

2011 MRM MONTH REPORT

2011 MRM MONTH

“So long as a person who has made mistakes ...honestly and sincerely wishes to be cured and to mend his ways, we should welcome and cure his sickness so that he can become a good comrade. We can never succeed if we just let ourselves go and lash at him”

(Mao Zedong aka Maa Tse-Tung: December 1893 –September 1976)

Introduction:

The 2011 MRM Month went under the theme **“Together Nurturing the Good in Everyone through the Charter of Positive Values”**. The idea behind this theme was to remind one another that we all had good in us; that all we had to do was look for it and encourage its growth through spreading the notion of positive values. The theme was especially relevant because the previous year’s theme had been **“Together Reclaiming our Humanity through the Charter of Positive Values.”** The rationale behind that theme was the acknowledgement that we once had Ubuntu which we had lost somewhere along the way.

Rational for MRM Month:

As human beings we sometimes stray from the path for a variety of reasons; for some it is through ignorance, for others it is for expediency and yet for some for purely selfish reasons – greed, self enrichment, etc. The spiralling levels of violence against the vulnerable, especially women and children in spite of our gender sensitive constitution; the intolerance and hostility we display towards those that are different from us are equally shocking.

MRM Month is therefore the time when the Moral Regeneration Movement calls on the Nation – all South Africans and all those who live within our borders - to take stock of our lives to celebrate the good, acknowledge the hard work that is done by men and women moral regeneration practitioners as well as all those who have dedicated their lives to doing good; individuals, organisations or institutions, who promote positive values and work towards strengthening and enhancing the building of a moral, just and humane society.

July was chosen as MRM Month for the following reasons:

- It is the month in which the Charter of Positive Values was formerly adopted at a ceremony held at the Waterkloof Air Force Base endorsed by the then Deputy President of South Africa, the Honourable Ms Phumzile Mlambo-Ngcuka as Patron of the Moral Regeneration Movement. The event was attended by about 3000 South Africans from all walks of life, especially those that had been part of the consultations of the formulations of the Charter: civil society, academia, business, labour, political parties, Faith Based Organisations, Women, Youth formations and other stakeholders.
- It is the birth month of Former President Nelson Mandela who convened the first Moral Summit to discuss the spiralling moral decay that was becoming pervasive in our country.
- It is also to give time and space for all South Africans to reflect on the state of the nation regarding our moral and ethical behaviour and to encourage one another to aim to improve for the sake of attaining a sustainable moral, just, humane, stable and prosperous nation.

2011 MRM MONTH REPORT

Genesis of the Moral Regeneration Movement

The establishment of the Moral Regeneration Movement came about as a result of concern over the pervasive moral decay that was constantly experienced in communities and being reported in the media. There were a number of discussions and consultations before the decision was made to establish a body that would be a networking platform for initiatives and processes aimed at regenerating the moral fibre of our country.

The chronological highlights and milestones of the Moral Regeneration Movement have been as follows:

- 1998: Moral Summit called by former President Nelson R Mandela where he calls for the “RDP” for the Soul
- 2000: Consultations with stakeholders: Department of Education, SABC, Faith Based organisations and Presidency
- 2001: Setting up of a Working Committee and broadening of consultations to include additional stakeholders
- 2002: Official launch of the Moral Regeneration Movement under the patronage of then former Deputy President Hon JG Zuma
- 2003: Employment of a Secretariat under the Chairmanship of Fr Smangaliso Mkhathshwa.
- 2003: The Charter process to find common values agreed upon by all South Africans begins
- 2004: The Moral Regeneration Movement has its first National Conference officiated by the Patron, then Deputy President JG Zuma
- 2005: The Moral Regeneration Movement has its second National Conference officiated by the Patron, then Deputy President Hon Ms P Mlambo-Ngcuka
- 2007: The Charter of Positive Values is finalized
- 2008: The Charter of Positive Values is presented to Former President Nelson Mandela by the Board of the MRM and formally endorsed and adopted at an event at the Waterkloof Airforce Base by the Patron, then Deputy President Ms P Mlambo-Ngcuka
- 2009: The Moral Regeneration Movement launches its first MRM Month in July in Polokwane officiated by then Minister of Arts and Culture, Hon Ms L Xingwana
- 2009: The MRM has its third National Conference in Ekurhuleni in November 2009 addressed by then Minister of Arts and Culture (gala dinner) and keynote address given by Patron, Deputy President Hon K Motlanthe
- 2010: The second MRM Month is officially opened in the North West Province by then Deputy Minister of Arts and Culture Mr P Mashatile and officially closed by the Patron, the Deputy President, Mr K Motlanthe.
- 2011: The third MRM Month is officially opened in the Northern Cape Province by the Deputy Minister of Arts and Culture, Dr J Phaahla and officially closed by the Patron; the Deputy President Mr K Motlanthe.
- 2011: The Moral Regeneration Movement pilots a Youth Project targeting both in school and out of school youth and employs 16 Youth Coordinators, two from each Province as part of job creation and skills transfer programme.

Planning meetings:

MRM Month is planned with a steering committee made up of the regular MRM stakeholders and social partners and this way it helps unpack and highlight the roles and responsibilities of each stakeholder. Some come on board during the activities as co-hosts or co-presenters at workshops,

2011 MRM MONTH REPORT

symposia and others invite MRM to share platforms with them during this month. This year the main stakeholders who were part of the MRM Month Steering Committee were:

MRM Provincial and District Coordinators, Departments of Arts and Culture, Correctional Services, SANDF, Social Development, the Presidency, National Heritage Council, National House of Traditional Leaders, Commission for the Promotion of Cultural, Linguistic and Religious Communities, and the Public Service Commission,

For the opening ceremony, four meetings were held; two in Johannesburg on 06 May and 30 May 2011 and two were held in Kimberley on 13 June and 29 June 2011 and were attended by the majority of the stakeholders, national and provincial.

Planning meetings for the Closing ceremony were held in the Nelson Mandela Bay Metro by the hosting Province, the Eastern Cape every Thursday of July from the 07 July, 14 July, 21 July and 28 July 2011. Committees and convenors were set up to coordinate the various aspects of what needed to be done and report progress at each of the meetings above.

MRM JULY MONTH 2011 ACTIVITIES

Under the theme: *“Together Nurturing the Good in Everyone through the Charter of Positive Values”* MRM Month 2011 saw South Africans of all persuasions being encouraged to reflect on their lives to see if they are living a life consistent with the aspiration of creating a just and humane society; one that would be peaceful, sustainable and prosperous. The different provinces, districts and local municipalities and some of our social partners hosted a variety of activities all directed at facilitating moral renewal, some of which are envisaged to outlive the July 2011.

It is worth mentioning that the local government elections impacted greatly on the MRM 2011 Month as most districts and local municipalities experienced an overhaul of personnel. This left MRM practitioners with the mammoth task of soliciting buy-in from the new councillors and to bring them on board. Most functioning districts at this juncture found themselves without support, hampering functionality; one good example being Siyanda District in Northern Cape which had always been one of the most active in the province.

MRM Month Build up:

Prior to the Official opening Ceremony of MRM Month a few events to kick start and provide a build-up to MRM Month were done in KwaZulu Natal, namely the launch of the Amajuba District MRM.

27 June 2011: KwaZulu Natal

The Pre MRM Month event in Newcastle was a launch of the Amajuba District MRM where the new Mayor committed herself to supporting Moral Regeneration activities. The event was attended by the CEO of the Moral Regeneration Movement, Mrs Zandile Mdhladhla, an MRM Board member, Ms Ellen Tshabalala, Ms Mamusa Mbalula, officials from the KwaZulu-Natal Premier’s Office, all local municipalities and regional departments in the areas, e.g. Departments of Education, Correctional Services, Health, Transport, Social Development, Government Communications and Information Services (GCIS), Traditional Leaders and Traditional Healers and People Living with Disabilities, the Media and various NGOs.

28 - 30 June 2011: Northern Cape

2011 MRM MONTH REPORT

In support of MRM Month the National House of Traditional Leaders moved its workshop on **“Culture, Tradition and Language”** from Limpopo Province to the Northern Cape Province, (Kimberley). On the last day of the workshop, the CEO of the Moral Regeneration Movement was afforded an opportunity to make a presentation to the house and answer questions that followed thereafter. Also in attendance on that day were MRM Board Members Ms Ellen Tshabalala, Ms Ntombazana Botha, Mr Thami Zondi, as well as some of the MRM’s social partners.

30 June 2011: Northern Cape

A blitz was embarked upon by the MRM Team consisting of local and out of town delegates who drove in a convoy with an MRM Mobile Digital Billboard truck and MRM branded vehicles. The following areas were visited:

- **Leratong Park** is an informal area in the outskirts of Kimberly, next to Galeshewe Township that had been plagued by teenage pregnancy and alcoholism. The MRM team went door to door distributing the Charter of Positive Values and engaging the people in the area on positive values as a means of combating the social ills, especially those facing the area.
- **Galeshewe Circle** was the next target area. The convoy went to the shopping complex at the Galeshewe Circle and did the same, distributing the Charter and engaging people who were attracted by the MRM digital mobile billboard which was showing clips of MRM events and which was also used to loud haling. The houses closest to the shopping centre were also visited.
- **Platfontein** where the Koi and the San communities are located was the final destination of the door to door campaign. Some of the major challenges around this area were alcohol abuse and child/teenage pregnancies. Girls as young as thirteen years of age had babies and there were high levels of unemployment.
- **Galeshewe Community Hall** hosted a Youth Dialogue on issues affecting youth and was addressed by the CEO of the Moral Regeneration Movement and the Film and Publication Board.
- **Galeshewe United Congregational Church SA** also hosted a Women’s Dialogue also addressed by the Film and Publication Board on the pros and cons of information technology; especially with regard to the dangers posed by the kinds of technology parents were buying their children; smart phones, etc.
- A Gala Dinner was held on the 30th June to welcome all delegates, stakeholders and social partners from outside of the Northern Cape and to thank all staunch MRM supporters and practitioners in the Northern Cape who had supported MRM since its inception.

OFFICIAL OPENING CEREMONY: Kimberley, Northern Cape

01 July 2011

The official opening ceremony for the MRM Month was held at the CRC Church in Kimberly and was hosted by the Premier of Northern Cape. The programme started with an official briefing of the Principals; the Deputy Minister, the Provincial Premier and members of the MRM Board of Directors.

2011 MRM MONTH REPORT

This was followed by interfaith devotions and a welcome to the Sol Plaatjie Municipality by a representative of the Mayoral Committee. The Chairperson of the MRM Father Smangalis Mkhathwa gave an overview of the Moral Regeneration Movement, the environment in which it was operating and emphasised the importance of strengthening organisations promoting positive values. Messages of support were received from the CRL Commission (read by the Programme Director), the National Heritage Council, National House of Traditional Leaders, the Film and Publication Board and the SABC. A short presentation on the Charter of Positive Values was done by Pakama Productions. The Premier of the Northern Cape, Honourable Ms Hazel Jenkins gave an overview of the province and the work it was doing in support of moral regeneration and also introduced the guest speaker. The keynote address was given by the Honourable Deputy Minister of Arts and Culture Dr J Phaahla who reaffirmed the vitality of the work done by MRM noting that MRM is the backbone of the nation.

Amongst the delegates attending the official opening were some members of the MRM Board of Directors, Mayors from the various municipalities, Leadership of the National House of Traditional Leaders, officials from various departments and provinces, national civil society organisations – (Faith Based Organisations, Film and Publication Board, Freedom Park, Commission for the Promotion and Protection of Cultural Religious and Linguistic Communities, the Provincial Prosecuting Authority, the department of Correctional Services etc.)

The audience was captivated by song and drama; entertainment was provided by young inmates from the Kimberley Corrections Centre, the Assemblies of God Choir and the Platfontein Cultural Group.

04 -05 July 2011: KwaZulu Natal Province

A workshop was held at Mehlokazulu High School, facilitated by the Youth Coordinators based in the province, where the learners dialogued on the Charter of Positive Values.

06 -07 July 2011: KwaZulu Natal Province

Another workshop was held at Georgetown High School which is a school that has had many challenges of ill discipline, violence, etc. The learners of their own volition decided to form an MRM structure at the school to deal with the challenges that they faced on a daily basis.

18 July 2011: KwaZulu Natal Province

A function was held where different stakeholders pledged to adopt Georgetown High School as partners to the MRM Youth Programme. They included among others uKhozi FM, renowned gospel singer, Ms Hlengiwe Mhlaba, the district Mayor of Umsunduzi and others.

19 July 2011: KwaZulu Natal Province

The CEO of the MRM Mrs Mdhladhla visited different stakeholders to acknowledge, express the gratitude of MRM and endorse their contribution to the work; St. Josephs Secondary School, Gift of the Givers and Mehlokazulu High School.

22 July 2011: Gauteng Province

A Youth Dialogue on the MRM Month theme “Together nurturing the good in everyone through the Charter of Positive Values” was held at the Chris Hani Sports Complex at Orange Farm. This was facilitated by the MRM Youth Coordinators, the Orange Farm SAPS Youth Desk. Presentations were done by the Moral Regeneration Movement, the SAPS, Emergency Medical and Rescue Services and the Film and Publication Board followed by questions and answers.

2011 MRM MONTH REPORT

True to the saying; “the beauty of young men is their strength” after the presentations the youngsters showcased their talent through marimba, dance and song.

28 July 2011: Presentation to the Full Council of Nelson Mandela Bay Metro

The CEO of the Moral Regeneration Movement, Mrs Zandile Mdhlahla was given an opportunity to make a short presentation to the Full Council Meeting of the Nelson Mandela Bay Metro about the Moral Regeneration Movement as well as the Official Closing Ceremony to be held on Saturday 30 July.

29 July 2011: MRM Blitz

As part of the Closing Ceremony build up, a blitz was held around the communities of Port Elizabeth and surroundings. There were two groups going to different areas at the same time and later converged.

Visit to St. Albans Correctional Facility (Nelson Mandela Bay Metro)

Group A, led by Councillor Desi together with the CEO of MRM, three minibuses full of Councillors from Cacadu Municipal District and Buffalo City and members of the Provincial House of Traditional Leaders visited the St. Albans Correctional facility to dialogue with inmates on the Charter of Positive Values and provide support to the inmates. A former inmate, Rev Z T Dayimani gave a rousing motivational speech.

Visit to Booyens Park High School Nelson Mandela Metro

Group B, led by Father Mkhathshwa, the Chairperson of the Moral Regeneration Movement, Ms Maria Hermans, Speaker of the Nelson Mandela Bay Metro accompanied by the MRM District Coordinator Mr P Vena, Rev. Jacobs MRM Youth Coordinator and other delegates visited Booyens Park High School, which is one of the schools that have been adopted by the MRM Youth Programme to help combat the challenges of ill-discipline and other social malaise the school is experiencing. There the learners and educators were engaged on the Charter of Positive Values. Both Fr Mkhathshwa and Ms Hermans addressed the learners and their pedagogues stimulating positive action to combat the challenges facing them.

28 July 2011: Zwide Cemetery Nelson Mandela Bay Metro

The Deputy President of South Africa, Hon K Motlanthe, the Acting Premier, Ms Majodini, the Executive Mayor of the Metro, Mr Z Wayile Chairperson of the MRM Fr S Mkhathshwa went to Zwide Cemetery to pay their respects and lay wreaths at the graves of Mr Govan Mbeki and Mr Raymond Mhlaba, who were affectionately known and are still referred to as Oom Gov (Mr Govan Mbeki) and Oom Ray (Mr Raymond Mhlaba). Thereafter the entourage departed to the Nelson Mandela Metro University Spots Complex at the Missionvale Campus for the official closing ceremony of the MRM Month 2011.

The closing ceremony was officially opened with the singing of the National Anthem and Interfaith devotions. Thereafter the delegates were welcomed to the city by the Executive Mayor, Cllr Z Wayile. The Chairperson of the Moral Regeneration Movement gave an overview of the MRM and

2011 MRM MONTH REPORT

the environment in which it operates. Messages of support were received from the CRL Commission (read by the Speaker of the Nelson Mandela Bay), National Heritage Council, National House of Traditional Leaders, the SABC and the Principals of Booyens High School and Newell High School.

Acting Premier MEC Majodini gave the Provincial overview and thereafter invited the Deputy President of the Republic of South Africa the Honourable Mr K Motlanthe to deliver the keynote address.

In his address the Deputy President highlighted the theme for MRM Month 2011, which was "Together Nurturing the Good in Everyone through the Charter of Positive Values", and remarked that it served as a fitting tribute to the father of our democracy, Madiba, who, throughout 67 years, taught us of personal sacrifice. He also congratulated all South Africans who selflessly opened their hearts to contribute 67 Minutes of their time during Nelson Mandela's birthday to do good deeds.

The Deputy President also commended the Movement for choosing this year's theme to concentrate on promoting forgiveness, solidarity, and responsibility by both parents and the youth. The very first value in the Charter of Positive Values speaks of Respecting Human Dignity and Equality. It recognises that we are all born free, with equal dignity, the right to life, shelter, food and security.

He also thanked Father Smangaliso Mkhathshwa and the Moral Regeneration Movement Board for their assistance to government in carrying out this daunting project, without whose commitment, wisdom and hard work, he felt, government would indeed be left wanting.

A peace pledge was also handed over to the Deputy President as a symbol of and commitment to peace between the local community and the foreign nationals of Motherwell.

Entertainment was provided by the St Albans Correctional Facility's Choir and Marimba Band as well as world renowned actor Mr Monde Wani who performed a one-hander titled "The Rivonia Trial".

COMMUNICATION

A variety of mediums were used to promote MRM Month:

- **RADIO ADVERT**

The Chairperson of the Moral Regeneration Movement did an advert in English, which was then translated into all different and broadcast on Community Radio stations, apprising communities of the MRM Month and essentially calling the nation to action.

- **MRM ROADSHOW TRUCK**

A very well MRM branded truck with a digital billboard showing snippets of footage of MRM events accompanied by MRM practitioners took to the following routes doing road-shows; door to door visits, distributing the Charter of Positive Values and engaging members of the various communities about the moral themes in the Charter:

NORTHERN CAPE

29 June – July 02

☞ Kimberley

2011 MRM MONTH REPORT

☞ Galeshewe

☞ Platfontein

EASTERN CAPE

25 – 29 July 2011

☞ Chris Hani District

☞ Buffalo City

☞ OR Tambo District

☞ Cacadu District

☞ Nelson Mandela Metro Bay

It is worth noting that some of the road-shows also took place during the night bringing much curiosity and excitement to communities.

MEDIA COVERAGE:

Electronic:

- **SABC News Radio** covered the MRM Month Official Opening function in their lunchtime and afternoon news bulletins while a large number of Community Radio Stations covered the speech live in full.
- **Ukhozi FM** did interviews with the CEO of MRM, Mrs Zandile Mdhlahla, KZN Provincial Coordinator, Mr Callistus Nkwanyana and MRM Youth Coordinator, Mr Andile Masondo
- **Jozi FM** did an interview with MRM Youth Coordinator, Mr Andile Masondo on MRM Month and the MRM Youth Programme and its activities
- **KQ FM (NMBM)** had reserved evening slots for MRM over a three day period leading to the official closing. The CEO of the Moral Regeneration Movement, Mrs Zandile Mdhlahla, MRM Youth Coordinator Mr Andile Masondo, GCIS Liaison Officer Ms Portia Mlisa participated on these programmes whose discussions centred on the Movement itself, the Charter of Positive Values, the rationale behind MRM Month and the logistics with regard to bus routes.
- **Bay FM** interviewed the Speaker of Nelson Mandela Metro Cllr. Maria Hermans.
- **SABC TV News** covered the Closing Ceremony of the MRM Month especially the Deputy President's speech during their lunchtime and evening news bulletins.

Print:

Vukuzenzele had a write up on the Moral Regeneration Movement in their July issue.

ACKNOWLEDGEMENTS AND THANKS

Moral Regeneration is the concern and responsibility of everyone and the Moral Regeneration Movement would like to acknowledge with gratitude the sterling work of ordinary men and women who work tirelessly and sometimes without compensation towards the restoration of the moral fibre of our country. The people who participate in MRM events take home something to discuss with families and friends and thus help to spread the word on moral renewal and the need thereof. At the same time, the Movement gets to hear first hand of the problems plaguing communities and because of our working relationship with the three spheres of Government these problems are taken to the relevant departments mandated to deal with them.

2011 MRM MONTH REPORT

The Moral Regeneration Movement would like to thank stakeholders and social partners who worked tirelessly through difficult circumstances sometimes to make sure MRM Month happened. To each and every person who put their hand on the wheel to make the Moral Regeneration Month the success it was, our heartfelt thank you.

Amongst these, we would like to especially thank and acknowledge the following:

- The Presidency
- The Ministry of Arts and Culture
- The MRM Board of Directors
- Department of Correctional Services
- The Office of the Premier of the Province of the Northern Cape (Official Opening)
- Executive Mayor of the Sol Plaatjie Municipality (Northern Cape)
- The Office of the Premier of the Province of the Eastern Cape (Official Closing)
- The Executive Mayor of Nelson Mandela Bay Metro
- The Office of the Speaker of the Nelson Mandela Bay Metro
- The House of Traditional Leaders (National and Provincial)
- The Film and Publication Board
- The National Heritage Council
- The Commission for the Promotion and Protection of Cultural Linguistic and Religious Communities
- The SABC
- Government Communications and Information Systems (GSIS)
- Motswako Media and Black Apple Media
- Community Radio Stations
- MRM Provincial Coordinators
- MRM Youth Coordinators

CONCLUSION

It is worth noting that there are always new lessons and experiences every time, which go with celebrating MRM Month. This year MRM Month coincided with the local government elections and this had an impact in that new councillors had to be brought on board and initiated about the Moral Regeneration Movement and its work.

MRM Month also coincides with the birthday of former President Nelson Mandela and the 67 Minutes campaign. In one way this is a good thing as people are able to do good for those that are vulnerable and in need but it also poses a challenge in that it becomes difficult to quantify the activities dedicated to MRM Month as most people do their 67 Minutes as part of moral regeneration.

The resources required are many and costly. There are planning meetings that have to be held which have travelling and accommodation cost implications. In most instances MRM has to rely on provinces and municipalities to help carry those costs especially for officials and other volunteers. However this is seldom enough as some provinces and municipalities do not budget specifically for MRM activities.

2011 MRM MONTH REPORT

On the main, we continue to learn from previous years and live in the hope that MRM Month will improve to the point that it will become a much-looked-forward to occasion in the national calendar.

2012! Watch this space!