BUSINESS



Edited by Deborah Walter and Colleen Lowe Morna

With foreword by Liberian President Ellen Johnson Sirleaf

UNUSUAL

Gender and the economy

COVER PHOTO:
Zinzi Mdlulu (right) underground

PHOTO SUPPLIED BY:
Lonmin Mining

Business Unusual
Gender and the economy

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ACKNOWLEDGMENTS

This publication represents hundred of views and voices largely collected during 12 "Business Unusual" (BU) workshops in ten Southern African countries from May 2006 to February 2008 in Botswana, Malawi, Mauritius, Namibia, Seychelles, Swaziland, South Africa, Tanzania, Zambia and Zimbabwe. At each workshop presenters offered valuable insight into a range of economic and business issues. The 217 journalists who participated in the workshops (54% women, 46% men) produced thought-provoking articles published in collaboration with local media houses. Those interviewed, including heads of companies, informal traders, sex workers, entrepreneurs, and citizens, offered their opinions and experiences on everything from budgets to starting a business. Their collective observations and analysis form the core of this book.

Several media training institutions partnered with Gender Links (GL) in running the one week course in each of the twelve locations. These include the University of Botswana; Malawi Institute of Journalism (MIJ); Media Trust Mauritius; the Polytechnic of Namibia (PON); University of Swaziland (UNISWA); Institute for the Advancement of Journalism (IAJ); Rhodes and Stellenbosch Universities in South Africa; and the Zambian Institute of Mass Communication (ZAMCOM). Course facilitators from these institutions worked with the GL team that included GL Executive Director Colleen Lowe Morna; associate trainer Trevor Davies; editor Deborah Walter and researcher Skhonzile Ndlovu to conduct the training.

The BU course, which will shortly be replicated in two French-speaking countries (the Democratic Republic of Congo and Madagascar), is based on training material developed by Gender Links (GL) in collaboration with the Konrad Adenauer Foundation (KAS) and the Netherlands Institute of Southern Africa (NIZA), which also funded the training.

The World Bank and International Finance Corporation (IFC) partnered with GL in a video conference between course participants during August (Women's Month in South Africa) 2006, and in the launch of the book in the wings of the Southern African Development Community (SADC) Heads of State summit in August 2008. DANIDA funded the production of this book that synthesises several individual reports into insights and knowledge about gender and economics in Southern Africa as part of its support to the Gender and Media Diversity Centre (GMDC) managed by GL.

Her Excellency the President of Liberia Ellen Johnson Sirleaf, the first African woman president and an inspiration to women around the world, graciously agreed to write the foreword to this book during her visit to South Africa to deliver the Nelson Mandela Foundation annual lecture in July 2008.

FOREWORD

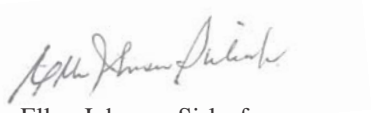


All across Africa, time and time again, women have demonstrated creativity, resilience, and drive that rise above the constraints that face them, whether in business, politics, media, and even within the walls of their own homes. We know from experience and good common sense that if our nations are to develop and prosper as we all hope, then we must harness the energies of all our people, regardless of gender. It is astounding then, that in so many ways, society and governments continue to insist on restraining and limiting the valuable potential of women.

As the first woman president of an African country, a former Minister of Finance, with degrees in economics and public administration. I can assure any doubters that gender is no impediment to achievement, except those obstacles that society and culture have placed there. Born the granddaughter of a rural market woman, education opportunities set me along a path that included the presidency of the Liberian Bank for Development and Investment, a position as a senior loan officer of the World Bank, and vice-president of Citibank. All of these paved the path to leadership. Opportunities to achieve – education, access to finance, networks, freedom from cultural expectations – are what can lead women out of the cycle of poverty.

Women, many of whom earn their living selling goods in Liberia's markets, played a key role in the 2005 election. In Liberia, like most other countries, these women are an essential backbone to the economy as a whole. They also represent the possibilities that gender equality and access of opportunity can create. Just this past June, I was in New York, along with actress Cicely Tyson, former President of Ireland Mary Robinson and the 2004 Nobel Peace laureate Wangari Maathai, to celebrate the Sirleaf Market Women's Fund. The fund provides for market women in three key areas: improving or providing infrastructure, helping adults to learn to read, and a micro-credit loan programme. Another proposed project would supply playground equipment and child-care facilities near markets for working mothers.

I can attest that media regards women in leadership with some mixture of awe and confusion. I am alternatively referred to as either the “Iron Lady of Liberia,” or “Ma Sirleaf”. Perhaps this shows the dual nature of women leaders! For my part, I am proudly a proponent of ensuring that both women and men have access to opportunities and resources that will enable them to contribute to their full potential. The future of African nations depends on it!



Ellen Johnson-Sirleaf
President of Liberia

ACRONYMS

AOA	Agreement on Agriculture
BEE	Black Economic Empowerment
BU	Business Unusual
CED	Community Economic Development
DVA	Domestic Violence Act
DTI	Department of Trade and Industry (South Africa)
FAO	Food and Agriculture Organisation
FTA	Free Trade Area
GATS	General Agreement in Trade and Services
GEMSA	Gender and Media Southern Africa Network
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GDP	Gross Domestic Product
GNP	Gross National Product
GNI	Gross National Income
ILO	International Labour Organization
IWMF	International Women's Media Foundation
JIPSA	Joint Initiative on Priority Skills Acquisition
MDG	Millennium Development Goal
NGO	Non-Governmental Organisation
SADC	Southern African Development Community
SADC GU	SADC Gender Unit
SANEF	South African National Editors Forum
SIF	Strategic Implementation Framework
SSA	Sub-Saharan Africa
SME	Small Medium Enterprise
TRIMS	Trade Related Investment Measures
TRIPS	Trade Related Intellectual Property Rights Agreement
UNDP	United Nations Development Program
VRC	Virtual Resource Centre
WHO	World Health Organization
WTO	World Trade Organization
UN	United Nations

INTRODUCTION



Business and economics with a fresh perspective. Photo: Gender Links

At a glance...

- Women make up the majority, 80%, of people living in poverty, yet including paid and unpaid work, women's labour far outweighs their male counterparts.
- Business Unusual training has revealed fascinating new angles for media coverage.
- The ground breaking SADC Gender and Development Protocol, expected to be adopted in August 2008, contains key targets and indicators on economic empowerment; ending gender violence; HIV and AIDS.

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As a region, the Southern African Development Community (SADC) is increasingly recognising that development - economic, social, and political - requires a conscious awareness of how different strategies and choices affect the lives of all citizens, both women and men. Yet the gender dimensions of macroeconomic policy, budgets, trade, work and business are among the least understood by policy makers, decision-makers and the media.

In many ways, SADC recognises in principle that gender equality is a central component of economic development and progressing as a region. Most countries have incorporated legal protections intending to guarantee equal access for women and men to productive resources such as land. Many governments create skills training and economic empowerment programmes designed to help women start businesses or gain marketable skills. Countries such as South Africa, Namibia, Mozambique, Mauritius, Tanzania, and Zimbabwe are seeing initiatives to conduct gender analysis in national budgeting. Many governments have institutional structures such as gender/women's ministries, departments, units, and gender desks, to implement plans for gender equality.

Yet, poverty still largely has a woman's face. Sub-Saharan Africa is unlikely to meet the Millennium Development Goal (MDG) of halving the population of people living in poverty by 2015, and will be the only region in the world where the number of poor people in 2015 will be higher than in 1990. Unequal access to, and control over productive resources and social services such as health and education; skewed distribution of remunerated and unremunerated work; and inadequate support for women's productive activities and entrepreneurship are some of the major causes of the number of women living in poverty.

Social and cultural expectations mean that women care for children, the elderly, infirm, and the sick, and perform a wide variety of unpaid "care work," none of which is recognised or counted in national economic statistics. The lack of recognition of women's work leads to lack of public investment in the areas where women are concentrated, such as the informal sector employment, rural subsistence production, domestic "reproductive" work or the care economy and voluntary community work. Gender insensitive policy choices marginalise women, reinforce poverty and result in the failure to exploit this powerful human resource.

This book sets out to explore some of these issues. By looking at topics such as the hidden economies of care, the world of work and enterprise, development, globalisation and trade, budgeting and governance, this book offers unique perspectives on gender, the economy and business. Interspersed with contributions by writers across Southern Africa, it is evident that though we may speak of such terms as "globalisation," and "access to education" in abstract ways, these are ultimately about real lives, as the article below shows.

Cracking the rocks to fight poverty

By Rishi Ramnauth, Mauritius

A fortnight has already elapsed since Linda Perle started digging a pit in her back yard and it might take another week to reach the required depth. Like her, many other residents of Africa Town in Riambel are facing the problem that their latrines fall right in the way of a proposed road. The settlement is on extremely rocky terrain on which homeless citizens came to squat after successive cyclones.

"I came down here five years ago after my house at Le Morne went flat after a cyclone," says Perle. "My mother had stayed here for 13 years and my three sisters joined in later. I am the last one to join the gang," she adds.

The Perle family occupy four shacks close to each other in the middle of the settlements. They only got water and electricity in December last year. The unimaginable living conditions stand in stark contrast to the image of a prosperous Mauritius. In addition to being drowned in abject poverty, the community is also cursed with many social ills.



Poverty on paradise island. Photo: Rishi Ramnauth

According to residents, after years of lobbying with government, the families were allocated plots of land but these came with strict instructions. They do not have the right to erect concrete houses and they are still awaiting their land contracts. Most women in the community are single mothers. The few men that remain are daily wage earners with no job security. But women, the majority of the residents, are determined to overcome their hardships.

"Men over here are considered as non-existent because they spend their time roaming around aimlessly out of frustration and remain intoxicated day in and day out," says Daisy Colas, president of the association Nou Banne Zenfan of Africa Town. "With such a negative mood prevailing, women over here have decided to take over the reigns for their own benefit. There is not a single task that we cannot accomplish over here; we do almost everything from taking care of the kids to consolidating our shabby shacks."

The majority women in the community work on vegetable plantations. Some are fisherwomen and others work as maids in affluent private bungalows adorning the costal road at Riambel. Others have to remain at home to look after their kids and have to rely on the meager salary of their husbands to run the house.

Most of the women find it difficult to send their children to school even if education is free. "How would you expect one to spend on school material and uniforms when we are not even sure whether we'll have a square meal in the evening?" asks Catherine who is expecting her fifth child. "I cannot take up a job to make ends meet because my second child is physically challenged and needs assistance all the time," she says.

Meanwhile, to facilitate her arduous work, Perle sets a rubber tyre on fire down the pit and waits for the stone slabs to crack with the heat. "See, even rocks do crack, nothing is impossible and we shall survive," she says.

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The SADC Protocol on Gender and Development

Despite widespread acknowledgement of the links between economic development and gender equality, and the number of international and regional commitments that governments in SADC have made towards equality, many challenges and issues persist. In August 2008, SADC Heads of State will consider a draft SADC Protocol on Gender and Development (Gender Protocol.) The proposed elevation and improvement of the previous Declaration to the SADC Protocol on Gender and Development to a Protocol would provide a region-specific, legally binding, detailed roadmap to follow. While Declarations



Doing accounts at Namibia market

Photo: Trevor Davies

reflect intentions, Protocols are legally binding instruments. Moreover, this Protocol includes benchmarks and measurable targets, providing clear indicators to hold governments accountable to the measures outlined.

The adoption of the protocol would be the culmination of work launched in 2005, which has included numerous consultations between government and civil society. An advocacy campaign by the Southern Africa Gender Protocol

Alliance, a network of 16 national and regional gender organisations, supported efforts by the Gender Unit in the SADC Secretariat, which has been spearheading this intergovernmental process in the region.

The Protocol includes a range of targets designed to address gender issues from violence, to HIV/AIDS, education and media. The Protocol contains a number of important articles relevant to economic justice and empowerment. Part five of the Gender Protocol concerns equal access to productive resources and employment.

At the time of going to print in July 2008, the following were key economic targets contained in the daft Protocol:

Article 15 – Economic policies and decision making

- By 2015, ensure equal participation, of women and men, in policy formulation and implementation of economic policies.
- Ensure gender sensitive and responsive budgeting at the micro and macro levels, including tracking, monitoring and evaluation.

Article 16 – Multiple roles of women

- Conduct time use studies by 2015 and adopt policy measures to ease the burden of the multiple roles played by women.

Article 17 – Economic empowerment

- By 2015, adopt policies and enact laws that ensure equal access, benefit and opportunities for women and men in trade and entrepreneurship, taking into account the contribution of women in the formal and informal sectors.
- By 2015, review their national trade and entrepreneurship policies, to make them gender responsive.
- By 2015, and with regard to the affirmative action provisions in Article 5, introduce measures to ensure that women benefit equally from economic opportunities, including those created through public procurement processes.

Article 18 – Access to property and resources

- By 2015, review all policies and laws that determine access to, control of, and benefit from, productive resources by women in order to:

a) end all discrimination against women and girls with regard to water rights and property such as land and tenure thereof;
b) ensure that women have equal access and rights to credit, capital, mortgages, security and training as men; and
c) ensure that women have access to modern, appropriate and affordable technology and support services.

Article 19 - Equal access to employment and benefits

- By 2015, review, amend and enact laws and policies that ensure women and men have equal access to wage employment in all sectors of the economy in accordance with the SADC Protocol on Employment and Labour.
- Review, adopt and implement legislative, administrative and other appropriate measures to ensure:

a) equal pay for equal work and equal remuneration for jobs of equal value for women and men;

b) the eradication of occupational segregation and all forms of employment discrimination;
c) the recognition of the economic value of, and protection of, persons engaged in agricultural and domestic work; and
d) the appropriate minimum remuneration of persons engaged in agricultural and domestic work.

- Enact and enforce legislative measures prohibiting the dismissal or denial of recruitment on the grounds of pregnancy or maternity leave.
- Provide protection and benefits for women and men during maternity and paternity leave.
- Women and men shall receive equal employment benefits, irrespective of their marital status including on retirement.

Of course, a number of other articles are equally as important. The guarantee of women's constitutional rights over any other customary law or practices would ensure that government legal frameworks are relevant to all women. The commitment to abolish the minority status of women by 2015 would mean all women regardless of marital status would have the right to conduct business and undertake contracts in their own right. Access to participation in decision-making and education and training all affect the gender division of labour in the economy.

Yet, adoption would not be the end, but rather a beginning, with the immediate challenge being implementation, to ensure real action on the ground. Though gender activists expect to see the successful adoption of the Protocol in 2008, should this not happen, the campaign will be vigorously pursued so that women like Loveness Lungu and Angela Phiri can look forward to a better tomorrow.



Arthur Chatura and Noma Masina, Business Unusual workshop, Rhodes University. Photo: Trevor Davies

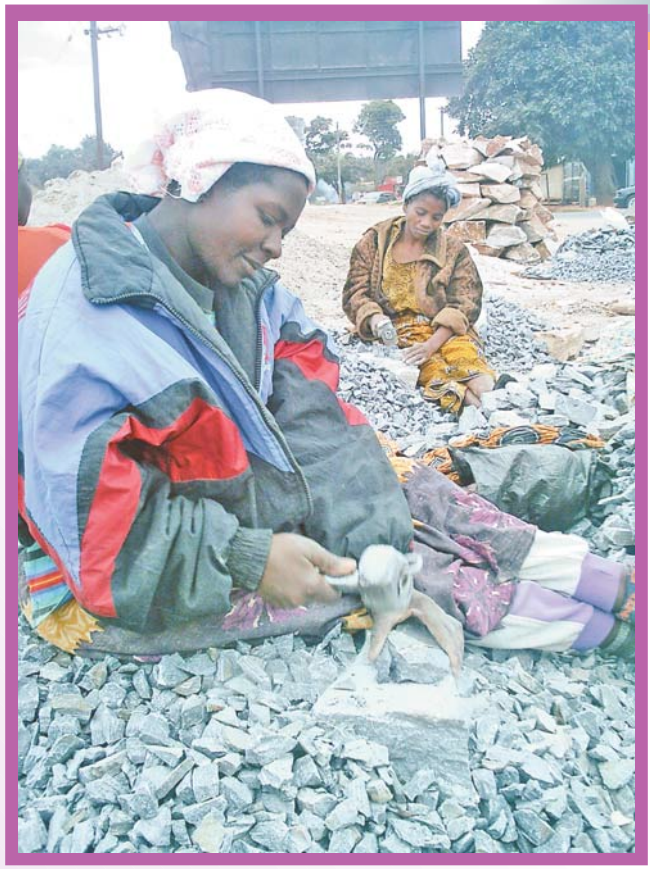
Poverty drives women to stone crushing

By Wamunyima Walubita, Zambia

Imagine squatting in the hot sun from morning to sunset, expending joint-straining amounts of energy just to transform large pieces of rocks into a single meal. Stone crushers face a constant risk of hand and eye injury. They breathe-in huge quantities of stone dust that expose them to the risk to cardiac diseases. Even after crushing work, their families hardly have enough to eat.

The job is the monotonous reduction of big stones into small ones for the building industry. It takes about a week to make a 10 tonne mound of gravel. Women armed with picks and hammers heat huge stones under dangerous high pressure to crack them into sizeable pieces before crushing them.

Loveness Lungu, a stone crusher from Kalingalinga where women have taken to this occupation to earn a living says: "government and society have neglected us. Many people come and interview us, but nothing changes… now, some people are threatening to chase us from here after this year's elections."



Angela Phiri at work crushing stones. Photo: Derrick Sinjela

As she spoke her seven-year-old daughter sat beside her crushing stones in the cold. She had no protective clothing. The little girl wore a sad face, torn from the windy dust, and the hard stones she was exposed to. She continued hitting the hammer against the huge stones whose unbearable force had her unintentionally dropping the hammer to the ground. "Don't worry. She has become an expert in stone crushing; she started doing it when she was only four-years-old," her mother said.

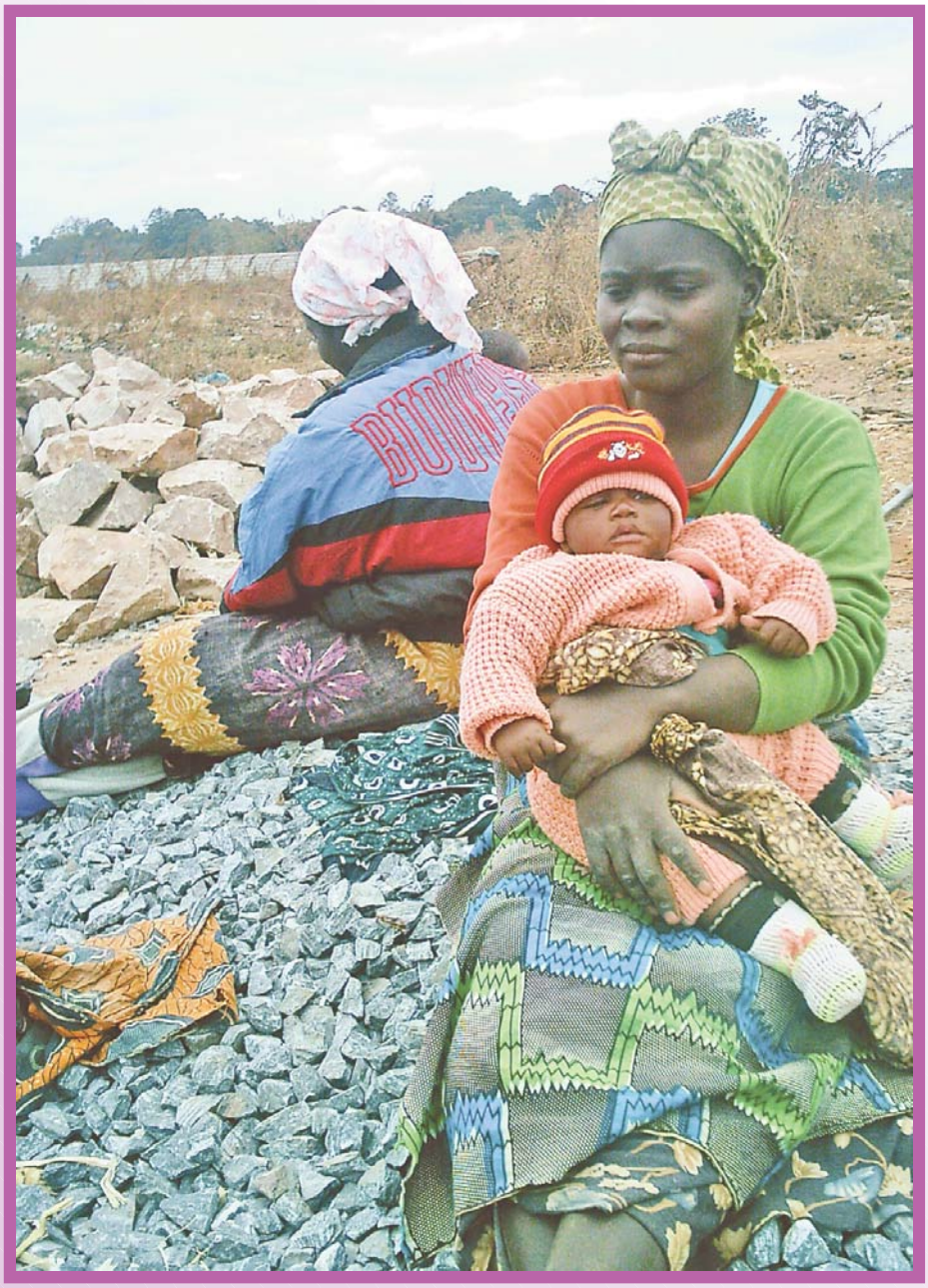
Lungu lost her husband in 2000 and has had to struggle to bring up her two children. "I live in Kalingalinga and I have two children, one is fifteen years old and is in Grade 8 at Kabulonga boys secondary school and his younger sister is here helping me raise money for my family," she said.

A wheelbarrow load of crushed stone costs K6, 000 (US $1.50). One person sells about fifteen wheelbarrow loads on a good day. But on bad days, they sell one load or, sometimes, they leave for their homes without a single coin. Another stone crusher Angela Phiri says she knows the dangers associated with the risky job but has no choice. "I have done tie and die but lack capital to concentrate on my trade" Phiri said.

Despite the fact that- according to the finance minister Ng'andu Magande, Zambia's coffers are $150 million richer

after the G8 countries decided to cancel the external debt in response to the country's attainment of the HIPC Completion Point, little is being done to help women like these stone crushers.

Mines and mineral development deputy minister in charge of small-scale miners, Stephen Mukuka said much as government wants to empower Zambian miners and the women folk, it will not tolerate illegal miners who include stone crushers. The women stone crushers said they do not even know the procedure on obtaining a license and let alone the revolving fund. Mukuka said it is the duty of the Environmental Council of Zambia (ECZ) to sensitise the miners on the dangers of illegal mining and the procedure to obtain licenses.



No safe place for children. Photo: Derrick Sinjela

Business Unusual workshops

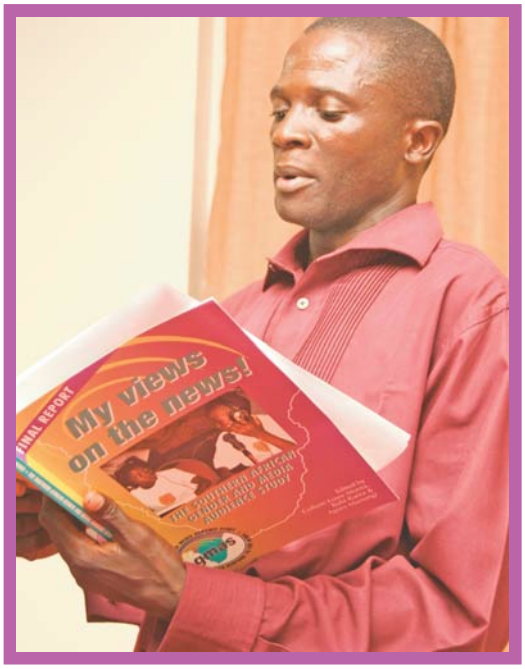
GL is a Southern African non-governmental organisation (NGO) founded in 2001 with the objective of "promoting gender equality in and through the media." This brief has since expanded to include work in the gender justice and governance sector, but always with a strong media focus. Since its inception, GL has conducted workshops on a broad range of themes such as covering violence, gender, HIV and AIDS and the media, as well as gender, elections and the media. In 2006 GL turned its attention to gender and the economy, which has a close fit to GL's work on governance, and is an area in which gender consciousness is especially weak.

After developing the Business Unusual (BU) training manual using material collected during research projects, GL embarked a series of training workshops for journalists on gender and the economy. The BU training workshops sought to improve gender balance and sensitivity of economic and financial reporting.

Table one: BU workshops 2006-2008

COUNTRY	Date of w/shop	Male	Female	Total	% Men	% Women
Malawi	29 May - 1 June 2006	10	4	14	71.4%	28.6%
Mauritius	15 - 19 May 2006	7	10	17	41%	59%
Seychelles	3 - 7 July 2006	3	6	9	33.3%	66.7%
Tanzania	26 Feb 2006	7	16	23	30.4%	69.6%
Zambia	29 May - 1 June 2006	12	8	20	60%	40%
Zimbabwe	5 - 6 June 2006	16	5	21	76.2%	23.8%
SA-IAJ	16 - 20 July 2007	6	9	15	40%	60%
Namibia	23 - 27 July 2007	10	5	15	67%	33%
Swaziland	12 - 17 August 2007	7	16	23	30%	70%
SA-Rhodes	22 - 26 October 2007	6	6	12	50%	50%
SA-Stellenbosch	5 October	6	15	21	29%	71%
Botswana	4 - 8 February 2008	9	18	27	33%	67%
Total		99	118	217	**46%**	**54%**

As illustrated in table one, the first phase took place in Malawi, Mauritius, Seychelles, Tanzania, Zambia and Zimbabwe in 2006, extending to Botswana, Namibia, Swaziland and South Africa, between June 2007 and February 2008. 217 journalists (99 males and 118 female) participated. Collaborating institutions included: the University of Botswana Media Studies Department; Polytechnic of Namibia; Institute for the Advancement of Journalism (South Africa); Rhodes University Media Studies Department (South Africa), Stellenbosch Media Studies Department (South Africa; and the University of Swaziland.



Patrick Mwakilama presenting audience research.
Photo: Trevor Davies

In each location, GL invited representatives of business, government, organisations and media to make presentations, exposing business and economic reporters to key decision makers and entrepreneurs. Each of the 12 workshops included the production of stories and a supplement printed and circulated through the news media. In producing these stories participants immediately put what they learned into practice, going out to conduct interviews, taking photos and constructing stories through a gender lens. The Gender Links Opinion and Commentary Service distributed some of the stories produced by participants during and after the workshops, giving the articles exposure across the region.

Comments by BU participants

- The reviewing of the supplement helped me realise that it is very easy for us to overlook some important issues especially when dealing with gender issues. I learnt that it's vital to note that gender is about both males and females not just the empowerment of women.
- I have learnt a lot during the workshop - things like gender budget and how women are perceived as in our communities
- The course has motivated me to be more aware of gender discrimination in my reporting and has opened my eyes to issues, which have been normalised in our society and are therefore often not criticised. Overall, as a woman I have been inspired by the group of guest speakers that were brought in.
- I enjoyed the story writing session as I became aware of my strengths and weaknesses. This session also sharpened my writing skills
- Great learning experience. Broadened my views on gender, economics and even advertising
- I gained some media research skills i.e. media monitoring which is an important research tool.
- Good workshop that will help journalists improve gender representations in the media as well as being open minded in the way that they present issues.

Book overview

Recognising that learning is continual process, GL insisted that all participants produce and submit at least two articles or productions after the training. All BU productions were eligible for entry in the third Gender and Media Awards announced in August 2008. Many BU participants joined the Gender and Media (GEMSA) Network.

The collective insight of the diverse range of workshop presenters, combined with the hundreds of interviews conducted in the process of writing the stories, creates a unique body of knowledge. This book has been produced to share what has been learned over the course of the BU training into one of the key areas for the realisation of the targets on the SADC Protocol on Gender and Development: equal opportunities and outcomes in all economic endeavours.

Each chapter outlines key concepts and ideas, based on presentations and additional research. Throughout the book, articles written by writers across the region, during the BU workshops, as follow-ups, and for the GL Commentary Service provide examples of how digging a little deeper, and looking at the story through a gender lens can produce unique and innovative stories. Two case studies from each workshop supplement have also been included in the GL Virtual Resource Centre (VRC), which is an online trainers' resource. By providing information and stories written, the book shares the knowledge learned, and hopes to inspire media to look at business and the economy from a different perspective.



Photo: Trevor Davies

Some key concepts

Sex describes the biological difference between men and women. Men produce sperm; women become pregnant, bear and breastfeed children.

Gender- describes the socially constructed differences between men and women, which can change over time and which vary within a given society from one society to the next. Our gender identity determines how we are perceived and how we are expected to behave as men and women. Thus while the fact that women give birth to children is biologically determined, the fact they perform the majority of household chores, predominate in the informal survivalist sector and in the lower paid "care" work in the formal sector are all socially constructed. What is important to stress is that gender relations are dynamic. They are shaped through the history of social relations and interactions. They vary over time and place and between different groups of people. They may also be impacted by other factors, such as race, class, ethnicity and disability.

Domestic sector is structured by a dynamic of provisioning. It comprises the unpaid labour undertaken in households and neighbourhoods. Unpaid activities could be done by someone other than the person who actually carries them out or could be purchased if a market for those activities existed. They are thus different from personal care activities (i.e. eating, washing) or leisure activities.

Economic justice refers to an economy that is not based on massive inequalities and exploitation, and one in which all people have adequate means to provide for their food, shelter, education and health requirements.

Gender analysis refers to an analysis of the relationships between women and men in society, as individuals, as groups and within institutions. It identifies and understands the different social, cultural and economic realities, needs and interests of women and men and the inequalities of their relationship. It is an important tool for identifying barriers and opportunities for the advancement of women and reduction of gender inequities

Gender aware policies recognise that women, as well as men, have an important role to play in society; that the nature of women's involvement is determined by gender relations, which make their involvement different and often unequal; and that consequently women have different needs, interests and priorities, which may sometimes conflict with those of men.

Gender disaggregated data: This is the statistical information that breaks down the base information for the activity under analysis by providing the numbers of men and women.

REPORTING ON GENDER AND ECONOMICS



Interviewing businesswomen provides positive role models. Photo: Gender Links

At a glance...

- Both the GMMP and GMBS demonstrated that women constituted less than 10% of news sources in the economics, politics and sport categories.
- In Mauritius, where women's entry into the labour force has been a significant factor in economic growth, men constituted 92% of news sources on economics.
- Men feature in more diverse roles often associated with power, money and prestige whilst women are mostly featured in stories that emphasise traditional roles, physical attributes and vulnerability, resulting in the wide range of "women who have overcome" stories.
- Article 30 of the Gender Protocol would prompt states to encourage media to give equal voice to women and men in all areas of coverage.

TWO

two

Open up the business pages of any newspaper, and it will be evident at first glance that the content is male-oriented, with traditional angles and little gender perspective. Research suggests that the scope of coverage is improving dramatically, but there continues to be gender imbalances in the media, with women particularly left out of coverage of business and economics, politics and sports. This section discusses some of the research that has been conducted around gender and media related to business and economic reporting. It also explores the gender division of labour in the newsroom, and challenges women face breaking into reporting and production fields. It also discusses how media represents women in business, questioning whether this is a friend or foe relationship.

The research

Over the past several years, GL, in collaboration with partners across the region, have conducted a number of research projects to better understand and document the state of media in Southern Africa. The following highlights just a few of these research projects.

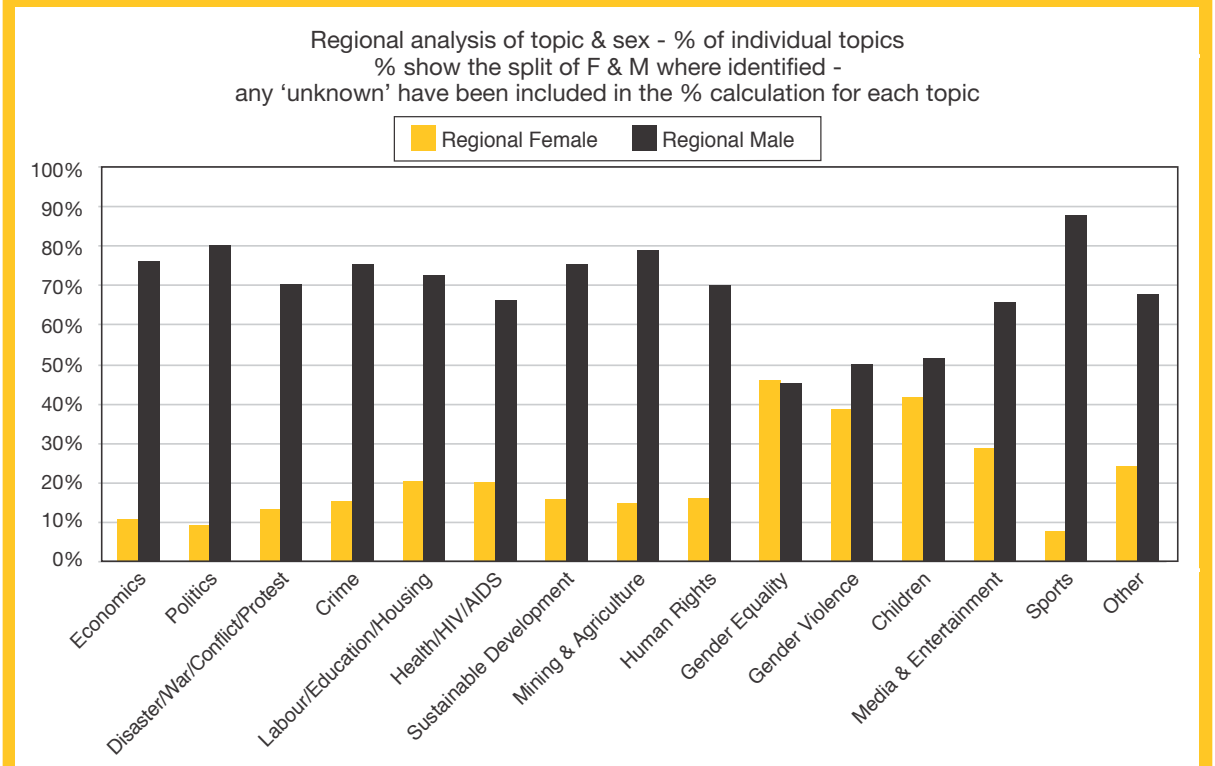
- *Gender and Media Baseline Study (GMBS) 2003* – GL in collaboration with Media Institute for Southern Africa (MISA), conducted the GMBS in 12 SADC countries during September 2002 and published the results in March 2003.
- *Global Media Monitoring Project (GMMP) 2005* – GL and partner networks in GEMSA participated in the third GMMP coinciding with the third anniversary of the Fourth World Conference on Beijing. Gender Links, with assistance from the Media Monitoring Project (MMP) that analysed the global data, has conducted an analysis of the regional findings and benchmarked these against the GMBS.
- *Gender and Media Audience Study (GMAS)* - A sequel to the GMBS, the 2004 GMAS was the first ever regional study on media consumption patterns in Southern Africa, as well as the gendered dimensions of this. This study, conducted by GL in partnership with MISA, GEMSA, universities and media advocacy organisations, with technical support from MMP, covers 13 Southern African countries.
- *Mirror on the Media* - This series of periodic monitoring conducted by GL and partner organisations tracks how gender is reflected in media coverage of specific themes, topics, events or genres following the GMBS. Projects undertaken include a general monitoring project, monitoring of the 16 Days of Activism, radio talk shows, advertising and tabloids.
- *Glass Ceiling* - In March 2007, GL and the South African National Editors Forum (SANEF) collaborated on the Glass Ceiling Two Report, an audit of women and men in South African newsrooms. The quantitative study built on a qualitative study released by SANEF in August 2006 on where women are located within the hierarchy and work of newsrooms; as well as

analysing conditions of service and employment practices that have a bearing on gender disparities in newsrooms. GL is extending the study across the Southern African region in 2008. The research will include the collection of quantitative and qualitative data as well case studies

While women sources in Southern Africa increased from 17% to 19% between the regional GMBS in 2002 and the GMMP conducted across 76 countries in 2005, this was still below the global average of 21%. Moreover, women remained almost invisible on topics such as economics and business, politics and sports.

The GMBS results for who speaks on what topic for the region in Figure one show that women's views and voices are under-represented in all topic categories except for gender equality. They are especially weak in the political, economic and sports categories, with women constituting only 10% of those quoted on economic issues.

Figure one: Who speaks on what? Southern African GMBS



In both the mainstream media and tabloid press, successful or powerful women are often portrayed in ways that demean their status while men are portrayed a strong and powerful, as illustrated in the following headlines found in the BU training manual:

Headlines say it all

"Pretty penny: Beauty queen joins the fray in R20 million overdraft dispute."

- "Fathers Day: Treat him to a gourmet meal, buy him an expensive gift, and tell him how much you love him. Then let him have his credit card back."
- "Man of the moment"
- "A man with a plan."
- "A rose in the equity thorns"
- "Should women bosses learn to cry at work?"
- "Girls make the moves"
- "Girls on top."
- "A beautiful head for business."
- "Sexy car wash girls making a clean living."
- "In a world of machines, she brings a woman's touch."
- "More women graduating than men: Experts concerned that growing education gap between males and females could create social problems."
- "Auto man of the



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Women fired because they are 'too ugly'

FIVE young women claim they were fired by a Chinese company exhibiting at the Africa Telecom 98 Expo in Johannesburg because they are too ugly, Sowetan newspaper reported yesterday.

The five said they were offered jobs as guides and receptionists at a stall run by Huawei Technology, which is exhibiting at the communications exhibition at Nasrec.

Uniforms

Millicent Pholosi, Onicah Selebalo, Maureen Malesela, Charity Ramokgopane and Melter Seretlo said they were given training and told to buy uniforms.

They were to be paid R250 per day.

But things turned sour when they arrived for work on Monday and were told by the senior manager of the company that they were too ugly.

They were offered R100 as compensation.

"We did not enter a beauty contest, and anyway, none of us is ugly," said Mr Sebelo.

A spokesman for Huawei said the problem arose over a misunderstanding with the travel agency which had recruited the women.

Car driven into Cape's harbour

CAPE TOWN. – Metro rescue and police divers yesterday recovered the body of a man who drove his car into the sea at Table Bay harbour.

Police spokesman Captain Jacques Wiese said the 45-year-old man from Protea Valley in Bellville went over the embankment at the south arm about 10 am.

The dilemma of the Zambian 'career woman'

By Mlilmo Moyo

Most Zambian women are brought up to believe in certain traditional values such as marriage. Saddled with these values, a Zambian woman is suddenly initiated into terms such as "women's lib", "career woman" and "male chauvinism"

Have you heard the story of the Kafue woman who beat up her husband after he asked her to do some household chore for him? The wife, the story goes, had just attended a Women's Lib case, which shows the impracticalities that the gender equality fight has brought in

In this situation, a young Zambian woman who has hitherto been hoping to marriage and children. While marriage and children can, to some extent, limit



The Zambian women who

8 SOWETAN Wednesday August 24 2005

WOMAN'S CHALLENGE

Venturing boldly into men's domain

Vusi Ndlovu

A woman in the Free State is working her way into the traditionally white male-dominated construction industry.

Ntebeleng Mokgotloane, 25, of Mangaung outside Bloemfontein is already a site construction supervisor for N4 Diona Constructors.

She had her hopes revived when the Department of Public Works launched the expanded public works programme (EPWP) – the government's poverty alleviation initiative in the province – last year.

"I hope I will one day have my own construction company that will specialise in building and civil construction," Mokgotloane says.

She leads a team of 20 doing steel fixing and land surveying. Her responsibility is to show her assistants how things are done correctly.

A second-year dropout from Technikon Free State, she hopes to return to complete her engineering studies in 2007 after her two-year work contract expires next year.

Mokgotloane is one of the 7 708 people who have benefited from 111 EPWP projects since the initiative was launched in the province last September. These people are mainly women, youths and the disabled.

The projects that have been undertaken include trenching and stormwater drainage systems.

The projects have created 3 248 jobs and training opportunities.

The social sector, which temporarily employs 4 296 people, focuses on early childhood development, home-based care and a care centre for the disabled.

The Siyathokoza project, based in Botshabelo, is a home-based care facility where volunteers are trained in the administering of antiretrovirals, services to people infected and affected by HIV-Aids and the care of orphans and destitute children.

With the help of the Roman Catholic Church the project has a feeding scheme that feeds 40 children.

Small and up-and-coming constructors such as Lemp Constructions have made use of the opportunities created by the stormwater and culvert bridge projects.

Twenty-one previous unemployed people have been taken in to gain invaluable skills during the building of two bridges and a canal.

Skills such as the use of dumpy levels and land surveying – to check the level of the ground at a construction site – are being acquired.

But not all is right.

Manga Tau started working on the project when it was launched in May. Her gripe is that when they started they were getting only R450 a fortnight. But she says the money was later reduced to R180 for two weeks.

One of the in-service trainees in Mangaung township, who also works on the road construction site, has complained to Department of Public Works Deputy Minister Ntopile Kganyago about the money.

But many people Kganyago consulted at the sites appreciated the projects for giving them job opportunities.

Officials from national and provincial departments of public works and roads visited the province the week before last to check on progress and the effect the EPWP has had on the lives of the people of the area.

The deputy minister later described the programme as a suitable vehicle for improving people's access to opportunities.

He said the programme offered an ideal opportunity for greater involvement of marginalised communities in the delivery of services.



BOLD: Ntebeleng Mokgotloane has her sights set on the construction industry.

Nigeria's Trouble Woman

Comment

Ann McFerran

Ngozi Okonjo-Iweala relishes a good fight. Which is just as well. Since Nigeria's president persuaded her to sort out the country's infamously chaotic finances and rein in its notorious corruption, she's been hailed by world leaders and reviled by her fellow countrymen.

"When I became finance minister they called me Okonjo-Wahala — or Trouble Woman," chuckles the 51-year-old. "But I don't care what names they call me. I'm a fighter; I'm very focused on what I'm doing, and relentless in what I want to achieve ... If you get in my way you get kicked."

In 2003 Okonjo-Iweala left her job as World Bank vice-president and her husband and four children in Washington to work 20-hour days in Nigeria's capital, Abuja. Her task: a total shake-up of the country ranked the second-most corrupt, after Bangladesh. Her goal: to ensure that more of its oil money ($50-billion last year), rather than being squandered by a tiny elite, goes towards providing clean water, schools and healthcare for its 137-million population, most of whom survive on a dollar a day.

Transforming the oil-rich nation that is home to one in five Africans has been an arduous and often bloody battle. Two years into her appointment, however, Okonjo-Iweala is winning, albeit making herself unpopular with many powerful Nigerians, and leaving casualties in her wake.

She has sacked corrupt officials; reduced Nigeria's bloated civil service; and cracked down on scams that persuade the unsuspecting to part with their savings. She has even managed to cut back "bunkering", the Nigerian practice whereby government officials and the army steal crude oil.

Last year *Time* magazine named Okonjo-Iweala as one of the world's heroes; this May, British Finance Minister Gordon Brown hailed her as "a brilliant reformer".

Okonjo-Iweala is diminutive, warm, charismatic, dynamic — and exhausted. "I must be a masochist," she wails. "Why am I going through some document at 3am trying to work out how to get through some tricky situation? Why am I not with my children in Washington?"

She answers her own question. "When I see vested interests still try to undermine me, I know it means I'm successful. When I manage to convince one person to change, I think this is why I'm here. The ability to change things is a powerful incentive."

She says she's always been a fighter, "because my family are fighters by nature".

She was born in Nigeria, and was 14 at the outbreak of the Biafran war. Her parents, professors of sociology and economics, could have sent her to relations in the United States. Instead her father chose to keep her at home. The family lost everything and experienced considerable hardship.

When her three-year-old sister became chronically ill with malaria, her father was at the war front and her mother was ill, so Okonjo-Iweala carried the child for almost 4km to the doctor's surgery. About 600 other people were waiting to see him. She pushed through the crowd, climbing through the window to see the doctor. "I knew if she didn't get help she'd die," says Okonjo-Iweala. The injection for malaria saved her sister's life.

She has been fighting her way through difficult situations ever since.

After the war ended, when she was 18, she went to the US to study economics at Harvard and the Massachusetts Institute of Technology, began working for the World Bank, and married Ikemba, her childhood sweetheart.

In 2000, when Olusegun Obasanjo came to power in Nigeria's first democratic election, after the dictator General Sani Abacha, he asked Okonjo-Iweala to write a brief for economic reform. Obasanjo was so delighted with the result that he decided she should be his finance minister.

"It never crossed my mind to be finance minister," she says. "Not because I don't want to serve my country, but because of my family. But I was persuaded this was a once-in-a-lifetime opportunity."

She says she's sometimes asked how she can do her job with her children in a different country. "But people don't understand that I don't do this job in spite of my children. Rather, they are my inspiration."

But you sense that Okonjo-Iweala pays a dear price for her high-profile, highly paid job (she's one of only two Nigerian ministers paid in dollars — about $240 000.)

Last year her eldest son Uzo went to stay with his mother in Abuja and was appalled at her schedule: "I had no idea what she was going through until I got there," he says. "My mum is off to work at 6am, then she's not back until after 11pm. Even on a Sunday the phones start ringing at 7am. But my mother is incredible. She's a very, very strong person ..."

Okonjo-Iweala's role as a parent imbues her work. She likens the role of the West to that of parent and Nigeria as a child. "If your child has been doing bad things, like drug or alcohol abuse, and they come to you and say, 'Mother, I want to change, please help me.' Would you say 'No. You can't change?'"

And change, she feels, must begin at home. "Africans have to start looking after themselves and working and trading with each other."

One of only two women finance ministers in the world — the other is Luisa Diogo, who is also Prime Minister of Mozambique — her fight to reform Nigeria's economy has been helped, she claims, by her gender.

"I think being a woman makes you able to deal with a lot of things — and still keep sane ... I also think women have less ego. If someone's saying things to make me feel bad, I don't care as long as I get the job done. When it comes to doing my job I keep my ego in my handbag." And with that, Okonjo-Iweala leaves — carrying a large and impressive handbag.

— © Guardian Newspapers 2005



Determined: Ngozi Okonjo-Iweala. Photo: AP

Profiles of successful women often depict these women as superheroes, or as those who have somehow broken into a "man's world." Often the typical stereotypes apply. Business women often find their appearance commented on, whereas this rarely happens to men in a business report. Coverage very often reduces women's business achievements by the angle, images, and headlines that are chosen.

Susan Myzo Magagula**,** Chief Executive Officer (CEO) of the *Swazi Observer* (and first female CEO in the Swaziland print industry) attested to the fact that there still is not enough exposure for women is business. "Their positive contribution toward community development more often goes unnoticed and is ignored by the media and swept under the carpet." She noted that stories that get press coverage are mostly those of high profile female personalities, which are too limited to serve as a source of encouragement to a larger section of women at the grassroots.

According to Magagula, media treats women and men in business differently. Men are featured in a more diverse range of roles often associated with power, money and prestige whilst women are mostly featured in stories that emphasise their traditional roles, their physical attributes and their vulnerability.

Women: Scandals and appendages?

In her presentation at the Malawi BU workshop, Agrina Mussa pointed out that she is the owner of a stock and manufacturing company, a commercial cleaning company, and formerly a company to trace debt. Mussa served as President of the Chamber of Commerce and Industry for ten years. She is also Chair of FINCA, a micro finance institution. She chaired ESKOM for two years and is the Vice Chair of the National Association of Businesswomen. "Better known as the wife of the Minister of Transport," she added. Despite all of Mussa's achievements, she is constantly appended to her husband in the media.

She said coverage of women is hidden away in the inside pages, unless women are associated with scandal or wrongdoing. Giving her own example, Mussa shared several articles accusing her of corrupt practices, without giving her a chance to respond. "The higher you go in society; the men at that level try and bring you down; try to make sure that you don't exist," she said. "I have seen the media being used for disinformation." She added, "We need a level playing field. What shall I teach future business women? Should I say, please don't be ambitious? Should I tell youngsters please do not get married to a cabinet minister because then you will not have opportunities?" Mussa added that she had "199 employees, but no one talks about that.

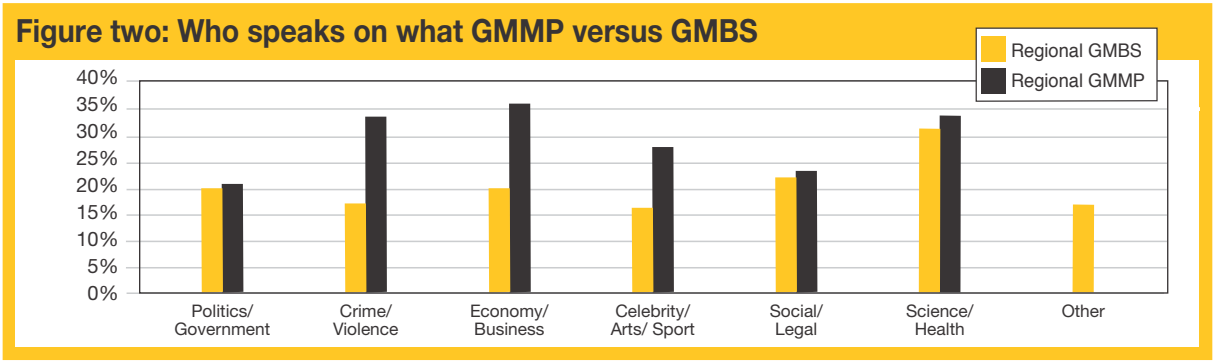


Agrina Mussa showing one of her controversial articles. Photo: Gender Links

Glimmers of hope

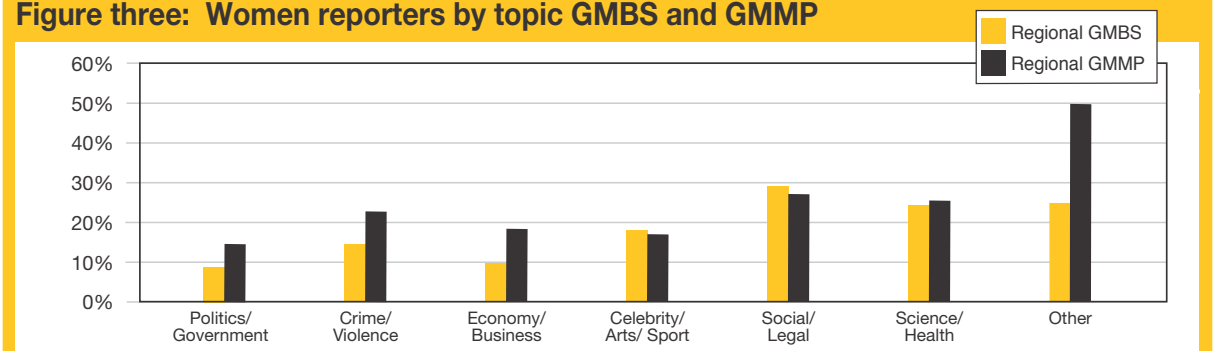
There are, however, some glimmers of hope. Comparing the regional results of the GMBS in 2002 and the GMMP in 2005, figure two shows that women as a proportion of overall sources had increased in the politics, crime and economic categories; in the latter case almost doubling from 10 to 20%.

Figure two: Who speaks on what GMMP versus GMBS



Another significant development between the GMBS and GMMP 2005 is the increase in the number of women reporters in the "hard-core," typically male dominated areas of reporting. While the proportion of women reporters remained constant at 20% on the political, social and legal beats, and relatively constant in the science and health beats, the proportion of women increased slightly in the crime and violence, economy and business, celebrity, arts and sports categories. Indeed, the proportion of women reporters on the economic reporting beat increased from 20% to just over 35%.

Figure three: Women reporters by topic GMBS and GMMP



The *South African Glass Ceilings in Newsrooms* report largely reflects these findings. The study found that there are still clear differences in the way that male and female journalists are assigned to cover different beats. Men dominate in all of the harder beats: politics (71%); investigative (63%) and crime (55%). Conversely, women report more on softer issues like entertainment (65%), education (62%) and general issues (55%). The biggest gender gap is in sports (92% men). However, it is interesting that in South Africa women comprised 45% of the economic reporters.

two

Breaking glass ceilings

This newsroom gender division is particularly important because the hard-core beats tend to be the pathway to management and more senior positions within the media. Gender balance is also key to ensuring the diversity of the media, and with it the power of the media to represent diverse populations' issues and needs. Media is not simply a one-way medium, reporting on and disseminating news and information as it happens. Media is responsible for informing choices, shaping ideas, perpetuating or breaking stereotypes and advocating for change. Media is a governance watchdog that can help hold accountable politicians and leaders, and expose injustices and malpractice. As the book will demonstrate, a gender aware media can go along way in addressing some of the gender divisions in the economy, and smooth the way for rapidly changing gender roles when it comes to business.



Ferial Haffajee.

Although the regional Glass Ceiling study will indicate the extent that these trends are similar across the region, there is evidence pointing to region-wide challenges for women in the media, mostly based on entrenched gender conceptions, and working environments that are not friendly to women. Interviewed during a June 2008 Food and Agriculture Organisation (FAO) Food Summit, Ferial Haffajee, editor of South Africa's *Mail & Guardian*, described the challenges as follows.

> "Women are pushed out because of unfriendly, child-unfriendly working hours. Owners have not created crèches or made job arrangements, which allow women to thrive and climb. Journalism is a hard slog. Stories happen at inconvenient times, deadline is way beyond normal societal hours, and maternity leave provisions are poor. The lack of paid maternity leave, and the unsociable hours of journalism really emerged as huge push-factors."

Jane Ransom, executive director of the International Women's Media Foundation (IWMF) concurs.

> "My observation is that women in the news media have some extra special challenges," she told IPS. "Compared to women in some other key professions, such as law and finance, I think women journalists receive less institutional support addressing career advancement, work-life balance, and skills training."
> (Gutierrez 2008)

As one respondent in the Glass Ceiling research pointed out:

> "There is no accommodation of a women who needs a flexible working day – not a shorter day, just a more flexible one… I think there should be a more creative approach to managing people – putting them on performance contracts and measuring them on the quality and quantity of their work they produce

would be the first step. There are so many examples of journalists who are in the office for the conventional eight hour day but produce very little from one week to the next."

Although the quotes above highlight the challenges particularly facing women, given the increasing changes in gender roles, and the growing call and desire for men to be more involved in such care giving roles, such analysis of media environments would also benefit men as caregivers and people with families!

In the following article, women media owners from Zambia and Botswana point to gender based discrimination that influences buying patterns, advertising revenue and access to credit.

Pat Mwase publishes the *Mining Mirror*, a weekly mining newspaper targeted at mining communities along the Copperbelt in Zambia, formerly published by international conglomerate Anglo American. Mwase says it has not been easy. Once printers and vendors knew they were dealing with a woman, they started giving her the round around. She had to work extra hard to command respect from them.


Beata Kasale

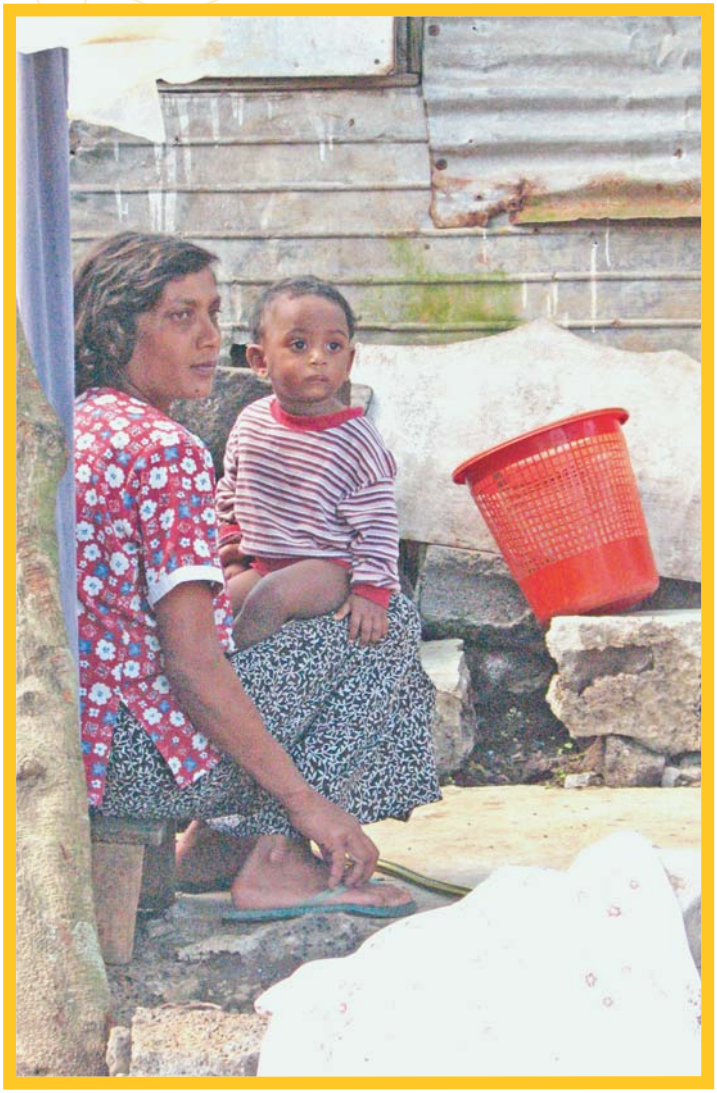
Finance tops the list of challenges for female publishers. Attracting investors for media projects is never easy, but investors are more reluctant to pour money into media ventures when the project initiators are women. Beata Kasale owns and edits *The Voice* in Botswana. Kasale says despite producing a quality product that leads the market in terms of circulation, her newspaper faces challenges securing advertising.

Zarina Geloo founder of Zambia's *The Guardian Weekly* mentioned, "competing with established and well-resourced public and male-owned publications is no stroll in the park." Geloo notes it's almost impossible to get advertisements from male industry players lest they let down "one of the boys and are sidelined from the club for playing with girls." The same applies with street sales. Women are keen to buy and read publications published and edited by other women but most cannot afford to do so. Instead, women have to wait for men to buy and then read. As Geloo points out, male readers may not want to buy publications by "some girl who is obviously being sponsored by a rich sugar daddy."

On an average day, women publishers are editors, advertising sales representatives, human resource managers and distributors. Despite the numerous challenges, women publishers are mentoring young journalists in their newsrooms, creating employment in their respective countries. In addition, such publications are giving a fresh dimension to issues while providing healthy competition to existing publications.
- "Women have many houses including media houses," by Miriam Madziwa

two

Despite the challenges, whether in newsrooms, as editors, owners or producers of media, women are increasingly finding their places within the media sector. Ferial Haffajee, who was also the first woman editor of a major newspaper in South Africa, points out that there is significant movement within the industry.



Poverty in Mauritius affects old and young. Photo: Rishi Ramnauth

> "Since my appointment, several women have become editors, like Phyllicia Oppelt at the *Daily Dispatch*; Zingisa Mkhuma at the *Pretoria News*; Lizeka Mda as deputy at the *City Press*. Women run radio stations. Debra Patta is editor-in-chief of the biggest private television station," Haffajee says. "I have met some phenomenal women who manage their own agencies or run their own newspapers like Pat Mwase and Zarina Geloo in Zambia, Rosemary Okello in Kenya, along with Lucy Oriang." (Gutierrez 2008)

It is important that media continuously assess how it is faring when it comes to inclusively and diversity, not only for gender, but on the fairness of reporting when it comes to a range of issues, from race and xenophobia, to sexuality and health. It is only by constantly critically analysing media that the sector will strive towards fair and inclusive reporting. There is also a call for media to explore its own inner workings, and offer insight to the public on this. However, there must also be space to celebrate women such as Emelda Mwamanga and Maria Sarungi in the media.

Media is a woman's business

By Zena Maajar, Tanzania

In a country where business is fairly new territory for women Emelda Mwamanga and Maria Sarungi are breaking new ground. Not only are they young women making it in business. Talented and hardworking, they are shattering glass ceilings in the male-dominated media industry where they own and run innovative and creative enterprises. Sarungi is the director for Compass Communications Ltd, a media production company, which produces three television programmes for a local television channel. Mwamanga is the owner and editor of Bang Magazine, an upbeat urban women's magazine with a male and female readership, founded in 2003.

They have had similar experiences in pursuing their dream of running a business. As women and businesswomen, Mwamanga and Sarungi have had to deal with prejudice from their male counterparts. But this has not stopped them from pursuing their careers. Both women agree that the industry is not women-friendly. "As a woman I have had to deal with men telling me that I cannot succeed in the industry, purely because I am a woman," said Mwamanga.

One of the main problems faced by business women in the media and other industries is access to information. In this global society, information is key in business and it goes hand in hand with networks; often "men's clubs" which exclude women. While men meet up in bars or at the golf course, if two women did that they would be harassed, especially in a bar, according to Sarungi. Both Mwamanga and Sarungi believe that women's empowerment begins at home. Sarungi says support from her husband has been key to her success.

As women working in the media, Mwamanga and Sarungi face the dilemma of being part of an industry that often fuels gender stereotypes in the name of making money. Sarungi believes that there is more to her business than profit. She explained that as a producer and a woman, she urges journalists to look at the background of the person they are profiling; where the person came from, any obstacles that they might have faced and over come in their lives until they got to where they are now. "Give the story a human touch," she said.

Both women agree that the gap between policy and practice needs to be filled. For example in media houses, there is a need for policies that encourage women to get into the industry and policies that keep women in the industry. Businesswomen, the industry and government all need to look into who are the gatekeepers of businesswomen, the friends and foes.



Interviewing Emelda Mwamanga, Bang Magazine. Photo: Trevor Davies

two

Better coverage

Having more women in newsrooms, in different beats and at top levels of decision-making is important but it is not a panacea. As several of the presenters pointed out, achieving gender balance and sensitivity in coverage requires a conscious effort and paradigm shift in newsrooms. According to Anthea Garman, presenter at the Rhodes University BU, stories that do get into the media are most often:

- "Cinderella hard-luck stories"
- "Something unusual" has forced the woman to go into business
- Women run "soft" businesses in fashion and services

> "Journalists should be aware that the current era is one in which there are major shifts in social life which is affecting business and the economy too. Each media story is a record of big major social changes happening around us, and journalists who are aware and awake are documenting funda-mental change in human life and arrangements. So a story is not just a story, it's a part of a much larger unfolding picture."
> - Anthea Garman, South Africa

She points out that while stories that highlight women business people are one way to start achieving better balance, much deeper interrogation of the economy, business environment, the way it treats women, and its assumptions about "business as usual" should inform journalism. Garman advises journalists to try to hit two targets with each story - the news story itself and the bigger social event.

While "success stories," are important, they often lack depth. In general, a businessperson has a primary role in decision-making and management of resources. They are accountable to shareholders and directors, and deal with customers, employees, unions, public bodies, and institutions. They interact with a wide range of people, management, employees, customers, and the public. And of course, media is an important part of business.

Media relays information about broad issues, and is a powerful source of information for business, for example, relaying information about technology advancement, innovations and quality issues, relevant legal developments, and trends that may affect the business. Media can inform consumers, promote a business, and provide an outlet for communication. Media can be a powerful tool for entrepreneurs, giving a boost to upcoming new entrepreneurs through the sharing of success stories. It can offer role models for other women by providing success stories.

Speaking at BU Mauritius, Rekkha Cowaloosur, Managing Director of Arvani Ltd suggested that the media must give equal treatment in all matters. There is no need to have a special treatment for one compared to another as business women are guided by the same objectives of prospering business – similar to the media having to further its own objective. Regional examples point to the need for some proactive measures to ensure this equal treatment.

According to Martin Dlamini, Managing Editor at *The Times* in Swaziland at each and every computer at *The Times* there is a strip asking "have you projected women as leaders in your story?" This is to remind journalists to be gender sensitive in everything they write. Dlamini says that though women run business desks, and the number of women source has increased from 23% to 43%, there is still a long way to go to balance the scales. He points out though that "if we are guided by editorial policy, we can fix it."



Waiting to interview bank official. Photo: Trevor Davies

Panellists from all of the countries had suggestions for covering business better. The following is a summary of some of the comments made:

- Go beyond "role models," "Cinderella stories" and the "one woman who's made it in the man's world" stories. These are important, but should not be the only stories we try to tell.
- Make visible the power dynamics of the business and economic worlds. Talk about culture, constraints, battles and struggles overtly in the journalistic coverage. Make visible how all working people juggle lives, childcare and parenting. Ask a male CEO how he fathers and takes care of his family!
- Look for those at the top, write about them, and treat them with respect and dignity for their expertise and capacities. Do not treat them as mothers and wives who have unusually stepped out of the private realm into the world of work.
- Remember women come in all shades and types – they are poor and rich, empowered and disempowered, they are of different social classes – how do we reflect the wide variety of types of women in our society? This should be a constant question. Women in business are located all over the economic terrain doing all sorts of things.
- In images (photos to accompany stories, footage) be aware how much coverage

two

veers towards the sexy, pleasing-on-the-eye woman as the useful picture. Show women in all their types in images as well.
- Media must invest sufficient resources in coverage and gender parity.
- Business women, women politicians and the media must build partnerships to foster development.
- Media houses must adopt pro-women policies in their reporting.
- Editorial policies to quote at least one woman in all stories including business, and to project women as citizens and leaders will make journalists more conscious of gender balance.
- There needs to be more coverage on issues that hinder women to progress in the business world, and their participation in economic development.
- The media should consciously focus not only on the high profile women but also ordinary women at the grass-root level and the role that they play in affecting social change, i.e. women in agriculture.
- The media should allow women engaged in business to tell their own stories, define role models and profile them at defined intervals.
- The media should write stories that reflect the diversity of roles that women hold in all sectors of society, from business to sports, community projects etc. Talk to women lawyers and doctors, community leader and teachers, etc.
- Get women to be guest editors and feature writers.
- There is need for support to institutions to help build capacity for mentoring media content from a gender perspective.
- Business women would benefit from training on networking and media relations.
- Introduce an annual award for best media coverage of women in the economy as an incentive.

Conclusions

Covering the economy through a gender lens shows that there are wide varieties of women in business in the region. They run all sorts enterprises, self-owned, private companies, associations, and cooperatives. They are employed in almost very sector at various levels. The information and stories found in the following pages point to how very diverse this coverage can be. The stories highlight the fact that gender aware reporting is simply good reporting: fair, diverse, focusing on what is new; critical; and prompting debate.

Notes:

Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: Lombuso Taongai, Chief Operations Officer, Premier League of Swaziland; Thembinkosi Dlamini, Economist, CANGO; Dr Naomi N. Wekwete, University of Zimbabwe; Lavina Shikongo, UNICEF,Namibia, Zanele Ndluli and Nokwazi Mhlanga, Ministry for Economic Planning and Development, Swaziland.

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HIDDEN ECONOMIES









From top left:
Market trader, Malawi;
Ralph Sarah in Seychelles,
Sewing in Swaziland,
handicrafts for the market, South Africa.

At a glance...

- It is estimated that the unpaid care economy amounts to a possible US$11trillion worth of work that is not accounted for.
- Up to 90% of care due to HIV and AIDS is home-based, mostly by women.
- According to International Labour Organisation, the informal sector amounts to 72% of employment in sub-Saharan Africa.
- The Gender Protocol would address the gender burden of care that HIV and AIDS has created, and ensure recognition of the multiple roles of women.

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There is increasing awareness that there is more to the economy than what traditional economists have considered. Ignored sectors such as the informal economy and the care economy both contribute significantly to national and regional productivity, yet are generally sidelined when it comes to economic analysis or planning. This chapter explores how ignoring gender in economic planning misses very vital sectors, such as the care economies and informal sector.



Diversity can lead to empowerment

Photo: Gender Links

Gender and the economy

Economics can be defined as the science of production and distribution of wealth, while macroeconomics is the study of large scale or general economic factors. Exploring the economy through a gender lens focuses attention on analysing how both women and men are involved in the production and distribution of wealth from the planning stages through consumption. It is evident from around the region that men and women both have tremendous roles to play in the production and distribution of wealth at the international, national and community levels. Although in many respects gender stereotypes continue, both men and women are increasingly involved with production,

distribution and consumption in almost every economic sphere. Women, and men, are breaking barriers, more and more becoming active in industries that may not conform to gender norms.

Traditional perspectives on the economy are very narrow, and by not considering gender, they miss the mark, telling only half the story. Conventional macroeconomic policies and perspectives are gender blind, failing to recognise that:

- women's potential contribution to economic development is systematically discouraged, aversely affecting the economic health of the region;
- women's contribution to the economy is systematically underestimated;
- there is an informal and hidden economy made up mostly of women;
- there is an unpaid care economy in which women do most of the work of maintaining the labour force and keeping the social fabric in good order, maintaining social cohesion, civic responsibility and good neighbourliness; and
- non-market processes contribute to the "healthy functioning" of the economy.



Women care for children. Photo: Frank Windeck

As the previous chapter demonstrated, there is a gender gap in economic and business reporting. One of the key factors is that there is a lack of understanding among media when it comes to gender perspectives on the economy. Along with all of the usual skills, economic reporting requires a grasp of economic concepts, such as trade, government policies, and interpreting numbers and statistics. Add gender to this mix, and it is a very complex topic for journalists to distil in language relevant to readers and listeners. Something that is obvious from the series of Business Unusual workshops is that there is much to learn about economic and business reporting, but that understanding the complexities of the economy, and how to look at economic and

business stories from diverse angles, produces compelling and interesting news.

Gaining new perspectives on economic planning, the hidden "care" and informal economies, and undertaking vigorous interrogation of changing gender notions offers journalists unique and interesting angles to covering economic and business news.

Many factors, which subsequent chapters will further detail, contribute to perpetuating gender division within economic roles in Southern Africa, many of which prevent women in particular from entering the formal economy. For example:

- social and cultural norms mean women are expected to stay at home, take care of family and children, rather than engage in paid work (or at least the home based work is expected to be the priority);
- unequal distribution of unremunerated work for women and men, which places a strain on time available for self-improvement and engaging in income generating work;
- unequal access to productive resources such as livestock, markets, credit, land, and modern technology;
- legal constrains that prevent access to credit, or undertaking business activities in one's own right;
- the precedence of customary over constitutional law in many countries, which can result in legal problems with inheritance, property rights, etc;
- relative exclusion form decision-making processes that shape economic policies and programmes;
- social and cultural norms that result in lower levels of education and technological training; and
- lack of economic and business literacy, including sufficient knowledge and capacity for macroeconomic enterprise in order to have active input into the economy.

Perhaps one of the over-riding issues is that many people, whether individuals, media, or policy-makers themselves, do not understand the impact that these factors have on women's ability to engage productively in the economy.

More importantly, gender disparities in society are simply bad for business, as not all of the people in the region are contributing to their full potential.

Economic Planning

Economic planning is about creating an enabling environment for development. This includes economic growth, investment, employment, incomes, infrastructure, trade, and fiscal and monetary policies. However, economic planning is also about social development, striving towards a society that is equitable and cohesive, development with a human face - for example, a healthy, educated, well-fed nation. It also strives towards stability, good governance, and a strong democracy. All this goes to creating resilient, productive economies.

In an ideal society, planning strives towards creating an environment where all the above happen in an efficient and effective manner, with reactionary or pro-active interventions to manage internal and external shocks. This is done through policy, programmes, projects and a budget, all of which need to be carefully managed through planning, implementation and monitoring. Mainstreaming gender into these planning processes recognises that different interest groups – youth, women, men, boys, girls – have different demands and needs, as well as capabilities, contributions and vulnerabilities. Planning means allocating resources so that the welfare of all citizens is maximised.

In many countries, gender is gaining recognition at the policy level and mainstreaming is beginning. For example, the draft Gender Protocol includes a clause that stipulates, "by 2015 ensure equal access, benefit and opportunities for women in trade and entrepreneurship." Adoption of this Protocol would legally obligate states to ensure gender balance of economic opportunities. Countries like Mauritius are already making gender analysis part of their national budgeting processes.

> While we have the necessary policies and framework in place, we still have a crisis because we lack human resources. Maybe it is time to come up with a national human resource plan. The gender element comes in here because we cannot improve the use of human capital without including women as most of the Namibian population is composed of women.
> - Veikondja Tjikuzu, Namibia

> Economic justice refers to an economy that is not based on massive inequalities and exploitation, and one in which all people have adequate means to provide for their food, shelter, education and health requirements.

Yet, there continues to be wide imbalances in terms of gains from government interventions, often related to traditions, attitudes, and laws. Women and girls are marginalised and are not considered big players in the economy. Although there are of course many positive movements forward, they continue to suffer higher rates of unemployment, poverty, and HIV/AIDS and lower levels of participation in decision-making, than their male counterparts do. By recognising the real value that women play in the economy, and examining the factors that keep them from maximising their full potential, women's current and prospective role in economic development can be better understood.

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"Care" Economy

The "care" economy is the hidden and unaccounted for work that happens, usually by women, in the home and in the community. Though rarely accounted for in any economic statistics, the economy would crumble without this supportive work. A study has estimated that this amounts to a possible US$11 trillion worth of work that Gross Domestic Products do not account for, and that women do not receive any payment for. Worse, society simply does not value or recognise this work.

This lack of recognition results in part from the lack of understanding of the value of women's work in the economy. Aside from the emerging roles that women are playing in mainstream productive activities, the value of the home-based work in keeping economies running smoothly is completely ignored. For instance, women are involved in production for home use items that in principle they could market, such as food, clothing, soft furnishings, pottery and housing. One of the ways of measuring this



In rural areas, fetching water consumes significant time in a day. Photo: Trevor Davies

value is time use studies that assess how men and women spend their day.

Women's unpaid care work is essential for keeping the social fabric in good repair and for maintaining and reproducing the labour force. This includes home-based chores such as looking after the household, cooking, cleaning and providing personal care to family members, friends and neighbours. Women are also actively involved in voluntary community work, such as all kinds of civic associations, both secular and church based. This includes self-help groups, home based care for people living with HIV/AIDS, neighbourhood safety and civic responsibility. One of the mechanisms put in place by the Gender Protocol would be for all states to conduct time use studies by 2015. This would provide a better understanding of this multiple role and pave the way for Protocol requirements to adopt policy measures to ease the burden of the multiple roles played by women.

One of the problems with unpaid care work is the strain that it puts on time and resources. For example, in rural areas women's household duties may include fetching water, gathering firewood, cooking, etc. If there is a family member who is ill, this significantly adds to the burden of care. This leaves very little time for engaging in productive, income-earning work. Moreover, this unpaid care work frees the time of other members of the household to engage in paid work. While arguments are made that this creates "balance" in society, in reality it means that women are largely dependent on male income earners, and cannot expect to share in the family earnings as a matter of course.

Country indicators of wealth and income, 2002

Country	HDI rank	GDP per capita	Female income	Male income	Female as % male
Angola	161	2187	-	-	
Botswana	126	7184	5418	9025	60%
Comoros	137	1588	1136	2038	56%
Lesotho	132	2031	1223	2853	43%
Madagascar	-	-	-	-	-
Malawi	163	943	506	726	70%
Mauritius	67	10017	5332	14736	36%
Mozambique	170	854	705	1007	70%
Namibia	122	6431	2019	5068	40%
South Africa	107	9401	5888	13024	45%
Swaziland	125	4492	2557	6479	39%
Seychelles	47	12508	-	-	
Zambia	153	780	562	995	56%
Zimbabwe	128	2635	1946	3324	59%

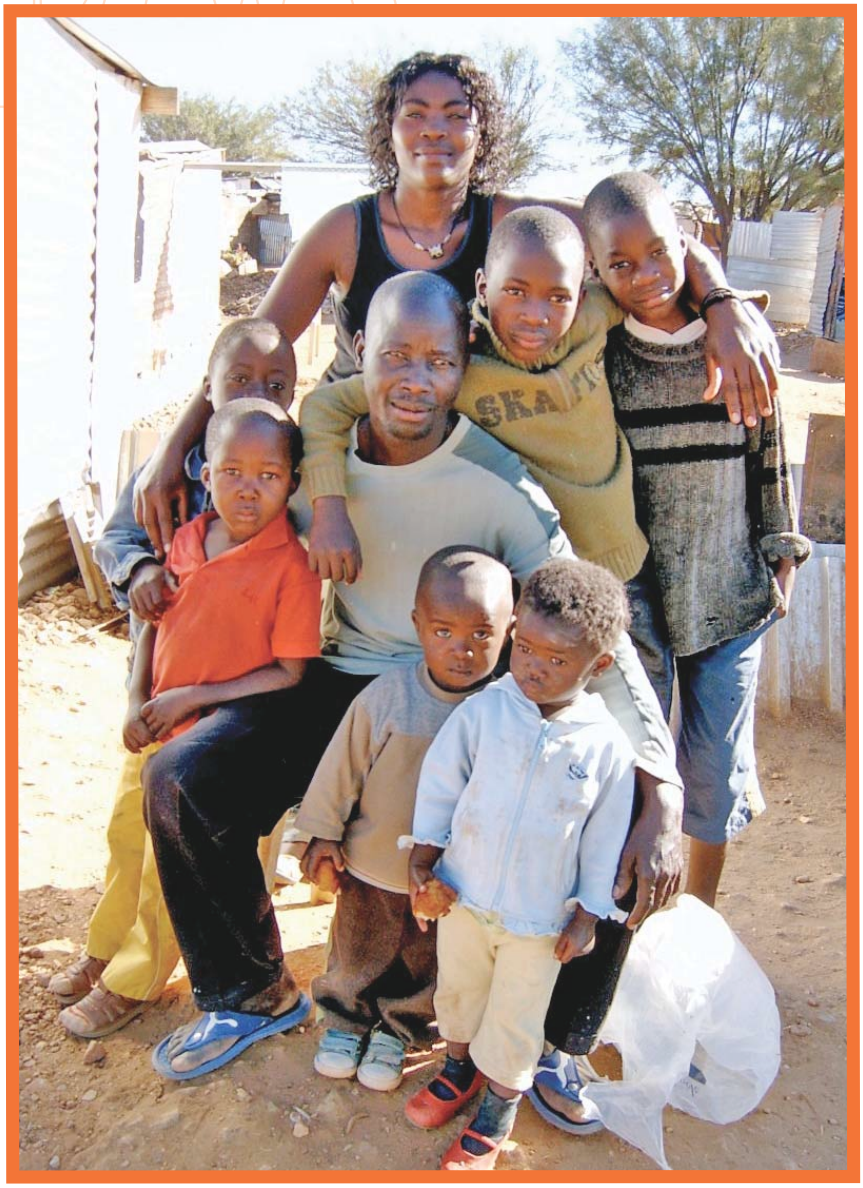
Source: UNDP Human Development Report, 2002: 150-1; 222-225

The above indicators outline women's wealth and income as it relates to men's. As Budlender (2006, 6) points out, the pattern shown should be considered, but disaggregated income figures are "crudely estimated," which is not very useful when it comes to developing policy. "For policy-making we need more reliable figures, because otherwise we cannot measure whether the situation is improving or deteriorating over time… we also need to understand why women are poor, because this will enable us to tackle the causes of their poverty, rather than only the consequences." However, these figures are useful to see that women's income is proportionately much lower than men's, even though their real workload tends to be greater.

Ironically, women who do engage in waged employment often find that this does not reduce their contribution to the care economy. Rather, they find themselves balancing their waged employment with care work. While this is slowly changing, with many families developing ways to share the unpaid work that keeps things running smoothly, the care economy is still overwhelmingly female.

Exploring this side of the economy, looking at how women and men are engaging in care work, provides a unique perspective on economics. Developing stories about how this is being balanced, and providing the public with analysis on how care work fits into national economies helps to bring this issue into the public domain and also reflects the everyday lives of women and men.

As the following article "New maths needed for home work" shows, balancing one's contribution to these two spheres is not easy. This article raises fundamental questions about the nature of work that women do, and points out that home based work is indeed work requiring time and energy. The work that women do outside the formal labour market is very difficult to quantify or put a price to. Jacklyn Mutale represents the many women who contributes doubly to the economy, yet only receive recognition for that which happens in the public sphere.



Counting on family support. Photo: Trevor Davies

New maths needed for home work

By Perpetual Sichikwenkwe, Zambia



Mutale in the office and at home

You are walking along Lusaka's busy Cairo road looking for employment. You are lost in your own thoughts wondering whether one day you will find a well paying job. Suddenly, you run into an advertisement that reads: POSITION-VACANT-HOUSE WIFE: "Applications are invited for the position of a manager of a lively team of four demanding individuals of differing needs and personalities. The successful applicant will be required to perform and coordinate the following functions: compassion, counselor, financial manager, buying officer, teacher, nurse, chef, nutritionist, decorator, cleaner, child care supervisor, social secretary and recreation officer."

The advert further states that there will be no payment for the job but "allowances will be given by arrangement with income earning member of the team" and working hours will be around the clock, with no holidays or benefits. Hands up those who would apply? Not too many! Yet this is the work that most women do every day; often over and above their waged employment.

Asked how she feels about playing the dual roles of a house wife and a manager at Stanbic Lusaka Branch, Jacklyn Mutale said she wished she could be a better mother because in a day she only spends about three hours with her daughter. Mutale's day starts at 05.30 am when she wakes up to prepare breakfast for her daughter and husband. She then takes a 20 minutes drive to drop her daughter at her school before she proceeds to her office situated in the centre of Lusaka.

Mutale is at the office by 07.15 am to finish up previous work left in her tray. Between 7.55- 8:10 am, she has a meeting with staff where they discuss service and operations issues. Because of the nature of her job, Mutale has no structured day of work. She usually leaves her office at between 19:30 and 20:00 and goes straight home to help her daughter with her homework. The bank manager seldom sleeps before 22.00.

According to traditional economics, gross domestic product (GDP) is made up of two sectors, the private and public. However, feminist economics argue that there is a third sector: the "care economy" commonly known as the unpaid reproductive and domestic work of women that includes caring for the aged, the sick and doing voluntary community services.

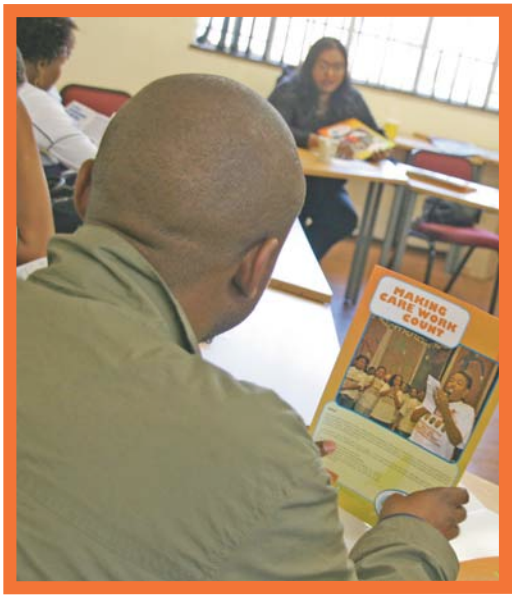
The United Nations Development Program (UNDP) 1995 Human Development Report estimates that women's unpaid work is equivalent to some 11 trillion United States dollars annually. Some 90% of AIDS care in Sub-Saharan Africa takes place in the home and goes unrecorded in formal statistics.

Zambia has not yet documented the work that women do outside of the formal labour market where women already predominate among the unemployed and lower paid wage earners. Zambian Minister of Gender Rose Banda said that her newly established ministry will coordinate with CSO in initiating a time use study for women and men; the basis for quantifying the unwaged work of women.

She adds: "I believe that development actually starts from the very work that women do that is unpaid for and underestimated. Therefore there is need to disaggregate such data so that people are able to see the extent of the problem and how it can be addressed."

HIV and the Care Economy

The care economy is becoming even more vital in the era of HIV/AIDS. Women pay an opportunity cost when undertaking unpaid care work for HIV/AIDS related illnesses as this drastically reduces their ability to participate in income generation, skills building and leisure activities. Many countries have seen cutbacks and privatisation of health care services, which has shifted the provision of health and welfare services to the home. If we look back at the definition of the economy and economic planning, it is easy to see that removing women and girls from the workforce and education in order care for people who become ill, whether within the family or community, impacts on how they participate in production and consumption of wealth. At the same time, while their work is not valued, they are significantly reducing the strain hospitals and governments to care for the ill. Yet, by undertaking care work that governments would otherwise do, there is increasing feminisation of poverty, as these women are less able to earn an income. The pandemic has made it clear how false the savings are when a state cuts back on public expenditures for welfare and health care. The costs do not disappear, but are instead largely borne by women. (GEMSA 2007)



Kubi Rama explains the 'Making Care Work Count' campaign. Photo: Trevor Davies

This is not to say that men are not involved with care work. In fact, in many instances the advent of HIV/AIDS has forced a re-evaluation of gender roles when it comes to caring for the ill. The sheer breadth of the need for care work means that more and more men are also helping to care for the ill. Regardless of whether it is men or women, there is a need to recognise the impact that caring for those living with HIV/AIDS and other health problems has on economic productivity and sustainability. The Gender Protocol takes clear steps in this direction, stipulating that states develop and implement policies and programmes to ensure appropriate recognition of the work carried out by caregivers, allocation of resources and psychological support for caregivers as well as promote the involvement of men in the care and support of People Living with HIV and AIDS.

In 2007, GEMSA, in collaboration with care work organisations in eight Southern African countries including Angola, Lesotho, Malawi, Mozambique, South Africa, Swaziland, Zambia and Zimbabwe, launched an advocacy campaign to raise awareness and advocate for recognition of unpaid care work. This included putting unpaid care work on the media agenda by collecting first hand accounts of people who are care workers, people being cared for, family members and others and making these available to the media.

Business Unusual: Making care work count!

By Kubi Rama, South Africa

Noxolo Dlamini struggles to balance her home responsibilities with caring for people living with HIV in Mbabane, Swaziland. Mukola Kaiya, a young man living with HIV, is grateful for the support of caregivers at the Chiedza Home of Hope in Harare, Zimbabwe. In Lesotho, 17-year-old Mafafokele Maama knows how important caregivers of are, Phomolong Support Group helped him care for his ill mother, and ensure that there was food on the table and school fees were paid.



Rose Thamae, caring for community members Photo: Lori Waselchuk

These are just three stories of the thousands of examples of care work happening across the region, work that is often unpaid, and unrecognised. The Gender and Media Southern Africa (GEMSA) Network is launching a new campaign to 'Make Care Work Count," to place care work on the media and policy agendas.

On the same day that media was buzzing about the public servants strike in South Africa, care workers from the Let Us Grow project outside of Johannesburg found themselves providing more than the usual care and support. One of their community members went into labour and the care workers had to deliver the babies; she had twins.

Yet these stories of community miracles rarely find their way into the media. Care work is a topic rarely discussed and these vital individuals largely unacknowledged, though they mean everything to the people that they work with.

The growing prevalence of HIV/AIDS is straining local resources. In Botswana, 90% of available hospital beds are thought to be occupied by people with HIV and AIDS related illnesses, while in Zimbabwe, 70% of hospital admissions are related to HIV/AIDS. High levels of poverty and poor public services in Southern African countries combined with HIV/AIDS has resulted in far reaching social, health and economic consequences. Research has established that up to 90% of care due to illness is home-based.

All over the world, women carry the burden of domestic work, and in providing care to family members. HIV/AIDS has significantly increased the burden of care for many women and girls. According to UNAIDS, two-thirds of primary caregivers in households surveyed in Southern Africa are female, one quarter of these are over 60 years of age. The South African national evaluation of home based care found 91% of caregivers were women.

Similarly, in the Midlands Province of Zimbabwe, 36 of 38 volunteers working for a home -based care programme were women. The value of the time, energy and resources required to perform unpaid work is not recognised and accounted for, despite its critical contribution to the overall economy and society in general.

Research in Botswana and Mozambique suggests that more women than men are recipients of home-based care services. This could be because when men get ill women care for them, and there is no need for formal home-based care assistance; but when women get sick, men often prefer to find other women care givers to provide support.

Home based care is being seen a key strategy to care for people living with AIDS, but this means that women and girls have to take on additional responsibilities. Women's care giving responsibilities add to their already heavy workload, reduce the time available to do other work and their ability to participate in income generation, education, and skills building.

The burden of care work on women further intensifies the feminisation of poverty, affecting entire families when women's time caring for the ill takes away from other productive tasks within the household. As people who are economically productive become ill and die of AIDS related illnesses, older women become the sole carers and providers for their adult children and orphaned grandchildren. Young girls leave school to provide home based care and face reduced prospects for decent work opportunities. For example, in Swaziland school estimates suggest enrolment rates to have fallen by 36%, with girls most affected.

As countries cut back and privatise health services, health and welfare services shift to the home. The costs of care do not disappear. Rather they are borne by the household and particularly women. Launched by GEMSA in collaboration with care work organisations in eight Southern African countries including Angola, Lesotho, Malawi, Mozambique, South Africa, Swaziland, Zambia and Zimbabwe, the Making Care Work Count campaign will contribute towards developing policies and legislation aimed at providing support to care givers through government support.

Informal Economy

The informal sector refers to labour activities that fall outside the formal economy, mostly unregulated by government. The informal economy consists of a range of informal enterprises and informal jobs. It may include self-employment in informal enterprises, for example workers in small unregistered or unincorporated businesses. It may also include waged employment in informal jobs, such as workers without worker benefits or social protection who work for formal or informal firms, for households or with no fixed employer, including employees of informal enterprises, casual or day labourers, domestic workers, unregistered or undeclared workers, and some temporary or part-time workers. In much of Africa, the informal, or gray economy that escapes tax collectors and government regulators is a hidden dynamic driving economic growth.

Estimates are that the size of the informal economy as a percentage of gross national income (GNI) ranges from under 30% in South Africa, the continent's largest economy, to almost 60% in Nigeria, Tanzania and Zimbabwe. The average in sub-Saharan Africa is 42.3%. According to International Labour Organisation, the sector amounts to 72% of employment in sub-Saharan Africa. Statistics suggest that 93% of new jobs created in Africa during the 1990s were in the informal sector, reflecting the impact of globalisation, economic reforms and competitive pressures on the labour market in recent years (Verick 2006).

Unfortunately, despite the sheer breadth of the informal economy, the majority of informal sector workers remain poor, unprotected by labour laws, uncovered by social security schemes, and underserved by formal education systems. They have little job security or savings, and even a brief illness or injury can mean no financial means to survive.

Women are much more likely to be engaged in informal sector work. More than four out of five women engage in informal employment, as compared to about two-thirds of men. According to African Union Social Affairs Commissioner Bience Gawanas, "bringing the gray economy out of the shadows is the modern day equivalent of the move a few decades ago to recognise the value of women's work" (Heinlein 2008).

Elizabeth Niingo cooking Kapanas as her family looks on
Photo: Erasmus Junias



Elizabeth Niingo was interviewed by Erasmus Junias in Namibia. Niingo ensures that there is enough food on the table for her husband and seven children, by selling kapana while her husband takes care of the children. Niingo says the government should empower women like her to be able to move out of the informal sector. "I can't make real money from kapana. What if the children want further education – it costs a lot. I would like to have premises, so I can trade more, make more profit and even put money away in savings. We cope right now but I don't know what the future will bring," she said.

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Making the most of natural resources

The Institute for Social and Economic Research has found that among poor communities in the Eastern Cape, South Africa, one major source of livelihood is the use of natural resources to generate income. While the word economy/business conjures images of large corporations and enterprises, there are people, mostly women, who are using resources around them to generate income.

Trade in medicinal plants - This insignificant looking kind of business has changed lives for many people in poor communities. Most of these traders are women and they can be found at markets across the Eastern Cape selling their wares.

Trade in grass brooms - Women make up 77% of traders in grass brooms, starting from fetching the raw materials, making the brooms, and selling them. Most traders have primary level education and few options in terms of their careers.

Fuel wood trade - Fuel wood as a source of livelihood for both men and women is very much in touch with reality among poor communities. Unlike other businesses that require external links and markets, use of natural resources is an internally-driven kind of business, as most homes require fuel wood.

- Michelle Cocks, Institute for Social and Economic Research (ISER)

MaTshepo, proud South African farmer
Photo: Carolyn Hooper-Box



Despite the low pay, few opportunities for training, and little prospects of advancement, the informal sector does contribute to fighting poverty and providing some economic empowerment for women and men. With fewer educational and skills requirements, and financial barriers to entry, the informal economy is generally easier to enter, and sometimes the only available option for individuals. As a result, it can be the only opportunity to earn an income.

Recognising and capacitating the informal sector is one way to improve the livelihood of these people, enabling them to move out of subsistence living and build on their small businesses and jobs. For example, German-based Gesellschaft Für Technische Zusammenarbeit (GTZ) focuses on development work and skills training that are crucial to empower people active in the informal or second economy, as well as to stimulate economic growth. GTZ has conducted extensive research on South Africa's informal sector and the impact vocational skills training has on the lives of those working in the second economy. According to the organisation's findings, 3.5 million South Africans are informally employed whereas about 9.6 million people work in the first economy.

In South Africa, various skills training initiatives exist. The Joint Initiative on Priority Skills Acquisition (JIPSA) is one of them. Informal entrepreneurs who receive some form of training are more likely to see an increase in their profit, turnover and the size of their customer base, and make moves to formalise their businesses, such as opening a separate bank account or registering their companies. Building the capacity of this mostly female force is one way for women to gain economic justice. By highlighting the need to enact laws that promote equal access to and retention in not only primary, secondary, and tertiary education, but also vocational and non-formal education (in accordance with the Protocol on Education and Training and the Millennium Development Goals), the Gender Protocol could help to encourage such training programmes. This is not a substitute for developing economic policies and programmes to facilitate gender balance in the formal economy, but it is one piece of the puzzle.



Both men and women will benefit from recognising the informal economy
Photo: Trevor Davies

Though there is increasing awareness about the importance of the informal economy, and even many discussions about how to bring it into the fray of formal business, it is still rare to find mention of this overwhelmingly large part of our economies in the business pages of any media. Where it does show up tends to be in the human interest media. By giving due representation of informal trade and business, business reporters can tell another side of the economy, one that tends to have a female face.

Don't underestimate informal business

By Arthur Chatora, Rhodes University, South Africa

You see them every day on streets around Grahamstown and on the streets of cities, towns and villages across the country. They are informal traders – very often women – selling household goods, clothing, fruit and vegetables, or maybe offering services like hair plaiting. Grahamstown hosts a large number of such informal businesses.

According to Nomalanga Mkhize from the Public Service Accountability Monitor the sector is highly diverse, "Informal business includes small-scale, occasional members such as street vendors, garbage recyclers, shebeen owners, and garment workers working from their homes, as well as informally employed personnel of formal enterprises."

On the surface their impact on the local economy may appear insignificant, but in reality informal trade plays a vital part in sustaining the economy. As the only livelihood available to a growing number of people, the sector



Many informal businesses fill available pavement space in Grahamstown. Photo: Arthur Chatora

is crucial in the lives of millions of South Africans. But the reality is that people who work in the informal sector remain largely unappreciated and without the infrastructure and benefits they need to operate successfully. Traders in this sector, controversially referred to as the "second economy," very often fall outside the radar screen that both keeps tabs on and provides support to the formal or "first" economy.

Informal traders very often complain that relevant government services to support their sector are lacking. Mkhize defines the sector as "economic activity that is neither taxed nor monitored by government; and is not included in the government's Gross National Product (GNP)." Despite the lack of formal structures to support this economic sector Michelle Cocks from the Institute for Social and Economic Research, says the contribution of women to "the invisible economy should never be underestimated" as it makes a major difference not only to their lives but to the economy as a whole. Cocks says, while the amount of money the women earn is seemingly low, its contribution to their lives is significant, as it enables them to take care of their families.

"Business is slow but it makes a difference in my life," agrees Thandiwe Mankayi, who sells wares outside Spur along High Street. Mankayi says she earns between R500 and R1 000 a month and uses the money to pay rent and sustain her family. For this woman, as for many other local businesspeople, events such as the National Science Festival, National Arts Festival and the Highway Africa conference mean a significant pick up in trade. "For the duration of the Festival I can earn and take home between R1 500 and R2 000," she says.

Mankayi explains that unemployment in the formal job industry forced her to venture into informal trading. "I could not find a permanent job and I decided to start my own small business." Mankayi says her business is not expensive to run and maintain. She and other informal traders pay the municipality R60 per month to trade.

Nokhuthula Ncube, a woman who runs a stall selling wares along High Street says her business helps sustain her family, but adds that the money she earns is not enough. Ncube says the fact that her business must operate out in the open is a definite drawback. "Grahamstown weather is terrible and when it's raining or when it's very cold weather.

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Conclusions

There is a need to work towards a world where resources, power and opportunity are equal for both men and women, recognising women for achievements, and understanding gender based power relations and the implications of programmes in the government, especially the "care" industry. There is a need to develop strategies to encourage gender balance when it comes to economic planning, and engage both men and women in meaningful decision-making.

The key word here is meaningful. Often a veneer in public and private spheres places women as central to economics, but not at a level of decision-making and control of productive resources. For example, in a household, the wife may be in charge of the finances but you find out that in fact what is meant is that her job is to pay the bills, the same mundane tasks all the time. Yet ask about investments or serious financial decisions such as asset acquisitions, and the decision reverts to the male in the household.

Similarly, mainly you find some form of window dressings in the small funds for small and medium enterprises - projects such as sewing, poultry, peanut butter making, or trade in trinkets and basket weaving. While of course these are very important for the individuals involved, it is mainstreaming gender into economic planning and policy making that will create the environment needed for both genders to be empowered.

Notes:

Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: Lombuso Taongai, Chief Operations Officer, Premier League of Swaziland; Thembinkosi Dlamini, Economist, CANGO; Dr Naomi N. Wekwete, University of Zimbabwe; Lavina Shikongo, UNICEF,Namibia, Zanele Ndluli and Nokwazi Mhlanga, Ministry for Economic Planning and Development, Swaziland.

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GENDER AND WORK



"'Little Rock Construction Company'" owned by ten women entrepreneurs has won a R45 million rand contract to convert hostels into self-contained houses, flats and social amenities. Photo: Trevor Davies

At a glance...

- More than 8 out of 10 (81.7%) working women in 2007 were doing so under vulnerable conditions as either (unpaid) contributing family workers or own-account workers. Less than 2 out of 10 women had relatively higher economic security as either wage and salaried workers or employers. (ILO 2008)
- The growing proportion of women in the labour force and narrowing gap between male and female participation rates has been one of the most striking labour market trends of recent times. From 2005 services replaced agriculture as the main sector of employment for women. (ILO 2007)
- In Africa women earn, on average, only 60 to 70% of what men earn for similar work even in typically female occupations such as nursing and teaching (ILO 2007)
- The SADC Gender Protocol, in accordance with the SADC Protocol on Employment and Labour, would call on states to by 2015 review, amend and enact laws and policies that ensure women and men have equal access to wage employment in all sectors of the economy. This would include ensuring equal pay for equal work and equal remuneration for jobs of equal value for women and men.

four

As we saw in the last chapter, it is not just that there is a gender difference in roles, but there is a gender difference in how work is valued. The outcomes go far beyond disproportionate income levels. Women, by virtue of their occupations, tend to have fewer social security benefits and advancement opportunities. Men tend to have greater social security benefits and more opportunities for training, re-skilling and promotion. This chapter presents observations about the changing world of work, and though socialised gender roles still exist, how many women and men are breaking stereotypes. It also discusses women's entry into the labour force, and some of the unique characteristics that they bring, as well as the resulting double burden of paid and care work.


Chronicle
KIDS CORNER
People and their professions
Teacher
PEOPLE AT WORK
A TEACHER
Mrs Sibanda
Nurse
Competition
A BUS DRIVER

Work gender stereotypes begin at an early age. This children's page from The Chronicle in Zimbabwe shows male images of teachers, police officers, bus drivers and military, and female images of home-makers and nurses

The world of work

There are many gender stereo-types related to who does what work. Men are most often associated with machinery and technology, while women are associated with domesticity and servicing. Therefore, car workers and ship builders tend to be men, and women are garment workers and cleaners. Men are more likely to take jobs that are of a "control" nature management i.e. finance, defence and security, and politics. Women on the other hand are more likely to be socialised into traditional jobs that are of a care nature – i.e. nursing, clerical and secretarial work, nursery school and primary school teaching. As demonstrated by the last chapter, they also tend to dominate in the "care economy," unpaid domestic work and in low paying sectors such as food production and agricultural activities, textiles and clothing.

A different set of images…



Yet there is also a lot of change happening. Some of the most fascinating stories produced from the Business Unusual workshops in each of the countries, were the profiles of women and men who are breaking gender stereotypes when it comes to work. It is clear that in many ways the world of work is rapidly changing, and with it gender roles. By looking for the gender angle of work, journalists were able to find unique and unheard stories, explore personal challenges and triumphs and delve into the societal barriers that often face these individuals.

By largely focusing media stories about gender and work on the "superwomen" of business, media can contribute to the stereotype of women who continue to be responsible for the home, as well as being businesspeople or entrepreneurs. The stories of these exceptional women are worthwhile coverage, but there is a need to balance them with stories that take a more in-depth look at how gender affects work, but also the changing gender dynamics in the workplace.

Images of diversity easy to find when the photographer is looking for them, photos taken during Swaziland BU.
Photos: Trevor Davies



> Kissa Kyamba has worked at a newspaper printing plant as a pre-press technician for eight years and knows how it feels to be disregarded by society because of her job. "Everyday I reach my work place and put on my overalls, I feel proud of myself because I am able to do what most women wouldn't," says Kyamba. A heavy price came when her husband left her three years ago with their two sons aged six and three years old. "I know he left because of the job I am doing. Men think that women shouldn't do such work. But I am not doing this because I am a woman, but because I love this work and I have to take care of my family," she says.
> - Doing your thing despite your sex, by Esther Mgondo, Tanzania

Repeatedly, the journalists found examples of women and men who enjoyed their work despite what society had to say. Women and men are showing that they can be successful in a broad range of occupations, and that freedom of choice brings with it not only economic empowerment, but also job satisfaction for both men and women. As Herero hat-maker, Vevangua Moondjo demonstrates, this is a winning situation for both genders.

If the hat fits, wear it

By Belinda Hamburee, Teppo Simila and Tero Lakkonen, Nambia

Herero men are doing good business making the distinctive hats worn by their womenfolk that have stood the test of time and sell like hot cakes in Katutura. Herero women are famous worldwide for their full-length coloured dresses and unique hats. The Herero hats symbolise the horns of their cattle. But what makes the edges of the hat so firm and pointed?

"Two to three sheets of newspaper are nicely rolled and tucked inside the headgear to give it that horn shape," said Vevangua Moondjo a Herero man who owns a Herero hat making business at Soweto Market in Katutura, Windhoek. Moondjo grew up with his grandmother and sisters. They were brought up as equal in their home. No tasks were specifically assigned to boys or girls. "You were supposed to do what our grandmother assigns you to do even if it is doing laundry," he said.

He said that he learnt to do the hats from his grandmother. "When my grandmother got old and she could no longer do the hat her self, I had no other choice but to do the hat for her. And that is how I learnt to do the Herero hats, I started with the old people's hats and later I altered it to the modern age hat," he said.

Moondjo honed his hat making talents at his sister's wedding, when he helped his sister to make her wedding hat. He started selling the hats N$ 5.00 each. In 2000 he decided to move to Windhoek to expand his business. The price range of his hats is now N$35.00 to N$ 50.00 "I am well known in Katutura so I have a lot of clients and I can make about 100 hats per day," said Moondjo.

For a man to make a woman's hat in traditional Herero culture is perceived as weird. But Moondjo does not care what other people say about him. He says that he is happy "a long as I can make money at the end of the day to feed my family."

Bertha Kamburona said in her 54 years of her life, this was the first time she had seen a man making Herero hats. "I am so stunned about where this world is leading to," she said. "I don't like it if a man makes women's hats and dance 'Outjina' a Herero traditional dance, mostly done by women," she said. Venjona Tjozongoro described a man doing "women's chores" as behaving like a gay person. "It is not accepted in our culture. I as a Herero man will not support those type of practices that will destroy our culture," he said.

Lucy Kazapua believes that you can do what ever you feel like as long as you know that it is what you want. She adds that she used to study brick laying at Okakarara Vocational Training Center (OVTC). "I decided to study brick laying because I was passionate about it, and I did not give a damn about what other people were saying since I was the only girl in a class of 40 students," she said.

Many women still shy away from studying what is perceived as "men courses." This includes auto mechanics, brick laying and plumbing. Windhoek Vocational Training Centre's (WVTC) 2007 statistics show that only one woman registered to do Auto Mechanics and only four registered for the brick laying course.

For many women, challenging gender stereotypes comes at a cost. Kazapuwa recalls that "my boyfriend said he

was going to leave me if I continued studying bricklaying because it was not perfect for a woman and I was so scared of losing him so I decided to quit school so that I can be with him." Kazapuwa is currently helping people build houses but because she has no formal qualification she earns very little.



Herero hat-maker, Vevangua Moondjo. Photo: Belinda Hamburee

four

Many of these articles not only captured readers attention with their unique profiles of individuals doing out of the ordinary jobs, but also looked deeper at the associated challenges and the social changes that even created the space that much such opportunities possible.

For example, in "Sisters Set the Pace at Lonmin Mines," the story not only shares the unique experience of women in South African mines, but also discusses the gendered challenges they face, and the related changing social and legal context. It explored corporate initiatives to make the mines more gender friendly within the context of national frameworks – the Mining Charter, which calls on companies to ensure higher levels of inclusiveness and advancement of women, aspiring to a baseline of 10% women participation in the mining industry, which Lonmin says they will reach by 2010. The balanced sourcing gives both men and women an opportunity to speak and the image of a male/ female duo working together underground drives across the point that men and women can successfully work together in the mines.

In short, the article provides insight at individual, corporate and systemic levels, noting that "It's all part of a big culture change in mining, the bedrock of the South African economy; also one of the least friendly professions for women." As Anthea Garman advised in the second chapter, journalists who take notice of the major social shifts happening today, and locate the stories of men and women within these, will be providing new and valuable insights to media consumers.

Sisters set the pace at Lonmin mines

By Purity Zamagugu Zwane and Malose Frans Ledwaba, South Africa

Move over brothers, the sisters are taking charge! A little over a decade ago South Africa lifted the ban on women working underground in the mines. The Lonmin Platinum Mine in Rustenburg has employed 800 women who work underground in different fields. The mine plans to reach the 10 % target for women employees set by the Mining Charter by 2010.

Zinzi Mdludlu (featured on the cover of this book) who hails from Mount Frere, Eastern Cape has been working for Lonmin for a year now. A recruitment specialist with seven years experience she joined the mine to show that women can be miners. Her sister was the first black female geologist in South Africa. She sees mining as a great opportunity for women, especially young black females. "This job has given me recognition. I was promoted in the first ten months," she said. Mdlulu is now a senior recruitment consultant.

It's all part of a big culture change in mining, the bedrock of the South African economy; also one of the least friendly professions for women. "The culture is not yet conducive for women to work underground.



Creche at Lonmin points to changing ties at the mines. Photo: Trevor Davies

The temperatures are too high and you find half naked men there," said Bernard Mokwena, Vice President (External Affairs) of Lonmin mine. By December this year all shafts will, for the first time, have female changing rooms underground.

"Heat is still a challenge to our female miners. Remarks are also passed at them, some men still hold the belief that the mine will collapse because females are now working underground. This is a myth that existed long ago," Mdlulu commented. Women miners, she says, are still not seen and taken as colleagues by their male counterparts: "You won't believe that even though I'm senior to them they still say 'dudlu' when ever I go past. I don't take offence because I know and understand where they come from."

Mokwena notes that transformation involves a major reeducation of the male miners, many of whom come from rural areas where a woman's role is seen as bearing and rearing children. The men are taught not to sexually harass or abuse female miners. Underground managers pose a further challenge. One black manager at the processing plant has refused to have female miners in his team, saying that women react to platinum.

Godfrey Tshubyane is a Corporate Communication Consultant at the mine. He grew up in a village in Rustenburg that was surrounded by mines. He also worked for Impala mine in Rustenburg for one year before joining Lonmin mines. "Though I was at first shocked to see women working underground on their own with no male supervision, I saw that these women were getting somewhere," Tshubyane reflects.

Minah Yaleyozo, a communication consultant with 11 years working experience, notes that in future it will be good to see women lead teams of men. The mine does school visits to promote mining as a career. Students are also offered bursaries and scholarships by the mine's Development Trust; which is headed by a woman.

The 2040 Charter developed by the community and the mine paints a picture of what the future might look like:

> *"We are a united Rainbow community with a rich cultural heritage working together to build a vital sustainable future. We declare ourselves to be bold visionary leaders of transformation, accountable for creating vibrant, safe communities."*

Although there were numerous examples of men and women breaking stereotypes, the "gender bender" profiles of women most strongly demonstrate shifting gender roles and the growing social acceptance of the diversity of women's work. On many occasions, men interviewed admitted that though they may have been sceptical about women doing certain kinds of work, they often changed their minds *after working with them*. BU participants did not shy away from voices that expressed entrenched gender beliefs, but these rarely came from people who had the opportunity to work in close proximity to the questioned gender.

Though there is no doubt that much of society continues to hold onto gender stereotypes, as more women are joining the workforce, there is greater acceptance in the diverse roles they can do, quite simply because they are showing that it is possible. Moreover, as heard in the following story, there is growing recognition, sometimes at great surprise, from male counterparts that women colleagues can do the job well.

Gender benders open new possibilities

By Fonseca Upite, Namibia

Gender benders are sprouting in Windhoek and opening new business possibilities. It's no longer out of the ordinary for men and women to swap roles or work together in jobs previously considered mainly for men or women.

Wilbert Mbinda, a security guard, says that the days of men hunting and women gathering are over. He notes that while it is a challenge to be a security guard it's not difficult for a woman to be one. One example is his colleague Margaret Kakoo. When asked if her leadership style differed from a man's, Kakoo asked her security management team what they thought.

That simple act, they responded, pretty much answered the question. The team agreed that her emphasis on group communication and on soliciting their ideas and opinions reflects her management style and explains why they think she is a good leader. "Women are good because they understand and make progress in their work," Mbinda observed.

A male driver who asked not to be named said he believed that women should do what men do and vice-versa. He recalled a job interview he went to with another man and four women. All of them had Code 11 driver's licences: "After the interview the two of us were employed and none of the women due to the belief that a woman cannot drive a truck. It wasn't fair because women are the safest drivers everywhere. After nine months my partner was laid off and one of the woman was brought in." His manager has been astonished at her ability and regrets his earlier mistake at not hiring her.

four

Management styles

The example of Margaret Kakoo's open management style mentioned in "Gender benders open new possibilities," was echoed throughout the countries where the BU workshops took place, pointing to women managers as usually having more inclusive and cooperative approaches to work that not only made for more successful teams, but was also much appreciated by workers.

Though much of society traditionally deemed women too "weak" or "indecisive" to be able to lead well, evidence rather points to women's unique management and communication styles as beneficial to workplaces. In Swaziland, Anita Hayes is just one example of women who are thriving in new sectors.



Working together at Stitchwise. Photo: Trevor Davies

Security company thrives under award finalist

By Musa Simelane, Swaziland

Keeping over 1700 employees highly motivated and charged up for work everyday is no easy feat, but Anita Hayes seems to do it with such s ease. She is easy going, but firm and straightforward. It is no surprise that Hayes was one of six finalists in Swaziland's Business Woman of the Year 2007 award.



Anita Hayes

She is the engine of fast growing security company VIP Protection Services and SAS Security Consultants in Matsapha Industrial Site. For those people who say that women are not able to handle late and odd hours, one just needs to look at Hayes to see that this is wrong.

A male dominated industry, her staff predominantly consists of men. She has won their hearts and respect by being a strong leader. "Actually some of them at first had a problem accepting a woman as their boss, but eventually they changed their attitude when they realised how much I know the job. I'm a very hands-on person," says Hayes.

Hayes credits teamwork for the success of the company. "V.I.P has come this far because we work as a team," she mentions. Hayes comes across as a no-nonsense leader but one who also loves to have fun with the staff, something which keeps them smiling and relaxed around her. "In this company we joke around sometimes, we interact a lot, we call each other by nicknames and employees get a cake on their birthdays," she adds.

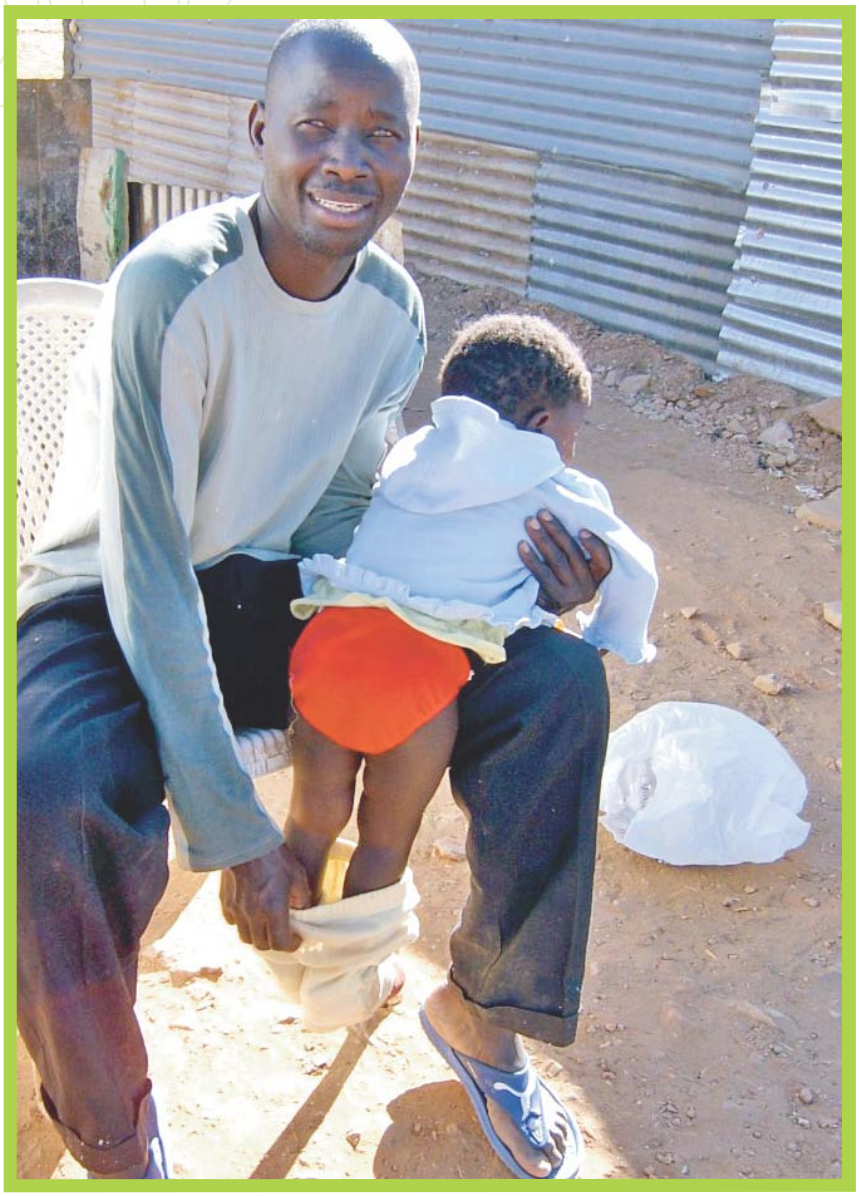
An employee identified as Thando who reports to Hayes about a work related issue briefly interrupts the interview. The straight talking Managing Director flashes a smile at him and responds, "Thank you sunshine!" His face immediately lights up with a smile in response. He is at ease with his boss; you would think they are close friends. Because she is so understanding and easy to work with, the staff is loyal and dedicated. "I really enjoy working with the boss. She makes me look forward to doing my work better than before. She is straight and is fair on everyone," Mduduzi Mafu who is the V.I.P's Matsapha Branch Manager says about Hayes.

In ten years time, she sees herself not only running V.I.P Security Services but also owning it. "I say any job a man does, a woman can also do well when she firmly sets her mind on it. That is what I did," reveals the Managing Director. Meanwhile, V.I.P staff members in an interview showered Hayes with praises and agreed that she is the driving force behind the success of the company. Goodwill Msibi, one of security Branch Managers, said, "Hayes is a born leader, has got vision and is able to motivate us to support it."

four

Sharing home work

The emerging occupation of women in the world of work often means that women are juggling the multiple roles of income earning work, and unremunerated care work. Some partners are unwilling to share this home work, and even expectations and barriers in the workplace tend to discourage men from being actively involved with care giving, while putting pressure on women to balance both, without letting one interfere with the other. There is a need for reviewing how families and partners share income-generating work and family responsibilities. Simply increasing numbers of women faces without attempting to nurture and accommodate sexual diversity does not work. The increasing numbers of women in decision-making places in both government and private sector should be coherent with the change in lifestyle of both sexes.



Caring for children can be a joy for fathers. Photo: Trevor Davies

Meanwhile, many men are also beginning to realise that this diversity can actually open new opportunities. It can reduce the pressures on single wage earners, provide greater for economic security (should one partner lose their income, the other can provide), increase family income, and enrich their own lives through the ability to be more involved with family. Many women, like Natalie Killasy and Sylvia Mthethwa, cite supportive partners and families as a vital part of their ability to be successful in business.

Supporting Spouses

Natalie Killasy, is founder and executive director of Stitch Wise, a supplier of protective clothing and gadgets to the mining industry. When she could not get venture capital, Killasy started her business in 1996 with just a handful of men and a few sewing machines, and her husband holding the fort at home. Stitch Wise now employs about 166 workers, 50 % of whom are paraplegics injured while working on the mines. She jokes that while she is the director of the company, her husband is the director at home. "He does almost everything; he cooks cleans, takes care of children, does the shopping and I focus on the business. Talk about turning the tables around and crossing the gender line!" she says.

- "A stitch above the rest", By Hlengiwe Hhlabathi and Rebecca Masinde, South Africa.

Sylvia Mthethwa, Swaziland businesswoman of the year 2006, quit the her job at a hardware company to launch Progress Stationery, the company she proudly owns today, and which resulted in her winning the 2006 business woman of the year competition. Like many women in business, her road to the top has not been smooth. Unlike many women, Mthethwa's husband was very supportive of her ambition and she credits this spousal support as part of her success. "Actually, I think I'm one lucky woman to have had a very supportive husband who never felt threatened but gave me all the support I needed financially, morally and otherwise," she says. "There was a time when my husband would commute from home to work everyday because the only car we had back then was being used by me to run business errands," she remembers. According to her, her spouse stood by and encouraged her, even dispelling her fears at getting started with the business.

- " Mentoring the next business generation", Sibonginkosi Mamba, Swaziland

Workplace policies that recognise the dual role of men and women can contribute to healthier workplaces. Society and media pay little attention to structural changes that can be put in place in the workplace to ensure greater social context for how men and women share work. Though some stories may highlight profiles of fathers, especially around occasions like Father's Day, few stories delve deeper into such issues as father's rights and legal obligations, paternity leave, the economic benefits of work-sharing, etc.

Society views women as being better than men are at caring for other people. This article tries to break this stereotype by raising the question of why law in Botswana denies men the opportunity to care for their children by not granting them paternity leave. Maternity leave is a given for most working women while paternity leave is not that common in many countries. Zimbabwe for example is one country that like Botswana does not have in its legislation a provision for paternity leave. In South Africa, most progressive work places now provide for paternity leave, but this is seldom more than one month.

Time for Batswana fathers to take paternity leave

By Thato Enosa and Bathami Chilume, Botswana

There are two parents for every child but only one parent gets to take parental leave and that is the mother. You would think that in a changing world where both partners are likely to have a job, paternal leave would be something to consider. Botswana law currently has no such provision.

Of late men have been demanding that this change. President for Tertiary and Allied Workers Union (TAWU) Allan



Fathers rights rarely discussed. Photo: Trevor Davies

Keitseng says they have had discussions aimed at drafting new public service laws that will have a provision for paternity leave. He said the government is hesitant in such issues despite being the biggest employer in the country. Workers at shop level are not aware that they can demand paternity leave as the leadership is not sensitising them about it since they believe it's an unnecessary luxury. Some women also oppose paternity leave on the basis that men are not competent to care for children. Marang Morakaladi says she does not see the need for paternity leave as "no man would do a good job like a mother would and no woman would feel at ease having left a man in charge of the baby."

Morakaladi concedes that some men can be good caretakers but argues that mothers are at an advantage due to "a mother's instincts". She says this is not a stereotype: "it's just being realistic." Tshepo Kwapa, Founder of Voice of Men, an organisation that fights for men's rights to their children, supports the need for paternity leave. He believes men and women should have equal rights when it comes to being involved in their children's lives as currently the law only favours women over men.

Having looked after his then seven month old baby, for a month all alone, he says given the chance men can also look after babies equally well because with the advent of disposable nappies, ready-made baby foods, washing machines and feeding bottles things have been made easier for men. Kwapa says if maternity leave benefits the baby then so should paternity leave. In response to the argument that paternity leave is not a reflection of our culture Keitseng says people should stop clinging to tired arguments as so much has changed.

four

Conclusions

The preceding article begins by saying, "there are two parents for every child…" which highlights the fact that the father has as much right as the mother to time to bond with the child. The article also dispels the stereotype that men are not good with children. Interestingly some women reinforce the stereotype that "no man would do a good job like a mother would and no woman would feel at ease having left a man in charge of the baby." The task of challenging gender stereotypes and the limitations that they place on women and men - at home and at work - is a task for both women and men.

Notes:

Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: BU workshops by, Rekkha Cowaloosur, Mauritius; Sherry Thole, Managing Director, Intermarket Banking Corporation; Martin Dlamini, Managing Editor, *The Times*, Swaziland; and Susan Myzo Magagula, CEO, *Swazi Observer*.

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GENDER AND ENTERPRISE



Diana Westcott, owner of Nearly New, a second hand boutique in Grahamstown, South Africa
Photo: Trevor Davies

At a glance...

- Despite cultural and social expectations of women as home workers, legal constrains, lack of access to education and training, and problems accessing finance, it is estimated that women-owned businesses account for over one-third of all firms in Africa.
- Women's self-employment comprises about 70% of informal employment in non-agriculture sectors in sub-Saharan Africa (SSA) – women entrepreneurs account for 73% of small and micro-entrepreneurs in Lesotho, 84% in Swaziland, 62% in South Africa and 67% in Zimbabwe.
- Despite high numbers, a significant quantity of this enterprise is vulnerable, empowering women to grow and expand their enterprises is key to moving beyond subsistence living.
- The SADC Gender Protocol would require all states to adopt policies and enact laws that ensure equal access, benefit and opportunities for women and men in trade and entrepreneurship, taking into account the contribution of women in the formal and informal sectors.

five

The last chapter showed how the world of work is changing, and how, especially in urban centres, this is challenging many socially accepted gender roles. In Africa, a significant proportion of work is self-employment. Ironically, while women comprise the majority of the self-employed they lack financial stability and security. This chapter focuses on gender and enterprise, highlighting how women and men are challenging stereotypes to carve roles for themselves in the economy. It explores some gender-based challenges to enterprise, and questions micro-enterprise as a strategy to economically empower women. It also discusses in the South African case how gender fares in the black economic empowerment debates and strategies.

Enterprising initiatives

Private enterprise forms an important part of any economy, and the image of industrious entrepreneurs building businesses from the ground up motivates many people to take up the challenge. The private sector plays a tremendous role in national and regional competitiveness, which only grows in importance in this globalising world. Recognising this, Enterprise Surveys attempt to better document the nature of entrepreneurship in Africa. Enterprise Surveys can help identify certain characteristics of a business, such as the sector in which it operates, the size of the enterprise, the number of years it has been in operation, whether it is an individual or family enterprise, and, in many cases, the sex of the business owner (Baradasi, Blackden, and Guzman 2007). Though still significantly fewer then men, women are major players in the private sector, particularly in agriculture and in informal businesses.

It is estimated that women-owned businesses account for over one-third of all firms. Women's entrepreneurship varies significantly from country to country. Including only manufacturing enterprises with at least 10 employees, women own fewer than 10% of firms in Kenya, Morocco, Nigeria, Senegal, and Tanzania, but up to 40% or more in Botswana, Cameroon, Cape Verde and Mozambique. One interesting gender difference is that the percentage of entrepreneurs in family enterprises (as distinct from individual enterprises) is higher, sometimes much higher, for female-owned enterprises than for male-owned enterprises. This may be because family enterprises could be a way for women to combine their business activities with their domestic or household tasks, which are disproportionately women's responsibility. In addition, other factors such as women's legal status and their marital

More women register companies

By Moses Mlangeni

It is Wednesday morning and the Companies and Intellectual Property Rights offices (CIPRO) in Pretoria are packed with over 100 men and women aspiring to formalise their businesses into closed corporations, companies or co-operatives. The queues at the registration offices reflect an equal number of women and men, which is a radical change from the predominantly male queues that were the norm a few years ago. Over 90 % of the entrepreneurs in the queues are Africans, spelling a change in the business climate known to be predominantly white males.

Patricia Manshon, CIPRO's manager of business relations, marketing and communication confirms the increasing number of women entrepreneurs registering. "It's exciting to see all the women in the queues. The tide is certainly turning," she says. According to Manshon, some women are in areas previously dominated by males such as construction, transport, information and communication technology and mining. However, a significant number of women are registering businesses in more traditionally female areas such as catering, accommodation, retailing and childcare services.



Lining up to register. Photo: Moses Mlangeni

and property rights are likely to affect the type of constraints that the firm may face and the performance of the business as well (Baradasi, Blackden and Guzman 2007).

The above survey does not include those engaged in micro-enterprise in the informal sector, which as we saw in the last chapter, is a significant form of employment for women. Self-employment comprises about 70% of informal employment in non-agriculture employment in sub-Saharan Africa (SSA). Women's self-employment in SSA involves a whole range of economic activities in production/ manufacturing (food processing, weaving, handicrafts etc), services (cooking, hair plaiting, laundry, informal lending etc), and trading (wholesale and retail trading).

Driving a hard bargain

By Teressa Kasawala and Tamanda Matebule, Malawi

Malawian women are driving their way into the transport sector: one of the toughest and traditionally male dominated sectors of business. Minibus Owners Association of Malawi secretary general Coxley Kamange said while ownership figures are difficult to verify because some owners register their business in the name of a relative, "I would put the number of women minibus entrepreneurs roughly at 900" out of a total of 7000.

Violet Mlanga ventured into the transport sector in 2003. After quitting a poorly paying job at Malawi Housing Corporation (MHC) in Blantyre in 1996, she became a stationery supplier from 1996 to early 2000, increasing her capital base to K1.5 million. A hostile economic environment coupled with stiff competition on the market forced Mlanga to venture into greener pastures in the transport business, which she says has enhanced her revenue base. "Currently I own two minibuses and a small truck but I'm looking forward to expanding my business empire in the future."



Jabu Shongwe went miles with a little help. Photo: Prudence Dlamini

Margaret Chimpukuso, Director of SMC transport has five trucks that transport goods between Malawi and neighbouring countries. Chimpukuso said there is need for women to claim their place in areas of business dominated by men. "This is not the time for women to remain in the kitchen but to be involved in income generating activities," she said. Chimpukuso, who employs four people in her transport business and three at her boutique in Blantyre urged women to "show their capabilities" and take on decision-making positions.

Although there is a general understanding that micro-enterprises are very small businesses employing less than 10 workers, on average they employ only one person, the owner and an occasional assistant. It is typical for a woman to work alone in her business activity with little forward planning, access to support products, or in isolation from competing demands of work and the family.

Several studies have shown that women's prominence in micro and small entrepreneurship is due to various factors, including low entry thresholds. A study conducted in Ethiopia, Kenya and Tanzania by the African Development Bank and ILO (2004) indicated that micro-enterprises with less than 10 employees constitute over 99% of their micro, small and medium sized enterprises. The study further estimates that the share of women is reported to be approximately 65% in Ethiopia, 45% in Kenya and 43% in Tanzania. Similarly, a survey carried out in Southern Africa in 1991 shows that women have a bigger share in micro and small enterprises in the region, citing male migration in search of work in South Africa. According to this study, female entrepreneurs account for 73% of small and micro-entrepreneurs in Lesotho, 84% in Swaziland, 62% in South Africa and 67% in Zimbabwe (Dejene 2007). Numerous legal, systemic, and social barriers hinder women's ability to formalise and grow their businesses. While some of these barriers are the same for men and women entrepreneurs, many factors affect the sexes differently, and there are a number of constraints for women that men do not encounter. Gender disparities not only disadvantage women but also reduce the overall productivity, job creation, and growth potential of the region as a whole. Consequently, addressing gender-specific barriers to entrepreneurship and leveraging the full participation of both men and women in the development of Africa's private sector are a significant opportunity to strengthening economic growth.

As seen in the last chapter, while many enterprises follow traditional gender lines, there are also numerous examples of women and men turning the tables. This is important because many of these, such as construction, are growing industries in the region and generally represented as more highly valued, and better remunerated, enterprises. The breaking of gender stereotypes also means that men are engaging in businesses previously set aside for women. For example, men who train as hair stylists are finding that opening women's hairdressing salons, a domain usually reserved for women, is far more lucrative then sticking to the male market.

Weaving a living

By Rishi Ramnuth, Mauritius

Following a traced pencil line on a piece of fabric, 17-year-old Nathanael weaves a floral design with marked precision. Fully engrossed in his routine, he pauses momentarily to take stock of any wrong move that would mess up an otherwise neat job. Around him, a few girls of the same age make a colourful collage and brush strokes. Everything flows naturally at the Craft Centre in Quatre Bornes until Nathanael is asked whether he likes sewing. his classmates burst into a laughing spree and the young man shies away.

"I weave better than all of you girls out here," he retorts. "I am not ashamed to say that I like weaving because it is a job just like any other even if it is associated with the feminine kind," he says, adding, "Can't you see the number of professional tailors around." These sorts of biases over tasks and career choices have been cultivated throughout the ages, reinforcing gender stereotypes. Kamna Sonnar, instructor at the craft academy, explains that boys find it degrading to pick up a task that is usually associated with women. "At the teenage stage, these preconceived ideas have already taken root in their minds and it is very difficult to make them think otherwise," she says.



Nathanael at work. Photo: Rishi Ramnuth

Perhaps the most intriguing example is a growing trend of Masaai men in Tanzania doing women's hair, not only within the country but travelling as far as South Africa and Congo, and making good money in the process. This story is particularly interesting because Masaai people are deeply rooted in their tradition and they have certain ideas about masculinity and femininity. The men admit that this is not something they would have done in the '80s because their elders would have punished them. This highlights how culture and tradition can hold both men and women back from expanding their horizons. The image used shows that although these men are doing women's hair, they are still very much Masaai in the way that they are dressed.



Photo: Trevor Davies

Now that they have been able to bury their macho inhibitions, Masaai men have found a thriving new livelihood braiding the hair of women in Dar es Salaam and even beyond the borders of Tanzania. The braiding of hair by young men who are being taught the rites of passage into manhood is common amongst the Masaai. This skill is now translating into good income for many Masaai men who can be seen in the Ilala area of Dar-es-Salaam doing the women's hairdressing style, famous as sangita – using imported hair from India. It is a remarkable economic opportunity for the men who say in the early 80's they would never have tried to become a woman's hairdresser because if found out they would be punished by the elders. Now having a source of income and the softening of mfumo dume (patriarchy) has opened the doors to a thriving business.
- Masaai men make money braiding women's hair, by Neema Mbuja

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Constraints to enterprise

Despite the opportunities that individuals can gain from enterprise, and the proven abilities of women as entrepreneurs, women face many gender-based challenges that are different from men's when it comes to beginning and growing their businesses.

Legal Constraints

In many countries in Southern Africa, a complex dual legal system combines a constitution-based legal system with a customary system. While enacted and customary laws comprise the formal body of law in a society, other practices and conventions outside the legal framework often have the effect of being law. As they are usually based on long-standing traditions and cultural norms that do not view men and women as equals, these often discriminate against women.

Historically, marital conventions gave the husband the right to control his wife's income, and deprived wives of their right to enter into contracts in their own name. This extended to inheritance, marriage and property laws that denied women equal property rights. In some countries, such legal frameworks continue to exist, conferring minority status on women, meaning a husband's permission is required for business registration, bank accounts, etc. Although many countries have instituted legal frameworks that seek to protect women's rights, customary law and practice often means that these laws are not implemented.

This entrenches women's lower status in society, and inhibits their ability to operate businesses. Such constraints inhibit women from accumulating assets such as property; therefore, they have no collateral against which to borrow. Where community of property or customary law confines women, they are unable to manage their own credit performance, finances and to raise capital in their own right. This leaves women without the relevant experience or credit histories from which to draw when applying for funds either whilst married or when divorced or widowed.

Bethusile Mwali in Swaziland is a living example of the spirit of entrepreneurship that exists in women. She is the owner of Bethu's Restaurant and grocer in Malkerns and Thandabantu Café and Take Away Food at eZulwini Midway. Bethusile says,"Starting the business was not easy because I encountered difficulty in obtaining the permit and the license to operate until I asked my husband to negotiate on my behalf." This however resulted in her shop and the banking accounts being registered in her husband's name.

Legal obstacles to women's access to legal and judicial services in sub-Saharan Africa

- Laws that appear to be neutral are subject to different interpretations.
- Laws can have the potential to be discriminatory because of what is left out or how they are applied.
- Implementation of the law is ineffective because the institutions or individuals who apply the law refuse to apply it or are unable to do so.
- Court officials hesitate to apply a law which seems to them contrary to customary law or simply because of cumbersome administrative procedures.
- Laws may be ineffective in practice because they have not been explained to the people or simply due to a language barrier.
- Vulnerable groups and women in particular suffer from lack of access to and knowledge of the laws that affect their lives.
- Access to legal rights often depends on economic power, such as the ability to hire expensive legal professionals, pursue expensive litigation or pay travel expenses to reach the civil courts.
- The number of judicial service structures is limited, too hierarchical and centralised, and in some cases there is corruption among law enforcers.

Source: The legal entitlement of rural women to productive resources

Cultural attitudes and Expectations

It is a well-known joke amongst entrepreneurs that having your own business gives you freedom - freedom to work long hours, seven days a week, without vacation. In addition to the legal constraints that many African cultures place on women, the perception that women cannot, and should not (especially given family responsibilities), engage in this type of work inhibits women's ability to operate. In the very least, women may be ostracised or suffer from family and community disapproval, but these attitudes actually permeate to the very working of the business.

For example, women entrepreneurs in the region cite how suppliers and potential customers simply refuse to work with them because they think they cannot, or should not, be doing the businesses that they are. Women are not taken seriously, especially if they venture into businesses formerly regarded as male domains. Even when women are successful in their enterprises, the deeply held cultural expectations of women as homemakers are hard to crack. Due to the multiple roles women have as mothers and wives, combining entrepreneurial responsibilities with domestic ones mean they can have less time available to run a business. As the following article shows, cultural beliefs can a present many challenges for enterprising women.

Culture affecting women in business

By Edwin Nyirongo, Malawi

Though economic empowerment of women in Africa is a vital path to ensuring health, rights and security for women and their families, many find that starting and progressing in business is not easy. It is not their abilities, or the quality of their business ideas, but cultural stereotypes about their gender that often causes the problems.

Though most countries in the Southern African Development Community have constitutions that explicitly outlaw discrimination based on sex, strong cultural beliefs mean that in reality many women become economically dependent on men, not by choice. Even those that are engaged in aspects of business often do not have control over the decisions and earnings that come with it. Executive Director of the Women's Lobby in Malawi Faustace Chirwa said in an interview that this is the reason the rich in almost all the countries in the region are men.

It is important to create training programmes and access to support for women entrepreneurs, but we as a society must also look at how gender stereotypes are affecting women in business. Even women actively engaged in family businesses often do not control how earnings are spent. Chirwa cites an example common in Malawi, "During tobacco farming, everyone in the family, a father, mother and children work hard in the field, but the man will go alone to the auction floors to sell the tobacco. He does not even consult the woman on how to spend the money," she said. Chirwa explained that in the case of a man having two wives, he takes almost all the money to the younger wife while it is the elder wife who did the work. She said the woman has no say because culture orders her to be subordinate to a man because he is the head of the family. Traditionally she will not question decisions made by a man.

Women are also discouraged from doing business, especially those that involve moving around the country. "They say a woman can not be allowed to spend nights in rest houses when she is doing business because she has a weak character and could easily start prostitution," she said.

Maria Zamaere, owner of Sapitwa Chemicals Company Limited in Blantyre, also agreed that cultural beliefs have demoralised many women from engaging in business. "For one to start business, she has to get approval from her husband or men family members. And when they say 'no' then she will be in trouble," she said. She further pointed out that a man does not ask for consent from his wife when he wants to start a business. Zamaere also said that in situations when women become successful in business, the husband often still takes control of the profits and dictates spending. She also said that men tend to give support to their fellow men because they expect to get something out of it, but rarely come forward to support women entrepreneurs.

Inkosi Mabulabo, a chief and serious custodian of traditional values, defends some of the traditional practices that guide women. Mabulabo said while it is not bad to allow women do business, they require guidance on which businesses they should take on. The chief was totally against allowing women to do business that would find them spending days out of the villages, saying that is risky business. "You know women are weak characters and they can be easily enticed to do something bad. So what about if they are far from their homes and some men proposition them. The environment there would make them accept," he said. Mabulabo, who has been chief since 1967, said women are supposed to be taking care of the children and wondered who would do the job when they are away. When suggested to him that a man could do the job, the chief looked surprised by the question, especially coming from a man journalist. "Have you learnt about division of labour in your school?" he asked and continued, "a man has to look for food and woman look after the family. Do you expect a man to do both? Are you all right in your brain?"

Asked what type of business a woman should be doing, he said any type that would not make her leave her house. The chief's statement contrasts with that of president Bingu wa Mutharika who has appealed to women to stop relying on men financially by starting businesses. Mutharika established Malawi Rural Development Fund (MARDEF) to lend money to people to start businesses. 95 % of the beneficiaries are women and that is sour news as far as Inkosi Mabulabo is concerned.

Training and Education

Largely because of cultural and social norms, women and girls have less access to education, especially in cultures where the education of women is not a priority. Unbalanced educational and employment opportunities between men and women mean that women often do not have the marketable or technical skills that would help them to grow their businesses. This limits women in terms of understanding financial resources. Moreover, where women have access to training, this still tends to perpetuate gender stereotypes. Vocational opportunities for girls are restricted to careers traditional to women such as home economics, secretarial studies, dressmaking, and cosmetology.

Less access to business networks

Networking is a key aspect of business. Resulting from existing gender roles, women are often outside of typical networking experiences. For example, many deals occur in social settings, which existing male-dominated networks discourage women from breaking into. As well, the multiple roles women play means that they simply may not be able to participate in many of these after-hours activities.

Access to finance

Perhaps one of the most inhibiting factors of women in enterprise is their lack of access to finance. A World Bank survey reported that only 5% of female respondents to a survey of entrepreneurs had obtained formal credit, while 75% received financing from personal savings or family sources. In some instances, legal barriers or social conventions prevent women from getting finance. Women also often lack information about financial services and how to access to credit and capital.

The banking sector is also not friendly to small start-up entrepreneurs who usually want to borrow smaller amounts that may be outside of the minimum loan policies of a bank. Most women do not own assets (i.e. land or houses) that can be accepted as collateral due to poverty or legal convention.

On the other hand, not just small enterprises have problems accessing credit. Even when bank liquidity is high, prevailing social and legal systems influence the distribution of credit, as evidenced by women mining entrepreneurs described in "Gender discrimination hindering women in mining." Many successful women entrepreneurs lack finances to venture into bigger businesses, which require lots of capital.



Keeping up to date in the media. Photo: Trevor Davies

Gender discrimination hindering mining

by Nasser Kigwangallah, Tanzania

Women entrepreneurs in the small-scale mining sector in Tanzania are finding it hard to get what they need to grow and develop their businesses. Gender discrimination adds more challenges to an already challenging business, most notably, preventing women from accessing loans to enhance their activities. Joyce Lyatabu, a Nyarugusu small-scale miner in Geita district, has been extracting gold from her Primary Mining License plot for the last five years. She said she has not been able to grow rapidly due to lack of financial resources and her efforts to get a bank loan have met with stiff resistance. "The mining sector could be eased if financial resources to purchase equipment and pay labour charges were made available," she said. "I have employed thirty people to help me in the gold mining process and I need to pay them after their job has been completed."

The story is not a new one. Women entrepreneurs in almost every industry – publishing, farming, mining, technology, and every other business – often face reluctance from financial institutions when it comes to accessing loans. In some instances, financial institutions insist on a husband or male co-signer, in others it is a flat out refusal. The majority of women miners questioned in Lwamgasa Village, Geita district in Mwanza region of Tanzaina agreed with Lyatabu, saying that bureaucratic tendencies of financial institutions refuse to loan them money, and this prevents them from advancing and growing their scale of operations. Unlike their male colleagues, who are able to access such financing, this means that their businesses do not reach their full potential.

Lyatabu pointed out that the market to sell her gold was adequate and what she needed was to expand her business, buying equipment such as a compressor, and pumps to remove water from underground. "At the moment I depend solely on manual labour which is laborious and takes a long time to extract gold from hundreds of metres deep," she added.

Financial institutions are mostly not aware that women may face gender specific constraints when seeking finance, or have not incorporated lending products to suit their needs. At least part of the problem is that women are largely absent from decision-making as both the receivers and investors of capital. Men largely command financial markets, and since women are largely not in positions of power and decision-making in financial institutions such as banks, this will have the effect of not fostering a culture that respects the needs of women clients. As the following article discusses, financial services that respond to the needs of women entrepreneurs can help to start and grow successful businesses.

What's keeping women out of the big time?

Clemencia Jacobs, Aron Uushona & Mervin Kazapua, Namibia

Barefoot and pregnant in front of the stove; running around in order to cook before the husband gets home from work, cleaning all day, looking after the children and doing laundry all day. Is this the sum of a woman's contribution to our economy? Of course it isn't but she earns nothing for all this unpaid labour. What are we doing to support women who want to get out of the kitchen, put some money together and start their own businesses?

Gender equality has helped women to be able to have careers, own land and have access to finance. But can gender equality policies ensure that women become involved in the business world? How are policies being implemented and are they really helping women and men achieve gender equality in the business world?

According to Monica Kalondo, Chief Executive Officer of Stimulus, a venture capital fund, "lack of education, business and strategic planning skills" are major impediments. In addition, "many women just don't have the confidence that men enjoy." Ali Ipinge, who works for the First National Bank of Namibia (FNB) in the Small and Medium Enterprises (SMEs) department, says "the majority of people who apply for SME loans are women and these women run the most successful businesses." But he added that women are hampered by lack of access to security such as property, land and goods. "There are policies to accommodate SME applicants who can't afford loans or don't have security access. But we still have a culture where women don't come forward despite us relaxing these rules for the SME Loan Funds. I wish we could encourage them more."

Kaunduu Kahengava owns a small business at Soweto market in Katutura that sells vetkoek, meat and oros. "Sometimes it's difficult for us to obtain loans because businesses are small and don't have security or business plans in place," she said. "People come and make meetings where we raise our opinion and complaints



Still locked out of the formal economy. Photo: Trevor Davies

but it seems it all falls on deaf ears. I pay N$30 per month for the place and make about N$800 per week."

Engela Petrus, owner of All Nation Cash Loans, says the problem with the banks is that "they will never help you if you do not have money. I applied for an SME loan was told I did not have enough money." She adds that it is even more difficult for women to venture into bigger businesses if they are single mothers. "If a woman is a single parent, she has to pay school fees, buy food and pay all the bills. She will not be able to pay her employees for example, so their businesses cannot grow to the next level. That is why most women have small businesses, like selling kapana on the street."

According to Veronica de Klerk, Executive Director of Women's Action for Development (WAD), another reason why women would rather undertake small businesses is because of a lack of self-confidence. "There is a lack of confidence among women to venture into big business ventures which is also due to their upbringing in their parental homes and there is also a lack of knowledge and education regarding large business ventures."

She adds that culture has a role to play in whether women can have access to land and finance. "Culture is largely responsible for very few women owning land and businesses in the country. Unfortunately women and girls have in the past, been denied education, status in society, have limited possessions, and have in the process built up a lack of self-confidence, pride, dignity and have developed a negative self-image, which are very serious stumbling blocks to acquire land and to start businesses."

Petrus concurs with her, stressing that culture keeps women from reaching their full potential. "Women are forced to submit themselves under their husbands. For example, a Herero woman must take care of

At BU Swaziland, Sibongile Mthembo, Director of the Imbita Swaziland Women Finance Trust (ISWFT) cited several measures that need to be taken to level the playing field for women. These include:

- reviewing bank policies on lending and how this specifically affects women as customers;
- the need to align all formal financial institutions' policies with the country's Constitution i.e. men and women must be treated equally;
- implementation of the Constitution to ensure that women have access to property including titles to land; and
- diversification of the financial sector to include a wider range of non-bank institutions, as well as changing relationships between formal and informal institutions.



Interviewing at the market. Photo: Derrick Sinjela

While access to finance remains a major obstacle to women entrepreneurs in Swaziland, Jabu Annah Shongwe, owner of the fleet of mini-buses, is an example of how a little seed money can go a long way.

Transport owner taxies to the top

By Feziwe Mofokeng and Prudence Dlamini, Swaziland

"Victory," says Shongwe, "does not come cheap." But Jabu Annah Shongwe urges all Swazi women to make good use of organisations that help to provide financing for women like the Imbita Swaziland Women Finance Trust (ISWFT). With just E2500 from ISWFT she has grown her transport fleet, known as Mancoba's transport, from zero to eleven and is the proud owner of tawo homes.

"The legal position of women in Swaziland entrenches their low social status," says Sibongile Mthembo, director of the ISWFT. "Women are regarded as minors and cannot enter into contracts without the co-signature of their husbands." Mthembu points out that Swazi women struggle to access finances from local institutions due to legal and procedural constraints. As a result they decided to join hands and initiate their own fund.

ISWFT is a micro-finance institution. Set up by a group of women to overcome obstacles to accessing credit, Imbita has been in operation since 1991. Its objective is to encourage regular savings and offer credit facilities to its members who are lower to middle income women in rural and peri urban areas.

With its mission "to uplift the economic status of the poor", Imbita provides financial and technical services, strengthening the ability of women to participate in financial decision-making in the homestead and increasing the income generating capacity of the poor as well as their ability to enter the economic mainstream.

Shongwe's story is one of incremental success. After her first loan, she visited the Trust again in 2000 and bought a kombi. At the end of 2001, she had four kombis. With time, she ventured into opening a spares shop so that her kombis can easily access services, thus limiting the expenditure in her business. She has, literally and figuratively, taxied her way to the top of the transport business.

Micro-finance

Micro finance is very small loans, usually administered in groups with group members standing surety for each other. It is limited to small amounts at high interest to cover the costs of lending. Yet there are very limited opportunities to grow beyond this. Clients are mostly women, and some suggest that micro finance, by focusing on women, runs the risk of feminising poverty and burdening women further with debt. In the commentary below, Anne Hilton questions whether micro-enterprise is a pathway out of poverty, or if it further entrenches an unequal system that keeps women from real economic empowerment.

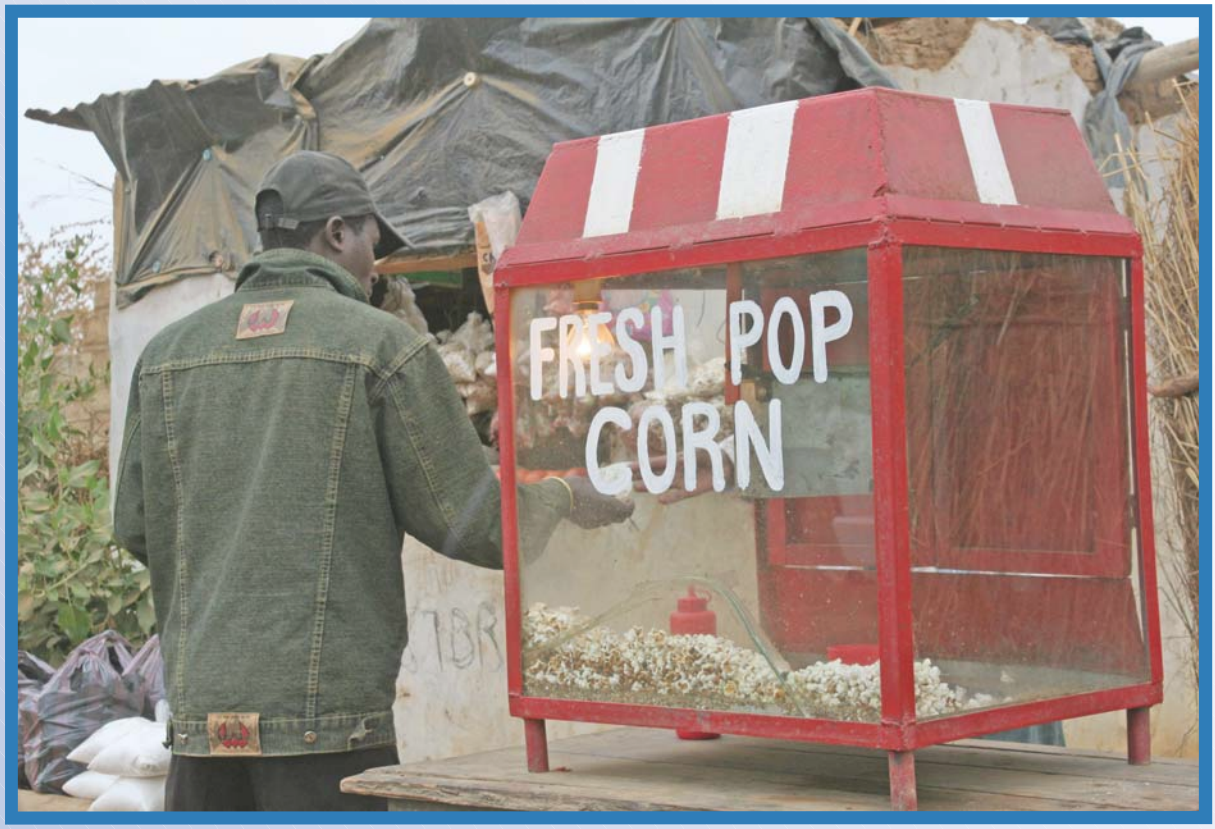
Is micro-finance keeping women in the small time?

By Anne Hilton, South Africa

All over Africa, small loans for women to start small businesses are cited as a way to empower women, and provide an economic opportunity out of poverty. Yet, are these micro-enterprises really a pathway to better living? Or do they further entrench women in an unequal system that keeps so many from accessing resources that would mean real change? Women are excluded or under-represented in almost every socio-economic facet of society. One rare exception is micro-enterprise and micro-finance. Perhaps this very fact should make us more circumspect about this phenomenon.

Women make up an entirely disproportional aggregate of micro-entrepreneurs and micro-borrowers internationally, with very high proportions identified in many African countries. These figures range from 60% to 100% depending on the programme and the location. On the surface, this looks like a good thing, and proponents certainly advance it as such. Many say micro-finance is the way to deal with two of society's greatest challenges - the eradication of poverty and the empowerment of women. So many people have said this so many times, that the world has come to accept this, almost without challenge.

Where jobs are few and poverty high, micro finance aims to provide a solution to job replacement and income security, an alternative to scarce job opportunities and a means to empower women economically, as the primary providers in poor households. Some say micro-finance is particularly suited to women because of the perceived



Moving beyond informal economy relies on access to credits and skills training. Photo: Gender Links

flexibility, low entrance criteria and the ability of local markets to provide an income. This in itself tends to underscore stereotyping of women in economic activity.

Since women tend to be the majority of micro-borrowers and micro-entrepreneurs, there is often an assumption that because so many women take advantage of the facility, that the products and methodologies are meeting women's needs. This is at best an incomplete and under challenged assumption in many cases. There are not enough questions about to what extent women are really empowered. What are the long-term impacts on women in their families, communities and their overall status economically and socially?

One of the key constraints for women and access to finance is that there is in fact an overwhelming bias towards micro credit for women, with very little attention to other sources of capital. If not addressed, this will continue to bias access to finance for men and women in ways that do not favour women's empowerment and growth.

Some argue that micro-finance, rather than empowering women, is ensuring that women are also now taking on dual roles, fulfilling both "traditional roles" and becoming the breadwinner, a role men have traditionally held, without effective impact on the social and economic status of these women. There is no real direct link between empowerment and access to micro credit, especially when the extension of credit occurs in isolation from the gender based constraints facing these women.

For example, empowerment is unlikely when women have access to micro loans in a village where patriarchy is entrenched and women do not have freedom of movement. In an interview I conducted some years ago, the husband said, "in the village we are scared to give women the privilege of their freedom in case they abuse it." Some men take over a woman's business once it looks successful, and feel free to help themselves to the money in the business, which they view as their own. In addition, husbands often force women to take out loans. These women have no control over the use of the funds, but still bear the burden of debt and repayment. Empowered indeed!

Too few micro enterprise programmes address the structural and social dynamics that constitute the embodiment of oppression, such as patriarchy, access to education and skills for women, the oppressive nature of entrenched roles and key barriers such as unequal property and contractual rights. Such initiatives therefore may have the potential to benefit women, but empowerment is an unlikely outcome. Credit in the absence of addressing the social and political constraints faced by women has the potential to engender poverty and indebtedness without having a longer-term benefit of affecting the roles and status of women in their homes and communities.

It can also be argued that the over emphasis on micro finance for women mirrors the subordinate position of women in society and as the predominant source of funding for women detracts attention away from other opportunities and resources for women entrepreneurs. There is a significant gap between the financial products offered by micro-finance and what the commercial banks offer to growth-oriented women entrepreneurs. What happens in between?

There is a need to develop funding instruments that fulfill the financial needs of women in business at all levels, and not primarily focus on the lowest levels of economic activity. Policy makers and financial institutions must not neglect the gap between access to micro finance and bank credit. Micro credit is not a solution in itself, but one part of the remedy, which in isolation will continue to only treat the symptoms and not the cause of poverty and inequality.

Having said that micro-finance is not a panacea, it is important to acknowledge that many women have indeed benefited from micro finance projects. There's no doubt that micro enterprise development has, in some circumstances, contributed positively to women's empowerment and helped extremely poor women survive economic

Credit can make the difference

By Faith Chikoko and Suleiman Matola, Malawi

Seed capital can give women in business the leg up that they need, a tour of projects supported by micro finance lending organisations around Blantyre revealed. Most of the women interviewed indicated that had it not been for organisations like National Association of Business Women (NABW) and the Foundation for International Community Assistance (FINCA) they would not be contributing to the economic sector.

Anne Nyanga started her business 15 years ago with a saloon. She is now the proud owner of a tailor shop with support from FINCA. Esnat Luka, a business woman in Ndirande who started her business with a loan from FINCA said that she started humbly with a small saloon in 1991. Now she is a general dealer. "You can't believe that I started with one saloon shop but now I go to South Africa and Zambia to procure goods for my customers. I get tenders from companies therefore am able to supply a number of clients."

Super Snax restaurant, started by Harina Khan with a FINCA loan five years ago, is now a thriving business. "Operating a business in town like Blantyre that has many restaurants is a big challenge," said Khan. "But I am happy as my husband, who is also a business person, always encourages me. I can pay school fees for our children even top up money for his business," she said.



Harina Khan at work. Photo: Derrick Sinjela

crises in the short term. However, donors and advocates consistently over-exaggerate the power of micro credit and related assistance, while ignoring key structural issues that are far more pertinent to the long-term problem of women and poverty. It is important to view micro-credit as only one possibility for women and to acknowledge that there are many other levels of need. It is also important to be aware that women should not be "trapped" into group based, high interest bearing debt as their only option without opportunities to graduate to other sources of funding that would mean business growth. As well, micro-credit, without supporting skills development and addressing gender disparities is unlikely to contribute to economic sustainability. Whilst micro finance is a good start for many women, there is a need to close the gap between micro finance and other sources of economic empowerment for women.

Black [male] economic empowerment

Launched in 2003, South Africa's Black Economic Empowerment (BEE) programme aims to not only redress inequalities created by Apartheid, but also provide a strategy for realising the country's full economic potential. It includes measures such as Employment Equity, skills development, reverse racism, ownership, management, socio-economic development and preferential procurement. By giving previously disadvantaged groups (black Africans, Coloureds, Indians and most recently, Chinese who are SA citizens) economic opportunities previously not available to them, the strategy aims to break cycles of poverty and ensure that all citizens are achieving their potential.

"Our country requires an economy that can meet the needs of all our economic citizens - our people and their enterprises - in a sustainable manner," the Department of Trade and Industry (DTI) says in its BEE strategy document. "This will only be possible if our economy builds on the full potential of all persons and communities across the length and breadth of this country."

The strategy document clearly recognises gender as one of the inequalities that needs addressing to contribute to economic growth. "Societies characterised by entrenched gender inequality or racially or ethnically defined wealth disparities are not likely to be socially and politically stable, particularly as economic growth can easily exacerbate these inequalities," it says. There is a danger, recognised by the government, that BEE will simply replace the old elite with a new black one, leaving fundamental inequalities intact. For this reason, the strategy is conceptualised as "broad-based," as shown in the name of

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the legislation enacted in 2004: the Broad Based Black Economic Empowerment Act. "Government's approach [is] to situate black economic empowerment within the context of a broader national empowerment strategy…focused on historically disadvantaged people, and particularly black people, women, youth, the disabled, and rural communities," the DTI says, "Discrimination is at its most severe when race coincides with gender and/or disability."

In her presentation to BU participants at the Institute for the Advancement of Journalism in South Africa, Nathalie Africa noted that International Finance Corporation (IFC) in South Africa showed that:



Nathalie Africa

- 10 institutions showed that majority were not able to report on the gender desegregation of their procurement spend;
- BEE Codes are not sufficiently gender-specific for financing, enterprise development or procurement;
- In terms of women-led BEE investment companies, the initial perception is of women as a necessary "add on," not as business players in their own right; and
- Banks interviewed indicated the need to adjust their MIS systems to report on gender in procurement – this is a long way off.

It is increasingly becoming evident that BEE is not benefiting women and banks are assuming that BEE is sufficient to entrench women as clients, thus taking little action to be more gender aware. Women are experiencing BEE as another form of discrimination. Another question being raised is whether BEE is actually having the transformative impact as suggested by the initial strategy paper, or whether it is in fact only empowering a handful of men and women, while leaving the fundamental structure that creates equality in the first place firmly intact.

Mmabatho Matiwane DTI's Gender and Women's Economic Empowerment unit pointed out in a roundtable discussion on Gender, Media and the Economy on 10 August 2006, that BEE is largely seen as politically driven, about asset accumulation and has no focus on the skills and values of people concerned. She referred in this regard to the "rich list" that had come out in the previous *Sunday Times* that focused on assets of BEE individuals and not the services or products associated with their BEE activity.

According to Matiwane, BEE has actually translated into Male Economic Empowerment, with white and black males being the ones to benefit. DTI is now promoting Women's Economic Empowerment through its strategic framework for women's economic empowerment and other related processes, which will include a review of the charters and codes that already exist. A reporter on the South African BU course argued that women in the BEE business need to pull each other up:

Queen BEEs can offer more to their sisters

By Daluxolo Moloantoa, South Africa

Women in contemporary South Africa have come a long way. Gone are the days when a woman's only chance of attaining wealth was through marriage or inheritance. Women have made it to the top of the social ladder in both politics and in the corporate sphere. In politics, for instance, women occupy key positions in the state and in opposition parties. The deputy president, several senior ministers and provincial premiers are women. In the private sector, women have made their presence felt as company directors, shareholders and senior management appointees.

In spite of the advances made in what was traditionally a male-dominated environment, women at the top end of Black Economic Empowerment (BEE) seem to be emulating their male counterparts in encouraging a "Usual Suspects" type of syndrome in the way they conduct business. Studies show that women's participation in BEE has yielded a substantially high number of women becoming extremely wealthy in the past four years. These newly rich join the ranks of mega wealthy women in the likes of Bridgette Radebe, Wendy Luhabe and Cheryl Carolus. These "sisters doing it for themselves" are estimated to be worth over R100 million each in their own right.

For instance, after sealing a BEE deal with engineering and technology firm Reunert, Cheryl Carolus received shares valued at R135-million, Thandi Orleyn and Dolly Mokgatle R130-million, and the fourth partner in empowerment group Peotona, Wendy Lucas-Bull, R70-million. The so-called "empowerment princesses" are ubiquitous in major empowerment deal announcements, and are well placed in the country's power structure by membership of or through other connections to the ruling party.

A direct result of this "Usual Suspects" syndrome is that leadership positions in companies are being occupied by the same pools of women simply to satisfy BEE and gender codes. It is a flawed practice in two ways. By appointing the same women to their boards of directors, companies are in essence rotating the same knowledge and experience of a handful of women. Secondly, by doing this, companies are stifling their succession mechanisms, which could rather expose and orientate younger talent to leadership, thus preparing fresh talent to take over when the old guard moves on.

There are many examples of driven women who successfully and independently run their own thriving business start-ups. Is there a justifiable reason for the private sector to ignore the contributions that these women can bring to the table? It would serve them better in the long-term, instead of continuously parading the same faces when they announce their empowerment strategies.

Danisa Baloyi's involvement in the Fidentia/ Mineworkers Pension Fund fiasco is a situation that carried an important lesson. Out of all the facts that became known because of the probe into financial mismanagement, the most startling was the fact that Baloyi's reach extended into well over a hundred business entities, of which she was director in seventy one.

Given this, the question that begs to be asked is - is it humanly possible for an individual woman or man to commit themselves to so much responsibility, and to follow this through efficiently? The answer is of course, no. The correction of gender inequalities should not result in a substitution of the same group of women repeatedly. Women are, indeed, adept at multi-tasking, but there is a limit.

Judging by all this, it is apparent that a scarcity mind-set is pervasive in gender transformation in the economy. The thinking is that one must, at a ferocious speed, grab as much as possible, as quickly as possible. This rationale espoused by Queen BEE`s dictates that there is only so much "honey in the honey pot," so one should annex as much as possible, lest the pot dry up.

Women are considered natural caregivers and are nurturing. In the business scenario, to deepen rather than weaken the position of women in business, women should use these particularly feminine qualities. The involvement of Queen BEE'S in business transactions should translate into entrepreneurial mentoring, imparting of knowledge and the transferal of skills to women previously disadvantaged. It is only when women bring these unique attributes into the corporate sphere that they will be doing things differently from their male counterparts.

Encouraging enterprise

Developing the economic potential of entrepreneurs in the region is part of a regional growth strategy. Creating an enabling environment must include the protection of women's rights to business resources, particularly the rights to inherit and own land, accumulate assets, access finance, and negotiate contracts. The Gender Protocol would address many of these constraints. Along with requiring all states to adopt policies and enact laws that ensure equal access, benefit and opportunities for women and men in trade and entrepreneurship, the protocol contains very practical and concrete commitments. States would need to ensure that that women have equal access and rights to credit, capital, mortgages, security and training as men, all of which are vital parts of starting and growing enterprise. This would also include ensuring that women and men have access to modern, appropriate and affordable technology and support services

Nevertheless, legal reforms must move beyond paper laws and be implemented. Facilitating access to finance is key. Although mainstream financial institutions often ignore women, experience shows that given the chance, women entrepreneurs excel. Financial institutions should not take poor risks, but a new approach to fostering business. Take for example, the Business Partners Women's Fund in the following story:

Waitresses moving up

By Simon Chedza, South Africa

Two former Primi Piatti Restaurant waitresses are moving up in the business world, opening up their own franchise. Owned by Debbi Coetzee, 30, and Natasha Machado, 28, the Midrand Primi Piatti franchise is the first to be owned by women. Financed by the Business Partners Women's Fund, Coetzee and Machado first had difficulties convincing banks and other financial institutions to fund them. Coetzee revealed, "We used to work for Primi Piatti in Cape Town as waitresses. We later thought of buying the Primi franchise, but had difficulties with finances because banks were reluctant to fund us. In December 2005, we talked to our head office, which liaised with Business Partners Women's Fund."

According to Fund Manager Katja Naumann, their mandate is to help women own and grow their businesses. "We want women to break out of the micro sector into the medium sector. As long as they are not afraid of taking risks and have good business plans and ideas that are feasible, we are ready to finance them," she said.

On risks they take to finance women's businesses, Naumann said they ensure entrepreneurs are fully mentored and due diligence done, before financing businesses. "We ensure that before they are financed, entrepreneurs are interviewed and mentored to know if they are capable of running businesses," she said. "We have about 600 professional mentors to do market research and mentoring for entrepreneurial growth. We also have lawyers and excellent accountants."

Asked about prospects of growing their business, Coetzee said, "we are growing and we want to expand our business. We don't hope to request for more funding because our income is enough to expand the business."



Debbi Coetzee. Photo: Trevor Davies

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Conclusions

Recognising that women and men engage in many different kinds of enterprises provides for intriguing stories. Also, providing the context in which these entrepreneurs operate provides much-needed background, and can tell media audiences a lot about the business world. There is also a need to recognise that women do operate at many different levels, and challenges differ at each level. For example, a businesswoman owning a company with 100 employees operates in a significantly different context than a woman owning a micro-enterprise. Viewing new strategies, policies and legislation, which influence financial services and markets, through a gender lens sheds new light on economic reporting.

Notes:

Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: Naomi N. Wekwete, University of Zimbabwe; Sibongile Mthembuo, Imbita Swaziland Women Finance Trust; Silver Nyambi; and Nathalie Africa, IFC, South Africa.

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GENDER, SPORTS AND ECONOMICS





Picture on left: Climbing to new heights in Swaziland. Photo: Gender Links
Picture on right: Tanzanian Footballer Rose Chipa gets ready for World Cup 2010 Photo: Gender Links

At a glance...

- Though sports comprises a significant part of print media (17% in mainstream and 21% in tabloid publications), media rarely reports or sources women in sports.
- Sports related employment – competitors, coaches, managers, sport administrators, trainers, game officials, physical education teachers, sports therapists, journalists and editors – makes up a significant amount of waged employment. While gender divisions are pronounced, women all over the region are breaking into the sports field.
- Mega sports events like World Cup provide a massive influx of tourists (estimated 3 million in 2010) and with it opportunities for accommodation, health services, travel services, short-term insurance, event management, logistics, arts, crafts and entertainment. Procurement policies for 2010 take into account black economic empowerment, but are silent on gender.
- The Gender Protocol would introduce measures to ensure that women benefit equally from economic opportunities, including those created through public procurement processes.

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Along with economic opportunities, sports, at even the most recreational level, are widely recognised as having many personal and health benefits. Engaging in sports not only means healthier bodies, but also healthier minds, contributing to confidence, self-esteem, and social networking.

The sports industry mirrors and magnifies what we have already seen in preceding chapters. The gender division of labour is more pronounced here than in just about any other sector. However, many women are "venturing into men's worlds" not just in terms of actual sport but also the business opportunities that this creates. Mega events like the upcoming World Cup 2010, pose a challenge for all those committed to a more equal society. Will this just be another case of women getting the crumbs from the table (legalisation of sex work, for example) or is this an opportunity for all to seize?

Media, women and sports

The media both marginalises women's sport and often presents it in a different style that reflects and reinforces gender stereotypes. Women are virtually missing from the sports pages, affecting the way that girls and women are socialised into sport. Findings from the GMBS, GMMP, and Mirror on the Media Tabloid research all show that media rarely reports or sources women. Considering the significant percentage of sports related content in both mainstream and tabloid newspapers, (17% and 21% respectively), this is a significant gap. The GMBS showed that of all the topic categories, women's voices featured least in sports (5% of the total).

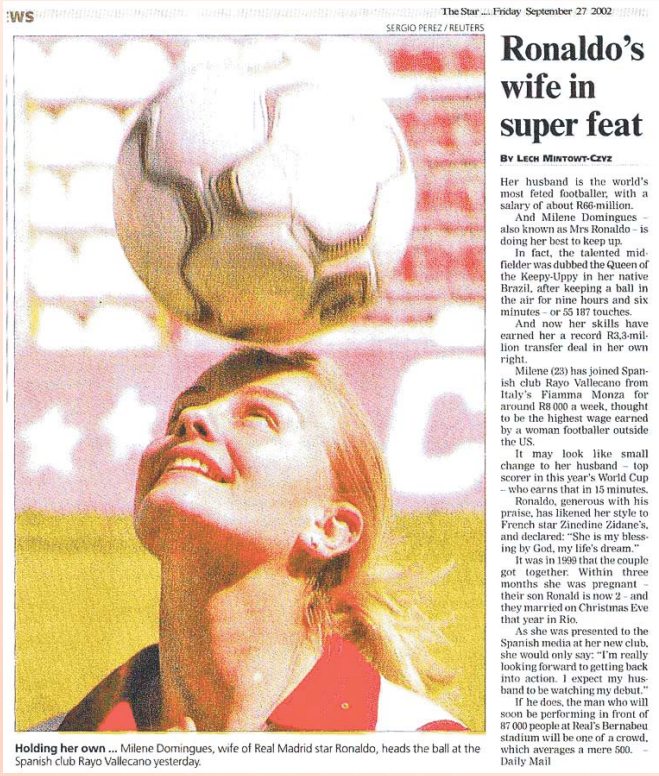
A question often asked is whether this is not just the way society is. It is true that the gender division of labour exists in all societies. However, even where women are present, they are often absent in media. The media often ignores, or reports in a cursory manner, sportswomen even when they win major competitions and awards.

Much like in politics and business coverage, women on the sports pages are often appended to men, as girlfriends and wives to famous players.

Present but absent

An example highlighted in the GMMP was the 2005 annual awards of the Confederation on African Football (CAF), an important event in the African sports calendar. There was only one award in for women, the Woman Footballer of the Year. In 2005, this went to Perpetua Nkwocha of Nigeria. At least eight television channels that were monitored - in Botswana, Ghana, Nigeria and South Africa - covered the awards. Only three of them even referred to the Woman Footballer Award. Just one - AIT in Nigeria - showed footage of Nkwocha in action on the field.

In South Africa where the award ceremony took place, coverage ignored Nkwocha. One channel, *eTV,* showed her in a single brief shot (without a name caption) while a voice over noted that she was "the only player present to receive the award." The story then cut to a reporter who concluded: "the glittering gala will unfortunately be remembered for those recipients who won awards, but never showed up." In other words only the absence of men is noticed. Women are peripheral and their presence is of no consequence. This is an apt explanation of why sports coverage gives so little space to women (Source: GMMP 2005).



WS The Star ... Friday September 27 2002

SERGIO PEREZ / REUTERS

Ronaldo's wife in super feat

BY LECH MINTOWT-CZYZ

Her husband is the world's most feted footballer, with a salary of about R66-million.

And Milene Domingues – also known as Mrs Ronaldo – is doing her best to keep up.

In fact, the talented midfielder was dubbed the Queen of the Keepy-Uppy in her native Brazil, after keeping a ball in the air for nine hours and six minutes – or 55 187 touches.

And now her skills have earned her a record R3,3-million transfer deal in her own right.

Milene (23) has joined Spanish club Rayo Vallecano from Italy's Fiamma Monza for around R8 000 a week, thought to be the highest wage earned by a woman footballer outside the US.

It may look like small change to her husband – top scorer in this year's World Cup – who earns that in 15 minutes.

Ronaldo, generous with his praise, has likened her style to French star Zinedine Zidane's, and declared: "She is my blessing by God, my life's dream."

It was in 1999 that the couple got together. Within three months she was pregnant – their son Ronald is now 2 – and they married on Christmas Eve that year in Rio.

As she was presented to the Spanish media at her new club, she would only say: "I'm really looking forward to getting back into action. I expect my husband to be watching my debut."

If he does, the man who will soon be performing in front of 87 000 people at Real's Bernabeu stadium will be one of a crowd, which averages a mere 500. – Daily Mail

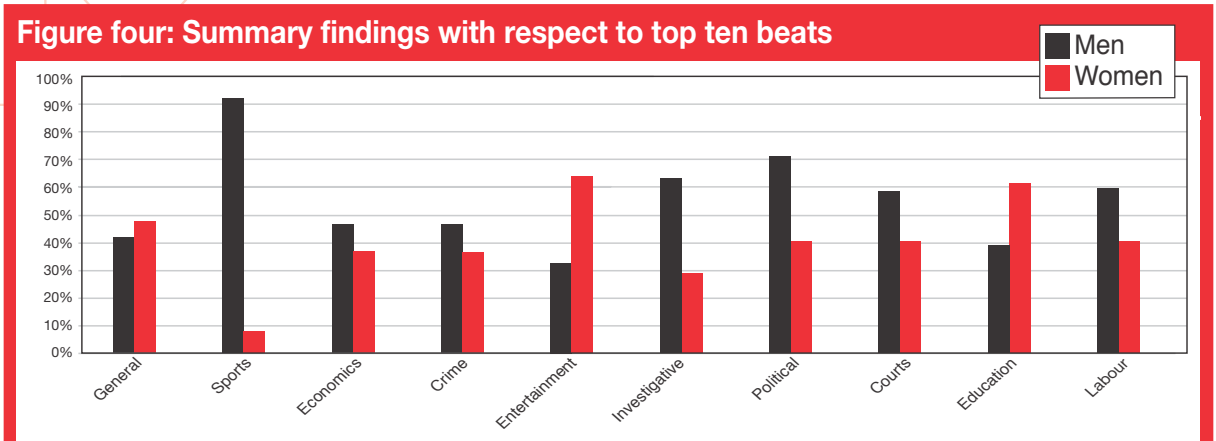
Holding her own ... Milene Domingues, wife of Real Madrid star Ronaldo, heads the ball at the Spanish club Rayo Vallecano yesterday.

This story about Milene Domingues is a good example of how gender biases and prejudices are conveyed in and through the media. The headline starts by introducing the soccer player as "Ronaldo's wife," so immediately for the reader her identity is tied to her husband. In other words, her most prominent role is that of a wife to a famous male soccer star. The fact that she has been traded to a Spanish team for a sum which makes her the highest earning woman footballer outside of the US, which is the main news, has been buried at the end of the fifth paragraph in the story. Throughout the story Milene's soccer skill is played down and the fact that she is Ronaldo's wife and the mother of his child is the central focus on the story. Throughout, the story compares or discusses her achievements in relation to that of her husband. For example, her salary is described as "small change to her husband – top scorer in this year's World Cup – who earns that in 15 minutes."

The Sports Beat

Perhaps one of the reasons that women in sport continue to be absent is that there are so few women working on the sports beat. For example, *Glass Ceiling 2* found that the gender division of labour in beats is still pronounced: male journalists constitute over 90% of sports reporters.

Figure four: Summary findings with respect to top ten beats



Yet sports reporting is also an area that women can excel, as sports journalist and rugby coach Avril Fillies shows.

Coach Fillies – sports journalist and rugby coach

By Alida van Niekerk

The rugby season is over and the reception area of the Matie Rugby Club is quiet. An array of sports and fitness magazines are neatly stacked on the coffee table at the centre of the room: Bryan Habana soaring over the try line on the cover of one; a bodybuilder flexing his well-oiled biceps on another.



Coach Fillies.

Overhead, a cricket match is being aired on the flat screen television against the wall. Avril Fillies, with a presence betraying her small stature and frame, enters just as Pakistan loses a wicket. "Hello," she says, smiling from behind her glasses. "I'm the coach of the Steinhoff Matie Women's Rugby team."

Fillies has coached the 27 players of the University of Stellenbosch's only female rugby team for just a year now, but her experience in sports is extensive. She is currently also a sports writer for *Kaap-Rapport* and has, in the past, been assistant coach of the Western Province Women's Rugby team as well as several male teams.

she says proudly, “my record as rugby coach of the army’s team in their national championships still stands: My team was the only one ever to make the semi-finals two years in a row.”

Fillies has been an avid sports fan since school. Growing up in District Six she played netball and participated in athletics, but she also always went to watch her father play rugby and soon developed a passion for the sport. After matriculating at Bishop Davis High School in the late seventies, she went on to complete a BA degree at the University of the Western Cape and, soon thereafter in 1982, joined *Die Burger* as rugby writer.

“Luckily today there are more female sports journalists,” Avril says. “But back then I was the first. Men would often say to me, ‘You don’t even play the game. How can you know anything about it?’ But I learnt through observation. I could very comfortably write match previews, match summaries and analysis pieces.”

Fillies stayed at *Die Burger* until 2000, when she resigned to care for her parents who have since passed away. During this time, the eldest of her two sons was completing a sports management course. When driving him to attend a two-day rugby-coaching course at Newlands one day, Avril decided to sign up with him.

“I was the only woman there,” she remembers. “So I became the first woman to complete level one of the course – and with higher marks than my son *and* Chester Williams!” She then went on to complete the second and third levels and started her career as coach while completing the practical component of the course.

As a woman in a male-dominated sport, Avril says she constantly has to give “200% more than any man.” “I’m lucky because men in the industry know me from my writing, but women’s rugby isn’t always taken very seriously. It still has an amateur status.” This, she says, is because women – who generally start playing rugby much later than men do and who’ve only recently been given sufficient opportunity – take longer to master the basics and therefore have less time for working on tactics and playing patterns. However, the attitudes of the media – and female players themselves – also contribute to this perception.

“I don’t know if women’s rugby can ever hold the same status as men’s rugby,” Fillies says, “but editors need to make a mind-shift regarding women’s sports and female sports journalists. Firstly, women’s sports need to be given more coverage, even if it’s only a regular single column in a newspaper. And secondly, female journalists should be given more opportunity to report on male-dominated sports and not only the ‘less important’ sports like netball or hockey.”

With all the emphasis placed on men’s rugby, soccer and cricket, Fillies continues, many female journalists prefer to cover these sports in order to make their mark and women’s sports are further derogated to second class. “And one has to remember,” Fillies says, “those female sports players often don’t receive any monetary incentive to play. Most female rugby players, for example, don’t get paid but rather incur additional costs when buying uniforms and arranging their own transport. It’s not the same as for men, where rugby can become a full time job or a source of additional income.” Here, she says, clubs have a role to play in uplifting the status of the sport so that women themselves can start taking it more seriously.

However, Fillies says, things are slowly changing and women are getting more involved. “It would also help if female rugby players could stop being judged under the stereotype of being butch or lesbian. I love rugby but I also cry in soppy films and love reading Mills & Boon romance novels!”

Fillies says she hopes to one-day take on the first level of SA Rugby’s coaching course, but in order to do so a provincial representative must first nominate her. “So I’m waiting,” she says, her eyes crinkling in a smile. She may be waiting quite a while: No woman has been nominated before. In the meantime, she hopes to have her contract at the university renewed and continues to silence the sceptics. “Well,” she says, smiling up at me from shoulder height as she stands to open the door, “you know what they say about dynamite.”

Breaking Stereotypes

Media stories about prominent female athletes not only help to break stereotypes within sports, but also challenge entrenched ideas about gender. Take the sport of boxing. While the story of a woman boxer is intriguing in itself, it also challenges the notion that women are delicate and fragile in general.

Zambia: Women in the ring challenge gender stereotypes

By Hone Liwanga

Zambia's Esther Phiri showed that women can compete in spheres society thinks least likely when she traded explosive punches with Bulgarian Monica Petrova in an international boxing tournament in Lusaka. Attracting over 8000 spectators, Zambia's first ever-international female boxing bout on 18 March challenged gender stereotypes as Phiri and Petrova exhibited professional boxing skills rivaling that of their male counterparts.

The staging of the prestigious event was not only good for the two female boxers and Zambia, but for gender activists as well. Boxing is known to be a men's sport in Zambia, and indeed most of Africa. The two women put that myth to rest as they competed in an action-packed 8-round bout.

With each blow, one could just imagine how many people watching could never imagine a woman in a boxing ring. Phiri, who was in a class of her own, delivered vicious punches against her challenger Petrova, whom she defeated to retain her title as the Women International Boxing Federation (WIBF) super featherweight champion.

With Zambia lamentably failing to attain 30 % women representation in parliament and other key political positions as required by the Southern African Development Community (SADC), Phiri's success surely has great meaning to women and girls in Africa and the rest of the world.

At their 2001 Summit in Malawi, SADC Heads of State signed the Protocol on Culture, Information and Sport, which aimed to raise levels of regional co-operation and encourage the development and implementation of related policies and programmes consistent with the principles of the region.

The Protocol recognises the importance of sport to national and regional development, and says that member states "shall cooperate in ensuring gender equality and equity in the areas of culture, information and sport."

However, in reality, girls face many challenges in becoming involved in sports. Family and home responsibilities, along with social expectations, often mean that girls are not encouraged to take up sport. Yet sports are a vital part of personal development, building skills and exposing young people to different experiences, such as competition, which develop confidence and self-esteem.

In August 2008, SADC Heads of State will be considering elevating the SADC Declaration on Gender and Development to a Protocol. Moving towards this, it is evident that gender equality is about many things, including the rights of girls and women to engage in a range of activities, even those usually reserved for men, from political office to the boxing ring.

The country has a world champion in Phiri, who has proven to be a force to reckon with and an inspiration to other women that there is power in undertaking challenging things. Young girls watching Phiri must be thinking that if boxing is open to them, then surely any path is theirs for the taking.

With hard work by people like Exodus International Boxing Promotion (EIBP) director Anthony Mwamba, who is involved in promoting the sport, female boxing might become Zambia's second most famous sport next to football. South Africa has so far succeeded when it comes to women's football. The Banyana Banyana have made it big on the African soil and world over in football. Women's football has a big following in the country because of the significance South Africa Football Association (SAFA) had attached to the sport.

Zambia has attempted to form women's football leagues in Lusaka but unfortunately, the sport is still in its infant stage. The Football Association of Zambia (FAZ) has no interest in it. FAZ's action is retrogressive towards the attainment of gender equality in sport and it's not surprising to see women's football being surpassed by boxing. The need to have equal participation of men and women in all sectors of society in Zambia cannot be over-emphasised. It's time that women are recognised as key partners in national development, and part of that is sports development.

Sports development is one way that countries can develop the potential of all of their people, including women and girls. An active role in the sporting world can have many benefits, not only for health, but also socially and economically. As our region moves closer to the 2010 World Cup in Johannesburg, we must pay attention to how we encourage both genders to become involved in sports of all kinds.

The boxing careers of Phiri and Petrova, along with women like United States of America-based Lailah Ali, the daughter to former boxing legend Muhamed Ali, will continue to popularise the sport. This is one more example of the many varied roles that women play, not just as people in the kitchen to cook for their husbands.

Celebrating Heroes

An interesting angle to sports reporting, whether they like it or not, is covering not just what sports people do on the field, but also how they use their fame in society. The following story demonstrates how Mozambique's much-loved Maria de Lurdes Mutola has used her name and earnings to help people within the country. An exception to the general trend, Mutola features prominently in Mozambican media, as well as marketing campaigns for commercial products. The story below demonstrates Mutola as not only an award-winning runner, but also a savvy social entrepreneur.



Mutola Radio Mozambique interview. Photo: Gabriel Fossati-Bellani

Mozambique: Award-winning runner role model for African leaders

By Gabriel Fossati-Bellani

Mozambican runner Maria de Lurdes Mutola recently won the All Africa Sports Awards best female athlete in an award ceremony held in Accra, Ghana on 19 November. After two Olympic medals, 12 world championships and numerous race wins all over the world, including the sole winner of the $1 million prize for the Golden League in 2003, Mutola is no stranger to awards.

Having dominated the 800m track over the past 15 years, many sport statisticians and journalists tout her as the best 800m runner ever. Yet, what many outside of Mozambique do not know, is that she is also doing what many rich and famous African female leaders have failed to do: find a sustainable way to give back substantially to Africa and their home countries

Mutola is a pioneer among both men and women. For Mutola, raising the Mozambican flag in sports arenas has been common. Now she is also raising awareness and money to help her country through sport and education.

In January of this year, Mutola received a specifically telling award – election to the Young Global Leaders of the World Economic Forum. This group is composed of the "world's most extraordinary leaders who are 40 years old or younger and who are ready to dedicate a part of their time and energy to jointly work towards a better future."

This group of under 40s is no run of the mill club, Sergey Brin the Founder of Google, and NBA basketball giant Yao Ming are just a few of the members. The group includes nine South Africans from those elected in 2005 and 2006, including Angela Thoko Didiza, the former South African Minister of Agriculture and Land Affairs, who was elected in 2005 (before turning 40).

Mutola's election was not because of her athletic prowess and dominance, but as the Founder of the Lurdes Mutola Foundation. In 2001, relatively soon after her Olympic Gold metal, Mutola decided that she wanted to find a systematic and sustainable way to help her fellow country men and women.

Mozambique was then, and is now, one of the poorest countries in the Southern African Development Community (SADC) and the world, ranked 10th lowest in the world on the Human Development Index. For years, Mutola supported athletes and athletic associations in an ad hoc and small way. She then felt she needed a platform to create greater change in the areas that were true to her heart: sports and education.

"The Foundation focuses on these areas, because I know that without an education I would not be where I am today. Sports without education does not work, and I support sports because it creates healthy children physically and mentally," says Mutola, whose Foundation also supports culture and entrepreneurship for youth. The Foundation began its activities in 2002 making small grants to athletes, hosting conferences and workshops and finding a way to get the busy Mutola to participate n activities. "Maria has an incredibly busy schedule, she was in her prime, and still does compete at the top level," says Macame Bruhane Macame, the Executive Director of her Foundation. "She is loved in Mozambique, and she feels the same way, which is how she finds time to compete and lead the Foundation."

Mutola injected her own funds and money from her sponsorships to start and sustain the Foundation in its first years. This philanthropy is uncommon at a large scale in Mozambique and around Africa by female leaders. Ad hoc charity and support of initiatives is different that creating a vision and a method to develop sustainable projects, Mutola is a pioneer as a young African female with a Foundation.

In 2005, the Mozambican Ministry of Health and the Foundation teamed up to harness the power of the Mutola image to mobilise more children for the Measles and Polio vaccination campaign. Perhaps her vision relates to her humble beginnings. Born on 27 October 1972 in Maputo City, her father worked on the railway and her mother was a domestic



Maria de Lurdes Mutola at the field that was created in her home neighborhood of Chamanculo with the support of her Foundation.
Photo: Gabriel Fossati-Bellani

worker. They lived in a peri-urban slum called Chamanculo, where her love of sports was apparent from a young age. There where times when she skipped school in order to train football with boys neighboring townships.

Her talents where spotted early by a famous Mozambican poet, Jose Craverinha. Craverinha's support for her led her to receive and Olympic Solidarity Grant that brought her to the United States of America where she would spend 12 years training and becoming the incredible success that she is today.

Although her Foundation still seeks grants, its scope has not changed from her initial interest in providing services to youth. The Foundation now gets grants from regional as well as international foundations, private and corporate giving as well as having opened up a non-profit branch in the USA to channel more philanthropic giving to strengthen its projects.

Mutola has stated numerous times that she will end her career in running in Beijing at the 2008 Olympics. It will be the 6th Olympics in which she competes, having competed in Seoul in 1988 at the age of 15. Her time on the track may be coming to a close, but a possibly more difficult task than being the world number one in athletics is to confront the daunting task of development in Mozambique through her Foundation. Well positioned to do so, she is has turned her herself from one of the most successful female African athletes to one of the greatest.

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Sports business

Sports, often thought of as a leisure activity, is in fact big business. Rarely a day goes by in any country without a soccer match, boxing fight, marathon or some other kind of competition that attracts fans, media and of course product sales. Aside from a market for supplying sporting products, such as clothing and equipment, sporting events also generate consumption of food, contribute to domestic and international tourism and result in demand for accommodation and many other associated goods and services.

As such, the significant growth of the sports and leisure industry highlights the need and importance of sound economic decision-making and planning for all market participants. Research on the economic impact of hosting sporting events is relatively new compared to most traditional economic topics. A report released in 2001 by the World Trade Organization (WTO) indicated that the contribution of sport to the gross domestic product (GDP) of industrialised nations could be as high as 2%, with the contribution of tourism between 4 and 6%. The Canadian Sport Tourism Alliance (2003) estimated that the sports tourism industry in Canada generates in excess of US$2 billion per annum. (Bohlmann 2006).

Despite the extensive opportunities on and off the field, women are largely missing from the picture. Sports in Southern Africa is still largely considered a male domain, and girls are not generally encouraged to participate, especially not as a career, and certainly not in what are considered male sports. Though there are a handful of sports considered appropriate for women, the value placed on women's sport is often lower, resulting in inadequate resources and unequal wages and prizes. To top things off, violence against women, exploitation and sexual harassment are all too common in sports (United Nations 2007). However, despite any challenges, across Southern Africa, women such as Swazi Premier Soccer League CEO Lombuso Taongai are waking up to the fact that sports is a business that they too can claim a stake in.

Girls join the boys soccer club

By Precious Stewart and S'khulile Dludlu, Swaziland

Who said that soccer is a boys club? In Swaziland, the Chief Operations Officer of the Premier Soccer League (PSL) is a woman - Lombuso Taongai. Uninhibited by the macho image of soccer in Swaziland and with no soccer background, Taongai took the plunge and applied for the post. Since then, it's been a case of learning on the job. This goes to show that there is no reason for any woman not to go into areas once considered no-go zones for women.

"The only challenge I have found is that I had to learn a bit more about soccer to better understand my working environment," says Taongai. "But the fact that I am a woman in a top soccer position shows that the attitude of society is slowly changing and becoming more open to gender balance, giving women opportunities to showcase their capabilities," she says. Working with Taongai for over a year has been a mind opening experience for Sonnyboy Dlamini who is responsible for accounting and administration at PSL. "I believe women have great things to offer the soccer fraternity, if only they can be given the platform to perform to their abilities, giving them total control and power," he says.

"One soccer match brings a lot of income to different people and this contributes greatly to the economy," said Taongai. Soccer generates work for public transporters, vendors those who maintain the sports field, and all other external activities surrounding the soccer matches, including tourism. Currently tourism generates about R14 billion worth of business in Southern Africa. With Soccer 2010 this figure could increase many times over. Many tourists are expected to visit South Africa's neighbouring countries. Taongai sees great potential for Swazi soccer improvement. She wants to see Swazis, especially women, take advantage of the 2010 opportunities. By breaking through the soccer "glass ceiling" Taongai has helped to open new spaces for Swazi women.

As the article suggests, aside from the players and competitors themselves, a wide range of opportunities for employment exist in the world of sport, as coaches, managers, sport administrators, trainers, game officials, physical education teachers, sports therapists, journalists and editors. Positions also exist in the commercial sporting industry, in areas such as sport marketing and branding. Women's participation in all these fields of sport-related employment is relatively low.

Recognising this, the International Olympic Committee (IOC), in cooperation with Olympic Solidarity, established a programme of regional seminars for female administrators, coaches, technical officials and journalists in the national and international sport movement. The International Labour Organization (ILO) has also been active in promoting women's employment in the sport sector. It adopted women in sport as the 2006 theme for International Women's Day and held a panel discussion to explore gender equality issues in the sport-related employment sector (United Nations 2007).

The Business Unusual training yielded some interesting examples of women coaches and referees, such as Nono Kgafela and Glenda Mokokwe, who are breaking into new fields.



Glenda Mokokwe

Women who flash the yellow card in a man's world

By Kesegofetse Mpho, Kesegofetse Sentsima, and Mimi Keetile, Botswana

Nono Kgafela entered the "male domain" of boxing, refereeing as Botswana and the world's first woman boxing referee (in 1999). Her counterpart on the soccer field is Glenda Mokokwe – a founder of women's football in Botswana in 1995 and Botswana's first woman soccer referee.

While both explain the difficulties they face in this "men's world", Dintwa "Machine", a male soccer referee can't wait till there is equal participation by women in refereeing sports dominated by men. "The fact that women have been given a chance to officiate during men's games in Botswana is a way of empowering them and putting women on the platform," Dintwa observes.

Two years after her appointment as a referee Mokokwe received the "Best Referee of the Year Award'. According to her, in general women still receive little recognition in this field. "The public supports the idea of football being a man's field," she said. "I remember when I was insulted and cursed by the public in Mochudi during a football match just because I was a woman referee."

For Kgafela, spectators are not a worry. She respects them for the role they play in boxing matches. "I don't feel intimidated by whatever they say. I go out to do the best in officiating the matches." Kgafela, who is also lecturer in the department of English at the University of Botswana, feels a lot of pressure, as she has to compete with male referees on efficiency and effectiveness in refereeing. Yet she is proud of her achievement. Being a woman referee in a sport, considered a male domain, makes her feel great and she takes it as a challenge.

But Kgafela pointed out that going from sports administration into the ring was a dramatic leap. Kgafela joined Botswana Amateur Boxing as the administrator and moved her way up to becoming Secretary General in 1992. Three years later she started taking training referee judges' courses at continental level, hosted by the African International Boxing Association (AIBA). She says initially there was a lot of support in the administration but when she got international level recognition as a woman referee, resentment set in. "I was subjected to maltreatment just because I was the only woman in a male dominated field."

Kgafela said that although she was bullied locally, when she went outside the country the same people felt proud of her. Since the incident in Mochudi, Mokokwe, a schoolteacher, uses every opportunity to help build a foundation for the youngsters who want to pursue their dreams in sports.

Although she gets the support from her co-workers and the school principals there is still oppression and disrespect from men in the Botswana Football Association. "They underestimate women in the workplace by even going to the extent of dating them and ruining their career when the affair fails. Most women are too sensitive to stand men's intimidation. The pressure is too much for them, especially when the management team consists of all men."

Women referees are limited, according to Kgafela, because of household duties and motherhood. Kgafela suggests that the government improve day care facilities, so that women can leave their children in a safe place while they participate in sports. "The voice of men is heard, due to the culture that we grow up in. Now there is a need to minimise the constraints that limit women from participating in sports."

World Cup 2010

There are huge potential business and economic opportunities in the lead up to, during, and following World Cup 2010. South Africa (and the region) expects three million foreign tourists, boosting opportunities in accommodation, health services, travel services, short-term insurance, event management, logistics, arts, crafts and entertainment. The South African government is investing almost twenty billion rand in infrastructure development, and industries from construction to telecommunications, corporations and cottage industries are all getting set to take advantage of the mega event. Come June 2010, an estimated 2.7 million spectators will watch the FIFA World Cup's 64 matches played around the country. Moreover, a television audience of up to 28 billion people will have their eyes glued on South Africa for the final game, providing a unique opportunity to promote tourism and investment. (SA2010)

The possible opportunities extend beyond the host's borders. In the tourism sector alone, neighbouring Mozambique expects to host around 100 000 foreign tourists during the World Cup, raking in some US$500 million in revenue (Reuters 2008). South Africa, Zimbabwe, Zambia, and Mozambique have signed an agreement to share the tourism spin-offs of the 2010 FIFA World Cup through "border-free" tourism packages. (SA2010)

Just as importantly, the potential legacy of the impact could be long-standing, with increased tourism, greater awareness of South Africa to potential investors, better infrastructure such as roads (which leads to more efficient transportation), a more skilled population and the growth of emerging businesses.

In some respects, the organisers have recognised the importance of such an event for small and medium enterprises, and recognised that, as the first time Africa is hosting a World Cup, there are some distinctive local contexts to consider. For example, MATCH-AG, a company designated by FIFA to organise accommodation for 2010, has signed an agreement with the Tourism Grading Council to ensure that there is enough graded accommodation by the time the World Cup takes place. For the first time in its history, FIFA will be contracting non-hotel accommodation such as national park accommodation, bed and breakfasts, lodges and guesthouses during the 2010 FIFA World Cup. While the event will benefit the entire tourism industry in the country, it also presents a unique opportunity for the huge numbers of smaller accommodation establishments. (SA2010)

Black economic empowerment and the development of small and medium-sized enterprises, or SMMEs, are crucial elements in the Government's plan to nurture the business sector and boost economic growth. The Government will undertake state procurement for 2010 within existing policies and practices that both further the aims of BEE and help develop SMMEs. It also has agencies to provide support and

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advice to small businesses - including helping them take up opportunities in various sectors that stand to benefit from 2010. The Organising Committee has agreed to procure 30% of the products and services it needs from small businesses and BEE companies. At least 70% of the procurement allocated to BEE companies and small businesses must be allocated to smaller black enterprises – especially to co-operatives with a large number of female members, and small businesses of which women are key stakeholders. (SA2010). As the following article shows applying gender analysis to the organisation of such huge events points to how such opportunities can promote gender equality.



Evelyn Styanda – one of over 50 Grahamstonian home owners offering township "home-stay" accommodation. Photo: Henrieta Banda

There is no doubt that 2010 will bring with it an overwhelming demand for tourist accommodations. Makana Tourism seeks to promote tourism in Grahamstown, South Africa, especially the township areas. According to Tourism Officer Vuyani Njovane, there is a deliberate and conscious effort to work with previously marginalised communities. For example, the Kwam'eMakana initiative is township homes, which run along the same lines as BnBs. There are 50 home stays, as these BnBs are known, that have applied for BnBs status, 49 owned by women. Such creative use of existing community spaces can provide significant economic benefits for communities when it comes to 2010.

How can women cash in on 2010 World Cup?

By Josiah Mucharowana, Zimbabwe

The football frenzy that focused the spotlight of world attention on Germany will soon be coming much closer to home when South Africa hosts the 2010 World Cup. Countries in the region, such as Zimbabwe, are already preparing to see how they too can capitalise on the global sporting extravaganza that will undoubtedly draw an abundance of tourists and media to the region.

Along with a flood of tourists, with billions of people in more than 200 countries around the world tuning into media coverage, it is an opportunity to highlight all of Southern Africa. With such an opportunity to kick-start economic growth, one question is how to maximise the benefits for all countries in the region, and those people who most need economic empowerment, such as women entrepreneurs?

Senator Muchengeti Clarissa emphasises that there is a need for planning. "I am sure the region will benefit a lot come 2010. Zimbabwe in particular has many wonderful tourist sites and definitely some of the visitors would want to have a peek at them. However there has to be a concrete plan so as to maximise the chances of coming out winners at the end of it all." She adds that women are the backbone of many regional economies and could jump in to organise themselves into groups to market and sell artifacts, clothing and a wide variety of items that could be taken back by the visitors as souvenirs.

Senator Tracy Mutinhiri says she hopes Zimbabwe will be part of the event's showcase, a move that would promote local tourism by generating excitement, thereby jolting the country into the limelight. She too proposes that this is an opportunity for women's economic empowerment. "Women could start up business partnerships such as travel agencies. They could have a lot of business bringing people into the country," she says.

"There is going to be many visitors spilling over into Zimbabwe and other various countries in the region. Some would be used as acclimatisation zones by the participating teams just like what our teams do before taking on tournaments in other regions and that is important for local tourism," says Joyce Kazembe, Bureau Chief for the Southern Africa Political Economy Series (SAPES) Trust.

Kazembe says that the chance of hosting the football festival should be seen as an opportunity that must be planned for. "Indeed, it is victory for the region, there is a lot of chances for each and every country to enjoy trickle-down benefits, but that is only so when we start the initiative now,"

Director General of the Parks and Wildlife Management Authority of Zimbabwe (NPWM) Morris Mutsambiwa says that there is much co-operative work being done between countries in the region to develop big and collective wildlife parks to reap more tourism income in the wake of the expected football frenzy. There are discussions underway to establish the Kaza Kavango Tranfrontier Park (KKTP), a five-nation mega park that would include Botswana, Zambia, Angola, Zimbabwe and Namibia, as well as plans to upgrade and improve other parks.

"Football history has however shown that fans follow their favourite teams everywhere and the majority of them would want to maximise their chances of seeing the whole sub region, he added, "Internationally, tourism packages have been viewed not per each country but per region." The region, he says would take advantage of the international focus to market their tourism treasures.

Tourism has historically been an important part of the Zimbabwean economy. Controversy over the country's politics and bad publicity in the international media have contributed to dwindling arrivals from traditional European markets

though aggressive marketing campaigns targeting Eastern countries such as China have resulted in an increase of visitors from that region.

2010 World Cup is seen as a chance to turn things around. Others argue that some basic matters need to be taken care of first. "Definitely Zimbabwe will benefit from South Africa hosting the soccer World Cup but what is left is to improve its battered image and prove to the world that it has something to offer," says Eric Bloch, one of the leading Zimbabwean economists and columnist with the privately owned Zimbabwe Independent newspaper.

"However, regional countries would not benefit much from transfrontier parks as evidenced from other parts of Africa but there has to be an improvement in the safety of roads, air transport and so many things. Countries have to prove themselves good enough for tourists to see far more in their parks," he says. As all of this planning goes forward, how women in the region are able to participate in and take advantage of all of these opportunities will have important impacts for years to come. With economic empowerment comes greater decision-making powers and greater gender equity.

Conclusions

As one of our writers put it, "preparing for the 2010 World Cup is about so much more than just the football game." It is about an opportunity to put the whole region under the world gaze, and to fight poverty by creating jobs. Looking at the Gender Protocol in this context, which stipulates that states must ensure that women benefit equally from economic opportunities, including those created through public procurement processes, it is easy to see how widespread the application of the Protocol is. World Cup 2010 is also a rare opportunity to show the world that Southern Africa means business when it comes to gender equality; not just in nice sounding protocols but in the most mainstream of the malestream: in sports.

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GENDER AND DEVELOPMENT



Maximising human resources key to development
Photo: Gender Links

At a glance...

- Over half a million women still die annually from treatable and preventable complications of pregnancy and childbirth - in sub-Saharan Africa 1 in 16, compared to 1 in 3,800 in the developed world.
- In Southern Africa, women provide 70-80% of all agricultural labour and 90% of all labour involving food production, yet face challenges to owning and controlling productive resources. The Gender Protocol requires review of all policies and laws that determine access to, control of, and benefit from, productive resources by women in order to, among other things, end all discrimination with regard to water and property rights
- Failing to educate girls to the same standard as boys costs 65 low and middle income and transitional countries an estimated US$92 billion each year. This is just less than the $103bn annual overseas development aid budget of the developed world. (Plan 2008).

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Gender and the Millennium Development Goals

Where does gender feature in the economic planning of SADC nations? Since agreed upon by 191 United Nations member states in September 2000 by world leaders, the Millennium Development Goals (MDGs) have become a central focus for global and national development commitments. This chapter measures the commitment of countries in the region to gender equality through the prism of the MDGs.

The eight MDGs range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015. Though one specific goal refers to gender equality, it has been widely recognised that gender equality is at the centre of achieving every goal.

> "Gender equality is more than a goal in itself. It is a precondition for meeting the challenge of reducing poverty, promoting sustainable development and building good governance."
>
> - Then UN Secretary-General Kofi Annan

More than halfway into the commitment period, it is increasingly relevant that countries examine where they are at in terms of reaching these goals. According to the Millennium Development Goals Report 2007, worldwide progress is uneven. Unfortunately, the projected shortfalls are most severe in sub-Saharan Africa.

> Malawi subscribes to the Beijing Platform for Action and the Millennium Development Goals which are two mutual reinforcing development platforms that affirm women's human rights and recognise that solving the world's most pressing problems demands the full participation and empowerment of women.
>
> - Honourable David Faithi, Minister of Economics, Planning and Development, BU Malawi

The report outlines the following as some of the key challenges that have to be addressed:

- If current trends continue, 30 million children, largely because of slow progress in Southern Asia and sub-Saharan Africa, will miss the target of halving the proportion of underweight children.
- The number of people dying from AIDS worldwide increased to 2.9 million in 2006, and prevention measures are failing to keep pace with the growth of the epidemic. In 2005, more than 15 million children had lost one or both parents to AIDS.
- Half the population of the developing world lack basic sanitation. In order to meet the MDG target, an additional 1.6 billion people will need access to improved sanitation over the period 2005-2015. If trends since 1990 continue, the world is likely to miss the target by almost 600 million people.

- To some extent, these situations reflect the fact that the benefits of economic growth in the developing world have been unequally shared. Widening income inequality is of particular concern in Eastern Asia, where the share of consumption of the poorest people declined dramatically between 1990 and 2004.
- Most economies have failed to provide employment opportunities to their youth, with young people more than three times as likely as adults to be unemployed.
- Warming of the climate is now unequivocal. Emissions of carbon dioxide, the primary contributor to global climate change, rose from 23 billion metric tons in 1990 to 29 billion metric tons in 2004. Climate change is projected to have serious economic and social impacts, which will impede progress towards the MDGs.

This is not to say that there have not been some positive impacts created by governments and organisations all working towards common goals. Some successes can be seen in raising agricultural productivity (in Malawi, for example), boosting primary school enrolment (as in Ghana, Kenya, Uganda and Tanzania), controlling malaria (as in Niger, Togo, Zambia, Zanzibar), widening access to basic rural health services (Zambia), reforesting areas on a large scale (Niger), and increasing access to water and sanitation (Senegal and Uganda). According to the report, these practical successes now need to be replicated and scaled-up (United Nations 2007).

Yet the report, and common sense, points out that there are great disparities with some countries faring better than others are, and even within countries, with some populations live more at risk lives. Those living in rural areas, children of mothers with no formal education and the poorest households are the most vulnerable. In order to achieve the MDGs, countries will need to mobilise additional resources and target public investments that benefit the poor.

In the Malawi BU, John Ng'ambi of the Ministry of Economic Planning and Development described how multiparty politics ushered in the National Poverty Eradication Plan from 1995-2000. Vision 2020 envisaged the development of a middle-income country with gender balance. Malawi introduced a Poverty Eradication Strategy (PRSP) in April 2002. This has five cross cutting "pillars": gender, HIV/AIDS, science and technology and the environment. One PRSP recommendations was that gender should be mainstreamed. The Malawi Development and Growth Strategy (MGDS) has now replaced the PRSP. The main tool for mainstreaming gender is the Public Sector Investment Programme that translates into a development budget. Gender is a key criteria in the appraisal of projects. Specific programmes revolve around the provision of micro finance, community based land reform programme and girls education.

The 2007 report points out that economic security is key: "In general, strategies should adopt a wide-ranging approach that seeks to achieve pro-poor economic growth, including through the creation of a large

number of additional opportunities for decent work. This, in turn, will require comprehensive programmes for human development, particularly in education and health, as well as building productive capacity and improved physical infrastructure. In each case, an effort should be made to quantify the resources required to implement these programmes."

Although only MDG three specifically refers to gender equality, gender cuts across all the MDG goals. The sections that follow assess the extent to which gender is being taken into account in key MDG development sectors.



Educated mothers, healthy children. Photo: Trevor Davies

Access to Productive Resources

At the time of this writing, the worldwide food crisis is capturing much attention. Soaring price hikes are placing daily commodities out of the reach of many citizens, and media reports explore contributing factors such as rising fuel prices, climate change and weather, and political unrest. Women who feature in these stories are usually trying to cope with feeding hungry households, recognising that there is a gender aspect in the impact that the crisis is having. Yet few reports delve deeper, looking at gender, land use, and food production, and how governments are failing to maximise these resources, as outlined in a number of key strategic documents.

In Southern Africa, women provide 70-80% of all agricultural labour and 90% of all labour involving food production in the region. Yet they own only a fraction of land, and are constrained by socioeconomic factors including poverty, powerlessness in decision-making, limited access to land, capital credit or cash, fertiliser or manure, technological training, and non-farm labour markets etc. Customary structures and institutionalised discrimination result in land exchanging between male hands. Single, widowed, or separated/ divorced women are particularly vulnerable.

In much of southern Africa, few rural women hold land. For instance, women hold 25% of agricultural land in the Democratic Republic of Congo, and 25% in Tanzania. Moreover, where women hold land, their plots are generally smaller than those held by men, for instance, the average size of women's landholdings is 0.53 hectares (compared to 0.73 for men) in Tanzania. This limited access to natural resources is caused by both legal and socio-cultural factors. Legal obstacles relate both to family and succession law and to natural resource law.

Women's lack of access to productive resources not only perpetuates the feminisation of poverty, but also negatively impacts on regional development as a whole. It is women who are primarily responsible for maintaining households and generating food in the region. Denying them access to resources that could improve this capacity effectively means that food capacity is not being maximised. Given the current global crisis in food, this is simply counter-productive.

On paper, there are many government recognitions of this as a problem, and commitments to change this. The SADC Declaration on Gender and Development signed in 1997 pledges to, "Promote women's full access to, and control over productive resources such as land, livestock, markets, credit, modern technology, formal employment, and good quality of life in order to reduce the level of poverty amongst women." Further, the Dar es Salaam Declaration on Agriculture and Food Security that was signed in May 2004, indicates the intention of governments to accelerate land policy reform initiatives, share experiences of best practices, and ensure equitable access to land by women. The same

declaration commits governments to enhance gender mainstreaming, in particular, repealing discriminatory laws that prohibit access to finance, land and other key agricultural inputs. There are also many national instruments that are designed to facilitate women's access to productive resources.

Yet women in SADC countries continue to lack control over means of production and experience limited access to credit and capital. Women's access to factors of production such as land, extension service, inputs, including fertiliser and seeds remain limited, although policies aimed at creating enabling environments for women to access, own, control, use and manage land for productive use have been established in nearly all countries (Lopi 2005). As Abby Taka Mgugu describes, ensure gender equal access and maximising the potential of all food producers is simply good practice on which food security relies.



Women form the majority of agricultural labour. Photo: Trevor Davies

Women farmers put food on the table

By Abby Taka Mgugu

14 million people across the Southern African Development Community (SADC) are in need of food aid. Ironically, 60% of these are the women who produce the bulk of the food crops in the region. The SADC region continues to experience high levels of food deficits, unequal access to productive resources, and increasing poverty levels.

Not only does this affect the health and human rights of citizens, but also has huge impacts on regional economic integration. With just eight years to go, can the region achieve the Millennium Development Goal (MDG) to half the proportion of people who suffer from hunger by 2015?

Despite the importance of agriculture as the backbone of the regional economy, and the fact that about 80% of the inhabitants depend on agriculture for food income and employment, the region does not have a binding instrument on food production. Rather, it has agreed on a "declaration."

Article 6 of the Dar es Salaam Declaration on Agriculture and Food Security in the SADC Region asks member states to "progressively increase budgetary allocations for agriculture to at least 10% of the national total budgets in line with the African Union Declaration of 2003."

Declarations are soft laws and therefore not legally binding, meaning member states are not legally obliged to adhere to the contents. The non-binding nature of the declaration on Agriculture and Food Security does little to help alleviate food insecurity. Moreover, without addressing the gender dimension of agricultural production and consumption, strategies are missing a vital component of the issue.

The proposed SADC Protocol on Gender and Development could fill this void, providing a framework for, among other things, creating an environment for women to access productive resources and contribute to food security. Regional statistics are evidence of the need for such measures.

The number of malnourished people stood at 38% of the total SADC population. In 1990 – 1992 and increased to 42% in during the period 1997 – 1999. The situation of food security did not change as during the 2005/6 agricultural season when four countries in the region experienced harvest decreases in the range of 29% - 75%, while in five countries meagre harvest increases were experienced in the region of 2% - 40%. The overall increase for the period was 1% with the surplus being located in South Africa

All this is happening while the southern Africa region is undergoing radical changes in policies on key factors of production. Some strategies promote more productive uses of land and water by instituting and clarifying rights to land [often with an emphasis on property rights] and considering water as an economic good rather than a social service.

The other dimension is to redress the inequality regarding rights to land and water, most notably where women have fewer rights, authority and decision making over key factors of production than do men. However, even where explicit mention is made of the need to address women's rights to productive resources, there is far less systematic progress in substantially improving women's roles in managing and benefiting from land and water use.

There are errors of omission characterised by the absence of appropriate legislative, administrative and policy initiatives and errors of commission, where particular approaches fail to either achieve the stated goal of improving women's access and rights or have negative effects. Careful analysis can identify and explain the often-unintended negative effects produced by existing or new legislation and policy.



Access to land essential for development. Photo: Gender Links

Despite some changes, the percentage of women owning land is still very insignificant. Only about 10% of women in the region own land in their own right, thus having the power to make decisions on how to utilise the same resource.

In countries like Zimbabwe where the productive resource of land is being given on a government scheme, only 18% of the female population has acquired farms under Model A1[which is mostly for subsistence farming] while only 12% were able to access land under the commercial scheme [A2] of the resettlement programme.

In Namibia, it the majority of women who own land acquired it through the open market, but the percentages are very low. In South Africa, statistics show that women have not benefited in the land reform programme.

With only 3% of the land transferred to the black South Africans, it is understood that women have not fared that well either.

In many cases women lack training in agro-based skills that would help them succeed. Where training is available, the orientation of the service providers is not gender sensitive. The training that the service providers receive does think of women as farmers, but recipients of information from their male counterparts.

Investment is also another challenge for women framers. Most are not able to secure financial assistance from the financial institutions that require collateral. The procedures are also cumbersome and the costs high for women to sustain.

The proposed Protocol would push member states to redress some of the gender dimensions that have hinder women's access productive resources and contribution to food security. This framework is long overdue for a region where the majority who use productive resources and are responsible for food production.

The Protocol calls on member states to end all discrimination against women and girls with regard to water rights and property ensure that women have equal access and rights to credit, capital, mortgages, security, training, and modern, appropriate and affordable technology and support services.

With agriculture and food security being such an important part of the fabric of the region, and one that is vulnerable to scarcity, it makes sense to make the very best use of productive resources. Moreover, for the region, this means ensuring that women have the resources and support needed to make the best use of them. Putting food on the region's tables depends on it.

Health

MDG Three calls on nations to improve maternal mortality rates, "reducing by three quarters, between 1990 and 2015, the maternal mortality ratio." The commitment is also re-iterated in the Gender Protocol. Most stories and analysis on this topic focus on the lack of relevant health services or information and prevention campaigns. Yet there are many other stories. **"**Brain drain hits Malawi's safe motherhood," points out how gains in safe motherhood are being eroded in Malawi because nurses, who are mostly women, are not able to find decent work in the country, and so are heading for greener pastures. Nursing, like many of the other "nurturing" occupations that women tend to dominate in, is significantly undervalued, despite the overwhelming importance to healthy countries.

Brain drain hits Malawi's safe motherhood

By Dingaan Mithi, Malawi

Most health workers in Malawi, and even across Southern Africa, dream of trekking to the United Kingdom or other far off places, drawn by prospects of good remuneration and working conditions. Yet this outward trek endangers the lives of the thousands of pregnant women left behind. “Inadequate staffing in hospitals is contributing to high cases of maternal mortality, nurses have too much work load,” laments Dorothy Ngoma, National Association of Nurses in Malawi (NANM) Executive Director.

In Malawi, 16 women die every day giving birth or during pregnancy. Across the world, women continue to die of pregnancy-related causes at a rate of about one a minute, with ninety-nine percent of maternal deaths occurring in developing countries, primarily in Africa and South Asia. Maternal deaths are preventable, and access to health care is the primary factor. Malawi has one of the lowest nurse to patient ratios, which stands at 1:1,500 instead of the 1:7 ratio recommended by the World Health Organization (WHO).

The nurses’ exodus for greener pastures abroad further hampers struggling infrastructure “In the absence of nurses, there will be a shortage. There is need of political will. We are calling upon civil society organisations and politicians to stop maternal death,” Ngoma says. According to Care of Care Givers, a project funded by the Norwegian Nurses Organization, nurses abroad make a lot of money, hence the need for government to put in place mechanisms to keep nurses home.

“Government has introduced attractive contracts, it has also put in place an assessment plan, to find out which nurses have stopped working, so that nurses who are in the profession are given attractive packages,” reveals Mabvuto Kapyepye, Care of Care Givers Project Coordinator.

Ngoma adds that nurses also face unsafe working conditions, coupled with gender discrimination amongst male and female medical practitioners themselves. Registrar of the Nurses and Midwives Council of Malawi, Maureen Chirwa, mentions that the Ministry of Health conducted an assessment on non-monetary incentives, aimed at improving working conditions of health workers.

“Poor conditions are not only in hospitals, but in their houses as well, they lack running water and other essentials,” adds Chirwa. Added to the brain drain, HIV and AIDS is also hitting the medics, exacerbated by poor occupational health and safety standards. In turn this negatively impacts on service delivery to pregnant mothers.

Worldwide, 380 women become pregnant, 190 face unplanned or unwanted pregnancies, 110 women experience pregnancy- related complications, 40 have unsafe abortions, while 1 woman dies, every minute. Malawi is not the only country facing brain drain. In Ghana, for instance, annual out flow of registered nurses to the UK increased 6 times during the 5 years before 2003.

Editor of *The Lancet*, Richard Horton, states that over the past 20 years, a series of strategic errors focusing only on mothers at risk of complications and relying on traditional rather than skilled birth attendants, have stifled progress in safe motherhood.

Horton says that the immediate priority for governments and donors should be to invest in the training, deployment and retention of skilled attendants, especially midwives. "The sheer lack of staff and facilities is the most substantial barrier to progress in many developing countries, retention of workers is a major part of the supply problem," stresses Horton.



Safe motherhood a priority in Malawi. Photo: Trevor Davies

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Community Development

Development begins at the local level. Although macro planning shapes the context, the community economic environment is what shapes the day-to-day activities of most people, particularly given the large scale of the informal economy in Southern Africa. Community Economic Development (CED) is action taken locally by a community to provide economic opportunities and improve social conditions in a sustainable way. Often CED initiatives aim to improve the lives of those who are the most disadvantaged. An aspect of "localising economics," CED is a community-centred process that blends social and economic development to foster the economic, social, ecological and cultural well-being of communities.

Integrating gender into these planning processes will make the most out of resources. Also as we have seen in previous chapters women figure centrally in the informal economies and unpaid care work which do in fact center in local development. Governments may create good HIV policies, but caregivers in the community give these policies life. Governments may create budgets that provide for education, but local councils, schools, and parents create learning environments that ensure education for boys and girls. In the end, global processes like the MDGs will eventually trickle down to the community level.

Across the region, creative community development efforts that try to take advantage of the communities' strengths are providing opportunities for people in local areas to contribute to community economic development. In many cases this is also resulting in breaking gender stereotypes, as both men and women seek to take advantage of the opportunities within the community, which can be fairly narrow. For example, in Grahamstown (Makana), South Africa, the there are a range of community development efforts related to the tourism sector. Though hospitality and operating small bed and breakfasts have

The Ministry of Sports, Recreation, Arts and Culture has initiated the Kwam-eMakana home-stays to provide a source of income for local residents in Grahamstown, while also responding to the escalating need for tourist accommodation. Otto Ntshebe, the only man (out of 50 Kwam-eMakana home stays), says seasonal flows are the nature of their business, "Every business has its peak and low seasons." Ntshebe, who can host up to seven guests, personally prepares meals, cleans and changes linen for his guests. "If you have a passion for something, and the zeal for doing that, you will succeed in life," he says.

traditionally been a female occupation, some men are also joining in, taking advantage of the local opportunities, despite any gender expectations.

Many of these local stories are often seen in the media as profiles of men and women who are "making it" despite scarce resources. However, in fact, such participation in community development does not only help to create an income for the individual, but also contributes to the economic development of the community as a whole. These local stories provide a colourful addition to the news mix.

In fact, research conducted with audiences in thirteen countries across Southern Africa, showed that men and women media consumers want to see more positive, local, human-interest stories in the media. Women in particular expressed the desire to see more stories about women in diverse roles (Morna, Rama, and Muriungi 2005). Stories about such projects as the Umthathi Training Project bring out local efforts and characters.



Miriam Zwane

Mirriam Zwane, Praxis, says that that the work that her company does in community development, in providing training opportunities to graduates and rehabilitation of former prisoners etc, does not seem to be of interest to the media who prefers sensational and political stories. Success stories of small businesses and how women who run them manage to put their kids through universities are rarely considered newsworthy. She also agreed that the role of the informal sector, where most women are, needs to be better covered.

Helping people to help themselves

By Thandi Lekeba, South Africa

People working together can make a world of difference, especially in the most disadvantaged communities. For Umthathi Training Project, the idea is not to help the community to get jobs, but to use their resources more efficiently, says Clint Cockroft, a training manager at Umthathi.

Umthathi, a non-governmental organisation operating in the Eastern Cape, runs free training courses aimed at empowering disadvantaged communities. The courses cover home food gardening, cooking, and health and nutrition among other topics.



Eunice Jela Photo: Nomalanga Masina

The project also works with communities to create local development programmes, like the establishment of self-help groups, the aim of which is to assist communities to initiate income generating projects, says Nonele Makhubalo, a development facilitator.

She explains that neighbours in communities typically form self-help groups with the aim of pooling savings for borrowing by members as the need arises. The groups usually meet weekly and the members bring money to save. The members themselves decide on the contributions. "Anything from 50 cents to five rand," says Makhubalo.

At N.G. Dlukuza Clinic in Joza, Eunice Jela and Wilson Jackson are currently busy working on their crops of vegetables, undeterred by the cold weather. Both benefited from Umthathi's training in home gardening. Along with other members in their gardening group, the entrepreneurial duo grows vegetables for commercial and personal consumption.

In their three years of existence, the group has ploughed the profits generated back into growing the garden, as well as into the group's savings. According to Jackson, the vegetable business generates an average income of R300 per month. He says that at the end of this year the members will distribute the savings among themselves for the first time.

Jela, a pensioner, says the garden supplements her old-age pension and keeps her active. "I'm not idle anymore, I work," she says. Makhubalo says that if members of the self-help group want to borrow from the group, their savings must exceed their borrowings. This encourages members to save for "rainy days." Consistent "savers" are permitted to borrow from the group.

However all saving and borrowing of money must take place during group meetings, where the group records all transactions in the minutes. "No borrowings takes place outside of the meetings," says Makhubalo. "In this way neighbours get to know and trust each other." This is crucial, especially since in the initial stages the group does not have a bank account.

The members vote in a "moderator" on a revolving weekly tenure. She or he then keeps the group's savings. The savings are available for use in any viable income-generating endeavours, such as vegetable gardens or selling sweets. Members also use the money to buy groceries and household necessities, like paraffin or baby milk.

The self-help group demonstrates that people are capable of helping themselves, if they are given the skills and knowledge to do so.

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Education

The last 15 years has seen some progress in getting more children into school in the developing world. Enrolment in primary education grew from 80% in 1991 to 88% in 2005, with most of this progress since 1999. Although sub-Saharan Africa has made significant progress over the last few years, it still trails behind other regions, with 30% of its children of primary school age out of school. As high as this number seems, surveys show that it underestimates the actual number of children who, though enrolled, are not attending school. Moreover, neither enrolment nor attendance figures reflect children who do not attend school regularly. To make matters worse, official data are not usually available from countries in conflict or post-conflict situations. If global estimates reflected data from these countries, the enrolment picture would be even less optimistic (United Nations 2007).

However, there is no doubt that there has been progress in getting children into school, and in working towards gender parity in education. There are now more girls in primary and secondary schools compared to the situation of three decades ago.



Education is the foundation of future employment prospects and opportunities. Photo: Trevor Davies

Countries like Botswana, Lesotho, Mauritius, Namibia, Rwanda, Swaziland and Zimbabwe either have reached or are likely to attain gender parity at primary level by 2015. At secondary level, Botswana, Lesotho, Namibia, and Rwanda have closed the gender gap at secondary education level or are likely to attain it by 2015 (Dejene).

However, there remains a significant gender gap in countries like Malawi, Mozambique, Tanzania, Uganda, and Zambia. In Malawi, the ratio of females to males in primary is almost 1:1. As education level increases, ratio of males to females declines to 1:0.87. This implies that for every 100 male students in secondary there are 87 females. Although the literacy rate for the country is still low, illiteracy among women is particularly high. As well in Sub-Saharan Africa secondary school enrolment rates for both boys and girls is very low – 33% for boys and 29% for girls. Girls face particular challenges to staying in school including poor water and sanitation facilities for girls, early marriage, hostile learning environments and societal attitudes towards girl's education.

For girls and boys, education is the foundation of future employment prospects and opportunities. Those who do not have access to education as children often struggle to gain employment as adults. When they do find work, the uneducated typically earn less than their peers do. Even in areas where formal employment is the exception rather than the norm, education means a better future. For those who grow up in rural areas, education offers the chance to make more of the resources available to them, whether that is by increasing the productivity of their land, selling excess produce, or managing their household budget. For girls in particular, schooling offers the chance of independence. Educated girls are less likely to be exploited, less likely to fall victim to trafficking and less likely to become infected with HIV. Girls' education also creates a positive cycle. Educated mothers are more likely to raise educated children (Plan 2008).

Although the gender gap is closing, it is evident that any gap at all has far-reaching economic impact. According to a report published by Plan, there is an economic cost to failing to educate girls to the same standard as boys. This report estimates the economic cost to 65 low and middle income and transitional countries of failing to educate girls to the same standard as boys as US$92 billion each year. This is just less than the $103 billion annual overseas development aid budget of the developed world. In sub-Saharan Africa this is estimated to be just under US$5 billion. According to the report, the message is clear, "investment in girls' education will deliver real returns, not just for individuals but for the whole of society" (Plan 2008).

Given the importance of education in building a foundation for the future, it is thus important that the Gender Protocol commits leaders to ensuring that girls have equal access to education. Pro-active initiatives to increase enrolment and retention can help to fill education gaps. For example, in Tanzania, the Dar es Salaam College of Education is attracting female students into science studies by offering a pre-entry programme.

Pro-active initiatives increasing girls university enrolment

By Bestina Magutu, Tanzania

It's a cool afternoon in the commercial capital of Tanzania, Dar es Salaam, the weather can be considered a little luxury in the usually hot city. Lilian Mushi, a first year student at Dar es Salaam College of Education (DUCE) is busy selling her manifesto to become treasurer of the new college's club, known as Tuseme, which means 'let us talk.'

"I will open the club account; come up with projects to ensure that the new college's club has a sustainable funding and I will be faithful," she says to other students. Most of Tuseme Club members are girls who joined the college through a pre-entry science programme for girls, designed to encourage their continued science studies at the university level.

Such programmes can mean that girls, who otherwise would have dropped out of the system, have a chance to further their studies, and improve their futures. The beneficiaries of the DUCE programme are those whose grades fall short for university admission under government sponsorship after their advanced secondary schooling.

Perpetua Urio, gender-mainstreaming coordinator for DUCE, says the girls in the programme went through pre-entry training prepared by the college before they officially registered in the university.

A similar programme has been going on at the University of Dar es Salaam for several years now and has proved successful, not only increasing girls' enrolment in science faculties, but the university as a whole. Though women still only represent just one third of students found on campus, the female percentage at the University of Dar es salaam has rise from 16 percent in 1990's to 26 %.

Pupil enrolment ratio in primary school is almost 50/50, but this goes down at the secondary and university level. In many instances, this is because of the pressures of family responsibilities and lack of priority placed on girls' education. Multiple responsibilities often make it more difficult for girls to get the grades needed to proceed to university.

Early marriage is another reason for girls falling enrolment rates. Tanzanian law allows girls aged as young as 15 to get married with parental consent and between 20% and 40% do so before reaching adulthood, according to the .

Urio is happy with the performance of the 53 students under the pre-entry programme, as most of them have performed very well in their university examinations. She said that some of them have even done better than students who joined the university with high marks.

DUCE is looking forward in increasing the number of girls through the special programme next year, to 100 girls. The gender coordinator explained that the college failed to achieve its goal of enrolling 100 girls in the first phase (2006/07) because of lack of information to the targeted group.

Urio added that Tuseme Club members will be ambassadors of the pre- entry science programme to the girls in secondary school. Lilian Mushi, who is majoring Biology and Chemistry, is grateful that the programme gave her the opportunity for higher education, adding that the college academician have been helpful and encouraging.



Students share a lunch at the University of Zimbabwe. Photo: Trevor Davies

Mushi insists that girls can do sciences, as like any other subjects. In her opinion, most girls are not interested with science due to perceptions that usually associate sciences with men.

The young women at DUCE don't have far to look for role models to find women succeeding in their chosen career. 31-year old Rainfrieda Ngatunga is head of the Public Relations department of DUCE. With two thousand students, she is among the few young women who are part of managerial teams in the country.

As a head of Public relations, Ngatunga has a major responsibility of maintaining a good image of her college before the eyes of the public. This is a real achievement in country like Tanzania where women are hardly given opportunities to be part of the managerial or decision-making bodies.

Ngatunga she secured the managerial position few months after completing her Masters degree in Development Study from University Of Dar Es Salaam-UDSM. She adds that the four years experiences as a radio journalist at Tanzania Broadcasting Services helps her in attending a day-to-day activities at DUCE.

Ngatunga says that girls should seek good education, be confident and determined to reach on top. The DUCE' official also says women should cultivate the culture of advancing themselves academically. Talking on where she sees herself in the near future with a smile on her face Ngatunga replied, "I want to study PHD degree and eventually became a lecture in University."

Conclusions

Although the MDGs provide some clear-cut and important indicators, and gender has been increasingly recognised as vital to each, by not specifically including gender within the framework this roadmap missed an opportunity. This is why sub-regional instruments like the SADC Protocol on Gender and Development are important, as they set specific goals and time frames in all the important sectors for the achievement of gender equality.

Notes:

Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: Mavuto Bamusi, MEJN.

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Women in Zimbabwe take action. Photo: Miriam Madziwa

GLOBALISATION, TRADE & GENDER



Textile workers in Lesotho.
Photo: Trevor Davies

At a glance...

- Women tend to bear a disproportionate amount of the cost of adjustment to trade liberalisation, including the adverse impact on women's primary responsibility for household and community management.(ILO/Commonwealth Secretariat 2003).
- The large-scale entry of women into the paid labour force across the world is occurring at a time when these labour markets are undergoing the processes of informalisation. Women tend to be concentrated in the most casual and exploitative forms of work within this informalised economy. (Kabeer 2007).
- Women are increasingly migrating to seek employment, in many instances this results in limited legal protections or access to information about their rights, rendering them vulnerable to gender-specific discrimination, exploitation and abuse at different points throughout the migration process.
- Given the increasing integration of SADC, the Gender Protocol requirement that states review their national trade and entrepreneurship policies to make them gender responsive is all the more relevant.

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The integration of economies worldwide through trade, financial flows, the exchange of technology and information and the movement of people has changed the way that economies and people function. All of the dimensions raised in the preceding chapters, from women entering the workforce in greater numbers to development planning, operate within this globalising world. Viewed through a gender lens, globalisation can create opportunities, or create economic insecurity. Along with increased migration, globalisation has spurned human trafficking. Shifting markets, lack of financial security and declining welfare regimes all combine to push many women into sex work. This chapter explores what is meant by globalisation; its pros and cons for promoting gender equality.

The contradiction of globalisation

The International Monetary Fund (IMF) defines globalisation as "the growing economic interdependence of countries worldwide through increasing volume and variety of transactions in goods and services, free international capital flows and more rapid and widespread diffusion of technology." The International Forum on Globalisation (IFG) defines it as "the present worldwide drive towards a globalised economic system dominated by supranational corporate trade and banking institutions that are not accountable to democratic processes or national governments."

Globalisation creates many contradictions. On the one hand, there are new opportunities, and on the other, there are risks. These are very different depending on gender, countries, and even within countries, between urban and rural populations. The rise of neo-liberal ideologies, the celebration of free markets, deregulation of financial markets, and liberalisation of trade have increased the pressure on all countries to hone their competitive advantage in the global economy. In this context, welfare regimes decline, and pressure is put on countries to have flexible labour forces that can be drawn in and expelled from production in response to changing profitability considerations. The result has been a movement towards "irregular" employment relationships that are not subject to the costs and obligations of more regularised relationships. An increasing number of activities previously carried out within the formal economy have become casualised and subcontracted to informal units. International outsourcing has given rise to global production chains with various stages of production and value-adding phases located in different sites across the world. At the same time, competition in global markets has also led to the loss of jobs in domestic markets as a result of import penetration (Kabeer 2007).

One of the characterising features of globalisation has been a push toward trade liberalisation through the systematic elimination or reduction of tariffs (taxes) and non-tariff barriers, such as quantitative restrictions on imports. These trade reform measures often accompany other measures to expand exports, such as subsidies and incentives for export activities, including special incentives for Export Processing Zones. Globally, such reforms and agreements have included the Agreement on Agriculture (AOA), General Agreement in Trade and Services (GATS), Trade Related Intellectual Property Rights Agreement (TRIPS), and Trade Related Investment Measures (TRIMs).

In the SADC region, one of the strategies for growth and development is the liberalisation of trade and market integration through the launch of a Free Trade Area (FTA) in 2008. The region aims to raise trade and investment, improve the investment climate, and make the SADC region competitive to other parts of the world. The adoption of the Protocol on Trade in 1996 and its implementation, which started in 2000, is one such measure. This includes the liberalisation of trade in the region.



Photo: Lori Waselchuk

The argument of proponents of globalisation and freer trade is that economic development will occur by exploiting comparative advantages and having greater access to markets. Yet there is evidence to suggest that trade liberalisation has contradictory impacts, which affect communities differently, and to understand the true impact of trade, one must look at how it affects men and women in their positions as workers, consumers, producers, and caregivers, as well as how it affects urban and rural people differently.

Adopted in 1996, the SADC Trade Protocol as it stands is gender-blind, making no specific reference to distinctions between men and women, the power relations, the sexual division of labour in terms of the roles and responsibilities, and most of all

practical and strategic needs of both men and women involved in development as a whole. However, the SADC Treaty, which encapsulates the overarching objectives of the Community and hence underpins the Trade Protocol calls for "mutually beneficial, balanced and equitable" economic development of the SADC region. In December 2005, the SADC Gender Unit convened a regional gender and development consultative conference at which a Gender-Based Regional Integration Plan: Strategic Implementation Framework (SIF) was introduced. The SIF has set a target of 2015 for women's equal access to trade opportunities, including specific targeted action such as gender quotas in trade missions and negotiations, and provision of targeted support to women entrepreneurs by 2010. (SADC 2008)

The Gender protocol goes further, highlighting that:

- State Parties shall, by 2015, adopt policies and enact laws which ensure equal access, benefit and opportunities for women and men in trade and entrepreneurship, taking into account the contribution of women in the formal and informal sectors.
- State Parties shall, by 2010 review their national trade and entrepreneurship policies, to make them gender responsive.



March at World Summit on Sustainable Development. Photo: Nonqaba Waka Msimang

A gendered approach

A gender-analytical approach to trade liberalisation aims to assess these differences in terms of social and reproductive adjustment, employment, wage levels, poverty reduction, empowerment, and overall economic and social well-being, and propose strategies for maximising the potential for gender equality. A gender-sensitive perspective on trade liberalisation emphasises the impact on gender-differentiated roles, gender-based constraints, and men's and women's time-use, as well as access to, and control of, resources (ILO/Commonwealth Secretariat 2003).

One outcome of globalisation and trade liberalisation is that although there are still by far more male wage earners, women are taking up a growing share of the labour market. Rising rates of female labour force participation have often been in the context of stagnant and even declining rates of male labour force participation. This has far-reaching impacts not only on the working world, but also on gender roles in society. Changes brought on by globalisation and rapidly shifting trade patterns are much more fluid than deeply entrenched notions of gender. Both women and men in a globalising world often find themselves struggling to cope with the extensive economic changes. (Kabeer 2007).

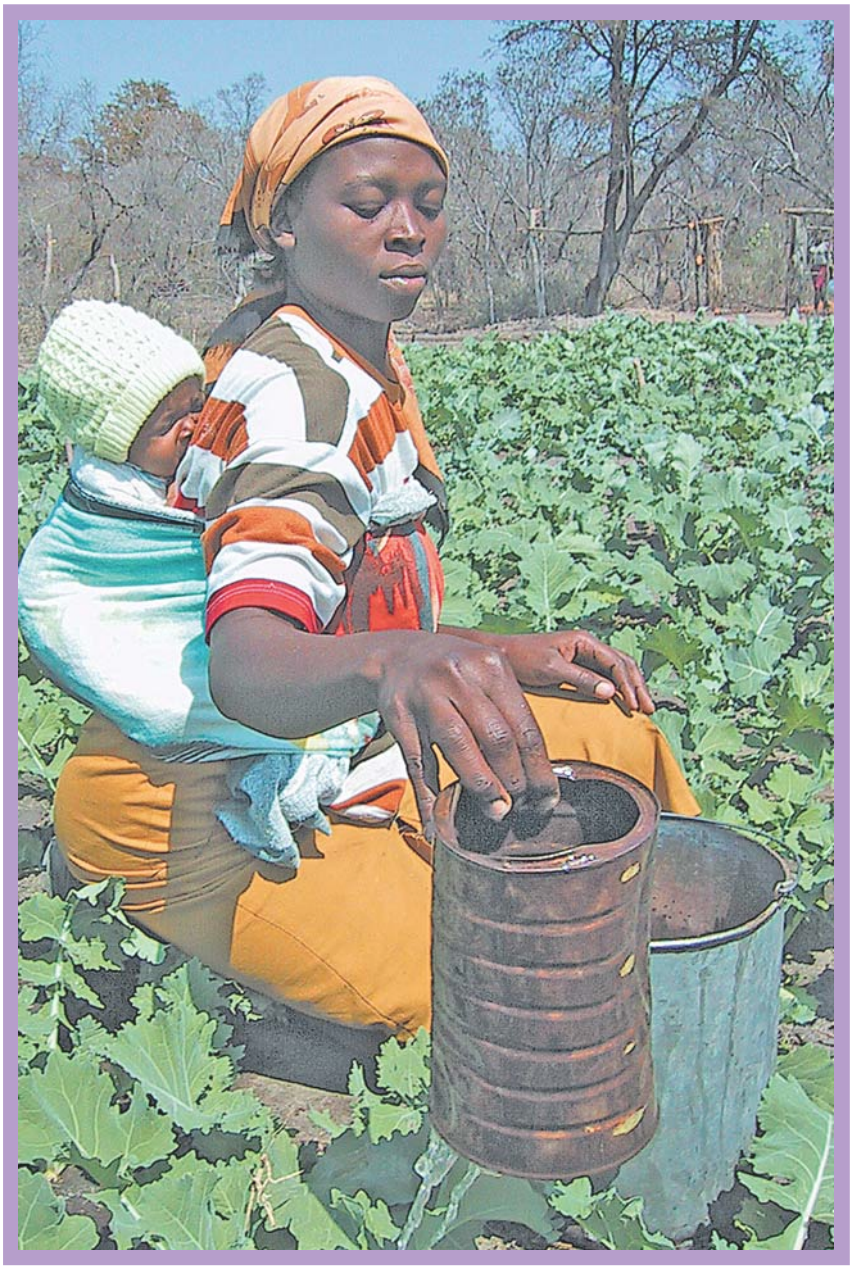
Gender differentiated costs of liberalisation

- The cost of trade liberalisation arising from import displacement affects women's employment and livelihood in traditional agriculture, especially in Africa but also in the Caribbean.
- The detrimental impact of commercial agriculture and manufacturing as well as the hidden health problems in services is often linked to poor working conditions because of the lack, or inadequacies, of health and safety standards.
- Increasing insecurity of food production and availability is linked to the withdrawal of subsidies for food production combined with the reduction or elimination of tariffs and other barriers on agricultural products, leading to a dramatic inflow of foreign goods and the loss of markets for local producers, most of whom are women. In addition, the focus on incentives to large-scale businesses involved in export or cash crop agriculture is detrimental of small farmers who generally produce food.

Source: 'Trade Liberalisation Policy, Globalisation and Gender Briefs Series No. 1, International Labour Organisation/ Commonwealth Secretariat. 2003.

Globalisation good or bad?

The picture of globalisation is often complex and contradictory. For example, African women have benefited from trade liberalisation by increasing their access to employment such as in the Economic Processing Zones (EPZs), but at the same time, African women have paid the price of adjustments in their roles in household management and traditional agriculture, which have been negatively impacted. Therefore, while some gain from enhanced opportunities by being employed in industries such as textiles, small-scale farmers have lost. Trade liberalisation has ushered in agricultural policies that promote the farming of cash crops for export over that of food staples, which has jeopardised the supply of basic foods and affected small-scale farming.



Small-scale farmers have mostly lost in globalisation. Photo: Trevor Davies

At the same time, import liberalisation also means decreasing tariffs payable to national governments on goods coming into the country. This usually leads to a drop in domestic revenue and consequently cuts in government spending.Such cuts disproportionately affect women, particularly cuts in social services such as health, provision of water, electricity and so forth. Women as

consumers may benefit from lower prices of imported products, but as small-scale producers, they face stiff competition with these cheaper goods. Government policies of export promotion intended to cushion this effect may be detrimental for small-scale producers (mainly women) as these tend to prioritise cash crops, which are mainly produced by men (Musa 2006). Although women carry out about 70-80% of agricultural work, the tendency with these export-oriented activities is that once they demand markets and/or contracts, women hand over to men and become invisible. Whereas men tend to rely on and have easy access to land, agricultural technical assistance, credit facilities, education and decision making bodies, by tradition women most often lack access to and control of resources.

For many women in Dar-es-Salaam, traditional food vending remains a main source of income. But some women are becoming more adventurous, moving into meat processing for the local and export market. According to Janeth Mrope, Managing director of Beta Choice Company at Kijenge in Arusha Municipality this new, woman-owned enterprise is producing different products such as bacon, sausages, ham, and meat-cuts now available in hotels and supermarkets in Arusha and Dar-es-Salaam. The Company is aiming to serve the local and international market by producing high quality products at reasonable and affordable prices. The company has equipped its workers with knowledge and experience through attending the Small Industries Development Organisation (SIDO) courses as well as using modern and advanced technology from South Africa.

- "Food for thought" By Ashura Kishimba and Samira Kiango

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Has globalisation benefited women?
– comments from BU participants

- "Globalisation hasn't improved the role of women. There is an increased objectification of women, this is an influence form the west that has been soaked in by Africa especially."
- "Globalisation has a contradictory effect on women, empowerment of women but at the same time women will suffer from the neo-liberal agenda because of their role in bringing up children and care of the household and the extended family."
- "Yes and No. This depends on where you find yourself. Level of education, how qualified you are and what kind of information do you have access to."
- "For the youth globalisation has a very strong effect and it is very tangible."
- "Women sell a cheap source of labour"
- "This generation is exposed to the objectification of women largely through music. From this stems violence when young men in society are shocked when women break out and think."
- "Globalisation has its baggage of competition that creates a disparity between countries, therefore the fruits that are reaped from the benefits are not evenly shared by the world. The poorest countries still suffer"
- "We need to incorporate our culture with the evolution of globalisation even though it is a fast moving train that people say we cannot stop."
- "Community journalism is growing through globalisation, and it is giving them an outlet through which they can express themselves."
- "The Media should strive to empower women intellectually and use the globalisation of information to their benefits."
- "Women can still benefit from globalisation and the media has to play a large role in the accurate dissemination of information."

If women are to benefit from increased opportunities through the production and marketing of goods and provision of services, they need capital and advanced technical skills. As we have seen from previous chapters, access to finance and control of productive resources remain a challenge for women. On this basis there is a need to recognise that women's participation in international trade must be on terms that allow them the same choices as men and in conditions where they are equally involved in decision-making, with the same opportunities for growth for their businesses and exports.

This is not to say that many women and men are not flexibly adapting to the integration of markets. Women are both expanding their traditional enterprises (such as food production), and advancing into new markets such as the transport sector. Repeatedly, business women and those involved with economic development point to the need to create conditions that would build environments conducive for gender equal access to trade opportunities.

Planning for change

Given the complexities and contradictions related to the positive or negative impact of trade liberalisation and globalisation on gender equality, there is need for the continuous commitment and awareness of governments to be able to respond effectively to the challenges. For example, when a large number of women working in the textile industry lost their jobs due to globalisation, the Mauritius government included in their budget a strategy to deal with this situation and create employment opportunities, by creating a fund to re-train workers and offering credit opportunities for women to start businesses.



Women who lost their jobs in Mauritius. Photo: Loga Virahsawmy

By looking at how economic changes are affecting both genders, media can often find new and interesting stories to tell. This story demonstrates how analysis of the kwacha and women in business shows how this can both be negatively affecting women, but also providing opportunities. It also again demonstrates that women's ability to seize opportunities and plan for business growth is dependant on their ability to access credit.

Strong Kwacha mixed blessing for women in business

by Arthur Mwansa, Zambia



Sherry Thole

While the firming of the kwacha has not brought many immediate gains to women in business and has hurt those in small scale enterprises, there could be a silver lining to the dark cloud. In an interview, Bankers Association of Zambia chairperson and Intermarket Discount executive director Sherry Thole called on women entrepreneurs to take advantage of the Kwacha appreciation and import machinery and capital to add value to their products for international markets.

In the short term, according to Zambia Federation of Associations of Women in Business (ZFAWIB) chairperson Christine Mulundika, "cheap imported goods have continued to hurt the local industry. Although the appreciation of the Kwacha is a good indicator of economic progress, most people benefiting from this development were ordinary traders and not the local manufacturers, especially small scale businesses which are female dominated," Mulundika said.

Mulundika said Zambia is being flooded with sub-standard goods, adding that ordinary traders were making profits because they had not reduced prices in line with the Kwacha's appreciation. Thole noted that the appreciation of the Kwacha has not benefited women traders because they mostly trade in local products. The Kwacha has firmed sharply against the dollar in the last quarter of 2005 breaking the K4, 000 levels for the first time in the last three years. Currently the Kwacha is trading between K3, 550 and K3, 620 buying and selling respectively.

ZFAWIB administration secretary, Lizzie Kapala said government should put in place measures to promote and protect local industry and bar sub-standard imported goods. "Government has not done enough to promote local entrepreneurs. Until that is done, the appreciation of the Kwacha will only benefit people who bring in goods from outside Zambia. ZFAWIB members are striving to succeed in their business because they are not protected," Kapala said.

Thole said the appreciation of the Kwacha has not seen a reduction in the price of the local goods because of high interest rates. She said however, the Zambian people have also been cushioned from the rise in the oil prices on the world market as a result of the stronger Kwacha. "Zambia is still an import-oriented nation with exports twice as low as imports at times. In the short term, the appreciation of the Kwacha would mean reduced cost of production as well as reduced prices for finished products," Thole said. The major challenge, as she sees it, is for women to take advantage of this upside of the appreciation of the Kwacha to plan for future growth.

Migrant work

Globalisation is not only characterised by increases in flows of trade, capital, and information but also mobility of individuals across borders. Globalisation has fostered the flow of migrant workers who travel from countries with limited economic opportunities to fill gaps in nations with a dwindling labour supply. Southern Africa has a long history of migrant labour, traditionally men leaving their homes to seek work. However, women are increasingly becoming part of the migrant labour force. For women migrants, migration can open opportunities for greater independence, self-confidence and status. Migrant remittances and investments, and newly acquired skills of returnees can potentially contribute to poverty reduction, thereby attracting growing interest among governments and development partners of labour migration as a means to help achieve the Millennium Development Goals.

Another form of migrant labour is that of the cross-border trader. Across Southern Africa, there are millions of women who ply their wares across borders, buying, selling and eking out a living.

Keeping families alive in Zimbabwe

Nompu Siziba

Beauty Ndlovu*, 47, from Zimbabwe, longs to lay eyes on her new grandson born earlier this year. However, as sole breadwinner for five individuals, including two sons in their late 20s and her new grandson, she resigns herself to remaining in South Africa. Ndlovu forms part of a legion of Zimbabwean women who have decided to battle through the borders, with the view that it is better to be apart from family, providing some daily bread, than sitting at home all together with no bread.

In recent weeks, the economic decline in Zimbabwe has accelerated. Last official figures place inflation at 4,500%, with unofficial estimates putting the figure around 10,000%. Many are depending on relatives outside the border to survive. Like many Zimbabweans facing an economy with an unemployment rate of about 80%, food and petrol shortages, in 2005 Ndlovu took the hard decision to leave her family in search of better prospects. Finally, after about 18 months of piece jobs in Jo'burg, she landed a live-in domestic worker job where she is paid R1,200 a month. A steady income now enables Ndlovu to send regular food provisions to her family in Zimbabwe.

Photo Story:
Risky business of informal cross border trade

by Reiko Matsuyama, South Africa

You see them at every border crossing, in nearby towns, and every major urban centre. Informal traders who leave home and country determined to earn money by buying, and selling, an assortment of products ranging from food items to electronic appliances.

Although informal cross border traders contribute immensely to the Southern African region, particularly in terms of employment creation, economic upliftment of women, food security, regional economic trade and social integration, they are often invisible - unrecognised at home and harassed in the host country. More than half of informal traders in the world are now women, and yet women traders are especially vulnerable to harassment, abuse, and health risks – including HIV/AIDS.



Walking to the taxi rank for a mini bus that will take her to the Beitbridge border post, 15km away. Apart from the distance, the Limpopo province's above 30 degree temperatures and a fear of muggings discourage walking. Photo: Lerato Maduna



Cross-border traders are vulnerable Photo: Tsvangiray iMukwazhi

The lives of these misunderstood informal cross border traders are the subject of "Back and Forth: Informal Cross Border Traders in Southern Africa" - a photo project and exhibit undertaken by the International Organization for Migration (IOM)'s Partnership on HIV and Mobility in Southern Africa (PHAMSA), in collaboration with the Market Photo Workshop's Photojournalism and Documentary Photography Programme.



A Musina train station

Photo: Moshe Sekete

Over six-months, advanced photojournalism students, together with selected professional photographers from the region - Botswana, Mozambique, Namibia and Zimbabwe - traced and recorded the work and travels of informal cross border traders in the region. The photographs document the lives of informal cross border traders in the region, focusing on their socio-economic conditions, particularly the factors of vulnerability, such as gender inequality, poor living and working conditions, separation from families, exploitation and discrimination, lack of access to health and other services.

To date no country in the region has a specific permit or visa for these entrepreneurs, and they do not benefit from preferential tariffs. Furthermore, traders, particularly women, face risks of abuse, harassment, exploitation and are exposed to extreme vulnerability, not least of all vulnerability to HIV.

While many of us benefit from these traders, purchasing their many varied goods, few of us actually think about what life is like to spend so many days so far from home. There is a need for all people, and especially service agencies, to take into account this largely invisible population. After all, we all know what it is like to be away from home, lonely and without support – so it is time that traders are able to access some of this support.

The single most important non-tariff barrier faced by informal traders in the region is mobility across border posts. If opportunities to enhance the incomes of these women are determined by their ability to cross borders, measures should be taken to remove the obstacles to doing so (SADC 2008).

According to some of these traders, their ability to move from subsistence living to growing and developing their businesses could be enhanced by easier access to borders, and the resources needed to expand their operations.

Empower us financially – COMESA women traders

By Cynthia Mukwasa, Zambia

Women cross-border traders have challenged government to address the barriers they face, especially access to credit, if they are to be effective entrepreneurs. Traders at the Common Market for Eastern and Southern Africa (COMESA) market in Lusaka said that despite them being the majority in the sector, they have difficulty accessing financial facilities and face unfriendly customs procedures at border posts.

Florence Mutale, a trader who sells kapenta and buys shoes for resale from those who go outside the country noted: "I would very much want to move to a higher level in my business but cannot due to financial constraints. I have been in this business for years now and I do not even have a bank account because there is nothing to save. "

She added that her capital is not enough for her "to go out of the country to buy commodities. I depend on my business friends to loan me money. I cannot approach any financial lending institutions because I do not have assets or any valuables to use as collateral."

Catherine Kaleba, who usually buys her commodities from Tanzania and South Africa, said tedious immigration procedures are a deterrent. "Depending on the number of people and commodities available, we at times spend two days at the border awaiting clearance which is neither good for business or the families we leave at home."



Mutale attends to her customers. Photo: Cynthia Mukwasa

She added that male customs officials behave as though women have no right to be there. Cross Border Traders Association of Zambia, Secretary General Greenwell Shimukonka noted that "economic development will only be felt when women traders are given an opportunity to fully utilise their good financial managerial skills," Shimukonka said.

"There is need for government to empower women to shift from businesses of mere survival to a higher level, as well ensure absence of their marginalisation at border posts," he said

Sex work

If trade is about exploiting comparative advantage, it could be said that women are able to exploit the "value" that the market places on women's physical attractiveness. It is very evident from advertising, media and cultural norms that society places a very high value on the physical appearance of women, as well as women as sexual objects. Unfortunately, for women with little education or few opportunities, sex work is often a route taken not out of choice, but of economic desperation. Sex work has very low entry thresholds, requiring little capital expenditure, and with almost no overheads. Moreover it is work that women can do while balancing caring for children, and maintaining other household responsibilities.

Sex work no easy life

By Bekezela Phakathi, South Africa

Sithandazile Mahambehlala* is a Grahamstown mother. In her late twenties, with huge brown eyes, clear smooth skin and long black hair, she looks young for her age. Anyone would say she is attractive. Petite yet curvaceous, her face flits from endearing to beautiful when she smiles. As she talks about her life as a sex worker, she keeps glancing nervously around the streets, becoming progressively more fidgety. A casual glance betrays nothing of Mahambehlala's profession. Wearing a long dress, a pale blue chemise and low shoes, she looks demure, not like the stereotypical image of a sex worker.

"I am definitely not proud of the type of work I do, I feel cheap and disgusted, but I am doing this because of the love I have for my children, if I don't they starve," Mahambehlala says. Born in Port Alfred, Mahambehlala moved to Grahamstown two years ago, fleeing an abusive stepmother. "I came to Grahamstown searching for a job so that I could look after my two children; my stepmother was making life even more difficult for me." Within a few days of landing on the streets of Grahamstown, Mahambehlala had her first customer. "I felt depressed, gross," she said. "But I learned how to turn myself off, emotionally, and then just pretend it is just another normal day."

• Not her real name

This is not to say that only poor women engage in sex work. There are also numerous examples of women who engage in sex work by choice, even putting themselves through university. Perhaps the overriding consideration are the conditions for employment - if the woman operates in a safe and secure environment with protection from violence, has the power to negotiate safe sex, knows what other options are available, and if she has the ability to exit the trade if she so desires.

Since the issue of sex work is so private, as well as illegal, it is rare to find the voices of sex workers portrayed in the media. Where the topic is covered, it tends to be highly sensationalised, disregarding sex workers as individuals with human rights and serious work-related concerns. Even when media addresses such important issues as legalisation and sex work in the context of such topics as World Cup 2010, images tend to be provocative, and voices tend to be marginalised. For example, in the clipping "2010: The sex factor" a valuable discussion about proposed legalisation is complemented by a provocative image, and a condescending commentary that opens with a statement that the writer "went in search of a good time, but finds a sex industry offering some tired old tricks."



HOT NEWS

Zim businessman lures European fans to Africa's first Fifa World Cup via sizzling internet pictures

2010 GIRLS FOR SALE

WORLD CUP TROPHY: Lindsay Ndlovu "sold" as a hooker to horny European men

Alleged 'hookers' include former Miss Tourism Zimbabwe 2005 finalist

MZILIKAZI wa AFRIKA

PRESIDENT Robert Mugabe's cousin Phillip Chiyangwa has been caught with his pants down after he was allegedly linked to 2010 World Cup sex tourism scandal.

Sources close to the business mogul told Sunday World that they believe that he is behind the campaign to recruiting and ferrying some of Zimbabwe's most beautiful women" who would be working as prostitutes during the World Cup in 2010 to be hosted by South Africa.

The sources claim that the escorts are allegedly being in one of the houses that he is currently renting in Mandara, an upmarket suburb in Harare.

Already pictures of some the alleged "hookers", including a former Miss Tourism Zimbabwe 2005 finalist, Lindsay Ndlovu, is doing rounds on the internet.

The picture, also in our possession, was allegedly sent to some of the potential clients.

A source, who also received the email, says: "The picture was definitely not taken in Zimbabwe. One would be killed here if found dressed like these girls. Their dress code is tasteless as per Zimbabwean standards. But one thing for sure all the girls are Zimbabwean."

He adds that the picture is being used as "an advertisement to lure horror European men who use Africa as their sex tourism destination".

Ndlovu, who is originally from Bulawayo was reportedly seen at a house in Harare with her close friend Lorraine Tumeelo Machala.

Machala is the winner of Miss Tourism Zimbabwe 2005.

Ndlovu and Machala have been flying to and out of Zimbabwe to Asia on "business" at Chiyangwa's expense.

Chiyangwa, who was responsible for the King of Pop Michael Jackson's visit to Zimbabwe in 1998, is an alleged serial womaniser who uses his money to bed any woman he wants.

He is the same man who allegedly broke the virginity of controversial Big Brother star, Mahlatse Musambasi, when she was just 16.

At the time he was married with two wives and Musambasi, also a former Miss Zimbabwe contestant, was working for him.

Chiyangwa and Ndlovu could not be reached for comment after several attempts. – exclusive

DREAM TEAM: Some of Lindsay Ndlovu's alleged "hooker" colleagues



and sex workers about their hopes for the big event

Booming trade but still no reform

Lynley Donnelly

For pragmatic reasons, police National Commissioner Jackie Selebi's call to legalise prostitution for 2010 could be seen as a step in the right direction.

The move was proposed as a way of relieving overburdened cops of the onerous task of policing the sex trade, which will undoubtedly blossom as lusty fans and foreign providers of sexual services start flooding into South Africa.

But will it improve working conditions for thousands of women who sell sex? The answer, according to the Sex Workers Education and Advocacy Task Force (Sweat), is a qualified yes.

Sweat, a non-profit organisation based in Cape Town, educates sex workers on health and human rights, and is lobbying for law reform to decriminalise adult sex work in South Africa. "We support any relief that legalising the sex trade would bring for sex workers, but we are pushing for longer-term law reform," said Vivienne Lalu, Sweat's training coordinator.

Lalu welcomed the fact that Selebi's call had brought the legal status of prostitution into the public arena. But she argued that thoroughgoing decriminalisation, giving sex workers the same freedoms as any other service provider, was what was really needed.

Legalisation – involving state regulation through the creation of official red-light districts, the registration of sex workers and mandatory health checks – might not bring an improvement and could create a "two-tier industry", she argued. Sex workers who did not comply with the regulations might be driven underground, where they would operate outside the protection of the law.

Helene Combrink, of the Community Law Centre at the University of the Western Cape and Sweat's part-time acting director, agreed: "Street sex workers, who already constitute the onerous task of policing the sex sector of the industry, will find it much harder to comply with the conditions of legalisation. In practice, they will probably be in much the same position as they are now."

Combrink argued that only through decriminalisation can sex workers' rights be protected.

Prostitution is currently a crime in terms of the Sexual Offences Act, as are living off the earnings of a sex worker, selling sex and making a profit from someone selling sex.

"We are trying to get people to view sex work as a form of work, rather than as a challenge to people's morality," said Lalu. "Legalisation isn't a model to support, and Selebi's temporary legalisation will just to help the state cope during a high-profile event."

An East Rand sex worker who spoke to the *Mail & Guardian* also rejected the proposal to legalise the trade, viewing it as little more than a government move to "collect the tax" from her earnings.

In the run-up to the 2006 Fifa World Cup in Germany there was much media speculation that the event would cause a rise in the trafficking of women for sex. But Sweat believes that similar fears about 2010 are unfounded. Instead, said Lalu, there may be a "voluntary migration" of sex workers to the country for the event.

"Guys prefer the boeremeisies. It's a fact" — Charné, Pretoria

Charné, works privately with two other women, Pretoria East: I think that in 2010 we aren't going to see more foreigners than we see now. There are so many foreigners already. The thing about the traders is that all the guys coming in from overseas, and locally, prefer the boeremeisies. That's a fact — the boeremeisies are doing it, not the black girls. I see foreign men, but only the ones that are white. Our industry should be legalised; we don't feel the law but we think if the law makes us legal we can pay taxes and have normal lives. I can't bank all the money I make because otherwise I have to pay something like 40% tax on it. If the law makes it legal the money won't lie around in safes and stuff.

Angie, advertises herself in the newspaper classifieds: Prostitution should not be legalised! The girls are so young; some who say they are 20 and 19 are only 15. The government should rather take care of the girls first, so that they don't have to do this. I've done a nail course and a computer course, but I can't get a job because I don't have the experience.

without protection or regulation. Photos: Oupa Nkosi and Nadine Hutton

steamy Jozi

from her bedroom. "From growing up you learn a lot of things from them. So, when nature calls she's there and she's a woman. Even if men don't actually do it, they fantasise about it. While men love black women, but they never have a chance of doing it [with them]."

Agnes says she does not live in fear of the law because she plies her trade in a lavish house in pricey Sandton. "Our job is not dangerous, like dealing drugs or whatever. A man will have a wife, but he'll still come here, because he's like a dog. It's like if you put a nice clean bone on the floor for a dog to have, he'll lick the bone. And if you throw the other one that is in your hands ahead of him, he'll leave the one he has and run after the one that is far away. As long as people are doing the wrong thing the right way — you know what I mean? — like using condoms, then this business is not going anywhere."

Agnes, who became nervous and abruptly halted my questions, said her plan for 2010 is to have a house of her own, with "four classy beautiful girls".

Of what race, I inquire? "Black girls, because they are the best. They are very warm. Most white people like black women because of their warm personality — sexually too."

And if you thought South Africa was evolved enough to offer phone sex in 11 official languages, the truth is, for black men who prefer dirty talk in their mother tongues, what's on offer for them are primary school-style instructions. Think a six-step plan on how to sharpen a pencil. By dialling a number advertised in a popular daily newspaper's classifieds, punters can take instructions from a whimpering female voice on how to properly stimulate *isibindi sesibumba* ("the vagina's liver") and perform positions like the Sleeping Dog, which, at the instructor guarantees, will help you reach the elusive G-spot.

After sheepishly faking an orgasm, the voice bids you a condescending farewell with: "These are some styles you can try for this month. *Niphane kamnandandi* [Give it to each other good]."

While some women may rely on male "pimps," the vast majority engage in sex work for their own monetary gain. Some women may work on brothels or ply their trade in the streets; others may operate through high tech methods such as the internet. The continent also abounds with examples of transactional sexual relationships, particularly amongst young women who may rely on older men for school fees, clothing, and even to help support siblings, especially in the case of parental loss. At the same time, as the story "Women forced to give sexual favours to survive" mentions, women may also engage in sex work alongside other employment, in order to reduce costs, have better opportunities and supplement their low incomes.

Gender politics

Jackie Selebi's suggestion that prostitution be legalised for the World Cup has met with a mixed reponse. We asked law-makers

2010: the sex factor

"I'm just hoping to survive in 2010" — Nicole, Midrand

Sex taxis and red-light district?

Tumi Makgetla

The surge in prostitution that accompanied the 2006 Football World Cup in Germany is forcing the South African Police Service to reconsider its usually sporadic approach to policing the sex industry in the run-up to the 2010 World Cup in South Africa.

The parliamentary portfolio committee on safety and security is awaiting a strategy from the police on how to address prostitution during the international sporting event after police National Commissioner Jackie Selebi raised the issue in Parliament earlier this year.

Selebi told the committee in March that the government would have to develop innovative ways to address public drinking and prostitution during the World Cup.

His widely reported comment that a "special dispensation" should be considered to legalise prostitution and public drinking during the event

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...his gave an exam... police managed the 2006 World ... allowing desig... people to areas ...ere available. ...en think of legal... We are not even ...," she said. ...ot discussing the ...ed the police to ...to address pros... World Cup.

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...on: National ...kie Selebi

"We have to attend to our priorities and currently our priorities are all contact crimes," he explained. He said that very often prostitution was dealt with by the police in the course of policing other crimes such as robbery and assault with intent to commit grievous bodily harm.

Naidoo's comments were echoed by a state prosecutor, who said that the prosecution of prostitutes had declined since the early Nineties, when there had been a greater focus on brothels. He said the police now dealt sporadically with prostitution, tending to go after sex workers in response to specific complaints.

The prosecutor said that the Sexual Offences Act envisioned two scenarios, either involving sexual transactions in a brothel or a prostitute on a street corner. In the former scenario, both the persons rendering the services and the clients could be prosecuted, while in the latter, only the sex worker would be prosecuted.

For a first offence, a conviction would probably result in a fine of no more than R4 000. Repeat offenders might receive a prison sentence of no more than two years.

He said that in "99% of cases" the clients did not go to jail and often turned state witness to help prosecute the brothel owners.

In the case of foreigners involved in prostitution cases, he said, most of the time prosecutors solicited foreigners with the intention of robbing them.





Bodies of work: Sex workers, who are expecting a boom in 2010, currently operate in a twilight zone

Business as usual in

Kwanele Sosibo goes in search of a good time but finds a sex industry offering some tired old tricks

Strip clubs in Johannesburg tend to remind me of your average trendy restaurant: an overpriced menu and bad service.

The situation resembles the lyrics of a Goodie Mob song, an ear-...while stripper anthem in the group's hometown, I'm told: "They don't dance no more; all they do is sit around chilling."

The crash-course moves, delivered in a jaded manner, say: "This is what you'll be getting as soon as I touch the ground [head first]. Are you keen?"

Granted, these institutions are meant to get a whack of blood rushing straight to the head (the other one), and sustain this sensation until you cannot help but put out to hand out. The reality, however, is that it often translates into quite the opposite: anaesthesia of the senses. If there is one thing South Africa's sex barons can improve on ahead of 2010, it's the quality of the dancing.

Club Malamba, for example, situated in Randburg's CBD and run by "Uncle Louie", has been superbly upgraded since the move to its new premises in 2004, but I get the sense that dancing, a key aspect in Seduction 101, was an afterthought in his plans ahead of the sex spree that the 2010 World Cup is hyped up to be.

"It takes two to three days and they get the hang of it because most women know how to dance anyway," says Louis of the peer-driven dance training on offer at his venue.

Lenin, who is currently in Durban scouting for new premises, as well as Indian girls, the latter to accommodate Randburg's changing demographics, runs a rather pricey venue — a "private lap dance" can cost up to R500. While business is on the upswing, it is rather disheartening to see him take such a lax approach to a key component of his business.

Even in the newspaper classifieds, where sexual services are still packaged according to stereotypes, there is no telling whether the fantasy will add up in living colour.

Agnes (not her real name), who in one newspaper ad goes as a "black maid in stockings", doesn't quite fit the description she proffered in the preamble leading up to our meeting. Unprompted, over the phone, she rattled off a series of obviously rehearsed vital stats, including her stomach shape, complexion and the length of her pubes.

"I don't advertise myself like that anymore, you must have been looking at an old ad," says an ageing figure in a leopard print bikini when I ask her about the uniform, which she informs me, worked according to plan.

"Every man has the ambition to fuck their maid," she says in hushed tones

"We live in a war zone" — Lizzie, she-male

Kareena, agency manager, Sandton: Legalise us — for security reasons. Instead of all the rape and violence that goes on out there, our clients come to us for a service, relieve themselves and there are no strings attached. Three-quarters of the women in this industry are single mothers trying to put food on the table.

If it [sex work] is legalised they can move girls off the streets and into houses, clubs and agencies where it's safer and it's done discreetly. And if it's legalised, girls can have conferences and things like that where they can be educated and made aware of their rights. Currently girls can't go to the cops if a client doesn't pay or they are beaten up. I would be happy to have the profession taxed if it meant it afforded us some status and protection.

Chris, originally from Cameroon, Randburg: By 2010 business will boom. There will be more people coming down. I already know some guys from Congo and Nigeria doing the same business. Prostitution should be made legal, people should be free to do it, then more people can get jobs instead of committing crimes. If they make it legal we will have the right to work and the police will not come and harass us, take bribes in order to let you go. If I am still in the business by 2010 I hope to make enough money during the World Cup to start my own business.

Lizzie, she-male, Bordeaux: Personally I think 2010 will be a highlight in the profession, but I would like to see more protection for people in the industry. Currently we live in a bit of a war zone, because we don't know who we're going to get.

LOLLY LAUDS RULING



IN A TWIRL: An exotic dancer struts her stuff for an enthusiastic audience in Rivonia, Johannesburg.

'Now, I can bring more foreign girls to SA'

BY BALDWIN NDABA

Tezers owner Lolly Jackson has hailed the Supreme Court of Appeal decision overturning a requirement that foreign exotic dancers pay a fee merely to work in South Africa.

Yesterday, the Supreme Court of Appeal upheld the Cape High Court's decision that it was not necessary for 70 exotic dancers to pay a fee before being allowed to work at bars belonging to Mavericks Revue CC in Cape Town.

Mavericks wanted to bring these women – originally from Ukraine and Russia – into the country.

The company had already obtained permission to do so from the Department of Home Affairs.

The trouble for the dancers started when they went to the South African embassy in Moscow to collect their permits.

The embassy declined to issue the work permits to them unless each paid an amount of R1 600 or a cash deposit of $2 000 (R14 808) as a security for repatriation.

The recruiting company then approached the Cape High Court in 2006 to set aside the conditions.

Cape Town High Court's Judge Fourie Burton ruled in their favour and ordered Home Affairs to stop imposing levies on the dancers.

Home Affairs then applied to the Supreme Court of Appeal but lost.

The court found that the immigration regulations did not allow the Department of Home Affairs to demand a fee and require additional security for repatriation, to be paid and provided respectively by a foreign worker who had been permitted to be employed under a "corporate permit".

While Mavericks Revue CC owner Shane Harrison was not available for comment, Jackson in Johannesburg sang praises for him and his team.

Commenting on the outcome, Jackson said: "It was a very good decision. It was about time for it.

"We need more professional dancers. We do not have enough.

"We need to look for girls all the time."

He added: "It is great. Now, I can bring more people."

Jacky Mashuga, spokesperson for Home Affairs, said their department "would study the judgment and will comment at a later stage".



VINDICATED: Lolly Jackson, owner of the Tezers chain, rejoices over a court verdict that reversed a Home Affairs decision.

Zimbabwe: Women forced to give sexual favours to survive

By Miriam Madziwa, Zimbabwe

With her unkempt hair tucked into a woolen hat, a faded T-shirt, skirt and a pair of torn canvas shoes, Nokhuthula Tshuma* does not fit the stereotypical profile of a commercial sex worker. As an informal trader earning a living selling agricultural produce from rural areas to urban residents, it is difficult to link her to sex work and its inherent dangers.

Yet, the mother of three, like thousands of impoverished Zimbabwean women struggling to feed, clothe and educate their children in a hyperinflationary environment, is at great risk of infection. Each time they embark on a business trip, the women expose themselves to vulnerable situations.

As the Zimbabwean economy crumbles, shortages of basic goods have presented numerous opportunities for enterprising women to make money. The same shortages of goods and essential services such as transport coupled with endemic corruption mean the women traders have to operate according to business rules defined by men.

One such rule is to offer a “favour,” really a bribe, to secure scarce commodities and free passage by police officers. For these impoverished and desperate women, the bribes take the form of offering "a little bit extra" to male service providers and suppliers in order to remain in business. These extra favours are invariably sexual.

For the cash-strapped women, sex offers an easy and cheap, albeit risky, means of supporting their families. In return, they are able to secure scarce goods as well as discounts on transport and accommodation and their businesses flourish.

A few experiences gleaned from a cross section of informal Zimbabwean women traders illustrate the magnitude of the dilemma these women contend with in trying to meet economic needs and safeguarding their health.

Tshuma lives in the southern half of Zimbabwe in the coal-mining town of Hwange. Twice a month, she makes a 400 kilometre round trip to Lusulu in Binga district. Lusulu is a thriving agricultural area where Tshuma barters basic goods such as soap, sugar and salt, which have disappeared from shop shelves, with maize. Normally she is away from home for a week.

If she were to pay for all her transport, food and accommodation expenses when she is away from home, she would make very little profit. So to boost her profit margins, she pays using what is known as "bottom currency," to pay off bus crews to secure seats on overcrowded buses, truck drivers to ferry bags of maize back to Hwange, and lodge owners to discount her accommodation costs.

Beauty Phiri started selling dried fish six months ago soon after government's clampdown on prices saw butchers' refrigerators going empty. An astute entrepreneur, Phiri saw a viable business opportunity selling dried fish to protein-starved Bulawayo residents. She sources her fish fresh from the Zambezi River in Binga from both Zimbabwean and Zambian fishermen.

She points out that it did not take her long to figure out that she had to sleep with the fishermen in order to meet her requirements quickly. Women fishmongers openly admit that fishermen prefer to deal with "generous women."

On the extreme end of the age scale are poor girl pupils in remote rural schools, such as Lusulu High School. Pupils

walk an average of 20 kilometres to get to school from their homes, so many become "bush borders." Bush boarding is an informal set-up where pupils build their own huts and have to find their own food and other basic requirements.

Many pupils come from poor families who are unable to send regular supplies of cash and food to the boarders. In desperation, female students resort to illicit affairs with teachers, police officers and other rich villagers. Statistics from Lusulu indicate that annually, an average of 50 female students drop out of school after falling pregnant.

Thanks to HIV and AIDS awareness campaigns, most women who find themselves in such situations are aware of the inherent dangers of their survival tactics. The women know that HIV and AIDS has reduced the life expectancy of women in the country to 34 years, and that the pandemic is decimating families and drastically increasing mortality rates.

The sad reality though, is that poverty forces these women to engage in risky behaviour in order to survive anyways. Some women still are not making the connection between granting sexual favours and the increased risk of infection. Another worrying fact is that when women travel a lot, their partners are likely to turn to mistresses called "small houses" in Zimbabwe, during their absence. These "small house" occupants in turn often have numerous partners in an attempt to balance their ever-increasing monthly expenses with their incomes.

These bleak scenarios aptly portray how Zimbabwe's economic meltdown, characterised by hyperinflation now at almost 15 000 percent, is fuelling the vulnerability of women to HIV infection and erasing the gains of concerted HIV and AIDS awareness and behaviour change campaigns. The black market, a phenomenon triggered by acute shortages of basic goods and services, is forcing desperate women to forget lessons learnt from these campaigns.

The instinct to meet basic needs has erased survival skills painstakingly acquired over the years. Each time the Zimbabwe dollar tumbles, women's survival chances take a corresponding knock, as it means more sexual favours to seal deals with men, who by virtue of their jobs or connections are able to make or break women's survival attempts. Even more disheartening is the realisation that efforts to break the vicious circle will come to nought until the economic free fall stops.

Along with vulnerabilities to violence and sexually transmitted infections, including HIV/AIDS, sex workers are subjected to stigma and discrimination. This prevents many from accessing the few health and support services available to them, and, except in very rare instances, organising to advocate for their rights.

Sex workers working in a semi-formal environment interviewed for "Sex workers demand rights before 2010," clearly articulated a desire for legalisation in order to protect them against harassment and risks. Yet on the very other side of the coin, a sex worker interviewed in Grahamstown clearly pointed to economic desperation that forced her into work she did not want. Stories that explore the economic factors that push many women into sex work and give a voice to these women offer a unique insight to an aspect of life that almost everyone wonders about, but rarely asks.

Sex workers demand rights before 2010

By Ethel Manyaka, South Africa

Sex workers hope the government will legalise the trade now, not only to take advantage of the 2010 Soccer World Cup influx of tourism, but also to ensure that their rights are respected. In over twenty years of operation, a polished and trendy Johannesburg club has attracted thousands of women, from all over the region.

Some work day and night, others study during the day or do odd jobs. Many say they would like to see the legalisation of sex work. “We really hope the government regulates our system and offers health certificates. I mean this is a free country and prostitution as they call it, has been around for centuries. Why the fuss?” says one worker. Others want respect from media, society, and clients. “Respect is also important to us! Staying and operating from Hillbrow doesn’t necessarily mean that people should disrespect us and think we’re cheap.” “We are working to better our lives. For instance, I’m educating myself through the money I get,” adds a Zimbabwean woman.

On the other hand, sex workers who ply their trade outside of well established clubs – in the streets, dockside clubs, truck-stops, and mineworker taverns - face quite different problems. They say if the government legalises their business, incidents such as client abuse, pimp violence, police harassment, disease, robbery, pregnancy, alcoholism and drug abuse, will be dealt with appropriately and controlled. “No matter what we think about the morality of commodified sex, women should not have to face such risks,” says the club manager. “The girls need to operate behind closed doors and not to be scattered all over the place. Maybe our government should adopt the system being used in countries such as the Netherlands,” he suggests.

When South Africa's National Police Commissioner, Jackie Selebi, raised the question of legalising public drinking and sex work for the 2010 Soccer World Cup, it caused a stir of opinion. While the idea of legalising sex work is not new, the World Cup gives the proposal a sense of urgency and possibility. However critics have suggested that 2010 only proposal reinforces sex workers subordination to male desire, catering to male tourists, with no regard for advancing the rights of sex workers themselves. However, the World Cup dialogue also offers an opportunity for sex worker activists to push forward their own agenda. It will be interesting to see how this debate continues, how parties use the cache of the World Cup to advance their cause, and how soccer, sex and alcohol will continue to co-exist in the national imagination

Human trafficking

An emerging issue in Southern Africa is human trafficking. According to the United States Department of State Trafficking in Persons Report 2005, and estimated 600,000-800,000 people are trafficked annually across international borders with profits estimated to be about US$7-10 billion. Approximately 80% are women and girls, of whom 50% are minors.

According to the International Organization for Migration, the Southern Africa Development Community (SADC) hosts a diverse range of human trafficking activity, from the global operations of transnational criminal organisations to small-scale local syndicates that recruit acquaintances, friends and family members. South Africa, the region's strongest economy, is commonly regarded as the main country of destination for trafficked persons in the region. In many cases, women and children are lured with promises of jobs, education or marriage only to be sold and sexually exploited in the country's major urban centres, small towns and even rural environments.

Although many victims of human trafficking suffer sexual exploitation for profit, there is a need to not conflate the two issues. Victims of human trafficking typically do not receive any profits from their sex work, and are physically and emotionally trapped in the situation by a third party. There is also some indication that men are being trafficked into the country for purposes of forced labour, particularly in the agricultural sector. The increasing movement of people provides greater opportunities for human traffickers to exploit individuals seeking to take advantage of opportunities outside of their borders.



Human trafficking largely relies on poverty, and the desire for better opportunities abroad. Although trafficking can happen within national boundaries, it is more likely to take place across borders. Along with threats of violence and literally imprisoning victims, exploitation and control usually relies on isolation from family and friends, inability to negotiate the outside world due to language barriers and unfamiliarity with the environment, and the prohibitive costs of returning home. All of which prevent victims of trafficking from escaping their situation. The increasing ease of movement between borders will mean that there will need to be much stronger action around preventing and responding to human trafficking.

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Conclusion

For the most part women in Southern Africa are yet to benefit from the fruits of globalisation. Opportunities realised by women have done little to empower them. Instead, human trafficking brings with it increased insecurity. All this comes to a head with Soccer 2010. Will this just be an opportunity to legalise sex work, or will Soccer 2010 bring with it real chances for women to participate meaningfully in the economy as discussed in Chapter Six? It's up to the region to maximise the benefits and minimise the insecurities that flow from globalisation.

Notes:

Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: Sharda Dindoyal, Director, Internal Affairs, Mauritius Revenue Authority, Zanele Ndluli and Nokwazi Mhlanga, Ministry of Economic Planning and Development, Swaziland.

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Caption: Textile workers

Photo: Trevor Davies

ECONOMIC GOVERNANCE



Maseru councillors, local government.
Photo: Gender Links

At a glance...

- Many countries have failed to reach the regional target of 30% and now 50% of women in decision-making, making gender and governance a key area of concern within SADC.
- The GMBS found that women made up 20% of MPs in Southern Africa but only 8% of politicians sourced
- Countries like South Africa, Namibia, Mozambique, Mauritius, Tanzania, and Zimbabwe are recognising, and implementing, gender analysis of national budgets.
- The Gender Protocol states that leaders will endeavour that, by 2015, at least 50% of decision-making positions in the public and private sectors are held by women including the use of affirmative action measures.

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Incorporating gender into planning is key to ensuring equal benefits for women and men. At present, there is unequal representation at economic decision-making tables. Politics and the economy are closely intertwined. Politics determines economic policies and practices, but economics also gives power to those in leadership positions. Politics have a significant influence on development and the institutions that govern life. There are quantitative arguments for gender balance in representation in decision-making. Women have a "right" to representation.

But there are also qualitative arguments for balance. Although women are not all the same, there are certain issues that they feel more strongly about than men because of their lived experiences. It is governments that plan for development, and allocate the needed resources to make these plans happen. Economic justice starts with ensuring that these resources and strategies adequately serve these needs.

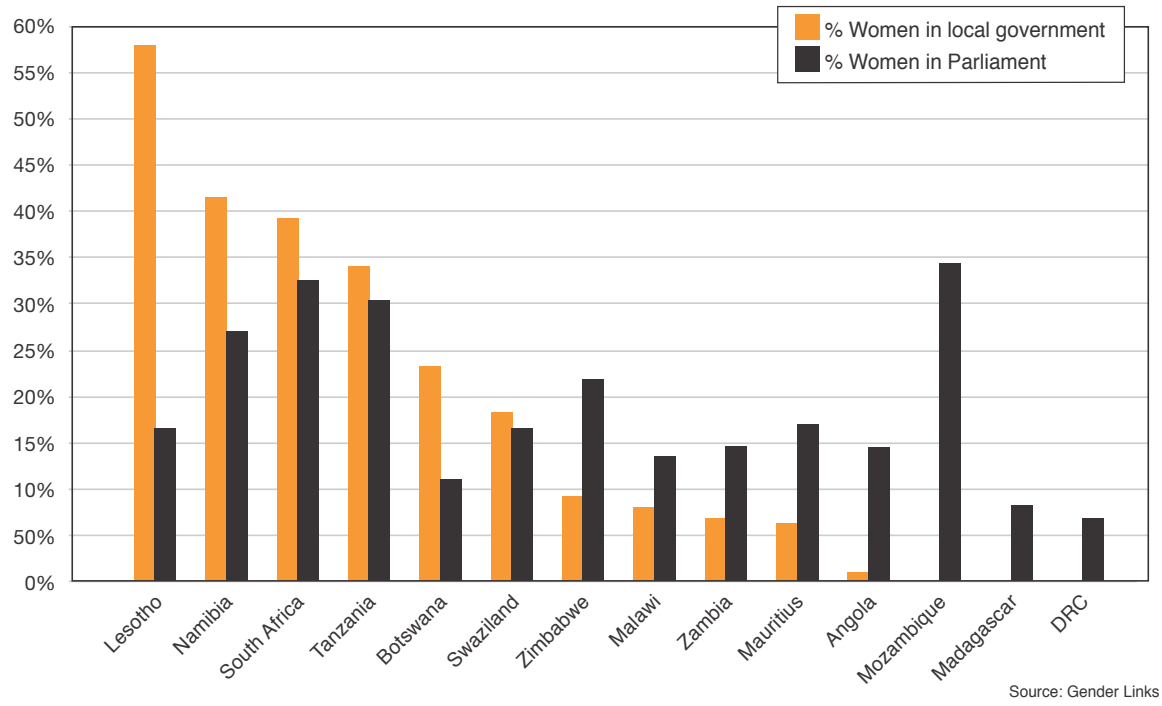
Gender balance in decision-making

Figure five shows that there is considerable unevenness between countries with regard to gender balance in politics. Only three countries (Mozambique, South Africa and Tanzania have achieved the original SADC target of 30% women in parliament set in



Interviewing local government in Lesotho. Photo: Colleen Lowe Morna

Figure five: Women in parliament and local government



Source: Gender Links

the 1997 SADC Declaration on Gender and Development. This has been increased in the draft Protocol on Gender and Development to 50%.

At the local level, Lesotho has 58% women while Namibia and South Africa have 40% or more women. The range at national level is from 35% in Mozambique to seven percent in Madagascar (a difference of 28%). In comparison, the range for local government is from 58% in Lesotho, to one percent in Angola (a difference of 57%).

In two countries, South Africa and Tanzania, there is a strong correlation between relatively high levels of women in local and national politics. In others, there are wide gaps. The largest of these is Lesotho (58% local; 11.7% national). Botswana, Swaziland and Namibia have higher levels of women at local than at national levels. But in Zimbabwe, Malawi, Zambia and Angola the opposite is true.

The next couple of years will see elections all around Southern Africa. Zimbabwean elections have been the most recent. Angola and Swaziland both have elections in 2008, and Malawi, South Africa, Namibia, Botswana, and Mozambique will go to the polls in 2009. A major campaign is required to achieve the 50/50 target by 2015. Another area that requires attention is the extent to which women's views and voices are heard.

Figure six: Are women politicians heard?

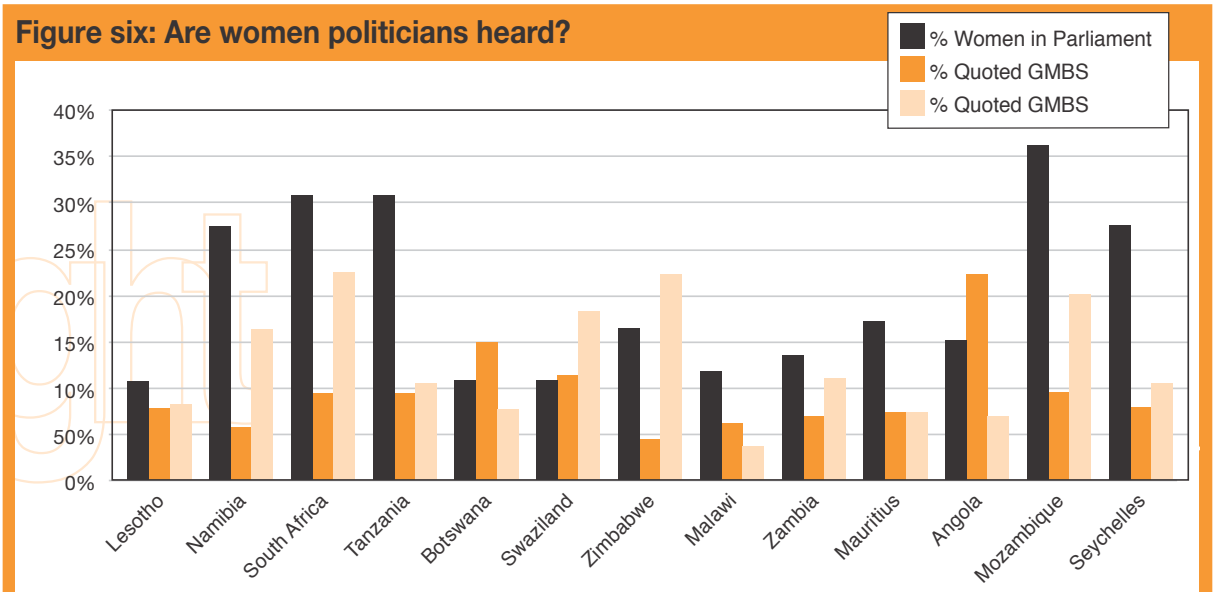


Figure six graph compares the percentage of women in parliament in each country, with the proportion of women politicians quoted in the GMBS and the GMMP. It shows that with the exception of Angola, Botswana and Malawi where there was a decline in women politicians quoted between the GMBS (2002) and the GMMP (2005), there has been an increase in women politicians quoted in all other countries since the GMBS.

However, with the exception of Zimbabwe, no country that reflects a proportion of women politicians quoted as equal to or higher than the proportion of women in parliament. This is true even in countries with high levels of women politicians. Thus, for example, the top four countries with regard to women in politics (Mozambique, South Africa, Tanzania and Namibia) have all shown an improvement with regard to this topic category since the GMBS (with percentages of women quoted now sitting at 20%; 22%; 11% and 16% respectively). But these figures are still well below the proportions of women parliamentarians in those countries (36%; 32%; 32% and 27% respectively).

Part of any initiative to encourage women in decision-making must also include the media, both in terms of sensitising media to gender balance in political coverage, and also building the capacity of women politicians to engage with media. Like economic and business reporting, women politicians are largely absent from the media.

Two studies carried out by GL, "*Ringing up the Changes, Gender in Southern African Politics,*" and "*At the Coalface, Gender and Local Government*", show that having women in national and local politics makes a qualitative difference to decision-making. The excerpt below from "At the Coalface" shows the kinds of issues that women bring into decision-making at the local level.

What women bring to local politics

By Susan Tolmay

Kaija Shililifa is an even-tempered woman. However, when the male colleagues in the seven-member council of Tsumeb in Namibia, on which she is the only woman councillor, wanted to turn down an application by a woman to set up a car wash, she blew a fuse.

Using her clout as chair of the powerful management committee she asked: "The three other cars washes, who owns them? It is men. Now why can't we give an opportunity to this woman who also wants to progress? They tried to say 'no' but I said, let's give this woman a car wash and see what she will do. It's up to her."

Shilifa believes that it is important for women councillors to take up gender issues. "Some think that when we talk of gender we are talking about women, but gender is about balance, we want balance in the community where we live," comments Shililifa. She also believes that as a woman councillor she has a special responsibility to empower women for whom the playing field is not level.



Councillor Shillifa at work Photo: Susan Tolmay

Do women bring unique agendas, interests, perspectives, styles and skills to local government? Women are not a homogeneous group. However, research for the study "At the coalface: Gender and Local Government in Southern Africa," found overwhelming evidence that ensuring women are present in local government, or any other decision making body, ensures that issues of concern to women are on the table.

Published by Gender Links, a Southern African non-governmental organisation specialising in gender, governance and the media, the research included interviews with 946 councillors, experts, officials, and civil society representatives in Namibia, Lesotho, South Africa and Mauritius. The study set out to draw lessons on increasing the representation of women in local government in a way that minimises conflict; increases participation and leads to more equitable, responsive government at the coalface of delivery.

Many of the issues dealt with at the local government level are those that affect women most, such as access to water, safe spaces, and community services. Mathabiso Lepono, Minister of Gender in Lesotho says that women "know what the needs are with regard to the issues such as families, electricity, water etc. If women are elected into decision-making they will make decisions to help reduce the burden of women in rural areas."

One school of thought argues that by simply being present, women make a difference. They become role models, shattering the myth that only men can walk the corridors of power. This is especially important at local level, where

the forces of culture, custom and tradition are strong.

Research with women in Maseru, Lesotho, said "It is significant for women that the Mayor is a woman, she is a role model." Young people in Namibia agree, "It is important for women to participate in local government so that they encourage other women to take part in decision-making," said one young woman.

Some men also see the importance of women role models. One man participating in the same research in Johannesburg said that when women "see their female counterparts participating in local government, it encourages them to be part of the processes within local government. Not only in the field of politics, but also in all the fields in which women were denied participation."

Many see women as more accessible; better at communicating; concerned about the every day issues that get lost in big picture politics; more thorough; hard working; diligent and having greater integrity.

On the other hand, some people express the view that women make no difference and that when they get into positions of power they behave just like men. "Most women are there for 'window dressing', just to say to the world that we have this many women in local government."

One participant in the research said "half the time they are trying to prove that they are capable of being in such positions. The issues that are important and that do affect women end up taking a back seat and go to the bottom of the priority list. The problem is with the system which needs to be changed to make it more women friendly."

There are of course women councillors who do not perform well, and many aspects of the male-dominated system that create challenges to getting the job done. Yet the majority of councillors in South Africa, Namibia, Lesotho, and Mauritius - 61 % of women and 39 % of men– who were asked whether women in local government have different interests and concerns to men, said that they did.

Similarly, an overwhelming majority of councillors, 81 % (90 % of women and 66 percent of men), in the four countries agreed that women are more sensitive to local concerns than men are.

Selma Taukuheke from the Grootfontein Municipality in Namibia believes that as a councillor it is her responsibility to help other women. Although she has not been a councillor for long she pulls out a sheath of handwritten pages with ideas that she has. Her list of 17 projects range from irrigation, poultry and catering projects to domestic work, yard cleaning and house watching.

Councillors in the region tend to agree. 83 % of all councillors surveyed (86 % women and 76 % men) agreed that women have the responsibility to raise other women's issues.

There are issues that women feel more passionately about than men, especially at the local level. If the essence of democracy is that every interest group should have the chance to represent its own interests, then women, the largest such interest group in any society, must be heard.

These views and priorities, long neglected in the public sphere, bring crucial new perspectives to policy making and to more responsive governance. Thus, for example, while it is important to fight soil erosion in Lesotho, a priority of predominantly male decision-makers, it is also important to build bridges over the dongas so that children can get to school.

The nurturing qualities associated with women have for too long been a missing ingredient in mainstream politics. The clear message is that having women in local government is not just a pre-requisite for representative democracy; it is also indispensable to transforming governance and society.

Governance and economic planning

Gaining political power is the starting point for the real involvement of women in economic planning. However, women also need to be directly involved in economic decision-making. The Gender Protocol not only stipulates that states ensure equal participation of women and men in decision-making by putting in place relevant policies, strategies and programmes across a broad sphere, but also refers specifically to economic decision-making. Article 15 says that:

1. State Parties shall, by 2015, ensure equal participation, of women and men, in policy formulation and implementation of economic policies.
2. State Parties shall ensure gender sensitive and responsive budgeting at the micro and macro levels, including tracking, monitoring and evaluation

This could pose a formidable challenge, given the current state of women in economic decision-making positions. For example, since 2000, women have occupied only smattering of top Finance posts in southern African governments. Notable exceptions are Luısa Dıas Diogo, who served as the 2000-05 Minister of Planning and Finance in Moçambique and Saara Kuugongelwa-Amadhila Minister of Finance in Namibia since 2003.

Yet this trend is not just a Southern African phenomenon, looking globally, as of January 2005, 14.3% of ministers in the Executive were women. Of the 858 ministerial posts,

- 83 women (9.7%) held portfolios related to family, children, youth, disabled, and elderly;
- 69 women (8.0%) held ministerial portfolios related to social affairs;
- 63 women (7.3%) held ministerial portfolios related to women's affairs;
- 63 women (7.3%) held ministerial portfolios related to education;
- 60 women (7%) held ministerial portfolios related to the environment and energy.
- Women were least represented in portfolios related to parliamentary affairs, population and information.
- Only 12 women held defense portfolios, 20 on finance and the budget and 25 on foreign affairs. (IPU 2005)

The situation is not much different when it comes to the private sector and parastatal organisations. Throughout the region, the private sector is the worst affected in terms of limited participation of women in decision-making. For example, of twelve parastatal organisations surveyed in 2002 in Namibia, only one of the CEOs was a woman; out of 64 senior managers only seven were women; and at middle management there were 42 women out of a total of 269 managers. Of 50 parastatals studied in Malawi with 423 members, 86 (20.8%) were women representing Of the 50 CEOs, four are women, which accounts for 8% (SADC 2002).

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Budgeting for gender equality

Every year governments worldwide create and announce annual budgets. These budgets are government's most important policy instrument, which shape social and economic development and reflect priorities for action. The pronouncements of how the government assesses economic performance for the past year and plans for major sources and expenditure of revenue are widely discussed. Media reports immediately highlight key decisions outlined in the budget, such as how much will be spent on health care, military or education, what taxes may be introduced, increased or decreased, strategies for increasing employment or access to housing, and every other activity of the government.

> "Recognising gender inequality as an efficiency issue does not mean seeing women as a resource to be used for increasing productivity and growth. Rather the message is that if women themselves have more control over resources there will be gains for society as a whole; but if gender inequality persists, there will be continuing losses for society as a whole."
> — Diane Elson, 1999

Though this chapter focuses on national governments, budgets are part of every kind of governance from regional groupings, through to provincial or state planning, to community development, and institutions such as schools and hospitals. Although budgets may appear to be gender-neutral policy instruments, expenditures and revenue collection can have different impacts on women and men. Innovative gender-responsive budget analysis happening in many countries provides an approach to explore and highlight how these resource collections and allocations may differently affect both genders. This helps governments to develop wise policies that contribute to the development of all of its citizens, helps ensure adequate funds are available for programmes they are developing, and acts as a marker for commitments to gender equality. For example, governments often make commitments to women's programmes, but with no financial allocations to support these programmes, the reality is that nothing is done.

Gender budgeting initiatives are taking place in countries like South Africa, Namibia, Mozambique, Mauritius, Tanzania, and Zimbabwe. Most gender budgeting initiatives have three core goals. They seek to:

- mainstream gender issues within government policies;
- promote greater accountability for governments' commitment to gender equality; and
- change budgets and policies.

Mounting evidence shows that gender inequality leads to major losses in economic efficiency and human development. Macroeconomic policy can increase, reduce, or leave unchanged the losses to society from gender inequality, primarily through adjustments in fiscal policy, including

both revenues and expenditures. Thus, gender responsive budget policies can go far to reconcile the objectives of gender equality, human development and economic efficiency. Gender budgeting has become a popular concept and area of study among Southern African countries.

Much of the thinking is inspired by the work of Australian economist Rhonda Sharpe who distinguishes between three types of expenditure - those specifically targeted to women, government equity and employment-based spending, and general government expenditures. The last aspect is the most important as it makes up the significant bulk of government spending. This analysis through a gender lens will help determine how far government is committed to gender equality. The issue is not whether governments are spending the same on women and men, but whether the spending is adequate to women and men's needs.



BUSINESS & ECONOMY

Talking the Business

Facts and figures behind the budget

BY NTSAU LEKHETHO

MASERU – Whereas the 2004/05 budget projected a surplus of M251 million (2.7 per cent of Gross Domestic Product), the 2005/06 proposes to register a decrease in total revenue to 2.6 per cent (M249.5 million) of GDP.

The 2005/06 deficit is expected to emanate mainly from

- A decrease in domestic revenue relative to surging total expenditure;
- A decline in Southern African Customs Union (SACU) revenue;
- Elimination of most tariffs under the World Trade Organisation (WTO) and the signing of Free Trade Agreement by SACU.

The 2004/05 surplus was used to pay off some domestic debt. Bonds and treasury bills worth M273 million paid for the liquidation of the Lesotho Bank.

For the present projections, however, revenue from mining activities is expected to double, although from a small base as renewed mining activity in sandstone and diamonds will begin to reclaim lost ground for the primary sector. Increased mining activity is expected to grow significantly with the possible addition of two mines.

The primary sector, consisting of agriculture and quarrying, also represents a small proportion of the value of total annual production. It is projected that the weather-induced downturn in agriculture has bottomed. Emerging activity in horticulture is expected to follow the re-opening of the cannery at Masianokeng.

Total expenditure and net lending are expected to increase slightly to 49.8 per cent of GDP, from 48.3 per cent the previous fiscal year. Of this increase, wages and salaries will receive a higher allocation of 13.9 per cent of GDP, from 13.6 per cent. Allocation to other goods and services is expected to fall from 12.8 per cent of GDP in 2004/05 to 13.7 per cent in 2005/06. Transfers and subsidies will increase from 9.2 per cent of GDP in 2004/05 to 10.5 per cent of GDP in 2005/06.

The interest payments component is forecast to slow down marginally to 1.8 per cent of GDP in 2005/06 from an expected outturn of 2.4 per cent of GDP in 2004/05. The decline is expected to be registered in both foreign and domestic debt payments.

Capital expenditure is projected to account for 10.9 per cent of GDP in 2005/06, up from 9.4 per cent the previous year. The externally funded portion of the capital expenditure should increase to 2.9 per cent of GDP, from 2.3 per cent the previous year. The government-funded portion, which comprises the largest portion of capital expenditure, will rise to 5.2 per cent of GDP in 2005/06, from 4.0 per cent the previous year. The grant-funded portion is expected to decrease slightly to 2.8 per cent of GDP in 2005/06 from 3.0 per cent in 2004/05.

Education and Training accounts for the largest share of total expenditure at 26.2 per cent of the total amount to be spent in 2005/06, an increase of 2.0 per cent on 2004/05. This ministry also accounts for the largest component of the recurrent budget at 30.2 per cent.

The second largest share at 14.8 per cent of total expenditure is allocated to Finance and Development Planning, which has been assigned the task of strengthening the planning and coordination functions as well as oversight on the implementation of both the recurrent and capital est expenditure item in 2005/06. This reflects an ongoing effort to address the infrastructural needs of the economy. Health and Social Welfare account for the fourth largest expenditure item, a step down from the position the sector held in the two previous years. In 2005/06, half of the two per cent of the budget has been allocated to the HIV and AIDS budget.

Defence and National Security, Home Affairs and Public Safety, Natural Resources, Local Government and Foreign Affairs account for the fifth, sixth, seventh, eighth and ninth largest portions respectively.

Finance minister Timothy Thahahe

Ministerial Budget

Ministry	Estimated Expenditure 2005/06 (in millions of maloti)
Agriculture and Food Security	171.6
Health and Social Welfare	372.7
Education and Training	967.5
Finance and Development Planning	623.4
Trade and Industry, Cooperatives and Marketing	57.6
Justice, Human Rights and Rehabilitation	104.0
Home Affairs and Public Safety	194.8
Prime Minister's Office	100.6
Communications, Science and Technology	70.2
Law and Constitutional Affairs	33.8
Foreign Affairs	145.3
Public Works and Transport	291.4
Foreign and Land Reclamation	35.6
Natural Resources	71.4
Employment and Labour	20.9
Tourism, Environment and Culture	69.4
Auditor General's Office	11.2
His Majesty's Office	7.1
Public Service Commission	2.5
Highlands	109.3
Defence and National Security	217.9
National Assembly	30.7
Senate	9.5
Ombudsman	3.3
Independent Electoral Commission	52.9
Local Government	169.1
Gender, Youth, Sports and Recreation	36.5
Public Service	13.9
Sub-total	4154.3

Eye-ing the Markets

Financial Indicators

Rand/US dollar ($)	= R5.86
Rand/Pound Sterling	= R11.20
Rand/Euro	= R7.72

(Source: News 24)

Commodities

Gold/oz	= M430.75
Platinum	= M871
Brent Crude	= M46.80

(Source: News 24)

Farm Produce

Cabbage (BG 23)	= M23.73
Potatoes (PK 10)	= M29.01
Onions (PK 10)	= M25.50
Tomato (BX6)	= M27.01
Maize White (BG70)	= M241
Sorghum (BG70)	= M290
Wheat (BG70)	= M200
Beans Sugar (BG10)	= M75
Live Sheep	= M480.33
Fresh Milk (Litre)	= M3.51
Eggs (Tray)	= M19.56
Broiler	= M36.85

(Source: Dept of Marketing)

Unit Trusts

DATE	BUYING PRICE	SELLING PRICE
17/02/05	M118.52	M112.60
18/02/05	M118.59	M112.66
21/02/05	M118.73	M112.79

Gender adds a new perspective to budgets

Budgets are not very well understood by the population in general. Part of the problem related to media reporting on budget allocation is lack of knowledge and understanding about the complex relationships between allocations in one sector, and the impact on not only that sector, but possibly other sectors as well. For example, reducing spending on health care may initially appear to be a savings measure. Yet if women spend more time caring for families and less time farming, this may cause food insecurity. There are limited opportunities for journalists to build capacity about reporting on such economic indicators as budgets and engage in discussions that would widen perspectives.

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- "Gender budgeting was very instrumental in identifying how to place gender in national budgets and how we as journalists could be instrumental in checks or reminding policy makers on their promises."

- "The gender budget: eye opener as we notice loopholes in our budget when it comes to gender consideration and the role the media can play in reporting this problem for the authorities to take action."

- "The gender budget was an eye opener in terms of our national budget and its relationship with gender."

Comments from BU participants about which sessions they found helpful.

However, by looking at the budgets from gender perspectives, journalists are able to find unique and differing stories. They could look at gender specific expenditures, such as allocations targeting specific genders, like education for girls. It is also important to maintain a "watchdog" role, checking if funds allocated are actually transferred or diverted. It could be looking are equal employment opportunity expenditures, like expenditures towards maternity leave, skills training, or subsidising unpaid care work. Regardless of the beat that journalists are covering, there is likely to be some aspect of the budget to examine under a gender lens. Given the complexity of the topic, journalists should report it in a way that makes sense to the readers, meaning they must have a firm grasp and sufficient knowledge of the budget.

Zambia: Budget needs to be put under a gender lens

By Shadreck Banda, Zambia

Caught up in the business of daily survival, national budgets often go unnoticed by the very people that they should most be designed to help. Imagine a poor woman in one of the Zambian shanty compounds in the early hours of the morning. She does not see the need to follow the national budget address by the minister of finance because she feels the pronouncements would not in any way impact on her livelihood. Worse still, she feels she has better things to do to ensure that her orphaned grandchildren have their next meal.

On the other hand, the members of the press are curious about the budget. However, their interests are the major macro-economic pronouncements that the minister makes. The pronouncements, as is always the case, are void of gender concerns. From pro-poor budget to growth budget, the Zambian media reveals its affection for "business as usual." There is no place for the vulnerable members of society for whom the micro-economic pronouncement in every budget adversely affects their livelihood.



Gender analysis of budgets recognise different needs of men and women. Photo: Derrick Sinjela

The day's headlines should show how the corridors of power prefer the dominant hegemony of patriarchy over gender equality and other equity issues. In interviews with the media, the first-ever Minister of Gender and Development Rosemary Banda discussed the government's resolve to engender the national budget. However, there are "grey areas" that, among other things, include inconsistency on the part of the country's Central Statistical Office (CSO) to make available gender disaggregated data.

Catholic Commission for Peace, Development and Justice (CCDJP) economist, Kufekisa Akapelwa points out that every time the CSO releases information on poverty levels currently standing at 75 %, gender disaggregated data is missing. "For a government to ensure that adequate funding is not only provided to the health sector but that the HIV and AIDS pandemic is effectively addressed, don't we need such data to be included when allocating amounts to these critical sectors? We need to know how many women and men are affected or infected before we have what is mostly called a growth budget," Akapelwa notes.

The much-orchestrated 5th National Development Plan has not taken gender concerns into consideration. Sectors such as tourism, from which women would be well poised to benefit, are gender-blind. Akapelwa asserts that there is a lack of "civil society participation in the budgeting process which coupled with the fact that very few women are in decision-making positions impacts negatively on attaining national development." She also notes that lack of clear-cut policy to fund "gender pronouncements" which should aid policy documents.

Saul Banda, Jesuit Centre for Theological Reflection (JCTR) Programmes Officer, challenges the media to churn out more stories about the suffering of human beings, more than they do with mere macro-economic indicators that include inflation and the Gross Domestic Product. "The media should go another mile in bringing to the fore the gender disparities when it comes to national budgeting other than parroting political and economic pronouncements devoid of the human face." He adds: "the budget does not take place in a vacuum; it is therefore important to scrutinise policy documents like the NDP which determines the outlook of a national budget.

"We should not only look at how much is allocated to education and agriculture but also analyse whether there is equity in provision of agriculture subsidies which favour men who are the majority decision-makers both at government level and cooperative level."

Real stories behind budgets

The following examples related to health care and education show the real impact of budgets.

- Between 1983 and 1985, real per capita expenditure on health fell by 16% in Zambia. People had to travel greater distances and wait for longer periods of time to get health care treatment. Interviews with Zambian women about how they used their time revealed that they had to spend more time caring for sick family members, including time spent in hospitals providing meals and nursing care, and had less time to spend on farming.

- In the 1990s many countries introduced user fees for publicly provided services such as water and sanitation and health and education. The introduction of these charges was encouraged by the World Bank and the IMF as a way of raising revenue to improve the services, and to discourage inefficiency in the use of the services. As could be expected, the impact of user fees meant that poor families were not able to send their children to school. However, the impact was very different for boys and girls. Poor parents often give priority to sons rather than daughters if they have to pay school fees. In Africa there is evidence that the introduction of school fees led to reduction in



Girls are first to be taken out of school Photo: Trevor Davies

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enrolment and greater drop-outs in children in poor families, with agreater fall in enrollment and a greater increase in drop-outs for girls

- Zambia: After introduction of fees in early 1990s, school drop-out rates increased, but more for girls than boys.



Eastern Cape

Mail&Guardian

An overview of the province and its government

August 27 to September 2 2004/Vol 20, No 35 / www.mg.co.za

An inspired choice

The new premier is determined to make the province work for its people, writes **Derick Bruinders**

The premier's greatest challenges

- Kenya: Nearly half the households in seven poor districts investigated for the 1994 poverty assessment had one or more children who had dropped out because of inability to pay fees. Girls were twice more likely to be withdrawn from school than boys.

- Malawi: A rise in school fees in the mid-1980s was followed by a decline in enrollment, mainly among girls. When fees were eliminated in 1994, primary enrolment increased by 50%, with the new entrants mainly girls. (Elson 2006)

One problem that arises in gender budget analysis is the lack of gender-disaggregated data. One useful tool is the time use survey. Budget allocations often affect the amount of time and services rendered in the home. For example, household work is not considered in the economy and yet this has a cost. Children going to kindergarten and services given to children are part of the Gross Domestic Product, but not when the services are delivered in the home. When a government reduces its expenses on caring for older personsm this affects more women who must stay in the house to care for the elders.

Put your money where your mouth is!

By Ruth Kedikilwe and Tankiso Sephoso, Botswana

Despite the government's commitment to gender equality, the 2008 budget read by Finance Minister Baledzi Gaolathe last week does not mention the word gender once, and many women felt that the budget did not speak to their specific concerns.

Joyce Ramphaleng an instructor at a Women's shelter noted: "No wage increment is going to affect me as my plans won't be carried out. This has killed my future and more debts will accumulate. I stay in a single room with five of my children. I need to buy school uniforms and pay school fees. It is a burden since I am a single mother."

A supplies officer at a local Junior High school, Tshepo Basiamang said: "As a working single mother the budget speech brought nothing new for me. When allocating funds, government does not take into consideration the fact



Budgeting key to gender equality. Photo: Trevor Davies

that most single mothers bear the brunt of bringing up the child. No special concessions are made for people like us."

Kagiso Tshomane, a civil servant, says there is no need to have a gender sensitive budget speech. "For how long are we going to be making excuses for women? It's been years since women started being given the same opportunities as men and now its time we competed head on."

But Basiamang argues that as a previously disadvantaged group in society, much more needs to be done about empowering women. She notes that the budget overlooks issues of national concern that specifically affect women. There is no specific provision in the budget for legislation dealing with sexual harassment, alimony, domestic violence and femicide. "From personal experience in all government offices, men are given a hearing over women," said Ramphaleng. "The budget is biased towards men, especially the rich."

Tebogo Rapitsenyane, public relations manager for Botswana Confederation of Commerce, Industry and Manpower (BOCCIM) points out that the budget makes mention of the fact that enrolment of girls in schools is now at par with boys. "Access to education indeed augurs well for providing competent human resources necessary for scaling up the nation's economic growth," he said.

Rapitsenyane further commended the budget for the considerable amount of money allocated for combating HIV/AIDS: "Women are the ones most affected by the pandemic. Therefore for the HIV/AIDS programme alone to be allocated about 43% of the entire Ministry's development budget is quite encouraging".

According to Gaolathe there has been a reduction of HIV/AIDS prevalence among pregnant women from 37.4 % in 2003 to 32.4 % in 2006. The Anti Retroviral Therapy (ART) programme has been rolled out to 42 clinics countrywide, with a targeted enrolment increase of 110 000 people for ART by 2009; an increase from 90 543 patients already enrolled by end September 2007.

The budget does not give gender disaggregated statistics on the roll out of ARVs. Typically the challenge here is that because of the way men are socialised they are less likely to admit ill health and come forward for treatment. This goes to show that gender awareness is not only about women's but also about men's needs.

The case of Mauritius

In a keynote address at the BU workshop in Mauritius in May 2006, Finance Minister Rama Sithanen pledged his commitment to gender equality though budget allocations as demonstrated in the following excerpt from his speech:

"It must also be said that women are playing an increasingly important role in our economy. They are challenging every area of economic activity. It is only right there fore that the media gives more visibility to their contributions, their efforts, their successes and their frustrations as well. Efforts are made to ensure that the voices of men and women are equally heard on all subjects, including the economic reporting as giving voice to all segments of society is intrinsic to participation, citizenship and democracy.

In fact we must build a nation without gender gaps. Gender gaps in education can delay development. Differences in pay and in opportunities are unfair. So are gender inequalities in access to the means of project



Minister of Finance and Deputy Prime Minister Rama Sithanen (left), with Loga Virahsawmy, President of Media Watch Organisation, Mauritius (right) at Business Unusual, Mauritius.
Photo: Colleen Lowe Morna

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production and to finance. Where there are such weaknesses in our society we must address them.

The gender dimensions of macroeconomic policies, budgets, trade, work and business are not always well understood by policy makers, media decision makers and practitioners. Women play an extremely important role in our economies and yet this contribution remains unrecognised, undervalued and invisible. Very rare is the economy very rare is the economy seen through the gendered lens. For many poor women, the distinction made in economic reporting between paid/economic and domestic/unpaid work is artificial. Women's unpaid work contributes significantly to household and community welfare and economic advancement. Yet it is rarely quantified and generally not included in national accounts.



Comment&Analysis

An open letter to Foreign Minister Nkosazana Dlamini-Zuma and other women in the

Sisters, you let us down

BODY LANGUAGE

Everjoice J Win

Dear sisters. Happy International Women's Day. The 8th of March is meant to be a day to celebrate how far we have come as women worldwide. But for us, North of your border, we have no cause to celebrate. I am writing to you, woman to woman. I believe in other women. I don't buy into the oft-heard refrain that "women don't support one another". I celebrate your presence in the highest offices of your land and want to continue to have faith in other women.

I am making a lot of assumptions in writing to you; that you are in leadership to promote and protect the rights of women. I assume you feel for other

young as nine or 10, have been raped and infected with HIV by gangs of marauding state-sponsored thugs. There are no figures of how many black women and their families have been displaced from their homes.

Have you ever wondered what daily life is like for an ordinary black Zimbabwean woman? Let me share with you what I know. A packet of 10 sanitary pads costs Z$10 000. A domestic worker in Highfield township earns Z$15 000, if she is lucky. I'll leave the horrors of her monthlies to your imagination. Saying hello to a doctor is now Z$50 000; 10 good painkillers will cost you Z$15 000; and a one-way trip into town from the nearest township by combi costs Z$500. Most women walk back and forth every day. The women have to cook, clean and take care of every-

by the British? Is it re Robert Mugabe, a libe leader, can do that? A of the socio-economic these figures are exag this just Western proj

That, my sisters, is w letting us down. We ar the comments some of larly Dlamini-Zuma, n situation. Any woman ation will tell you there for speaking out. If any ostracised by your own munity. You are brand or, worse, violated seve for daring to open you

Your public denials against those of us wh hurt. Telling us that w through is "British pe same as

No sister of ours: Nkosazana

It is important to organise, improve, develop and evaluate policy frameworks and processes so that all policies, plans and programmes at all levels and stages incorporate a gender equality perspective. Also we should enhance women's ability to use and control resources, influence opportunities and decisions so as to be on an equal footing with men.

Government is conscious that it has to take a gender perspective in all its action and to monitor its actions accordingly. The Medium Term Expenditure Framework within which the national budget is being cast is an important tool that will be used to monitor and measure the performance of our actions on reducing gender gaps. With MTEF we are better equipped to assess the impact of our fiscal policies, government programmes and projects on gender differentials. A number of sectors, including health, education and social securities have data by gender. The MTEF and performance based budgeting provide us with the necessary mechanism to disaggregate and analyse the data by gender. For the 2006/2007 budget, a total of twelve ministries and departments are included in MTEF we will be able to assess the outcomes of all expenditure programmes on gender gaps. This is not too far down the road as we expect to bring all ministries within MTEF in the 2007/2008 Budget."

Since this statement, Mauritius has made a genuine effort to incorporate gender concerns into its budget, as reflected in the story that follows on the 2008/2009 budget:

Mauritius: Budget friendly to mothers and women

by Saskia Virahsawmy-Naidoo, Mauritius

It is not easy being a single mother. On the small island of Mauritius, where private lives become public, the traditional and conventional society usually considers single motherhood taboo, with fingers pointing and accusations of loose morals flying. Yet, recognising the reality of single motherhood, the 2008-2009 national budget announced by Minister of Finance and Deputy Prime Minister Rama Sithanen makes concrete plans to encourage their economic independence and ability to care for their children.

The budget outlines a comprehensive programme that, among other things, offers training and re-skilling activities geared to women, which take into account the needs of mothers for flexible working conditions and childcare facilities. Although it takes two people to make a baby, very often only mothers bear the burden of care when the relationship falters, making it very difficult to both care for themselves and their children, and work towards economic stability.

For many women, this programme will help them to get on their feet, while ensuring that their children are cared for. Patricia Migale*, a single mother of three children, is relieved. “I will now be able to earn a decent living without abandoning my kids. The future looks brighter now,” she said.

In August 2008, leaders of the Southern African Development Community (SADC) will review the draft Protocol on Gender and Development. Article 19 of the Protocol stipulates, “by 2015 ensure equal access, benefit and opportunities for women in trade and entrepreneurship.” Though Mauritius is already taking bold steps forward, regional commitment to equal access to economic resources will only serve to strengthen SADC as a whole.

The programme for mothers is just one of the budget plans designed to not only support families in the short term, but also more importantly give women skills and opportunities that will help them help themselves. For example, very often women have problem accessing finance to start or grow businesses. To address this problem, Sithanen put in place a Manufacturing Adjustment and Small Medium Enterprise Development Fund to provide loans of up to Rs 100,000 (about US$3600) without any collateral.

While the Millennium Development Goal (MDG) talks about the eradication of poverty by the year 2015, Sithanen wants to do it now. Over 7000 families have been identified as living in abject poverty in 229 regions of Mauritius. Among which 5,000 children do not go to pre-primary schools for a variety of social problems. Sithanen therefore earmarked budget of Rs.395 m (US$14.5 million) towards the eradication of extreme poverty. Government will make sure that these 5,000 children will attend school. They will be provided with free transport, clothing, food and school materials, a medical check and be given hearing aids and glasses if need be. Both parents and children will get social accompaniment. Parents will benefit from employment training.

In developing these various programmes, the Mauritius government is recognising that many social problems have



Caption: Gender-responsive budget support programmes like Chrysalide, the first and only rehabilitation and residential centre for women drug users in Mauritius.
Photo: Loga Virahsawmy

a feminine face. He earmarks budgets to reduce the unemployment of women, eradication of poverty, and assistance to victims and survivors of gender violence. Moreover, all these budgets come with programmes and action plans with proper monitoring and evaluation.

Economist Andre Ng said, “The measures which are envisaged are on the whole, development friendly.” He welcomes the emphasis placed on the development of infrastructures such as roads, the port, the airport, water and wastewater, and on the acknowledgment that financing should be through public and private partnership.

Ng goes on to mention, “the budget is explicit that the eradication of absolute poverty is being specifically targeted. The emphasis on education for children and some on life skills for their parents should ease poverty. However, success in this endeavour will depend on the availability of trained social workers and effective non-governmental organisations which are adequately financed.”

This step forward in Mauritius continues the nation’s progressive moves to taking a gendered approach to their national economic plans, looking at the impact that national resources can have to better the lives of both men and women in the country. In 2006, Sithanen decided to take the bull by the horns when he presented his first budget as Finance Minister. His budget addressed the predicament of female unemployment, which made up 35 % of the labour force and yet 61 % of the unemployed.

In the June 2007 budget, Sithanen went further, for the first time in the history of Mauritius devoting a whole chapter to gender. “We must break the cultural barriers that keep women from taking jobs their sisters do overseas such as electricians, plumbers, tile layers, drivers, painters, metal working and gardeners. Employers also must end any prejudice against employing women in these activities.” Sithanen argued.

In Africa, leaders often make commitments and promises, but plans fall through when it comes to implementation. Most importantly, each of these Mauritian budgets actually allocated needed resources to back up government commitments. Governments must have financial plans for change, if real change is to happen. The way has been charted. Let's get on with it!

* not her real name

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Conclusions

As the initial chapters of the book demonstrated, there is a great resilience and enthusiasm for economic activity among women. Harnessing all this energy requires planning and above all sensitivity to how decisions may affect women and men differently. There are also changing gender roles for both women and men, particularly in the era of globalisation. Increased gender equality in decision-making and holding leaders accountable to the commitments they have made is critical. Affirming women and men in all of their diversity and creating an enabling environment for everyone to reach their full potential is at the heart of the SADC Protocol on Gender and Development. Now is the time to make this vision a reality.

Notes:

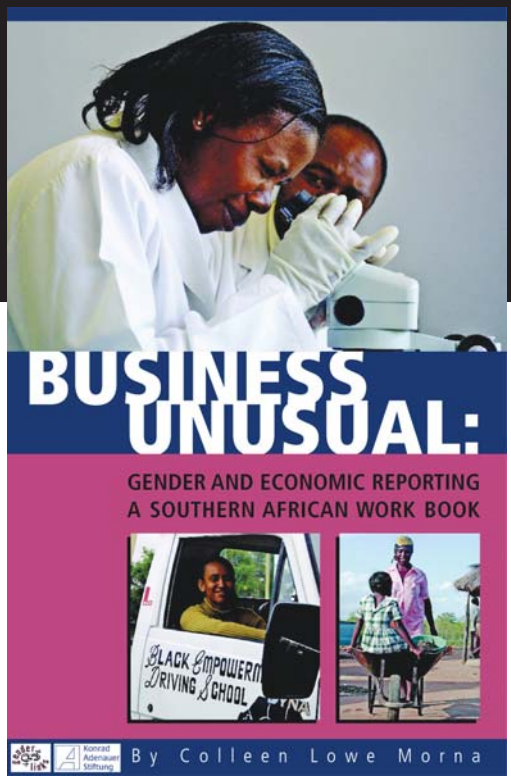
Along with presenters specifically mentioned, this chapter includes information presented at Business Unusual workshops by: Teresa Siu; Lily Brandt (Acting CEO of the Namibia Financial Institutions Supervisory Authority [NAMFISA]); Mavuto Bamusi, Malawi Economic Justice Network; Lisa Vetten, CSVR; S. D. Jugmohun; Patricia Day-Hookoomsing.

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As a region, the Southern African Development Community (SADC) is increasingly recognising that development - economic, social, and political - requires a conscious awareness of how different strategies and choices affect the lives of all citizens, both women and men. Yet the gender dimensions of macroeconomic policy, budgets, trade, work and business are among the least understood by policy makers, decision-makers and the media. This book sets out to explore some of these issues. By looking at topics such as the hidden economies of care, the world of work and enterprise, development, globalisation and trade, budgeting and governance, this book offers unique perspectives on gender, the economy and business.

Inspired by a series of "Business Unusual" workshops for journalists and writers around the region, the book offers the collective insight of a diverse range of workshop presenters from government, business and media, combined with the hundreds of interviews conducted in the process of producing thought-provoking articles published in collaboration with media houses. This book has been produced to share what has been learned over the course of the Business Unusual training into one of the key areas for the realisation of the targets set by the SADC Protocol on Gender and Development: equal opportunities and outcomes in all economic endeavours.

gender links
Danida