



**GODFELLA**  
PRODUCTION STUDIO'S

**WELCOME**

# WHO ARE WE?

Godfella Productions Studio's (GPS) is a multimedia agency based in Cape Town, Muizenberg. We help our clients accomplish their business objectives through successful branding, strategy and creative work.

The Godfellas are a team of designers, journalists, film producers, media and marketing specialists who share a passion to build enduring brands from an intergrated perspective with a wide range of branding, design and media communication.

GPS offers branding and design; photography, film and video production; and media and public relations.

If you need designs and illustrations for brochures and packaging, advertising, logos, business cards, letterheads and signage, Godfellas will round you off with an attractive online presence via web design and development. Want video? We'll see you right.

# BRAND STRATEGY

As a media and branding agency we believe it is important to value brands as they play a huge role in consumers lives. A brand is the most prominent asset any company treasures. Our role as Godfellas is to generate undivided attention which is expressed visually and verbally across multiple platforms. The message should be an indelible truth to the brand and highlight the brand's image and identity. So how do we do this?

We start off by capturing the essence of clients product to create marketing, strategic and creative direction by implementing the following steps:

- Information gathering
- Brand truth
- Brand processing
- Brand application

# BRAND STRATEGY

## INFORMATION GATHERING:

- Details of every element of the product
- Loyal to potential consumers
- Direct, indirect and trending competitor
- Consumer environment

## BRAND TRUTH:

Get human truth from consumer.  
This means their feelings, connections, opinions and impressions of the brand

## BRAND PROCESSING:

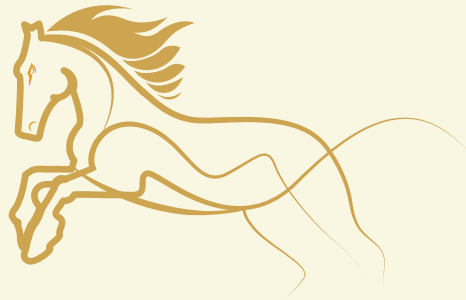
This is the process of all the product information and consumer insights. It's a vivid expression in words and images that captures the unique relationship between the consumer and particular product or service

## BRAND APPLICATION:

Once the brand has been defined, we use it for every single marketing decision. We apply it to the development of advertising campaigns, to the creation of collateral to the design of websites

**OUR WORK**

**LOGO DESIGN**



**COMMANDO**  
**BRANDY**



P A R A N O M A



ROCKIN NATURALS

..... EST 2014 .....



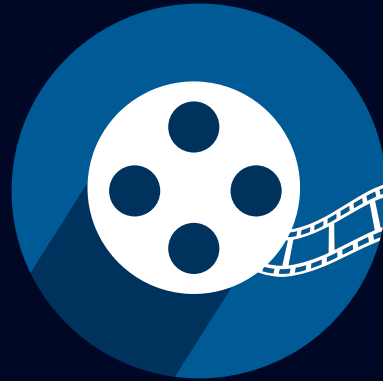
I DO GOOD

**POOLSIDE  
KOOL**





**Twin**  
BEE



**Super Shots**  
Productions





*Hatte Mutu*



GEMINI EFFECT





GREENER PASTURES  
MUSIC



— HAT INFINITY —



fueller.

Sploo

# PACKAGING DESIGN

# Sploo



ORANGE FLAVOUR

ORGANIC ROOIBOS

PRESERVATIVE FREE • COLOURANT FREE • CAFFEINE FREE

## Sploo

INGREDIENTS: WATER,  
CANE SUGAR, CITRIC ACID,  
ORGANIC ROOIBOS TEA  
EXTRACT, SECRET FLAVOUR

**TYPICAL NUTRITIONAL INFORMATION**

■ SERVE SIZE: 275 ml

AMOUNT	PER	PER	%
QUANTITY	275 ml	2000kJ	NR*
Energy	0 kJ	0 kJ	-
	0 kJ	0 kJ	-
Protein	0 g	0 g	-
Essential amino acids	0 g	0 g	-
Total fat	0 g	0 g	-
Total fat of which saturated fat	0 g 0 g	0 g 0 g	- -
Total fibre**	0 g	0 g	-
Total sodium	0 mg	0 mg	-

\*NRV - NUTRIENT REFERENCE VALUES FOR  
ADULTS 17 YEARS & OLDER  
\*\*METHOD OF ANALYSIS: AOAC 971.43

[WWW.BOSKITEA.COM](http://WWW.BOSKITEA.COM)

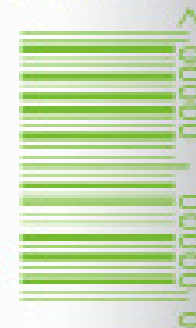
BOS plants 1 tree for every  
2000 cans sold.

**BEST BEFORE:** SEE DATE ON  
BASE OF CAN. STORE IN A  
COOL, DRY PLACE. ONCE  
OPENED, CONSUME  
IMMEDIATELY OR REFRIGERATE  
AND CONSUME WITHIN 3 DAYS.

BOS Brands (Pty) Ltd  
Fairweather House  
176 Sir Lowry Rd, Woodstock  
Cape Town, 7925, South Africa

PASTEURIZED

275 ml e



PRODUCED IN SOUTH AFRICA

SERVE CHILLED

# Sploo



ORANGE FLAVOUR

ORGANIC ROOIBOS

PRESERVATIVE FREE • COLOURANT FREE • CAFFEINE FREE

## Sploo

INGREDIENTS: WATER,  
CANE SUGAR, CITRIC ACID,  
ORGANIC ROOIBOS TEA  
EXTRACT, SECRET FLAVOUR.

**TYPICAL NUTRITIONAL INFORMATION**

\* SERVE SIZE - 275 ml

ITEM	PER 100 ml	PER 275 ml	%
Quantity	100 ml	SERVE SIZE	
Energy	0 kJ	0 kJ	-
	0 kcal	0 kcal	-
Protein	0 g	0 g	-
Carbohydrate	0 g	0 g	-
of which			
sugars	0 g	0 g	-
Total Fat	0 g	0 g	-
of which			
saturated fat	0 g	0 g	-
Dietary Fibre**	0 g	0 g	-
Total Sodium	0 mg	0 mg	-

\*NUTRITIONAL REFERENCE VALUES FOR  
ADULTS 4 YEARS & OLDER  
\*\*FIBRE OF VEGETABLE ORIGIN

[WWW.BOSICTEA.COM](http://WWW.BOSICTEA.COM)

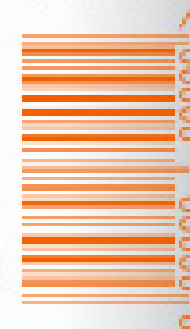
BOS plants 1 tree for every  
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PASTEURIZED

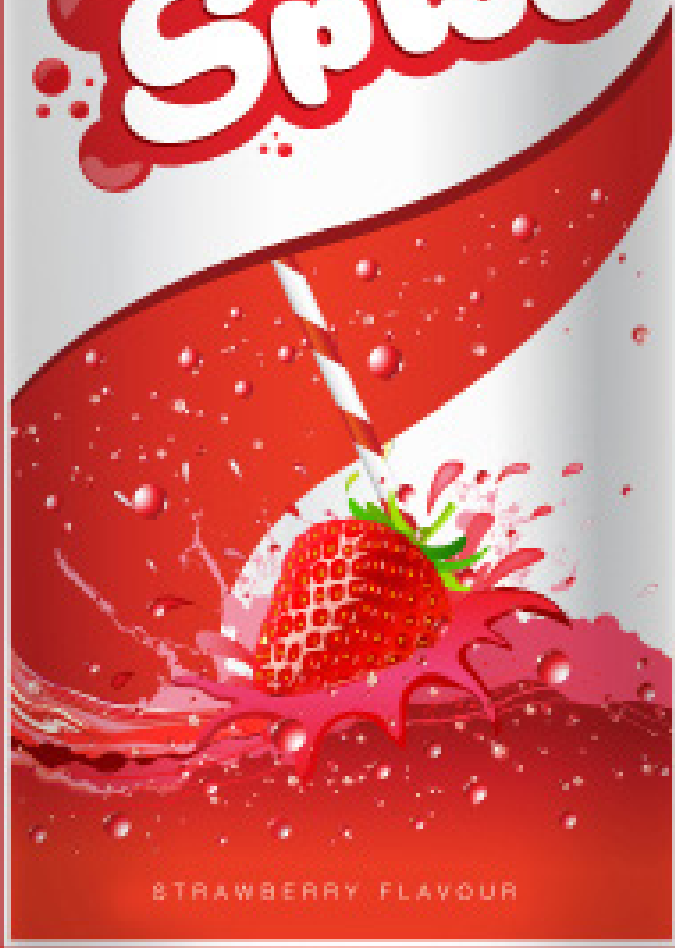
275 ml



PRODUCED IN SOUTH AFRICA

**SERVE CHILLED**

# Sploo



STRAWBERRY FLAVOUR

ORGANIC ROOIBOS

PRESERVATIVE FREE • COLOURANT FREE • Caffeine FREE

## Sploo

INGREDIENTS: WATER,  
CANE SUGAR, CITRIC ACID,  
ORGANIC ROOIBOS TEA  
EXTRACT, SECRET FLAVOUR.

**TYPICAL NUTRITIONAL INFORMATION**

■ SERVING SIZE: 275 ml

AMOUNT	PER 100 ml	PER 275 ml	%
ENERGY	0 kJ	0 kJ	-
	0 kcal	0 kcal	-
Protein	0 g	0 g	-
Digestible Carbohydrates	0 g	0 g	-
of which			
sugars	0 g	0 g	-
Total Fat	0 g	0 g	-
of which			
saturated fat	0 g	0 g	-
Sodium Chloride**	0 g	0 g	-
Total Sodium	0 mg	0 mg	-

\*NUTR. NUTRIENT REFERENCE VALUES FOR  
ADULTS 4 YEARS & OLDER

\*\*METHOD BY ANALYSIS AOAC 911.43

[WWW.BOSICTEA.COM](http://WWW.BOSICTEA.COM)

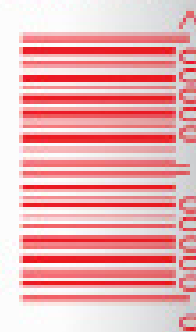
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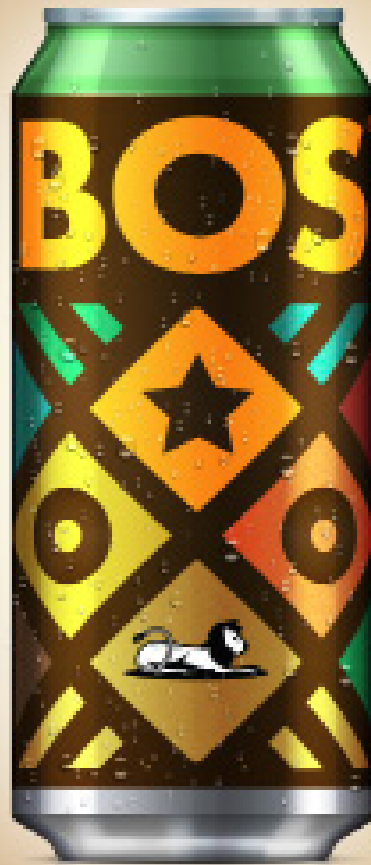


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PRODUCED IN SOUTH AFRICA

SERVE CHILLED





**BROCHURES**  
**and**  
**POSTERS**



**ADVERTISING**



WORLD WIDE & BOLD PEOPLE

deep

deep

SIMPLY SEE BETTER



 ZEAL



deep

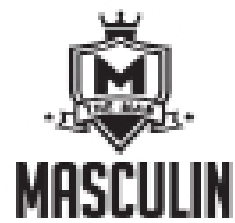
deep

SIMPLY SEE BETTER



1 533 8055

Only Masculin men understand code



1 533 8055

Only Masculin men understand me.



# FLASH A TRUCKER. SHOW YOUR APPRECIATION.



THERE ARE APPROXIMATELY 747 000 KILOMETRES OF ROAD IN SOUTH AFRICA. A LONG DISTANCE TO TRAVEL IN ORDER TO GET YOU, WHAT YOU NEED. FORTUNATELY, THERE ARE OVER 300 000 HEROIC TRUCK DRIVERS AND FLEET MANAGERS WORKING tirelessly CARRYING, BUILDING AND TRANSFORMING OUR COUNTRY EVERYDAY. SO WHY NOT FLASH YOUR "HAZARD" LIGHTS WHEN HE LETS YOU PASS. ORANGE IS PROBABLY HIS FAVOURITE COLOUR AND WHO KNOWS, MAYBE HE'LL FLASH YOU BACK.

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INSURANCE FOR TRUCKERS



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The Fleet Manager is the brain who figures out how to get you, your stuff. The reality though, is that his job is far more important than that. He also makes sure, that when your goods arrive safely, so do his truck drivers. You see, he manages a fleet of people, not trucks and those people carry, build and transform our country every day. So he literally does carry our lives in his hands. Thank you very much Sir.

REGENT INSURANCE PRESENTS, HIGHWAY HEROES. CARRYING THOSE, WHO CARRY OUR NATION.



CARRINGTON  
INSURANCE GROUP LIMITED



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# YOUR LIFE, IN HIS VANS.



The Regent Group is a leading provider of high-quality, multi-unit residential developments in the United Kingdom. We are currently seeking experienced professionals to join our team in a variety of roles across the country. For more information, please visit our website at [www.regentgroup.co.uk](http://www.regentgroup.co.uk) or contact us directly at [recruitment@regentgroup.co.uk](mailto:recruitment@regentgroup.co.uk). We are an equal opportunity employer and value diversity in our workforce.

REGENT GROUP IS AN EQUAL OPPORTUNITY EMPLOYER. WE ARE AN EQUAL OPPORTUNITY EMPLOYER.



REGENT GROUP



REGENT GROUP

REGENT GROUP IS AN EQUAL OPPORTUNITY EMPLOYER.

# VIVA HIGHWAY HERO VIVA!

**SOUND YOUR HORN!**



TOOTHBRUSH, ELASTIC BANDS AND MEDICINE. POTS, PANS AND SPOONS. EVERYTHING ONE WOULD NEED IN LIFE, DELIVERED TO WHEREVER YOU ARE. THIS ISN'T A NEW PRODUCT OR SERVICE BUT SOMETHING THAT THE VERY FOUNDATIONS OF OUR COUNTRY ARE BUILT ON. TO THE OVER 500,000 TRUCK DRIVERS AND FLEET MANAGERS WHO'S STEADY HANDS CARRY, BUILD AND TRANSFORM OUR COUNTRY EVERYDAY, BLOW YOUR HORN. YOU DESERVE A HERO'S WELCOME.

**REGENT INSURANCE PRESENTS, HIGHWAY HEROES. CARRYING THOSE WHO CARRY OUR NATION.**



**CARRIERS' CHOICE**  
INSURANCE FOR TRUCKERS



**REGENT®**

GO ON. YOU'RE COVERED.

LIFE | TRAVEL | CAR & HOME | WATERWAYS | COMMERCIAL VEHICLES

# VIVA HIGHWAY HERO VIVA!

SOUND YOUR HORN!



It's not just about the road, it's about the journey. It's about the freedom of the open road and the sense of adventure that comes with it. It's about the freedom to explore and the sense of discovery that comes with it. It's about the freedom to explore and the sense of discovery that comes with it.

REGENT VISA CARD, REGENT VISA CARD, REGENT VISA CARD, REGENT VISA CARD, REGENT VISA CARD.



REGENT VISA CARD, REGENT VISA CARD, REGENT VISA CARD, REGENT VISA CARD, REGENT VISA CARD.



**MADE OF THE LAND. MADE FOR THE CITY**

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**MADE OF THE LAND. MADE FOR THE CITY**

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*Lindt* 

EXCELLENCE



GRADUATE  
TO DARK

Lindt 

CREATION

CHOCOLATE CHEESE CAKE

*Milk*



*Mild milk chocolate with a soft truffle heart*

100g

Lindt 

CREATION

CUSTARD TART

*Milk*



*Delicious custard cream filling*

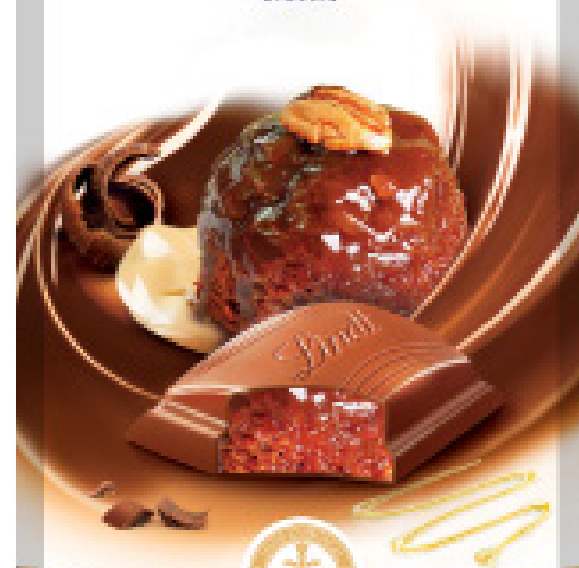
100g

Lindt 

CREATION

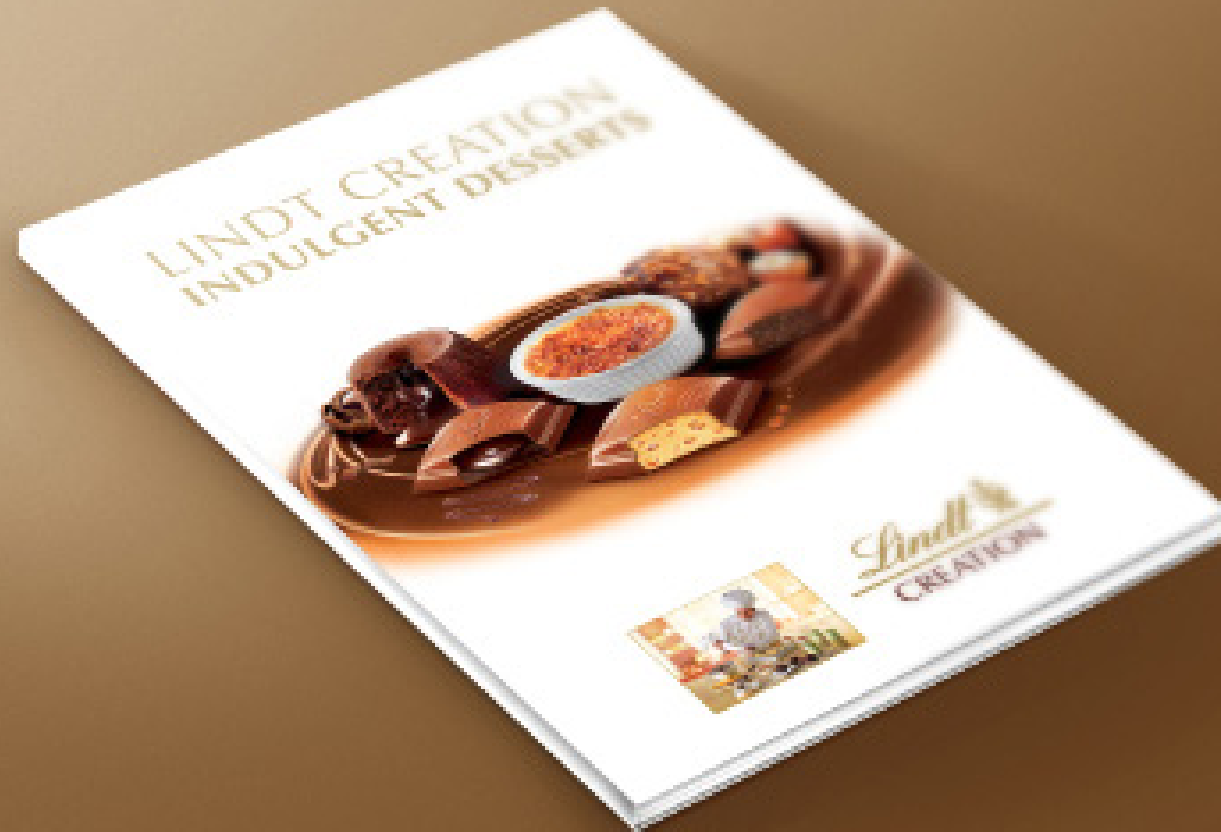
MALVA PUDDING

*Milk*



*Delicious pudding coated with soft milk chocolate*

100g



## 70% ORANGE CHOCOLATE FONDANT PUDDING

### Difficulty

Serves 6 (200 ml) oven pudding (100 ml)  
Preparation Time 20 mins

This fondant pudding comes baked but is smooth liquid centre. In the centre you can be creative, an addition of hazelnut or chocolate. For added texture, before baking, you can combine in addition, the liquid ingredients into cream which is made ahead.

### Ingredients

200 g 70% cocoa equivalence chocolate  
200 g butter unsalted  
1 orange zested  
200 g eggs  
80 g yolk  
200 g sugar  
100 g flour  
1 g salt

### Method

Place the butter, chocolate & orange zest into a double boiler & allow to melt together. Ensure you break the orange zest to release the essential oils.

Allow to infuse for 10 mins longer if you want a stronger orange taste.

Scrape out the orange zest and reserve the chocolate/butter mix.

Lightly whisk the yolk & eggs together - don't whisk faster or too long.

This stage whisking will stabilize the mixture when baked & you should not have that liquid centre.

Pour the reserved chocolate/butter mixture into the egg white stream. This can also be done a little at a time.

Combine the flour & sugar - mixing slightly.

Mix a whole egg to the sugar flour, mixing until a smooth mass is formed.

The sugar mixed into the flour helps to prevent any large flour lumps.

Pour into well greased moulds & bake for 8-10 mins on 180°C.

Over-baked centres for the centre to allow them to set for a few minutes.

On cooling:

Serve immediately with hot cream.



## WHITE CHOCOLATE VANILLA CRÈME BRÛLÉE

### Difficulty

Serves 6 (200 ml) oven  
Preparation Time 40 mins

White cream, vanilla & white chocolate is perfect match.  
The cream/butter is used in the filling for the profiteroles.

### Ingredients

100 g milk  
100 g cream  
100 g sugar  
100 g white chocolate  
100 g flour  
100 g eggs

### Method

In a double boiler the milk & sugar until light & fluffy by hand.  
The milk/cream/sugar is used in the heat the cream with the vanilla zest and salt - allow to infuse for 10 mins longer at the heat.

Whisk the egg whites until stiff with salt & sugar.

Lightly whisk the yolk & eggs together - don't whisk faster or too long.

This stage whisking will stabilize the mixture when baked & you should not have that liquid centre.

Pour the reserved chocolate/butter mixture into the egg white stream. This can also be done a little at a time.

Combine the flour & sugar - mixing slightly.

Mix a whole egg to the sugar flour, mixing until a smooth mass is formed.

The sugar mixed into the flour helps to prevent any large flour lumps.

Pour into well greased moulds & bake for 8-10 mins on 180°C.

Over-baked centres for the centre to allow them to set for a few minutes.

On cooling:

Serve immediately with hot cream.





### RECIPES

THE LINDT CHOCOLATE CREATIONS FAMILY  
CREATING PASSIONS

WHITE CHOCOLATE PANNA  
COTTA BREAD

WHITE CHOCOLATE PANNA  
COTTA BREAD

VIEW VIEW VIEW

### VIDEOS

TORTING WITH CAVIAR SPICY CHOCOLATE BEE HIVE SPICY CAVIAR BEE HIVE

### OUR RANGE





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GARDEN MAKEOVER  
**THIS EASTER**  
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LITTLE BUNNY HUNTERS  
TO THE LINDT EASTER  
GARDENS BETWEEN  
**18-20 MARCH**



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# DIGITAL ILLUSTRATION









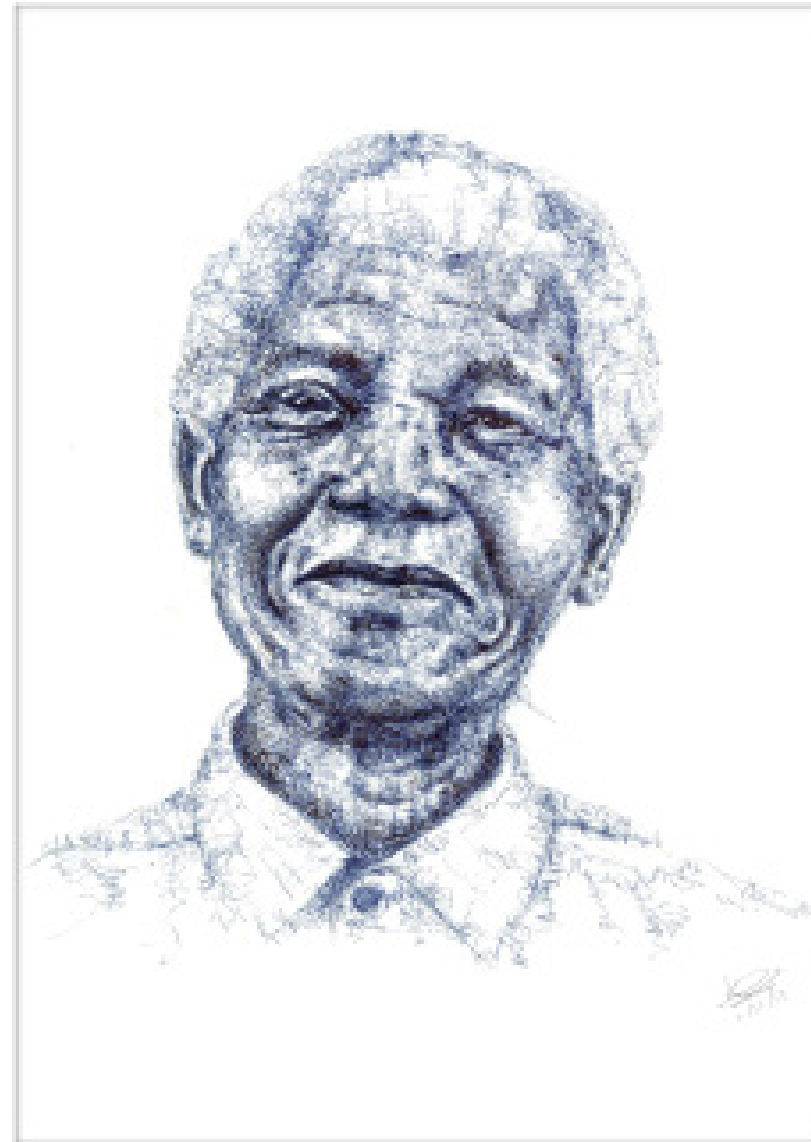




**ARTWORK**











**KHANYA MAKABA**  
Art director | Illustrator  
.....  
E [ka.makaba@gmail.com](mailto:ka.makaba@gmail.com) C 073 830 1892

**PHOTOGRAPHY**





















  
**GODFELLA**  
PRODUCTION STUDIO'S

**MEDIA & PR**

## OPINION

1099

First Crusade: 15 000 starving Christian soldiers march in a religious procession around Jerusalem, as its Muslim defenders look on.

Est 1846  
**The Witness**  
 KwaZulu-Natal July 8, 2014

## OUR VIEWPOINT TIME TO HONOUR A

**I**N France last weekend, a South African soldier, Private Myengawa Beleza, who died in World War I, was reburied in the main South African cemetery at Delville Wood, from which he had previously been excluded.

In 1916, the fighting in Europe had ground to a bloody stalemate on the Western Front. The call went out from Britain to the white settler dominions of the British Empire to raise volunteers for labour battalions from their indigenous

populations. South Africa was initially asked to raise 10 000 black troops for such battalions in France. Beleza would have been one of these volunteers. Using black troops to fight against white troops was considered unacceptable by the standards of the day, hence their recruitment as labourers. Even so, there was white opposition to the recruitment drive, some of it clearly racist in tone. Underlying such objections was the fear that on their return, black soldiers would expect

equality with whites.

At the time of World War I, long before formal apartheid, institutionalised racism was well-entrenched, the races were separated and the South African government did not allow black soldiers to be buried in “whites only” cemeteries.

Such attitudes had repercussions for South Africa during World War 2 when, in 1940, again a call went out for black labourers. There was a reluctance to volunteer, directly attributable to the

South African government. As Walter Dube said: “Our brothers and sisters were denied the honour of being buried in the same cemeteries as the whites. Despite this, our brothers and sisters fought for freedom as a result of the war.” “I fight

## Dire state of SA's born-frees

OPINION  
 Abram Molelemane

**T**HE recent statistics on youth unemployment in South Africa, 36,1% (an increase of four percent between 2008 and 2014), suggest a dire state of affairs for our born-frees.

China, has invested heavily in education. In fact, it has the largest education system in the world. In June, there were 9,39 million pupils taking the National Higher Education entrance examination (GAO Kao) in China. In addition, it has a constant teacher-development system. Once teachers are employed in a school, there is a system of induction and continuous professional development in which groups of teachers work

- Support — a lack of government, private sector, parental and school support for enterprise skills hinders the growth of these skills at a young age.
- Finance — while finance is available, it is difficult to access. For the few who try to establish and mimic some business prowess, the red tape around access and other restrictions continues to hinder a vibrant society of young entrepreneurs.



# SCOUTS OFFER A BETTER FUTURE

## CAN HELP YOUTHS TURN THEIR LIVES AROUND

### Abram Moleleman

**IT IS well documented that structure, support and encouragement can contribute towards changing the lives of young people for the better.**

Not only do these concepts prepare young people to make appropriate ethical and moral choices, but they also build self-confidence and the knowledge and skills that can help them to be more successful and productive citizens.

Unfortunately, in many of the poorer areas of our country such support for youngsters is in short supply, with the triple challenges of poverty, HIV/Aids and parents who are not involved in their children's upbringing exacerbating the problem. The good news is that in some areas the scouts movement is offering a road map to a better future, using a time-honoured philosophy built around respect, service and discipline.

Ronny Sekwela, a polite and confident young man of 23 from Limpopo's Lephane village outside Tzaneen, agrees with the notion of scouts paving the way to a brighter future. He is one of a growing number of youths from the area who managed to turn their life around through joining scouts.

By his own account, not so long ago, he was wasting his life away with alcohol and a reckless lifestyle.



**YOUNG TALENT: Scouts Roxanne Willemse, Unakho Ndamase, Dieter Willemse, Bongeka Mtsobole and Lynell Pietersen**  
PHOTO: FREDLIN ADRIAAN

Sekwela joined the scout movement at the age of 14, following a chance encounter with a few scouts in his area who were participating in the movement thanks to an organisation called Keep the Dream 196 (KTD).

He is currently an IT intern at International Business Machines; he says that he hopes to start his own telecommunications company, which would enable him to help uplift young people in his community.

For information contact Louise Batty on [keepthedream196@gmail.com](mailto:keepthedream196@gmail.com) or visit [www.keepthedream196.com](http://www.keepthedream196.com)

## Opinion & Analysis

# Heady goes here 48pt over 1 deck

### BUSINESS WATCH

**B**USINESSMAN Sandile Zungu posted his resignation to the South African media of the Jacob Zuma camp yesterday, the former Deputy chairman of the Zuma Incentive, which was elected at the World Economic Forum in Davos, Switzerland.

Zungu penned a glowing tribute to the

way the ANC president "disarmed" an international correspondent, made "pugnacious" remarks in cabinet rooms and "banned, and was libeled to Brazilian President Lula da Silva."

**Crosshead**  
Copy

Second par

Quote quote Quote quoteQuote quoteQuote quoteQuote quoteQuote quoteQuote quote quote

### QUOTE OF THE DAY

Some people are at the top of the ladder, some are in the middle, still more are at the bottom, and a whole lot more don't even know there is a ladder. —Robert Schuler, American dergyman

## Sustainable projects can level urban bias, ease rural poverty

### FARMING SOLUTIONS

**Abram Molelemane**

**G**LOBALLY, rural areas are underdeveloped and face many challenges — in South Africa, this is especially so. In an effort to address these challenges, many developing countries have adopted strategies to give people in rural areas incentives to stay there and build a better life for themselves.

Studies indicate that only 21 percent of South Africans living below minimum levels reside in densely settled areas, meaning that four out of every five of our poorest citizens are ruraly based.

In India, where rural poverty is a burning issue, the number of rural poor is estimated at a quarter of a billion people. To tackle this, the government merged its earlier rural self-employment programmes into Swarnajayanti Gram Sarvodaya Nigam, an initiative aimed at providing sustainable income to the rural poor.

Since its inception in April 1986, about 2.5 million self-help groups aimed at bringing poverty-stricken families above the bread line have been established, incorporating more than 1.5 million people. The scheme has also benefited more than 3 million who are self-employed.

Such home initiatives such as Indiano, Mutha Trust, the Local Economic Development Fund, the Rural Development Support Programme and Nava Mandirani Farming are doing great things. With civil society and community participation, these organisations focus on much-needed integrated rural development, financial management, and skills training.

Research shows that most of the fast-developing rural communities across the world share a common thread: instead of giving hand-outs, support organisations have invested in providing skills and development training. Many initiatives, including some in South Africa, follow this lead and have experienced positive results.

Although India has the third highest number of Indians, an economic development implementation organisation based in that nation, concurs with this self-help methodology. Her emphasis is on providing training to equip impoverished communities to become economically self-reliant and to make a lasting economic difference, and build their own business and support structures.

Some of the challenges in our rural communities include the lack of infrastructure (water and electricity supply and transport) and the neglect of agricultural. Furthermore, because populations are geographically dispersed and because communication and transport infrastructure is often poor, rural people have diffi-

Their innovative use of a three-fold partnership between the community, corporate role players and the government holds hope for solutions that require long term commitment and entrepreneurial energy and meet a rural market need.

One example is Indiano's wood-producing hub, pilot project. This collaboration between the youth communities of Zululand near Qoqosweni in the Eastern Cape, the Chris Hani district municipality, Cape Woods SA, the Olive Leaf Foundation, Mission and the National Youth Development Agency is expected to upgrade 36 off-shoot sheds, empower the youth with their own stock and provide full training for shavers and barbers.

This will create an estimated 71 permanent jobs, fill seasonal jobs and produce quality wood for commercial trading by the youth cooperatives. This initiative will ensure rural youth to remain in the wood-producing industry.

**Globally, rural development projects play a significant role in boosting the economy and transforming lives. In SA, the results are substantial**

cultally organising and expressing their preferences through political processes. The rural poor women in particular have little political power. Globally, urban elites pursue policies that disadvantage the agricultural sector, such as overwater issues and low urban food prices. This policy set, often identified as urban bias, has been pervasive in many countries. Although rural elites are able to obtain some compensation, this amount is insufficient to offset urban bias and often aggravates inequality on the rural poor.

Given that rural development projects play a significant role in boosting the economy, what can be done to address the many challenges that threaten their effectiveness? First, the key question prior to starting any rural development project should be whether it is driven by demand or supply. It is a demand-driven project based on a well-known and accepted community need already articulated by those living in the community, it is much more likely to succeed.

Often, it is supply-driven projects based on donor agendas or external "perceived" need fail to capture the attention and commitment of those living in the community, and thus fail quickly once external funding ends.

Second, a strong sense of local ownership and participation in the project design, implementation, and monitoring is essential to successful project implementation and sustainable benefits (Organisation for Economic Co-operation and Development, 1989). Co-operation (donor-recipient collaboration) and communication and local personnel participation are often poor, rural people have diffi-



Members of Indiano's Paddle project at work in the Eastern Cape. The project aims to help impoverished communities to participate in the economic mainstream by teaching them skills to create wealth and be self-sufficient.

Photo: Sabela

ty organising and expressing their preferences through political processes. The rural poor women in particular have little political power. Globally, urban elites pursue policies that disadvantage the agricultural sector, such as overwater issues and low urban food prices. This policy set, often identified as urban bias, has been pervasive in many countries. Although rural elites are able to obtain some compensation, this amount is insufficient to offset urban bias and often aggravates inequality on the rural poor.

Given that rural development projects play a significant role in boosting the economy, what can be done to address the many challenges that threaten their effectiveness? First, the key question prior to starting any rural development project should be whether it is driven by demand or supply. It is a demand-driven project based on a well-known and accepted community need already articulated by those living in the community, it is much more likely to succeed.

Often, it is supply-driven projects based on donor agendas or external "perceived" need fail to capture the attention and commitment of those living in the community, and thus fail quickly once external funding ends.

Second, a strong sense of local ownership and participation in the project design, implementation, and monitoring is essential to successful project implementation and sustainable benefits (Organisation for Economic Co-operation and Development, 1989). Co-operation (donor-recipient collaboration) and communication and local personnel participation are often poor, rural people have diffi-

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## New Swazi airport stands idle as citizens count cost

### WHITE ELEPHANT

**Titus Gwebu**

**S**WAZI King Mswati III seems oblivious to descriptions of his new R2 billion airport as a "white elephant." Opening the facility this week, he named the airport after himself.

"The nation will agree with me that we have all been looking forward to this day because the new airport comes with multiple benefits for the general populace. We welcome you all to this new level for the kingdom," he said.

He did not specify what benefits the airport would bring to the Swazi people or business communities, which face longer travel times and air freight delivery delays. When construction began in 2009, the International Monetary Fund (IMF) said the cost would soar. Swaziland made needed for meaningful developmental projects to boost food production, education and health care. At the time, the cost of the airport per person was R160.

Eleven years later with a population of over 1.6 million and costs having ballooned sixfold, the airport price for every Swazi man, woman and child has become R2 300. By comparison, elderly Swazis get annual grants of R2 400, and two-thirds of Swazis live on less than R2 100 a year.

King Mswati devoted much of his airport dedication speech to condemning critics of the project. He ridiculed a consultant who suggested an African theme for the terminal building.

"I recall that this report said we must search the root of the airport. I imagined that we would be the only country to have a chanted roof airport," a displeased Mswati said.

Royal Mchombeni International Airport has a thatched roof covering 700m<sup>2</sup> of terminal space. Located 20 minutes away by air from the King Mswati III International Airport (KME) airport, the Mchombeni airport is one reason aviation experts doubt the viability of Swaziland's new air facility. King Mswati's Mchombeni airport, which was built with a significant role in boosting the economy and transforming lives. In South Africa, the results are substantial, with private support and affirmative policies that are more likely to have high-level political and institutional support both during implementation and beyond.

Programmes and projects are implemented within a wider policy environment — government policies can have a significant impact on the sustainability of development programmes or projects.

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A 2009 study commissioned by the company found air travellers would save time driving to Johannesburg rather than flying from the new airport's location in the isolated hamlet Mchombeni.

"The road journey takes three hours including a stop at the border post. Total travel time from Manzisa, including getting to the airport, waiting, flying, going through customs and retrieving baggage at Johannesburg and taking ground transport in each direction will take four hours 20 minutes. This will make air travel from a morning or a day trip unviable as the time taken for travel will amount to eight hours, 40 minutes, whereas road travel will take six hours," the study noted.

"With 40 percent of passengers on this route being point-to-point travellers, it is estimated that as much as 40 percent of these passengers and 20 percent of connecting passengers, will opt for road travel.

"The risk of a move to KME airport is unpalatable considering that in a realistic scenario the business will run at a loss, leaving the business unsustainable and an avoidable failure," the study concluded.

**The road journey (to Johannesburg) takes three hours... From KME airport) the journey will take four hours 20 minutes.**

Only by taking over management of Mchombeni Airport on Swaziland Airlines survive a business.

King Mswati is not likely to allow that, given his master plan for his kingdom. Last year the king decreed that by the year 2022 Swaziland must achieve First World status. A new airport was key to becoming just like an advanced country, he said.

The KME airport is similar in size to a provincial airport rather than a modern national airport. The barren countryside surrounding the busy terminal and single runway is populated by goats and cattle instead of hotels and service businesses.

If the airport is to be made viable, the spending of public monies has only begun. Because international air carriers are unwilling to land there instead of in Johannesburg because there are no connecting flights to other countries, the government's answer is to create a brand new airline. The cost of planes alone will exceed the annual national budget.

Because an airport hotel is needed, the government says it will build one and one five-star quality. A convention centre will be built also. At the airport dedication, Mswati said an entire town would be erected nearby, an industrial park, all to accommodate the hundreds of passengers disembarking to do business, connect meetings and sight-see.

"Let us make this facility a preferred arrival airport by Africa of the world," he declared. He added in a tone that sounded more emperor than humbly. "This is not a joke."

### CONTACT

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### DILBERT

**TOPPER**  
I SEE YOU HAVE A PHONE WITH A TINY GREEN



THAT MUST BE EMBARRASSING COMPARED TO MY ENORMOUS PHONE



IT PAID OFF MY MORTGAGE BY MINING BITCOINS



### DIARY

#### New executioner hangs up after seeing gallows

SRI LANKA was searching for a man to hang the convicted murderer Chandrarathna Pallegama, the commissionaire in the predominantly Sinhalese north-eastern province, said yesterday.

"He told me that after seeing the gallows he got upset. Next time, we will show the gallows to the new recruits before giving them basic training."

But it is not clear if he would have been likely to hang anyone anyway. The job is light administrative work only.

"We gave him one week's training, but he resigned after seeing

the gallows, saying that he didn't want the job," Chandrarathna Pallegama, the commissionaire in the predominantly Sinhalese north-eastern province, said.

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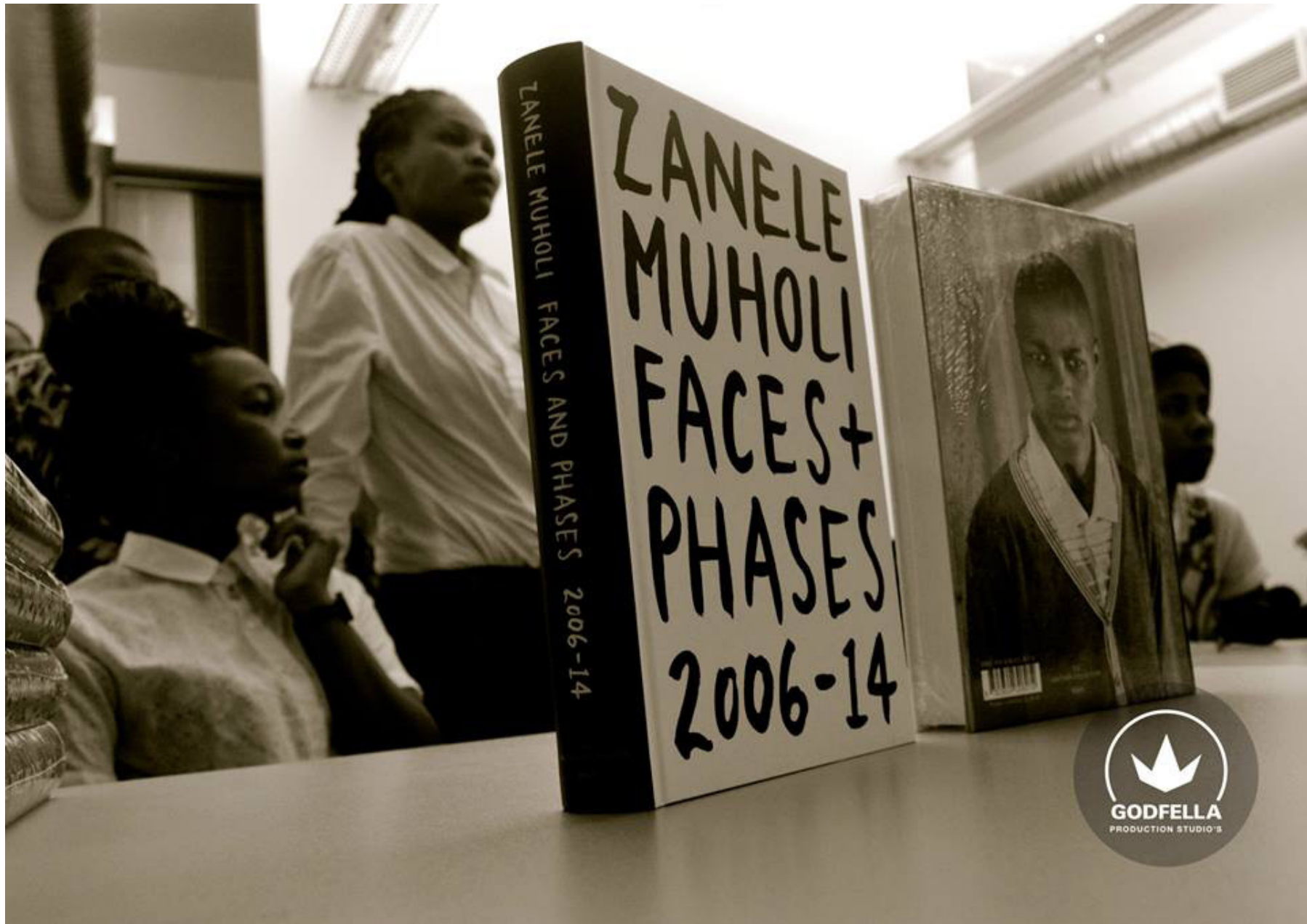
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**EVENTS**





ZANELE  
MUHOLI  
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PHASES  
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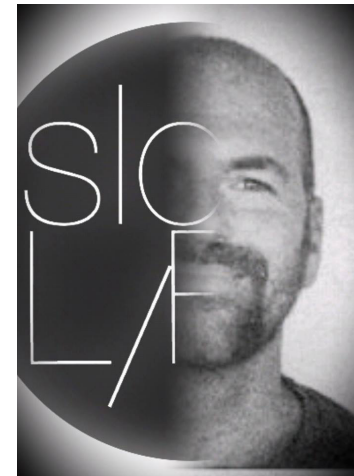
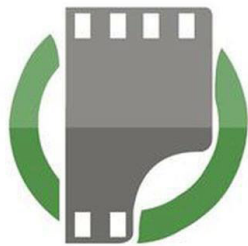
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