Centre in Honeydew Johannesburg) has for some time now offered the TT (Technical Theoretical) Modules for Learnerships as well as training for DTP operators and pre-press personnel, with 10 workstations running the Adobe Creative Suite. CMTC is now also the only registered Corel Training Partner in South Africa, and offers the full range of CorelDRAW 12 training. A number of other Industry specific courses are also now available.

An exciting initiative is the IBA (Integrated Business Administrator) Course, where new blood is sourced and trained for admin positions in the industry. Particular emphasis is placed on estimating when training these students. Full details are available at the web site [www.quickeasy.co.za/iba.htm](http://www.quickeasy.co.za/iba.htm).

Ross Bartholomew is currently visiting companies in the greater Cape Town area promoting the Centre as well as providing information and help where needed regarding membership of PIFSA (Printing Industries Federation of SA) and Work Place Skills Plans. Please give him a call to arrange a visit on 021-552-4013 or e-mail him on [ross@cape.pifsa.org](mailto:ross@cape.pifsa.org).

### REVENGE OF THE MUSHROOM

I was a victim of the recent SAA strike. Whilst most South Africans would probably welcome a few days in London under normal circumstances, I doubt that anyone would under the circumstances we faced. We had already been just on three weeks away from home – four successful London transport bombs having gone off followed by a further four attempts! Then came the SAA debacle. Saturday evening at Heathrow we were told there was 'industrial action' in SA and the flights had been cancelled. Not a soul there could tell us what was going on – just to go to some hotel of their choice and wait! We chose to return with our niece to stay with her. Sunday and Monday all four SAA London telephone lines were constantly engaged! And if by some good fortune you did get through, they asked you to phone a different number.

My travel agent in SA actually knew even less than we did. Thanks to my daughter back here who relentlessly phoned SAA and listened to every newscast,

Because finally on Monday she heard that three planes were in London and were flying that night. We hotfooted it to the airport at 15.30. On the way we had a call from SAA London to tell us to go to the airport and then 5 minutes from the airport we had another to say we were confirmed on the 19.30 flight please to go to the airport immediately! Amid unbelievable chaos at the airport we eventually left on the 21.30 flight at near midnight!

*MORAL of the story lies in that age-old word 'COMMUNICATION'. If only SAA management had communicated with staff and thereby with passengers they would have been forgiven and their problems understood. But no. We were the mushrooms. Kept in the dark! The outcome was anger, bitterness and lost custom for a long time to come. The same applies to poor service in a restaurant. As would poor service from my printer! Be honest and communicate...what the problem is, why it has happened, and when you expect to fix it. Tell the truth, honestly.*

**SEQUEL:** The following Friday I had a call on my cellphone from SAA London to tell me the strike was over and we should go to the airport to fly out 'tonight'. Ironically we were back here as you already know from the story above.

Q.E.D. Editor of Printalk



## Central Chamber News

### Fraud Alert

At time of writing, FIVE members recently shared an unpleasant experience, in which the companies were duped out of a considerable amount of money.

In one case, a "client" contacted the company telephonically, for a quotation and, once satisfied, placed a telephonic order. This "client" was told that the order would only be executed on payment of a sum of money and that proof of deposit was to be forwarded to the company. Shortly thereafter, a deposit slip was faxed to the company in which an amount 10 times higher than the required deposit had been made. This "client" then contacted the company urgently, pointing out his "error" and asking the member to refund him, by a deposit into his own account, the excess amount. The refund was made.

The member then found that the original deposit by the "client" bounced and the money they had refunded this person had been immediately withdrawn and the account closed. Needless to say, this "client" has subsequently disappeared. The member concerned has requested that we share this experience with other members in the hope that they will benefit from his loss.

### Cost Recovery Rates

Some months ago, a small member contacted the Chamber, requesting assistance with the

calculation of cost recovery rates. The company had recently undergone several internal changes and management were unsure of what effect this would have on the cost rates they were charging, as (in common with the most of the industry) they had simply been increasing their cost rates by a certain percentage year after year - for more years than they could remember. Nobody was sure where the original rates had come from or whether they had been scientifically calculated in the first place.

The Chamber has since investigated the situation within the company and produced a cost rate Schedule which has revealed several issues:

- Overheads, while not abnormally high, are not being supported by sufficient levels of productivity from the factory;
- Machinery, which incurs costs, even while standing still, is being greatly under utilised - thus increasing the hourly recovery rate required;
- Many staff members are wasting valuable production time;
- Certain machinery should be upgrade in order to be able to produce work of higher quality;
- There is spare capacity which can be hired out to other printers, thus improving the throughput; and Management need to urgently re-assess the markets they are serving, relevant to their specialities and their machine capacity.

There is no way of predicting what gems of information and wisdom will result from an exercise involving the scientific calculation of cost recovery rates and members are urged to consider this as an option, especially in the

tough times currently being faced and possibly the tougher times to follow...

### Labour Law Issues

The following principles of labour law may be gleaned from perusal of the latest Industrial Law Journal:

The relationship between Church and Minister/Priest is not one of employment. The relationship, what ever it may be called, is between the Minister/Priest and God.

In order for evidence obtained by entrapment to be successfully used in discipline will only be admissible "if the conduct (of enticing the employee) does not go beyond providing an opportunity to commit an offence". If it goes further than this, the evidence will not be admitted as it will be held to have been obtained in an improper or unfair manner.

The obligation to pay severance pay arises from the Basic Conditions of Employment Act. To escape this obligation, the employer must:

- Offer the employee alternative employment;
- This offer must be a positive one;
- The offer must be refused by the employee;
- The refusal must be unreasonable.

Where an employee who has been absent from work and claims that they had been unable to tender their services due to any event outside of their control, although they may be required to provide proof to substantiate this, the employer will also be required to investigate the claim if no proof is forthcoming.

Enquiries may be directed to Ms Nicky Pottow on (011) 699 3044 or email [nickyp@pifsa.org](mailto:nickyp@pifsa.org)



## Kwa-Zulu Natal Chamber News



### SA Institute of Printing

The Institute recently held its 34th Annual General Meeting at the PIFSA KZN Chamber offices in New Germany.

The following members were elected to the Council:

Andrea Penetti (Protea Printers) was re-elected as President, Graham Spence (Ipex Machinery) as Deputy President and Geoff Warren (PIFSA KZN) as National Secretary. Others elected to the Council were Wally Blom, Vic Sweet, Chris Sykes, Pat Lacy and Ken Leid.

The current membership of the Institute stands at 96 members. These are split into regions as follows: KZN(76), Gauteng (11), Cape (9) Many people confuse the activities of the SA Institute of Printing with that of the Printing Industries Federation of South Africa. Whilst PIFSA accommodates company membership, the Institute is an organisation to which individuals belong.

Activities of the Institute have been relatively quiet recently, and it is probably a good time to remind those in the Printing, Packaging and Newspaper Industry of the main objectives of the organisation.

The Institute is a registered section 21 company in terms of the Companies Act of 1926 as amended. The main objectives are:

- To promote the advancement of the science and art of printing and bookbinding, including the production of packaging and newspapers.
- To promote technical and technological education in the science and art of printing and bookbinding and to encourage students to pursue their studies and practical training to the highest standard attainable.
- To institute examinations and appoint examiners to co-operate with any other examining body and to award certificates and diplomas to those who pass such examinations.
- To promote and encourage original work and research in the said science and art.
- To bring together persons interested in the said science and art by such means as conferences, exhibitions, meetings and the reading of papers, and to publish and distribute information on all aspects of the said science and art.
- To institute and establish scholarships, grants, awards and prizes.
- To establish or assist in establishing chairs and facilities of printing or printing technology (or such other title within the objects of the Institute as may be thought fit) at any universities.
- To lay down standards of education, training, knowledge and experience appropriate for the admission of persons to the various grade of membership of the Institute.

The Council will meet later during the year to examining the objectives of the Institute, with a view to amending it to fall in line with developments related to education, training, and the setting of examinations. This being with particular reference to the role of the Industry Sectoral Education and Training Authority. (SETA)

Members will hear more of the activities planned for the next few months. This will begin with a social occasion where the annual dinner will be held on Friday 16th September 2005 at the Durban Country Club.

Anyone wishing to apply for membership of the Institute should contact Geoff Warren on 031 7058744 or email [gwarren@iafrica.com](mailto:gwarren@iafrica.com)



Left: Geoff Warren National Secretary  
Right: Graham Spence Vice President  
Centre Front: Andrea Penetti President



## Profile

# Geoff Warren



After a short stint in the diamond mining industry during the early eighties, Geoff moved from the Namibian west coast town of Oranjemund to the KZN north-east coasts Blythedale Beach in 1985.

He first spent some time in the sugar industry before joining Metal Box's Liquid Packaging Division.

It was here as the Division's Human Resources Director that the relationship with printing and packaging grew strong. When the company restructured as Nampak Liquid Packaging in 1996, Geoff started out as an independent Training and Development and Labour Consultant serving the Printing, Packaging and Paper industries.

Geoff joined the KZN Chamber in August 2000. Being no stranger to the corporate side of Printing and Packaging, he has found that one of the most rewarding parts of his role as the Chamber Director has been his interaction with

the small and medium sized businesses – a sector that he had not had any dealings with before.

His background in Labour Relations has assisted the KZN Chamber in providing a valuable service to its members. Geoff regularly finds himself dealing with disciplinary hearings, wage negotiations, retrenchments, CCCMA cases and other Labour Relations and Human Resources matters on behalf of members. Much of his time is spent out of the office and in PIFSA members' businesses.

He says that it is the close working relationships that he has developed with many of the PIFSA KZN Chamber members that has lead him to use terms such as "we" and "us" when dealing with member companies' issues. "You have to be able to identify with a company's management if you are to provide a significant service to" says Geoff.

Geoff is married to Joanne who runs a successful Reflexology Therapy business on the KZN North Coast. Daughter Casey is following

in mother's footsteps, and will complete her studies at the end of the year before going into business herself.

Geoff has a number of interests which keep him busy when he is not working. These include brewing and consuming his own brand of home brewed beer, showing his young ridgeback dog who is on his way to becoming a champion, and riding his thoroughbred horse: Prince Final. He wanted to add gardening to the list of his hobbies and interests – but Joanne protested saying that she had seen mention of this on his CV some years ago - but was having great difficulty in translating this "interest" into action in the garden.

### Occupational Interests

Labour Relations  
Training and Development

### Personal Interests

Most sporting activities  
Active in equestrian activities – show jumping, and a beginner golfer

Geoff can be contacted at the KZN Chamber on 031 7058744 or e-mail [kzn-chamber@pifa.org](mailto:kzn-chamber@pifa.org)



## Legal Matters:

# Promotion of Access to Information Act (PAIA)

### Promotion of Access to Information Act (PAIA) Section 51 Manual – What's it all about?

The deadline for submission of Section 51 Manuals for all private bodies in terms of the Promotion of Access to Information Act (2/2000) was extended to the 31 August 2005 by the Department of Justice and Constitutional Development. The notice of this two year exemption, from the 1 September 2003 to 31 August 2005, was published on the 29 August 2003 in Government Gazette 25410. Many companies pushed the preparation of the manual to the back-burner while others only become aware of their obligations recently.

South Africa's Constitution gives every person the right of access to information, held by a public or private body required for the exercise or protection of any right. The PAIA gives effect to this right.

### Duties of the Private Company in terms of the Manual

The Section 51 Manual, which is submitted to the South African Human Rights Commission (SAHRC) must contain prescribed company details, information regarding the type of records kept by the company, what records are freely available without resorting to the act, what records are available for a fee, and how and to whom a request for information should be made. Records that are legally required to be kept in terms of certain acts must be listed as well.

Each company must make the Section 51

Manual available for inspection during office hours at no charge. Photocopies can however be charged for at a rate of R1.10 per A4 size page. Other applicable charges are contained in the fee schedule contained in the Regulations published in the Government Gazette 23119 dated 15 February 2002.

### Duties of the Requester

The request for information must give prescribed details: Identity of the requester; postal details; full details of the record including reference numbers if known; the format preferred; and the right the requester is seeking to exercise or protect and an explanation of why the requested record is required for that purpose.

Any records other than personal information about the requester and records listed as freely available will carry a R50.00 fee payable to the company before a request is processed. If the request is granted an access fee is payable for the search, preparation and reproduction of a record for disclosure. The fees are based on the regulations published in Government Gazette 23119 dated 15 February 2002.

### Grounds for refusal of a request

A request may be refused for the following reasons among others:

- Protection of commercial information and confidential information of third parties.
- Protection of safety of individuals and the protection of property
- Information privileged from production in

legal proceedings

- Protection of commercial information of the company
- Protection of research information

The Act applies to all private bodies being

- Juristic persons such as companies, close corporations, trusts; and
- Natural persons including partnerships who are engaged in a trade, business or profession.

### What is a record?

A record is defined in the act as "any recorded information regardless of form or medium in the possession or under the control of a public or private body, whether or not it was created by that body"

### Standards Act 29/1993

Government Gazette 27560 dated 13/5/2005

### The following new standards were issued Schedule 1 - Issue of New Standards

#### SANS 14416:2005/ISO14416:2003

Information and documentation - Requirements for binding books, periodicals, serials and other paper documents for archive and library use - Methods and materials. Applicable to the binding of books, periodicals and archive documents which have special requirements for durability and permanence. The use, as well as the wear and tear, of library and archive documents varies. The choice of binding method should therefore relate to the appropriate requirements of a specific library or archive.



## Cross Media Training Centre

# Technical Theoretical Training Courses 2006

Cross Media Training Centre is pleased to announce that we shall be offering two sets of Technical Theoretical Blocks per level at our Johannesburg and Cape Town centres during the 2006 training year.

In addition to this we shall be offering a special TT3 block in January at our Johannesburg campus to afford those learners who are nearing the completion of their training the opportunity to write the examinations in preparation for their final

competency assessment.

Dates for the Technical Theoretical Modules will be published in Printalk as well as on our website in due course. We shall be staggering the Johannesburg and Cape Town dates, therefore offering industry more options.

For further information please contact Christopher Mason at (011) 699 3000 or Patrick Pederson at (021) 552 4013.

### IMPORTANT COLLEGE BUSINESS SCHOOL DATES

<b>Health &amp; Safety</b>	(1 Day)	24 August
	(1 Day)	3 October
<b>Disciplinary and Grievance Code Procedure Workshop</b>	(1 Day)	2 September
<b>Public Speaking &amp; Presentation Skills</b>	(1 Day)	7 September
<b>Labour Relations Course</b>	(3 Days)	21 – 23 September
<b>First Aid Level 1</b>	(2 Days)	29 & 30 September
	(2 Days)	10 & 11 November
<b>Finance for Non Financial Managers</b>	(2 Days)	3 & 4 November

## Profile

### Melanie Bernard-Fryer, CEO MAPPP Seta



Melanie was appointed as the CEO of MAPPP-SETA on 1 May 2005. She has been involved in the skills development arena for more than fifteen years.

Melanie has extensive experience in both the private and public sectors. She was New Business Development Director for Anglo America's Central Training Unit (now Maccaulei Training Centre), and Deputy Director-General for SAMDI, the training component of Government, where she was responsible for Training and Organisational Development.

Melanie was then seconded to The Department of Public Service and Administration as Head of Ministry for Minister Fraser-Moleketi.

Melanie was one of the first unit standards writers for Standard Generating Bodies, and was actively involved in the development of Human Resource Management qualifications and standards.

She was registered as an Education and Training Development Practitioner Assessor in 2002, and found competent in both the design and conducting of assessments. She has also completed her Moderator training.

Her vision for the MAPPP-SETA is enhanced service delivery to constituents and providers. "I believe that the MAPPP-SETA should make training opportunities more accessible, because

the spirit of the skills development legislation embodies the notion of empowering all. SETA's should serve as a conduit for training and development and actively strive to overcome obstacles."

Melanie is very humbled by the fact that she had the opportunity to have a role model such as Minister Fraser-Moleketi. "She is a living example of commitment, integrity and what service delivery is all about. These are the values that the MAPPP-SETA will strive to attain."

Melanie can be contacted via email at [melanie@mapp-setsa.co.za](mailto:melanie@mapp-setsa.co.za) or by telephone on (011) 699-3060 or (021) 949-1463.



Cross Media Training Centre and MAPPP Seta staff members participating in the recent Provider Accreditation Workshop.



The views expressed in Printalk are, unless otherwise stated, not those of the Printing Industries Federation of South Africa (PIFSA). Everything in Printalk and any attachments relating to the official business of PIFSA or any affiliated or administered Association is proprietary to PIFSA. Whilst all reasonable steps are taken, PIFSA can not assure that the integrity of this communication has been maintained nor that it is free of errors.