



**Keynote address by her worship, Cllr Zandile Gumede
opening the Radical Economic Transformation Summit/
Community Media Forum
22 February 2017
Inkosi Albert Luthuli, Durban ICC**

Programme Director,
DCM present
Communications unit,
Members of the Media,
Editors and Managers,
Ladies and gentlemen,
All protocol observed,

Sanibonani ekuseni, siyabonga ukunibona niphumelele nonke kulomhlangano ozodingida udaba olusemqoko kulezinsuku, okungudaba lomnotho.

Firstly, I would like to thank you for inviting me to this occasion for our community media and members of the media in general. The history of community media in South Africa and elsewhere shows that the emergence of this sector was a result of a demand to break away from monopoly of mass media.

In South Africa, the apartheid regime ensured that the majority of citizens were disadvantaged and marginalised in the interest of the white minority.

Community media serve to empower marginalised communities to define and manage their own development. As such, community

media are driven by democratic principles which are socially oriented and not profit driven. These factors make community media different from commercial, public, or private media.

As the city we view the community media as partners of development. You are not like opposition media which is always looking for negative. You must carry on with your objective reporting. You must invite us including ward councilors to speak with you. We want you to tell communities about their development. We will always be by your side. I have encouraged communication to spend some of their budget on community media because you are strategic.

The ANC use to own its radio channel. In fact the first community radio in South Africa was runned by the ANC, it was called Radio Freedom. It was used by the OR Tambo to announce the NEC January 8 Statement. Our relationship with community media has a history. Fortunately this year we are celebrating President OR Tambo. I want you to host shows in the memory of President OR Tambo. People of eThekweni must know who was OR Tambo and generations to come.

Programme Director,

I will be brief because some of you did attend the Radical Economic Summit. We will not repeat ourselves but do a short speech. We have brochures that explains our programme.

We as an ANC led Municipality are recommitting to our manifesto and ANC Manguang resolution which called for radical economic transformation.

The year of 2017, is a year of President OR Tambo, who would have been 100 years if he was alive. We will have number of activities in his memory and we believe we should all be inspired by President OR Tambo.

Speaking in London at the SACP celebration of 1981, President OR Tambo said, "**Our drive towards national emancipation must**

include economic emancipation." Meaning that our freedom must include economic freedom.

During his state of the nation address, President Jacob Zuma called on all of us to move away from making statements regarding radical economic transformation and to start with practical programmes. This is one of the reason we are here this morning. We are called to fully implement radical economic transformation framework that will give opportunities to youth, women, disabled, military veterans and rural communities.

The 1994 breakthrough of President Mandela was about Political Freedom but today is about economic freedom. We thought by attaining political freedom in 1994 and being in charge of government it was going to be easy to attain economic freedom. The economic opportunities were only given to the few politicians and left masses of our people in poverty.

What do we mean by radical socio-economic transformation?

We mean fundamental change in the structure, systems, institutions and patterns of ownership, management and control of the economy in favour of all South Africans, especially the poor, the majority of whom are African and female, as defined by the ANC, which makes policy for the democratic government.

Programme Director,

Radical socio-economic transformation includes legislation, regulations, licensing, budget and procurement.

Twenty-two years into our freedom and democracy, the majority of black people are still economically disempowered. They are dissatisfied with the economic gains from liberation.

Our national government led by President Zuma, has a new regulations making it compulsory for big contractors to subcontract 30% of business to black-owned enterprises have been finalised and it was gazetted on 20 January 2017.

Through such regulations and programmes, we will be able to use the State buying power to empower small enterprises, rural and township enterprises, designated groups and to promote local industrial development. This is why we need to increase our adverts for community media so that we can drive development.

Through this legislation or framework we are saying our military veterans must benefit. We say our youth and women must benefit in these big contracts. Our rural and township based business owned by black people must be given a chance.

We believe that this framework will assist us as the city to deal with number of challenges and unhappiness on the ground. This will deal with issues of disruption of projects in communities and a slow pace of economic transformation which has always been a concern for us. These, in the main, are caused by lack of meaningful participation of our black people in the economic mainstream and it is about to change.

In conclusion, I want to thank you all very much for joining us here this morning to engage in this Radical Economic Transformation. I want us to continue with our partnership. I want us to develop a program that will assist us in better engagement. We are always in meetings but it is important to come to your radio stations and news room and talk to the public through. I see you as partners more than anything.

I thank you.