

**Keynote Address**  
**at the**  
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## **1. Introduction**

Where do we start, as a country?

- We are a country gripped with different interpretations of the NDP
- We are on a journey of trying to understand what we are dealing with
- There is a dire need to improve the possibility of tailor-making this document to the needs and aspirations of all South Africans
- We need to ensure that the Plan is fully embraced. A failure, may render implementation very difficult

What is the context?

- Structural unemployment of 25%
- Structural growth of 3% whilst we need to record a sustainable 6% growth, to deal with challenges we are faced with
- Structural/sticky inflation of 6%
- Reeling under the impacts of a global financial crisis, which is not of our doing
- Inadequate cooperation between state and private sector

## **2. A Plan for South Africa**

*“The plan envisions a South Africa where everyone feels free yet bounded to others; where everyone embraces their full potential, a country where opportunity is determined not by birth, but by ability, education and hard work.” (pg 24 of the NDP)*

- The National Development Plan is a plan for South Africa.

- It draws on the expertise, knowledge, insights and input of all South Africans
- It presents a vision for the type of country we want to be in 2030 and contains a diagnostic of South Africa's major challenges
- It lays out a series of preferences and policy proposals that we believe would get us to where we want to be in 2030
- Everyone has a stake in making sure we achieve our vision, the challenge is not government's alone. If we are successful, we will all benefit.
- There is a role South Africans, in general, and PRISA, in particular

What it is not...

- The NDP is not a plan for ANC, nor does it belong to any other party.
  - It is not even a government plan;
  - It is not a plan for the President;
  - It belongs to all South Africans.
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- The final Plan was presented to President and Parliament on 15 August 2012
  - Endorsed by the ruling party at Mangaung in December 2012
  - It was placed at the centre of government's work in the State of the Nation Address:

*"The National Plan has been adopted as a national plan for the whole country. It is our road map for the next 20 years.... All the work we do in government is now part of the comprehensive National Development Plan, including all operational plans - be they social, economic or political..."*  
President, 3 February 2013.

So, it is about changing our psyche and the way in which we think about life. It forces us to be long-term in our thinking and to integrate it into our planning and activities.

Under the stewardship of Minister Trevor Manuel, and Mr Cyril Ramaphosa his deputy on the National Planning Commission, the 25 men and women who form the Commission, have assumed the role of midwives. This they did by coordinating ideas, researching experiences of other societies and listening to the wishes of South Africans.

Hundreds of individuals and groups made submissions and contributions. This led to the birth of the NDP in 2012, following to the initial draft, which was published on 11 November 2011.

The process was inclusive. It was probably the most inclusive set of discussions we have had amongst ourselves, as South Africans, since our Democratic Constitution.

### **3. Role of the NPC**

- Performs a convening role...
- Is a Commission for the nation

- In consultation, develops vision and plan for the nation
- Advises government
- Mobilises society
- Oversees and monitors implementation
- But does not implement
- Does not have powers to direct

#### **4. Some background to the NDP**

- Commission created by President Zuma
- To take a critical, cross cutting and long-term view of South Africa and advise the President, Cabinet and the country on a long-term vision and plan.
- To engage across society on the vision and plan.
- To frame long-term national development objectives and enhance policy coherence and coordination.
- To better protect interests of the future which are poorly represented by markets and help shift economies from an unsustainable inherited path to a sustainable and prosperous one.
- Combating poverty and inequality as key objectives
- The main challenges confronting the country:
  - a. Poor educational outcomes
  - b. Massive unemployment: we need an economy that creates more jobs.
  - c. Infrastructure is poorly located, insufficient and under-maintained
  - d. The public health system cannot meet demand and suffers from quality problems
  - e. A nation still often divided on racial lines (but also on resource lines - “haves” versus “have nots”)
  - f. A resource intensive economy
  - g. Spatial patterns that marginalise the poor
  - h. Community safety issues
  - i. Rural development is not happening fast enough
  - j. South Africa in the world and in the region (issues of competitiveness and scope for greater trade and co-operation)
  - k. The need to build a more a capable state, better equipped to improve public servicing and accountability.

#### **5. The NDP fundamentally rests on Six Pillars**

When PRISA considers the NDP, it is important to reflect on the Six Pillars on which the NDP is built:

- Uniting South Africans of all races and classes around a common programme to eliminate poverty and reduce inequality
- Encourage citizens to be active in their own development, in strengthening democracy and in holding their government accountable
- Raising economic growth, promoting exports and making the economy more labour absorbing
- Focusing on key capabilities of both people and the country. Capabilities include:
  - a. Skills;

- b. Infrastructure;
- c. Social security, and
- d. Strong institutions and partnerships within the country and with key international partners
- Building a capable and developmental state
- Strong leadership throughout society that work together to solve our problems

**PRISA** has a significant role to play in each of these, and can make a huge contribution to spreading the message, highlighting our challenges and celebrating our successes and milestones as we achieve them.

Help us communicate the values and incentives of the plan, across all geographical distributions and across all ages of our society.

## 6. Next steps

- The NDP is now an integral part of our development story
- The NDP starts to address the hopes and aspirations of the people.
- We must, now, move towards implementation
- We have a lot of goodwill towards the plan; we need to harvest this goodwill.
  
- A call to structurally change the workings of the economy,
- The structural and behavioural changes are much more important for achieving the vision and hopes/aspirations of South Africans
- Financial resources on their own, will not deliver the vision
- A call to undergo deep behavioural change, at the national, corporate, household and individual levels
- It is about identifying and agreeing incentives that will catalyse these changes
- Minister of Finance has said budgeting will be in line with the NDP
- The right policy mix and the right behaviour are much more critical in laying the foundation, for our long-term vision. It is important to manage expectations. It is going to be a difficult journey. But difficult things bring out the best in people. Here is where the PRISA has a crucial role to play.

## 7. The Role of PRISA and the public relations community

- We ask that you internalise and assimilate the NDP in your organisational culture.
- There is no clash of interests; the future of all South Africans is inexorably linked and intertwined with your ideals.
- It is in everyone's interests that we develop a stable and prosperous society with high levels of trust among the population.
- Your strengths lie in knowledge, and in shaping opinions, preferences and social trends, and the ability to influence and touch and audience.

- Success breeds success: nurture a positive attitude about the country you project and be honest and analytical in the way you report and think about how we are progressing on tackling the development challenge.

## **8. Conclusion**

- Own the Plan: It belongs to all South Africans
- Identify your role and commit to contributing
- Do not wait for government to lead... Lead
- Think long-term and positively influence those around you
- Invest right and for the right reasons
- Build in the right incentive structures
- Remember it is our future... Together, let us make it work!