National adjudication process

for

Female Entrepreneur Awards 2011/12





National adjudication process for Female Entrepreneur Awards 2011/12

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ACRONYMS

AFASA African Farmers Association of South Africa
AGRIBEE Agricultural Black Economic Empowerment

AGRISETA Agricultural Sector Education, Training and Authority

BEE Black Economic Empowerment

BUSA TRANSPOL

Business Unity South Africa Transformation Policy

CASP

Comprehensive Agriculture Support Programme

DAFF

Department of Agriculture, Forestry and Fisheries

EC Eastern Cape

ETQA Education and Training Quality Assurance

FEA Female Entrepreneur Awards

FS Free State

FAWU Food Allied Workers Union

GP Gauteng Province
KZN KwaZulu Natal
MP Mpumalanga

NAFU National Farmers Union of South Africa

NBLS Namibia, Botswana, Lesotho and Swaziland

NC Northern Cape

NOC National Organising Committee

NW North West

YARD Youth in Agriculture and Rural Development

SAWID South African Women in Dialogue

SANGOCO South African National NGO Coalition

SETAs Sector Education and Training Authorities

TAU Transvaal Agricultural Union

WARD Woman in Agriculture and Rural Development

WC Western Cape



PREAMBLE

Female Entrepreneur Awards national event, as an initiative of the Department of Agriculture, Forestry and Fisheries (DAFF) is guided by the ministerially approved Female Entrepreneur Awards Guiding Document 2011/12 – 2015/16, the sectorally adopted strategic objective of elimination of skewed participation and the recently developed sector growth and development strategy. The spirit of the national event is underpinned by the global aspirations to acknowledge and recognise the contributions of women as epitomised through the months of August and March being South Africa's national women's month and the international women's month respectively.

BACKGROUND

The DAFF has taken an initiative to acknowledge, encourage and increase the participation of women, youth and people with disabilities in the sector through food security, job creation, economic growth and poverty alleviation.

The DAFF Female Entrepreneur Programme is a joint venture between DAFF, the provinces and key sector partners. It starts with the provinces identifying potential winners for different categories through a rigorous adjudication process and culminates at national level where outstanding women entrepreneurs in eight national categories are selected through a transparent and yet thorough selection process. The idea is to achieve the element of credibility to the entire selection process, thereby fostering interest and confidence among stakeholders and key partners towards government initiatives and programmes on transformation and equity. Care is therefore taken by the DAFF, which is the main custodian of the national event to ensure inclusivity and transparency in the national adjudication process. The information presented hereunder is a comprehensive account of how the national adjudication process was conducted.



Part one



Honourable Tina Joemat-Pettersson Minister of Agriculture, Forestry and Fisheries

WINNERS ARE FIRST AMONG EQUALS

The National Adjudication, which gives us the winners of today, must not be viewed as a negative tool aimed at exclusion but rather as a positive measure demonstrating the ability and potential of our women entrepreneurs. Women entrepreneurs who were nominated to enter the competition are essentially all winners.

As in all competitions there has to be only one declared winner. My stance is that the one who wins in any category is simply "the best among equals." To all the women entrepreneurs who contributed to food security, rural development and sustainable agricultural developments I express my heartfelt thanks and congratulations.

Together we can do more.





Mr Langa Zita
Director-General Agriculture, Forestry and Fisheries

Today we are witnessing the culmination of an administrative process which commenced at provincial level. Women Entrepreneurs who are declared winners through a transparent adjudication process signal the efforts of a team consisting of DAFF, provincial departments of agriculture, organised agriculture, WARD, YARD and our esteemed sponsors. As we witness this day this is a reminder that through team work we can make our women the primary contributors to the achievements of the ideal of Zero Hunger. Invariably women can also be role players in the department's objective to promote sustainable agriculture and agro-ecology.



Mr Mkhululi Mankazana Acting Deputy Director-General Food Security and Agrarian Reform

Women entrepreneurs who, through the guided adjudication process, are being recognised and rewarded today are a demonstration that agrarian reform is unachievable without deliberate departmental programmes aimed at creating an enabling environment for women in Agriculture, Forestry and Fisheries. From the days of the Female Farmer of the Year Competition to the current differently configured Female Entrepreneur Awards, the profiles of both entrants and winners of this premier competition are being kept in a

departmental database in open admission that these women are an asset to the sector which must be nurtured further. It is in this context that further targeted support in line with the six pillars of the Department's Comprehensive Agricultural Support Programme (CASP) shall be directed to them within a stipulated time frame beyond the competition. Furthermore, work will be undertaken to closely monitor the steady growth of their enterprises to ensure graduation from government support to a level at which they will ultimately compete nationally and internationally.



Mr Mokutule Joe Kgobokoe Chief Director Sector Capacity Development

Sector transformation and gender mainstreaming in agriculture, forestry and fisheries is an achievable goal. The Female Entrepreneur Awards chronicle just the tip of the iceberg of what can be done. Through systematic adjudication processes the great potential of women in the sector is being placed on a pedestal with a clear message which repudiates the wrong practices, tragedies and wrong beliefs of the past, when race and gender determined people's dignity, their access to opportunities and their realisation of human rights.

Departmental and sector programmes aiming at balancing the playing field in the sector must be well considered and must be so configured to leverage more for women, the youth and people with disabilities. Today is a testimony that government investment in the promotion of women entrepreneurs is guaranteed to yield higher dividends as women in agriculture, forestry and fisheries increasingly demonstrate their potential beyond any doubt.



Part two

THE ADJUDICATION PROCESS

The Female Entrepreneur Awards Adjudication commences at provincial level when all provinces organise their respective award events. Provincial events are organised such that they are high profile and will attract the interest of all key stakeholders. Initially the provinces organised their respective events such that up to seventeen women entrepreneurs entered the competition. With rigorous adjudication and a strict selection process all the provinces finally enter their respective winners for the national awards. Each province submits to the national department a total of six nominees as provincial winners to compete at a national level. Such provincial entries, both in terms of the total number of entries and the categories for which they are entered, are based on the approved Female Entrepreneur Awards Guiding Document (2011/12–2015/16).

ADJUDICATION AT NATIONAL LEVEL

Female Entrepreneur Awards is a national event which involves the entire sector. In its manifestation it is a sectoral event under the stewardship and leadership of the DAFF. It is therefore expedient that the outcome of the national event is credible in the eyes and minds of the people at large. Uncompromisingly, if the national event loses this important element of credibility it invariably will be tantamount to a waste of time and resources. It is equally important therefore that the adjudication, which is the most important of all the preparatory activities of the event, should be thorough, transparent, fair and beyond reproach.

The objectives of adjudications are to:

- Select the winners of the agreed categories in a transparent and fair manner.
- Involve the expertise, insight and experience of the sector partners in selecting the winners for the agreed categories.
- Use the selected winners for the agreed categories as a typology of norms and standards for women entrepreneurship in the sector.
- Ensure, through the selected winners, the credibility of the process, thereby declaring the winners as models to be replicated throughout the sector.

- Demonstrate, through the selected winners, the potential of the sector to possible national and international investors.
- Promote the efforts of Women Entrepreneurs towards export markets.

THE APPROVED NATIONAL CATEGORIES

At national level there are eight categories for entries approved by the Minister of Agriculture, Forestry and Fisheries. Minister may, however, during the time of the national event, use her prerogative to either increase or decrease the number of categories, depending on a variety of prevailing circumstances such as the general high or low standard of the entrants. It must be understood that the inherent goal of the awards is not only to award and recognise outstanding women entrepreneurs but to depict national models for replication. Declared nominees must therefore fulfil this ideal. The categories are as follows:

1. Best Female Worker in the Sector

This category recognises outstanding service in the sectors. Farmers and farm owners, foresters and forestry companies, fishers and fishing companies are to nominate the best worker for entry.

2. Best Subsistence Producer in the Sector

This category involves only for beginners within the sector. Entrepreneurs who demonstrate innovative and creative methods in improving food production, job creation and economic development.

3. Top Entrepreneur Smallholder in the Sector

This category recognises Entrepreneurs who demonstrate the actual activities which have been in progress for a year and longer with existing contract agreements with local businesses and markets. The Entrepreneurs should demonstrate an understanding of improved farming methods, with a degree of innovation and creativity in order deliver products of high quality and adequate produce attractive to consumers.

4. Top Entrepreneur Processing in the Sector

Entrepreneurs who do not produce what they are processing can still enter, provided they can demonstrate the actual processing activities which have been in progress for a year. The produce should be sold locally, nationally

and internationally to enhance economic growth. Entrepreneurs should be able to create and retain permanent jobs in the enterprise and add value to communities.

5. Top Entrepreneur Commercial in the Sector

Entrepreneurs with defined membership and roles within a properly constituted and registered entity should be able to produce and sell to top local and national markets to enhance economic growth. They must be able to manage an organised storage facility for produce. Entrepreneurs should demonstrate existence of contract agreements and transactions with local and national businesses and markets. They should also illustrate commitment and compliance to care for, and ensure the sustainability of natural resources as well as demonstrate responsible use of production inputs. They should further have the ability to create and retain jobs in the enterprise and add value to communities.

6. Top Entrepreneur Export Markets in the Sector

This category involves Entrepreneurs whose produce is for export markets with products distributed across provincial boundaries and international outlets. At least 60% of the business should be exporting produce and there must be proof of the transactions and export certificate. Entrepreneurs should demonstrate a good sense of financial management, record keeping and audited financial statements Consistent seasonal jobs must be created and permanent jobs retained in the enterprise. Value should also be added to the communities.

7. Ministerial Special Award/s

The Minister uses her prerogative to recognise outstanding young and/or person with disability entrepreneurs.

8. Overall winner

The overall winner is the most outstanding entrepreneur, first in her own category in terms of having scored the highest points and, secondly, for having fulfilled all other cross-cutting criteria for entrepreneurship.

CONFIRMATION OF ENTRIES ADJUDICATED

All provinces submitted their nominees based on the categories outlined above on 31 January 2012. Each province provided to the national department a

profile of each nominee accompanied by a four-minute video footage profiling the nominee's business enterprise. In total 51 of the expected 54 entries were received by the national office. The table below illustrates the categories entered for by each province.

Table 1: Comprehensive picture of provincial entries

Province	Best Female Worker	Best Subsistence Producer	Top Entrepreneur Smallholder	Top Entrepreneur Processing	Top Entrepreneur Commercial	Top Entrepreneur Export Markets
Eastern Cape	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	$\sqrt{}$
Gauteng	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	×
Free State	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
Kwa-Zulu Natal	$\sqrt{}$	$\sqrt{}$	V	V	$\sqrt{}$	$\sqrt{}$
Limpopo	$\sqrt{}$	$\sqrt{}$	V	V	$\sqrt{}$	$\sqrt{}$
Mpumalanga	$\sqrt{}$	$\sqrt{}$	V	V	$\sqrt{}$	$\sqrt{}$
Northern Cape	V	V	V	×	V	$\sqrt{}$
North West	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	V	$\sqrt{}$	×
Western Cape	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$

THE ACTUAL ADJUDICATION

The actual adjudication work for FEA 2011/12 commenced on 07 February 2012 when all members of the adjudication panel were oriented in terms of the approved Female Entrepreneur Guiding Document (2011/12 – 2015/16), the objectives of the adjudication, issues of honesty, integrity and accountability of each member and the general prior requirements.



From 8 to 10 February the fragile and sensitive adjudication work unfolded

- Initial process of assessment begins with the receipt of profiles and video footage from the nominees.
- Evidence of information provided in the entry form and the profile is scored, using a prescribed scoring form.
- The scoring form guides each assessor in scoring the evidence provided.
- During adjudication a panel member reads out loud the profile per entrant, per category then all members watch the accompanying video footage.
- Each entrant's evidence is scored by the panel of adjudicators.
- · After scoring the adjudication process is closed.
- The secretariat together with the Line Functionary will finalise the scores.
- A Ministerial submission is then compiled by the Line Functionary requesting the Minister to approve the winners
- The winners are final after the approval by the Minister.
- The Minister, however, has the powers to override the decisions of the adjudication panel.



Part three

THE ADJUDICATION PANEL

In terms of the Female Entrepreneur Awards 2011/22, the following sector partners were formally requested to participate in the adjudication process:

- Total South Africa (Total SA)
- National African Farmers' Union (NAFU)
- African Farmers' Association of South Africa (AFASA)
- Agri SA
- Food and Allied Workers' Union (FAWU)
- Women in Agriculture and Rural Development (WARD)
- Youth in Agriculture and Rural Development (YARD)
- Office of the Minister (DAFF)
- Office of the Director-General (DAFF)
- Branch Food Security and Agrarian Reform (DAFF)
- Internal Audit (DAFF)
- Legal Services (DAFF)
- Transvaal Agricultural Union (TAU)
- Office of the Chief Information Officer (DAFF)

In terms of the responses obtained from the above organisations/associations the Transvaal Agricultural Union (TAU) excused itself from the adjudication process. Representation in the adjudication process was therefore as shown in Table 2.



Table 2: Representation in the adjudication process

Name of organisation	Representative	Status	
Total SA (also main sponsor of the event)	Nyameka Makonya	Panel member	
AgriSA	Levhuwani Ngwekhulu	Panel member	
NAFU	Mahuhudi Masipa	Panel member	
AFASA	_	Not present	
FAWU	Phillip Mokwena	Panel member	
WARD	Pinky Selina Hlabedi	Panel member	
YARD	Matome Mahlase	Panel member	
Office of the Minister DAFF	Jacky Smit	Panel member	
Office of the Director-General DAFF	Weziwe Ncame	Panel member	
Branch Food Security and Agrarian Reform DAFF	Mokutule Joe Kgobokoe	Panel member	
Internal Audit DAFF	Phumlani Gasa	Observer	
Legal Services DAFF	_	Not present as observer	
Office of Chief Information Officer	Ms Priscilla Sehoole	Chair and Facilitator	

Terms of Reference for the Establishment of the Female Entrepreneur Awards 2011/12 Adjudication Panel

- 1. The Adjudicator is an individual appointed by their organisation and DAFF on a voluntary basis to solely adjudicate DAFF FEA.
- The term of office for the Adjudicator shall indicate when the adjudicators will assume and conclude the adjudication process.
- 3. Adjudicators shall carry out the adjudication process for DAFF FEA in accordance with the approved terms of reference.
- Adjudicators shall disclose their conflict of interest prior to the commencement of the process.
- 5. Adjudicators shall sign the secrecy declaration form.
- 6. It is worth noting that the process is voluntary, however, DAFF will pay for accommodation and transport of the adjudicators.

MEMBERS OF THE PANEL/COMMITTEE



Ms Nyameka Makanga

Ms Nyameka Makonya is the Sustainable Development Manager at Total South Africa. Her portfolio includes the management of the company's educational, social development, heritage and environmental corporate social initiatives. Under her leadership Total has managed to increase its corporate social investment and has seen an increase in deserving recipients. Nyameka has been with the company for over 10 years; previously she managed the marketing of the company's NBLS affiliate (Namibia, Botswana, Lesotho, and Swaziland) operations.



Ms Pinky Selina Hlabedi

Ms Selina "Pinky" Hlabedi is a small-scale farmer in Zuurbekom on the West Rand. She has been in the leadership of Women in Agriculture and Rural Development (WARD) since 2006 as the Jhb Metro Chairperson; she was elected in December 2011 as the National Secretary (to date). She is representing women in the Female Entrepreneur Awards Committee and the stakeholders within the DAFF. She has succeeded to secure markets with well-known retail brands such as Pick n Pay supermarket for the supply of vegetables, eggs and pork from her farm. She has attended many workshops and conferences towards community support and development, specifically for women such as the South African Women in Dialogue (SAWID) conferences and is sitting in the national committee. She has contributed to topics such as Women uniting to eradicate poverty, and the Progressive Women's Movement



Mr Piet Matome Mahlase

Mr Piet Matome Mahlase is the Gauteng Provincial Secretary and National Executive member of the Youth in Agricultural and Rural Development (YARD) organisation (from 2007 to date). He is a committee member in the Gauteng Provincial Agriculture Education and Training (Department of Agriculture) and in the Gauteng Beneficiary Selection Committee on Land (Department of Rural Development and Land Reform). Mr Matome was a chairperson for two years in the Tshwane Tourism Awards Board. He previously was the chairperson for the organisation, Youth in tourism and the Gauteng Provincial Secretary for SANGOCO.



Mr Livhuwani Ngwekhulu

Mr Livhuwani Ngwekhulu is currently the transformation manager at Agri SA, responsible for, among others, farmer development, (meant to ensure that South Africa has successful and sustainable smallholder farming enterprises). His line of work sees him representing Agri SA in various forums like BUSA TRANSPOL, AgriBEE Charter Council and as a co-opted member of the Presidential BEE Advisory Committee. He was on the adjudication panel of the Grain SA Developing Grain Farmer of the Year 2011. He previously worked for Senwes and Potatoes SA, responsible for smallholder farmer development programmes.





Ms Mahuhudi Masipa

Ms Mahuhudi Masipa is currently the treasurer within the National Farmers' Union of South Africa (NAFU) in the Gauteng Province and a Youth Representative within the National Farmers' Union of South Africa. Ms Masipa is an entrepreneur in the business sectors of agriculture, tourism and in training and development. She is farming predominantly with pigs. Ms Masipa is the founder and chairperson of West Rand Agro-processing and Projects Primary Cooperative Ltd. She participates in other non-government organisations that focus on social development issues.



Mr Phillip Mokwena

Mr Phillip Mokwena is employed as a National Gender Coordinator at the Food and Allied Workers' Union, based at the satellite head office. He served as a board member at the AgriSETA for more than two terms and served in the ETQA as the committee chairperson, currently serving as a member of the red meat subsector committee.

Mr Mokwena also worked for the Department of Agriculture in the North West Province at the Taung Agricultural College.





Mr Mokutule Joe Kgobokoe

Mr Mokutule Joe Kgobokoe is the Chief Director responsible for Sector Capacity Development in the Department of Agriculture, Forestry and Fisheries. His portfolio includes ensuring the development and implementation of appropriate national policies and strategies for education and training in agriculture, forestry and fisheries, effective utilisation of the twelve Colleges of Agriculture for the benefit of the sector, overseeing the work of the line function Section Education and Training Authorities (SETAs) and facilitation of national programmes towards sector transformation and gender mainstreaming.



Ms Jacky Smit

Ms Jacky Smit has been with the Department of Agriculture Forestry and Fisheries (DAFF) for over 10 years; she is currently deployed in the Ministry to manage the logistics for Ministerial events.

Ms Smit previously managed the coordination of international training programmes of DAFF and the mobilisation of the resources programme in support of major Agricultural Education and Training projects nationally.





Ms Weziwe Ncame

Ms Weziwe Ncame is the Director in the office of the Director-General. She is responsible for the management of the office of the Director-General and provides strategic support. She has held this position for a period of ten months; previously she was in charge of the protocol section at OR Tambo International Airport with the Department of International Relations.



Chairperson: Ms Priscilla Tsotso Sehoole

It is worth noting that the Chairperson's score will only be part of adjudication should there be a need in the case of a deadlock.

Priscilla Tsotso Sehoole is the Chief Information Officer of the Department of Agriculture Forestry and Fisheries (DAFF). She was previously the Chief Communication Officer of the department. During that time she also carried out responsibilities of the Female Farmer of the Year from 2007 until 2010.

This drive for food security, under her auspices, attained a structural approach involving Provinces, and Local Governments. It inspired a sisterly relationship with the Americans Women's League who were willing to share knowledge and growth. Sehoole has been serving government for 10 years and previously worked for Transnet and based at head office

Under her auspices, this drive for food security attained a structural focus.

Perspective on Female Entrepreneur of the Year: Mme o tille tlala because Mmangwana o swara thipa ka bogaleng.

THE SECRETARIAT AND THE AUDITOR

The Secretariat

The responsibility of the Secretariat was the recording of minutes and the safe keeping of the score sheets of members of the Adjudication panel.

The following DAFF officials formed part of Secretariat

1. Mr Bongani Ntlokwana

Deputy Director: Strategic Planning

2. Ms Portia Mabuse

Assistant Director: Public Liaison Services

3. Ms Mamello Ntshihlela

Principal Communication Officer: Public Liaison Services

4. Ms Reollie Watkins

Personal Assistant: Sector Capacity Development

5. Mr Philemon Makhuthe

Intern: Gender Mainstream

6. Mr Phumlani Gasa

Internal Auditor: Internal Audit

7. Mr Solly Tefo

Senior Industrial Technician: Communication Services

The legal services office was also invited, however, it did not manage to be present.



Part four

THE NATIONAL ORGANISING COMMITTEE

For the Female Entrepreneur Awards 2011/12 a representative national structure responsible for organising the event was established, based on approved terms of reference. This structure became known as the National Organising Committee (NOC). The structure was made up of senior officials representing provincial departments of agriculture and key sector partners such as WARD, FAWU, YARD, AFASA, NAFU, Agri SA and TAU and others.

Up until 20 March 2012, the NOC met eight times, the success of FEA 2011/12 is the result of the dedication and commitment of members of this national structure. Representation is as follows:

Table 3: Representation in the National Organising Committee

5			
Representative	Name of organisation		
Ms Patience Tamba	EC Rural Development and Agrarian Reform		
Ms Tshegofatso Inno Motaung	FS Agriculture and Rural Development		
Ms Nompumelelo Maqondose	GP Agriculture and Rural Development		
Ms Zandile Masuku	KZN Agriculture, Environmental Affairs and Rural Development		
Mr Kenny Mathivha	Limpopo Department of Agriculture		
Ms Dudu Ndlovu	MP Agriculture, Conservation and Environmental Affairs		
Mr Elijah Ramafoko/Ms Lillian Senosi	NC Agriculture, Conservation and Land Reform		
Ms Thandiwe Moripe-Thabethe	NW Agriculture, Conservation, Environment and Rural Development		
Ms Petro van Rhyn	WC Agriculture		

In order to effectively carry out its work, the NOC was further divided into subcommittees.



The Chairpersons of the five subcommittees were officially appointed by the Director-General of DAFF to effectively carry out the mandates of their respective committees. They are as shown in the table below:

Table 4: Landscape of NOC subcommittees

Subcommittee	Thrust of responsibility	Appointed Chairperson
Substance	Issues pertaining to the content of the event.	Mr Mokutule Kgobokoe
Logistics and Transport	Matters pertaining to all logisti- cal preparations	Mr Siphelo Ngcwangu
Communication, Media and Publicity	Publicity and event campaigning, including print and electronic media coordination in communicating messages on the event.	Mr Selby Bokaba
Security and Protocol	Matters of safety and security, especially VIP/VVIP protection, protocol during event.	Mr Mzwandile Govuza
Finance and Budget	Financial resources manage- ment, including financial plan- ning for the national event	Mr Johan Venter

STRATEGIC LEADERSHIP

The Female Entrepreneur Awards national event resides under the Branch Food Security and Agrarian Reform in the DAFF. The branch is under the leadership of Mr Mkhululi Mankazana, who is currently the acting Deputy Director-General of the branch. He is also the Chairperson of the NOC.



NOTES



