

Fibre Processing & Manufacturing Sector Education and Training Authority

Parliamentary Indaba: Diversity and Transformation in the Media

FP&M SETA
23 September 2011

Overview

- Changes since 1994
- Ownership and control structure
- Language of the print media
- Skills development
- Employment Equity
- Gender challenges in the print media
- Barriers to entry to the print media
- Enhancing print media transformation
- Print Media Charter vs BBBEE Codes of Good Practice

Changes since 1994

- Skills Development Act, No. 97 of 1998 heralded the establishment of SETAs.
- SETA mandate is clear about redress of historically disadvantaged as articulated in equity targets for beneficiaries: 85% Black; 54% Women; and 4% People with Disabilities
- SETA mandate aligned to the MDDA Act (2002) and the BBBEE Act (2003) particularly in relation to increasing access to economic activities, infrastructure and skills development.

Changes since 1994 (cont...)

- MAPPP-SETA established in 2000 to facilitate skills development within, inter alia, the print media industry.
- Print media among the ex-MAPPP-SETA industries that have been merged with those of CFTL SETA and FIETA to form FP&M SETA as from 1 April 2011.
- Various activities created to facilitate skills development within the print media industry during the existence of MAPPP-SETA which now continue within the ambit of FP&M SETA.

Ownership and control structure

- Dominated by a few large companies in terms of ownership and control of newspapers.
- Top 5 companies are AVUSA, Naspers' subsidiary Media 24, Independent Newspapers, Caxton/CTP and Primedia.
- HDI ownership of AVUSA (25.5%, and Media 24 (15%) and none for Independent Newspapers and Caxton/CTP.
- Publishing and printing also dominated by big companies, eg Paarl Media & Caxton/CTP.

Ownership and control structure (cont...)

Owner	HDI	Foreign	Listed	White	No. of Wholly Owned Newspaper Titles ()	No. of Magazine Titles
Media24	15.0%	0.0%	0.0%	85%	65	89
Caxton	0%	0.0%	49.03%	50.97%	89	39
Avusa	25.5%	0.0%	58.2%	16.48%	23	32
Independent Newspaper	0.0%	100.0%	0.0%	0.0%	28	0
Primedia	50.0%	0.0%	0.0%	50.0%	0	15

Language of the print media

- Pre-dominant languages used in the print media are English and Afrikaans, with IsiZulu and IsiXhosa coming in as distant 3rd and 4th and other indigenous languages getting very little attention, if any at all.
- The above factors are a recipe for the creation of a harsh environment for small and emerging print media players who face fierce competition from big players .

Skills Development

- As at March 2011, 490 registered employers were classified under print media.
- A contribution of R13,092,762 (80% of original levy) made by qualifying companies who constituted about 27.7% of the total number of registered companies.
- Besides various universities offering print media learning programmes, 26 private providers are accredited to offer journalism programmes.

Skills Development (cont...)

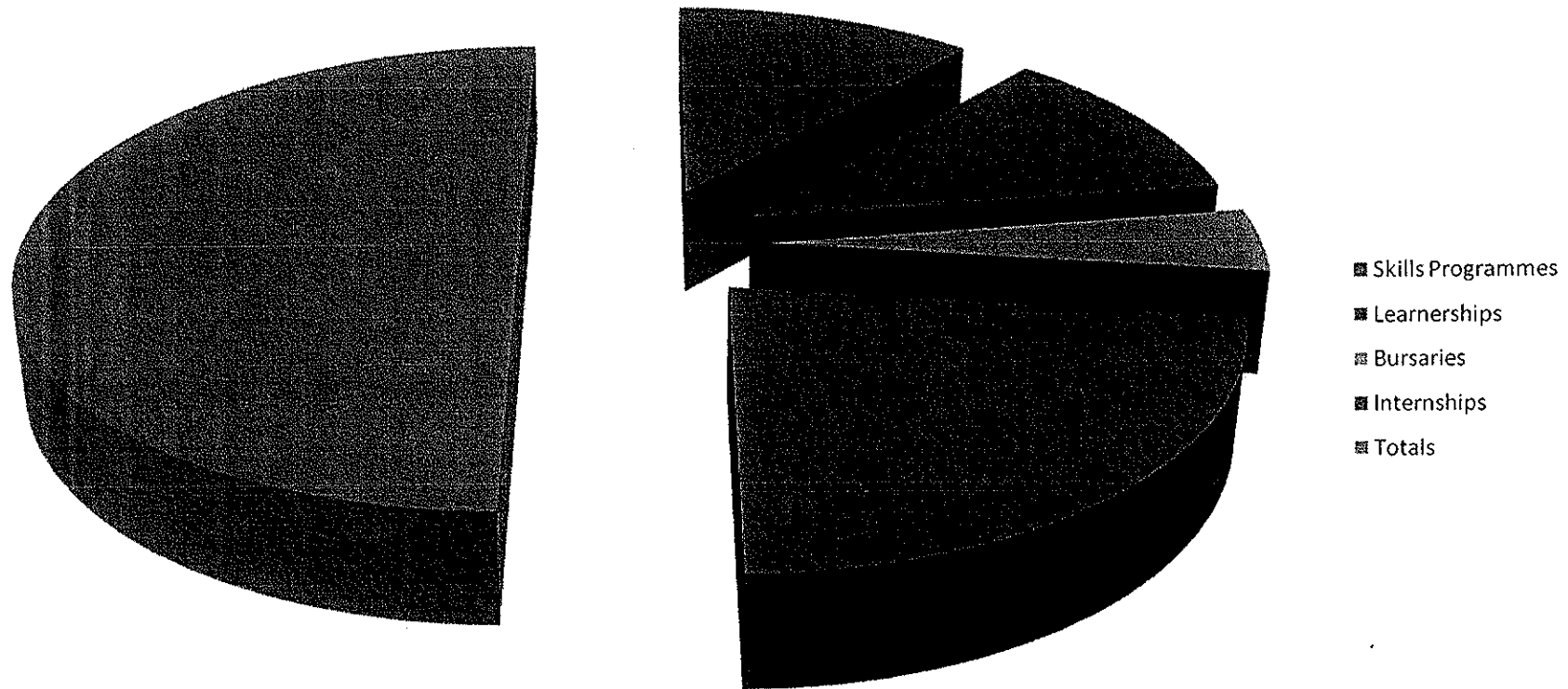
- Between April 2006 and March 2011, 1199 learners were funded for print media training programmes at a cost of R19,989,996.
- Of the 1199 enrolled learners, 945 had completed their training at the end of March 2011, recording a 79% success rate with R12,938,309 disbursed at that point in time.
- The tables below respectively reflect the allocation of these learners per each programme and per province.

Skills development (cont...)

Programme	No. of Enrolled Learners	No. of Completed Learners
Skills Programmes	274	173
Learnerships	270	249
Bursaries	103	96
Internships	552	427
Totals	1199	945

Skills Development (cont...)

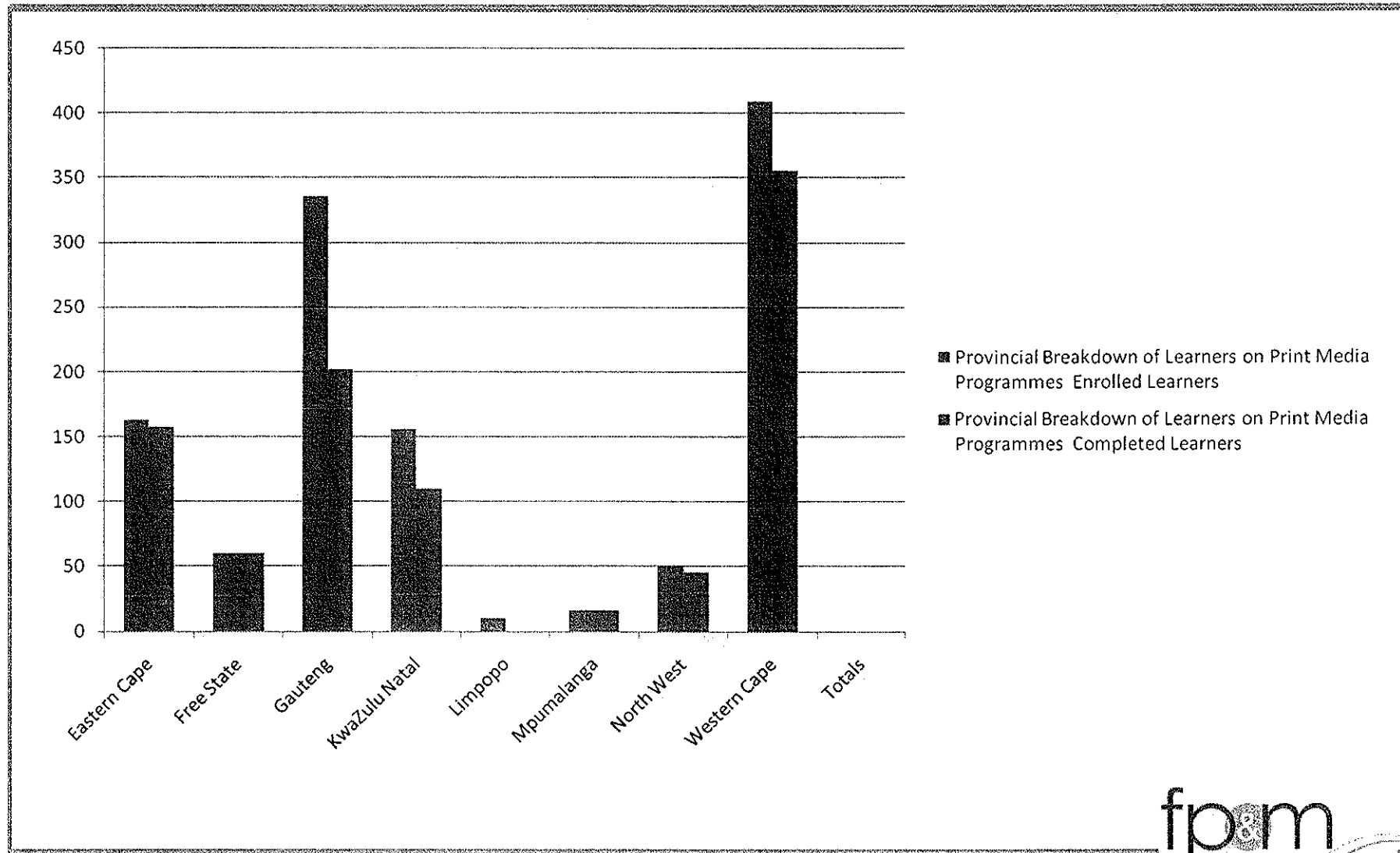
Breakdown of Learners per Programme Enrolled



Skills development (cont...)

Province	Enrolled Learners	Completed Learners
Eastern Cape	163	157
Free State	60	60
Gauteng	335	202
KwaZulu Natal	156	110
Limpopo	10	0
Mpumalanga	16	16
North West	50	45
Western Cape	409	355
Totals	1199	945

Skills development (cont...)



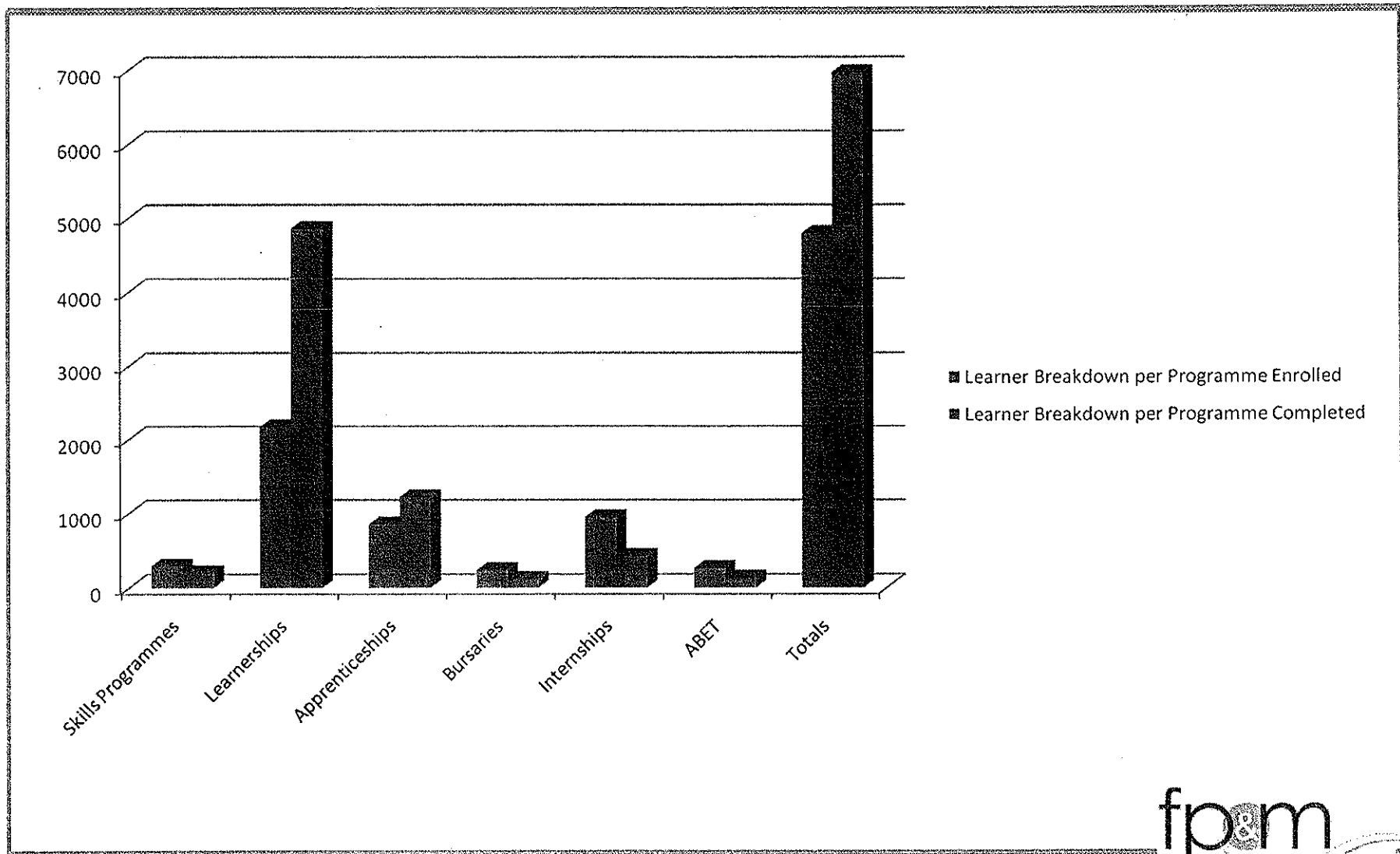
Skills Development (cont...)

- The overall number of learners that enrolled on the various training programmes whether SETA funded or self-funded across print media, publishing and printing between April 2006 and March 2011 is 4796.
- Learners who successfully completed their programmes during the period stated above are 6976.
- The tables, bar graph and pie chart below reflect the allocation of these learners per each programme and per province.

Skills development (cont...)

Programme	No. of Enrolled Learners	No. of Completed Learners
Skills Programmes	297	206
Learnerships	2179	4858
Apprenticeships	858	1226
Bursaries	240	117
Internships	954	431
ABET	268	138
Totals	4796	6976

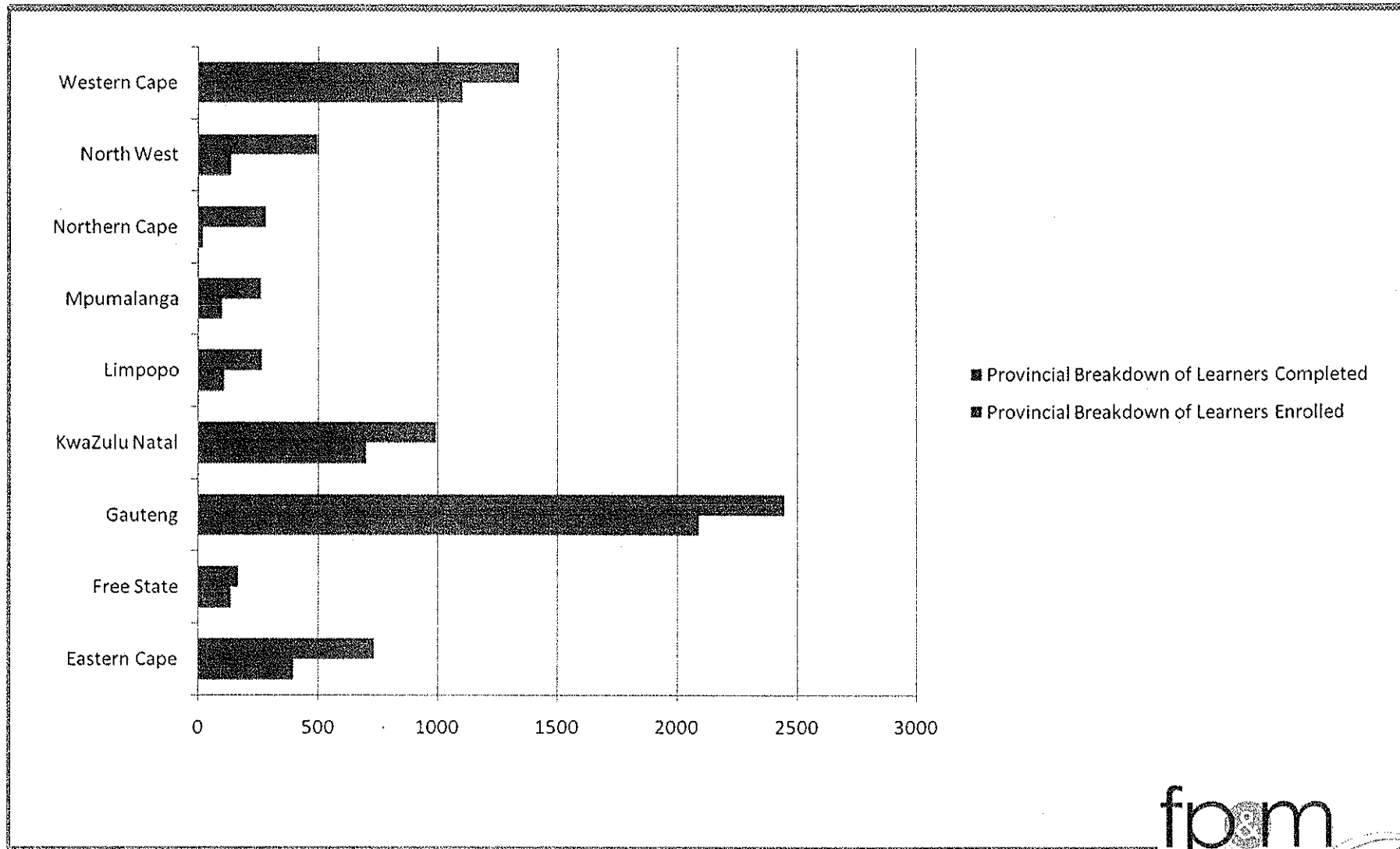
Skills development (cont...)



Skills development (cont...)

Province	Enrolled Learners	Completed Learners
Eastern Cape	398	732
Free State	139	166
Gauteng	2090	2449
KwaZulu Natal	702	993
Limpopo	106	265
Mpumalanga	99	259
Northern Cape	20	280
North West	139	495
Western Cape	1103	1337
Totals	4796	6976

Skills Development (cont...)



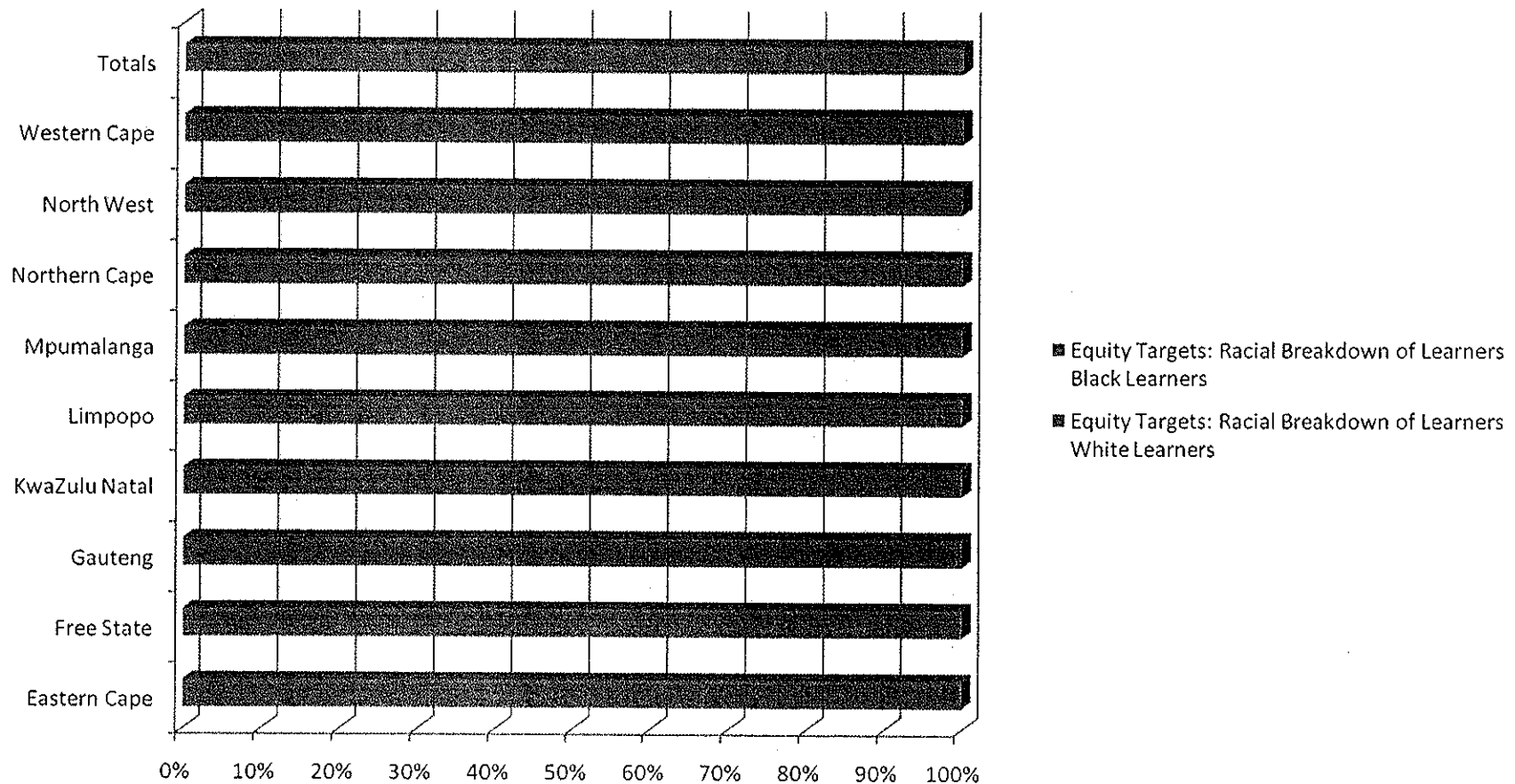
Employment equity

- Various entities like SETAs, Department of Labour and enterprise development organisations have a prominent role to play with regards to promoting employment equity including exploring more stringent mechanisms for enforcement of compliance.
- Of a total of 5868 learners that completed their programmes as part of the 6976 learners stated above, 4994 were black and 874 white, which translates into a 85 – 15% split and 3334 male and 2534 female, giving a 57 – 43% split.

Employment equity (cont...)

Province	Black Learners	White Learners
Eastern Cape	507	60
Free State	73	33
Gauteng	1679	512
KwaZulu Natal	789	43
Limpopo	259	6
Mpumalanga	222	21
Northern Cape	270	10
North West	425	25
Western Cape	770	164
Totals	4994	874

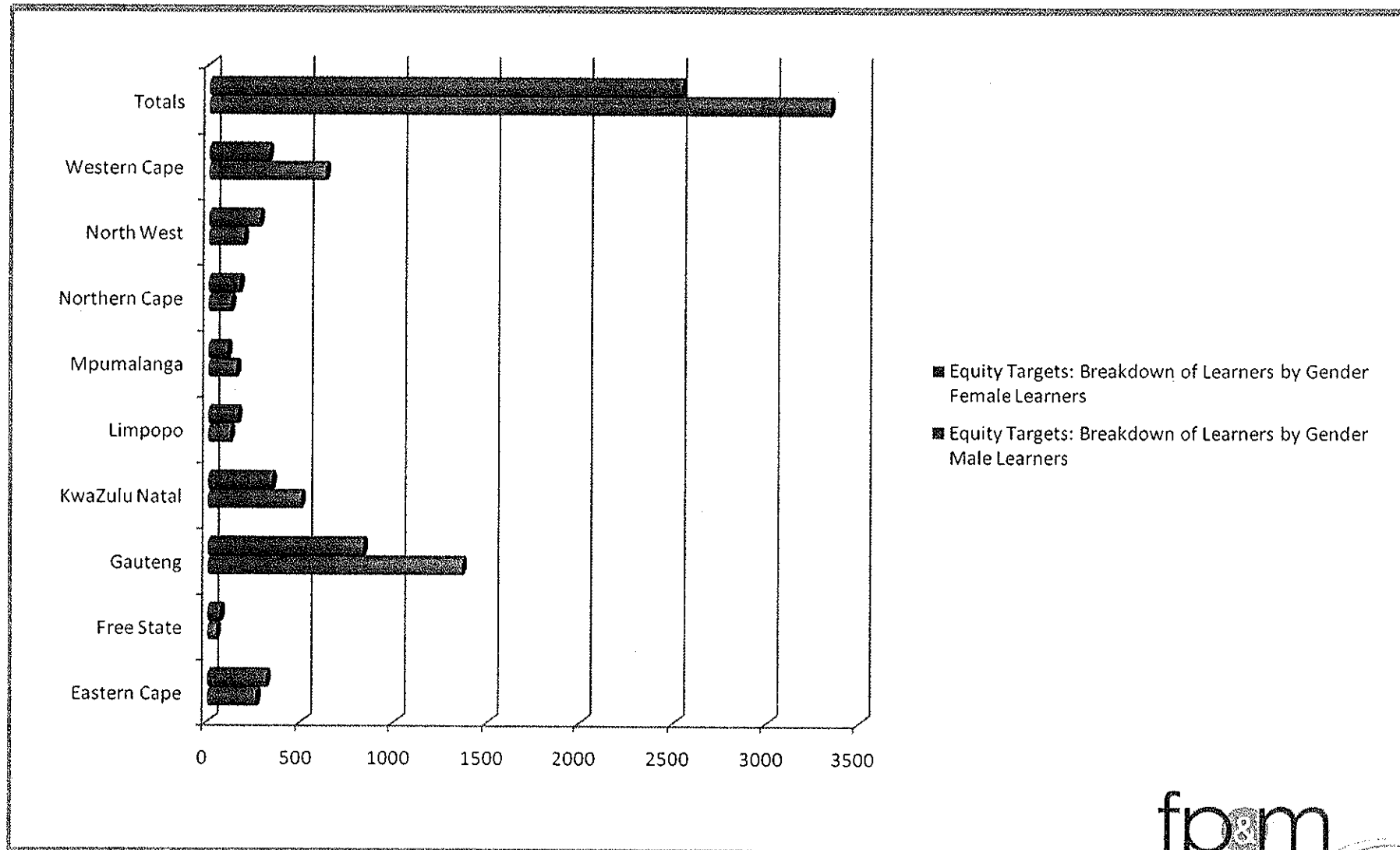
Employment equity (cont...)



Employment equity (cont...)

Province	Male Learners	Female Learners
Eastern Cape	257	310
Free State	42	64
Gauteng	1364	827
KwaZulu Natal	494	338
Limpopo	113	152
Mpumalanga	145	98
Northern Cape	117	163
North West	183	267
Western Cape	619	315
Totals	3334	2534

Employment equity (cont...)



Gender challenges in print media

- The measure stated above for employment equity apply to gender equality as well.
- In addition, accelerated programmes for women would need to be identified in a bid to change the demographics of the print media sector, thereby ensuring a large number of role models for young women aspiring to cut their teeth in the media sector.

Enhancing print media transformation

- A sector profile research is to be conducted to ensure the availability of more reliable baseline data to inform the formulation of new strategies or fine tuning of existing ones in relation to the transformation agenda.
- Forging much stronger partnerships and collaboration with various players in print media sector, eg MDDA and PMSA.

Barriers to entry to the printy media

- Lack of effective career guidance on media opportunities.
- Relevance of curriculum.
- Inadequate funding for prospective learners.
- Culture of monopoly regarding ownership and control by existing role players.
- Difficulty in accessing funding and support for setting up small enterprises.
- Fierce competition for readers.

Enhancing print media transformation

- Review and enhancement of initiatives such as provision of funding for bursaries, internships, learnerships, skills programmes, new venture creation and recognition of ISOEs.
- Rigorous monitoring and evaluation of the efficacy of skills development initiatives rolled out for the print media sector.

Proposed Media Charter vs BBBEE Codes of Good Practice

- The proposed Media Charter should be seen as a means of giving teeth to the BBBEE Codes of Good Practice
- Would allow broader consultation and thus could lead to increased buy-in regarding transformation issues.
- Would facilitate more co-ordinated enforcement of the transformation agenda.
- Would provide a better mechanisms for measuring progress.

Thank You!!!