



## President's Prerogative An Olive Branch



You will perhaps have heard that in December the Labour Court found in favour of the Cross Media Training Centre in its application against MAPP SETA.

The purpose of this article is not to reopen old wounds, but to appeal for sanity to prevail in the vexed issue of skills development and funding in our industries. PIFSA is a highly representative industry body which acts in the best interests of our members and our industries. The Federation doesn't take positions on issues for personal or private reasons, but it does take positions on issues of principle. Many of the disagreements which appear to exist with some of the other stakeholders in the SETA are matters of principle to PIFSA's members.

The first issue is that of "ring-fencing" of discretionary funds. PIFSA does not believe that ring-fencing is contrary to the letter, nor the spirit of the Skills Development Levies Act or Regulations. The necessity of meeting the needs of small business is not only

recognized, but supported – after all, the printing industry also consists of a large number of SMMEs and many of PIFSA's members fall into this category. The Federation does believe however that the needs of SMMEs in other subsectors of the SETA can be met without sacrificing the principle of ring-fencing. It is a fact that medium and large businesses are training and developing more people than SMMEs are able to.

The argument that Skills Levies are simply a tax over which the taxpayer has no subsequent say, is wrong. These monies are levies which are collected by the South African Revenue Services. Their utilization is set out in the Skills Development Levies Act and Regulations. These pieces of legislation provide that stakeholders indeed have a say in how they are utilized. There is no "tax" legislation that does this to the best of my knowledge. The largest SETA (Services SETA) makes provision for the ring-fencing of levies by sub-sector and it is clearly not contrary to any law.

Another issue is our industry's model of

training unemployed young people through the CMTC. This has historically produced what both our industries and the country needs. It has given unemployed young people (mostly from disadvantaged backgrounds) a well-paying career in a cost effective way. The South African Qualifications Authority makes specific reference to the kind of training offered by the CMTC and yet there seems to be opposition to this model in certain quarters Why?

The Skills Development Act emphasizes the need to be in tune with the needs of business and other stakeholders. This is precisely what the CMTC was established for, and PIFSA is a representative business organization. It should not be necessary to disagree over skills development – it is counter productive and utilizes resources that could be put to better use elsewhere by everybody concerned.

My hope is that 2006 will see a new spirit of co-operation emerge between PIFSA and other stakeholders in skills development. Our industry needs skills.

## Power Of Print The Ruck Analogy

The other Saturday I was sitting in front of the TV watching a Super 14 rugby match. Yes despite my obsession with the Power of Print, TV still has some uses.

A loose ruck had formed and the host team was on the move. The opposition strained every muscle and was able to stop them in their tracks for a few seconds. The referee was running around the loose scrum like a bee around a honey pot. When the maul came to a standstill he shouted "Use it or lose it!" Telling words!

A few months earlier I had read about an interview with Ernie Els a little while after

his knee surgery. He was on the putting green and the interviewer asked why he was at it so soon after the operation. He told the reporter that the swing had been grooved over the years and he expected it to fall back into its groove fairly quickly and easily, BUT that putting was a feel game and you had to keep it up or else lose the feel. And when you don't keep using the feel you lose it, then it is very difficult to get it back. Sort of reminder of the Gary Player famous saying "You drive for show and you putt for dough"

The rugby and Ernie's point both got me to thinking about reading. How easy it is for us to get out of the habit. So many differing attractions and disturbances around us to draw us away. And like the rugby maul, if we don't put the pressure on

ourselves and keep moving forward in the book or magazine, we soon lose the pleasure and the momentum and give it up for the oppositions entertainment offering.

If we as advocates of Print can do that so easily, what about those who are not a part of the print circle. How much more easily can they be distracted?

So what are we as an industry going to do in the ruck of life to keep them using print so to speak? Reading is a privilege. Print survives on the ability to read.

It's up to us collectively and as individuals to become advocates of the "use it or lose it" principal. What are you going to do as your share of the effort?



## CEO Corner A Narrow View



Broad Based Black Economic Empowerment is crucial to the economic and social future of South Africa – it is essential that the majority of our citizens should benefit from, and feel an integral part of the mainstream of a free-market economy. The BBBEE Act and the Codes of Good Practice which have so far been published make it clear that the intention of the legislature is to broadly develop as many of the historically disadvantaged citizens of this country as possible.

Unfortunately too many of our customers (and a few other stakeholders) don't appear to have a clue about the difference between Narrow Based and Broad Based empowerment, and continue to focus on

the single criterion of "ownership" to the exclusion of all the other criteria. This is not only contrary to the spirit of the Act, but also the letter.

In November 2005 the Department of Trade and Industry launched the first phase of the Codes of Good Practice which cover (amongst other things) Ownership and Management Control. In December 2005, the second phase of the codes was released for comment and stakeholders were given 60 days in which to comment on them. This period expired on about the 17th of February this year.

The second phase comprehensively covers five further components of the BBBEE scorecard – preferential procurement, employment equity, skills development, enterprise development, residual (such as corporate social investment), as well as the Qualifying Small Enterprise section. Neither phase one nor phase two have yet been gazetted as law, although the cabinet approved the final draft of phase one in October 2005. It is probably worthwhile reminding

ourselves that Ownership, Skills Development and Preferential Procurement are all equally important and each carries a maximum potential score of 20%.

PIFSA has negotiated access to an online scoring facility for all companies participating in Channel A of the current BEE2Business program. This will be extended at very reasonable cost to other members in the future. It is our view that BBBEE is a process, not a single event and that we should engage with suppliers to assist our members in this process of continual improvement.

Many of our members fall in to the category of Qualifying Small Enterprises and we are currently examining the draft codes to see how we can specifically assist our smaller members to meet this challenge.

*Boris Sghes*

## International News Update

Newspaper, Magazine and Book Publishers Organizations to address Search Engine Practices. The newspaper, magazine and book publishing industries have come together to explore ways to challenge the exploitation of content by search engines without fair compensation to copyright owners.

A task force of global and European publishers organizations, led by the World Association of Newspapers, has agreed to work together to examine the options open to publishers to assert their rights to recognition and recompense, and to ultimately improve the relationships between content creators/producers and news aggregators and search engines.

The group will examine whether new standards and policies can be drafted to formalize the commercial relationship between publishers and the search engines and content aggregators, which provide a valuable service to publishers in terms of traffic generation but have built their business models in large part on taking content for free.

The group will also explore the options open to newspaper, book and magazine

publishers, including collective action, either at a national or international level, together with questions regarding copyright enforcement and brand infringement.

As one of its first steps, the group will be seeking meetings with Mr. Charlie McCreevy, European Union Commissioner for the Internal Market and Services, and Ms. Viviane Reding, the Commissioner for Information Society and Media.

"The search engines are increasingly aiming their strategic efforts at traditional content originators and aggregators like newspaper publishers. The irony is that these search engines exist, largely, because of the traditional news and content aggregators and profit at their expense", said Gavin O'Reilly, the WAN President, who is chairing the task force.

Mr O'Reilly, who calls the process the 'Napsterisation' of content (after the conflict between the Napster search engine and the music industry), added: "Google, Yahoo and other search engines are not some new breed of social benefactors of information, they are assuredly commercial, very-much-for-profit organizations and not the new Robin Hoods. WAN is also extremely concerned about the behaviour of several major search engines when faced with the censorship

demands of repressive regimes.

The first meeting of the task force included representatives of the World Association of Newspapers (WAN) and its division for senior news executives, the World Editors Forum, (WEF), International Publishers Association (IPA), the International Federation of the Periodical Press (FIPP), the European Federation of Magazine Publishers (ENPA), the European Publishers Council (EPC), the European Magazine Publishers Association (FAEP) and SPMI (French Association for Magazine Publishers), Agence France-Presse (AFP), the Association of French National Newspapers, SPP, and the French Regional Daily Newspaper Association, SPQR.

The Paris-based WAN, the global organisation for the newspaper industry, represents 18,000 newspapers; its membership includes 73 national newspaper associations, newspapers and newspaper executives in 102 countries, 11 news agencies and nine regional and world-wide press groups.

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## Central Chamber News

### Warning on Window Dressing

Many articles have appeared in the press and journals on the dangers surrounding window-dressing. This mainly involves window-dressing of financial statements and window-dressing of the composition of the board.

Recent experiences of PIFSA relate mainly to the second - window-dressing the composition of the board of directors, especially with a view to attempting to comply with the requirements of Broad Based Black Economic Empowerment. This issue has proved to be, not only a singular waste of time (as people generally look at the "Narrow Based" BEE instead of the "Broad Based" BEE).

The, in terms of BBEE, shareholding by black persons will only account for a maximum of 20 per cent of the total scorecard with the possibility of a few more bonus points if black women are involved. Furthermore, the Narrow Based BEE is now illegal.

Besides this futile effort being a waste of time, and therefore of no value whatsoever, the attempted subterfuge by apparently "smart" owners of companies often results in "Unintended Consequences" when the docile or tame staff members who are supposed to feel honoured at having been chosen to represent the underprivileged, insist on demanding what they feel is justifiable compensation.

In three recent incidents, small/medium members of PIFSA have wound up at the CCMA, on the wrong end of an Unfair Labour Practice referral by those very same docile staff members who were made directors (in the name only) and then decided to claim what they considered to be fair compensation for their skin colour having been used to promote the interests of the white directors. In these instances, the CCMA has turned a deaf ear to the plea of white management that the Commission does not have jurisdiction over the issue as it is an internal matter between the directors.

What management fail to remember is that directors are also employees and, in these instances, these employees have felt they had been discriminated against unfairly, in that their "promotion" did not bring them rewards equal to their fellow directors.

In the first instance referred to above, now settled, the white directors finally paid the black director compensation to the value of R100,000 to settle the case and avoid it going to Arbitration. The other two cases are pending.

There is a sea-change in the way the civilised world looks at transparency of business and management will not only be discouraged from being involved in sleazy deals but will be punished for any attempts to pull the wool over the eyes of genuine businessman or to circumvent the law in an underhand fashion. The readers of this article are advised to think carefully before treading along this insecure path.

**You have been warned....**

### FACTINATION

- In Shakespeare's time, mattresses were secured on bed frames by ropes. When you pulled on the ropes the mattress tightened, making the bed firmer to sleep on. Hence the phrase "goodnight, sleep tight".
- It was the accepted practice in Babylon 4,000 years ago that for a month after the wedding, the bride's father would supply his son-in-law with all the mead he could drink. Mead is a honey beer and because their calendar was lunar based, this period was called the honey month or what we know today as the honeymoon.
- In Scotland, a new game was invented. It was entitled Gentlemen Only, Ladies Forbidden... and thus the word GOLF entered into the English language.

The Washington Post's Mensa Invitational once again asked readers to take any word from the dictionary, alter it by adding, subtracting or changing one letter, and supply a new definition. Here are this year's {2005} winners:

- Intoxication: Euphoria at getting a tax refund, which lasts until you realize it was your money to start with.
- Bozone (n.): The substance surrounding stupid people that stops bright ideas from penetrating. The bozone layer, unfortunately, shows little sign of breaking down in the near future.
- Giraffiti: Vandalism spray-painted very, very high.
- Sarchasm: The gulf between the author of sarcastic wit and the person who doesn't get it.

- Inoculatte: To take coffee intravenously when you are running late.
- Hipatitis: Terminal coolness.
- Decafalon (n.): The grueling event of getting through the day consuming only things that are good for you.
- Dopeler effect: The tendency of stupid ideas to seem smarter when they come at you rapidly.
- Arachnoleptic fit (n.): The frantic dance performed just after you've accidentally walked through a spider web.
- Caterpallor (n.): The color you turn after finding half a worm in the fruit you're eating.

## Competition Announcement



### WIN

A free 3 night stay for 2 at Kwa Madwala private Game Reserve worth **R12000,00**

Visit their website at :  
[www.kwamadwala.co.za](http://www.kwamadwala.co.za)

To enter you need to read the next issue of Printalk.



## Kwa-Zulu Natal Chamber News

### KZN Estimating Students Receive Awards

A special Awards Evening was held on 9th February 2006 to give recognition to those students who had diligently set time aside each week during 2005 to further their studies in the field of Estimating for Print.

KZN Chamber President - Bill Kewley, generously offered the use of his Boardroom and provided the snacks and refreshments to go with it.

The top student in KZN was Asish Ramdhani of Hirt and Carter. A close second was Ashneem Ramdhani of Pops Print and Stationers.

The Estimating course is a tough one – not only because it is spread out over the whole year, but because it demands an extremely high standard from students if they are to secure a pass. Contrary to recent trends in education, where the pass mark seems to be lowered as the years go by, this course is different. The pass mark is not set at 50%, and the demands are very much higher. One can only imagine an employee doing an estimate for a client and only getting it “half right.” It would probably put the Printer out of business!

The Estimating for Print course is run in

the three major centres in South Africa—Johannesburg, Cape Town and Durban. The examinations are set on a national basis, and students scripts are marked and moderated nationally. This ensures an even standard throughout the Industry.

A total of ten KZN students sat the final examination, and eight of the ten were successful.

The KZN Estimating Lecturer, Alan Hay is intimately involved in the industry, and practices what he preaches in his capacity as Commercial Manager for Shave and Gibson Packaging and Security Printing. Alan has been lecturing to KZN Estimating students for the last 16 years. A recent trend that he has noticed is that a number of students who attend this course are being sent by their employers, not only as ‘would be’ Estimators, but also as Sales Representatives, and Customer Liason Officers. Employers are finding that those who have been through the course are able to interact with customers in much more meaningful ways. This adds value to the services provided by the Print Companies.

The KZN Chamber has a full class of students for 2006. This clearly indicates the value and popularity associated with the course.



Ashneem Ramdhani second from top student



Hemraj Budhai together with Alan Hay (left) and KZN Chamber President Bill Kewley (back)



Top KZN Student Asish Ramdhani



Back from L - R: Alan Hay (Lecturer) Dhiren Murthi, Vishnu Govender, Asish Ramdhani, Hemraj Budhai  
Front L - R: Ashneem Ramdhani, Robyn Dogan, Verusha Harilal and Nalini Naiker



## Techno Chat Legal Matters

Department of Justice and Constitutional Development

Promotion of Access to Information Act 2/2000

Exemption and determinations for purposes of section 22(8)

Brigitte Sylvia Mabandla, Minister for Justice and Constitutional Development, acting under section 22(8) of the Promotion of Access to Information Act, 2000 (Act 2 of 2000) has :

a) exempt the following persons from paying the access fee contemplated in section 22(6)

i) A single person whose annual income, after permissible deductions referred to in the Schedule to this notice are made, does not exceed R14712.00 per annum and

ii) married persons or a person and his or her life partner whose annual income, after permissible deductions referred to in the

Schedule to this notice are made, does not exceed R27192.00 per annum and

b) determine that

i) where the cost of collecting any fee contemplated in section 22 of the Act, exceeds the amount charged, such fee does not apply

ii) the access fee contemplated in section 22(6) of the act does not apply to the personal record of a requester; and

iii) the request fee contemplated in section 22(1) of the Act and the access fee contemplated in section 22(6) of the act do not apply to a record requested by a maintenance officer or maintenance investigator for purposes of a maintenance investigation or inquiry in terms of the provisions of the Maintenance Act 1998 (Act No 99 of 1998) or the regulations made under section 44 of that Act

Schedule

1 For purposes of paragraph (a)(i) and (ii) of the notice the following deductions are permissible

a. Employees' tax in terms of paragraph 2 of

Part 11 of the Fourth Schedule of the Income Tax Act, 1962 (58 of 1962)

b. Contributions in terms of section 5 of the Unemployment Insurance Contributions Act 2002 (4/2002)

c. Compulsory contributions to a Group Insurance Fund in terms of a court order or in terms of a contract between an employer and his or her employee.

d. contributions to any medical scheme registered under the provision of the Medical Schemes Act 1998 (Act 131 of 1998), and allowed to be deducted in terms of section 18(1)(a) of the Income Tax Act 1962 (58/1962)

e. contributions to pension funds in terms of section 13A of the Pension Funds Act, 1956 (Act No 24 of 1956)

f. rent or mortgage instalments to the maximum of R12 000.00 per annum

g. maintenance paid in terms of a court order; and

h. school fees, except school fees paid to a private school.

Source: Gov Gazette 28107 14 Oct 2005, Notice 991



## Cape Chamber News

On 15 September 2004, Heinrich van der Vyver and Ross Bartholomew started the Integrated Business Administrator Course at Cross Media Training Centre Cape Town. The first course comprised of 8 students who formed our pilot class. Much was very new to all of us involved, and with Heinrich and Ken Leid visiting potential sponsor companies, the students were soon all sponsored.

A sponsor company pays for the student's training and in turn has the student complete the balance of a years practical training on their premises. At the end of the year the successful student graduates with a IBA Certificate, and is then available to be permanently employed by either the sponsor company or any other.

We have to date run 5 successful IBA courses and have interviewed 148 potential students, of which 38 have been successfully trained and sponsored by companies. As few as 12 students have completed the training, but due to various reasons did not get sponsorship.

Of the 148 total, 98 students were interviewed but found not to be suitable for the course, and did therefore not receive training. As time has gone by we have increased the level of students as well as intensified the training. It needs to be remembered that these students do not emerge from the IBA program as fully qualified estimators or any other level of skill, but rather have received a solid measure of training that will enable them to further their skill in the practical environment of the sponsor company.

At the end of their year of training they will be well suited to fill an number of positions

in most printing companies. Of the 35 students to complete the theoretical and practical components of the course, 20 have already been employed on a permanent basis with various companies (the other 15 have not yet completed the year training). This means that the IBA programme has already brought 20 (and soon more to follow) new people into the industry who would never ordinarily have entered.

The sixth IBA course is scheduled to begin on 27 March and there is already a healthy interest from companies. Three companies have already committed to having IBA students.

Should you require any further information, please look on the following web site: [www.quickeasy.co.za/iba.htm](http://www.quickeasy.co.za/iba.htm) or contact Ross Bartholomew at Cross Media Training Centre Cape Town on 021-552-4013, or via email at [ross@cape.pifsa.org](mailto:ross@cape.pifsa.org)





## Profile

### Catherine Legodi



I'm the second of three girls, born to Mary and Philemon Legodi. Ironically, I was born in a school cottage, in Dobsonville to parents who were teachers. My mother was a Grade 4 teacher at my very first school, and life can never be easy with your mother so near and with so much access to your progress in school.

When I moved on to Grade 5, I didn't have far to go, it was right next to the school where my mother taught and still teaches today. With my teachers knowing my parents, there was no way I could fall in with bad crowds or even become a rebel. Then came my High School years, unfortunately it was during the Soweto uprisings. I couldn't finish my Grade 10 in 1986 when schooling was disrupted and my school was only reopened in 1987. My parents decided that the only way to save me from losing out on my education was sending me to a boarding school

Central Secondary School, in Pretoria. Those were the best years of my life. I learned more things than I would have if I was staying at home with my parents and two sisters, who also decided to become teachers. I was forced to stand on my own, never depending on my family for support. I had to build friendships, which turned out to be strong because we were in the same situation and we all understood each other because of the situation we all found ourselves in and decided to make the best of it.

After completing Grade 12, I needed to challenge myself and decided to study at the University of Pretoria. That move surprised many people, and most of my friends thought I had lost all my marbles. I went ahead despite all the comments and I managed to complete both my BA (Political Science) and BA (HONS) (Political Science & Sociology).

On September 1, 1999, I took on a part-time position as a receptionist at Drum Magazine. That was the beginning of my five-year-long stay with Drum. On 1, May 2000, I was employed as an Editorial Assistant. During my time with Drum I was exposed to writing – I helped the then Editor-In-Chief, Liz Khumalo compile the agony aunt

column, Sis Dolly and also compiled the Friends and Lovers column. I was given the opportunity to become a Production Co-ordinator, in 2004, a stressful but very satisfying position that taught me more about the processes involved in producing a magazine.

I left Drum last year and went on a Publishing learnership. I was placed with Heinemann Publishers for eight months. It was something very different from magazines. My involvement in the production of books was very fulfilling. I was trained in proofreading and worked with the Maths and Science Publisher, Madeline Trollope. It was a stressful job but seeing the results of all the hardwork in black and white, when all the proofs you worked on turned into a textbook, was a feeling one can never describe. I can one day stand up and tell the world, that I played a part in helping South African students acquire some of the knowledge they have.

Although I never followed in my parents' footsteps, I'm still playing a role in the education of our country. The Universe decided to place me in the Printing industry when I became part of Cross Media Training Centre. So far it's been an interesting and informative journey.

### Student Feedback

Another satisfied customer from Cross Media Training Centre.

Promise Nomusa Mabena was a student at Cross Media Training Centre, she is now working in an advertising agency as a typesetter for a property magazine. Without the college, she would still have been one of many destitute South Africans without a future. Promise says, "The College equipped me with all the skills I needed to make it in the business world. Before I came to the college I had no hope of working. I was unemployed for two years but the college changed my life. The only thing I had was a passion for books and I wanted to learn something new and through this college I made it." Many others have benefited by attending Cross Media Training Centre. Do you know anyone in need of an excellent education? Contact 011 699 3000 or visit our website: [www.crossmedia.co.za](http://www.crossmedia.co.za) Next month we will feature: Cross Media Training Centre takes in Love Life students. Don't Miss it!



## Why Choose Cross Media Training Centre?

When deciding on a training provider for your company, the choice is easy! It is Cross Media Training Centre.

Set up by your industry, for your industry, Cross Media Training Centre is perfectly positioned to have your interests at heart. It is a non-profit organization and as such keeps its prices as low as possible while still offering up to date education and training. Cross Media has been very instrumental in the process of establishing new unit standards for our industry. It is well represented on the standards generating body of the MAPP SETA as well as on the Printing and Packaging Chamber where your training needs are discussed. Our dedicated lecturers in Johannesburg and Cape Town have achieved excellent results over the last decade. We intend to continue doing just that. I urge you to visit our website and see for yourself what exciting courses we have to offer your staff. [www.crossmedia.co.za](http://www.crossmedia.co.za)

### TECHNICAL THEORETICAL MODULE TIME TABLE - 2006

#### 1st SEMESTER

TT1 Block starts: 23 January and ends 10 February  
Exams: 13,14 & 15 February  
TT2 Block starts: 6 March and ends: 24 March  
Exams: 27,28 & 29 March  
TT3 Block starts: 8 May and ends: 26 May  
Exams: 29,30 & 31 May

#### 2ND SEMESTER

TT1 Block starts: 3 July and ends: 21 July  
Exams: 24,25 & 26 July  
TT2 Block starts: 21 August and ends: 8 September  
Exams: 11,12 & 13 September  
TT3 Block starts: 9 October and ends: 27 October  
Exams: 30, 31 October, 1 November

#### The cost of the Technical Theoretical Modules is as follows:

Day Student		Resident Student	
Tuition	R2 750.00	Tuition	R 2 750.00
Notes	R 400.00	Notes	R 400.00
Meals only	R 250.00	Meals &	
Sub-total	R3 400.00	Accommodation	R4 000.00
VAT @ 14%	R 476.00	Sub-total	R7 150.00
<b>TOTAL</b>	<b>R3 876.00</b>	VAT @ 14%	R1 001.00
		<b>TOTAL</b>	<b>R8 151.00</b>

The closing date for registration for attendance of the Technical Theoretical Block or for a subject rewrite, is the Friday prior to the commencement of the block. The cost of a rewrite fee is R137.50 per subject and is payable with registering for the rewrite.

Both registration for attendance and rewrites can be made with Renel van Rooyen, (T) 011 699 3000.



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