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## DIRECTORATE: CORPORATE COMMUNICATION & IT

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### MEDIA STATEMENT

**27 August 2015**

#### **Tourism honors female employees**

**MORULENG** - Women are a critical component in families. They nurture, build, educate, and raise nations. They are all rounders and more than anything they provide warmth and love in every family and the community they live in. This is according to Mme Grace Masuku, a cultural veteran from Moruleng village near Sun City in the North West during the recently held provincial department of Tourism's Woman's Day celebration.

Mme Masuku said that women are nation builders and in the midst of all their philanthropic gestures, they are faced with social and economic challenges. Women are abused in all forms; they are facing criticism, abuse, and are rejected. She described a woman as a kind hearted and as a person designed to bring life in the world.

"We need to take queue from the elders and practice their teachings. Women need to take their stance and build a nation. However as women in tourism, you need to make sure that the nation is happy and enjoys the beauty of this province. You are the ambassadors and I have no doubt that you can represent your department diligently, as women always take the lead" Masuku said.

Speaking on behalf of the Acting Head of Department Charles Ndabeni, the Director Communication and Information Technology Dineo Lolokwane informed all women attending that the department cares for them. She presented the HOD's eight principles action plan, which further assured female officials of principles such as the Gender Mainstreaming, meeting equity targets, transformation, creating an enabling environment as well as providing adequate resources amongst other things.

Lolokwane said that "this plan is a clear indication of her department's intention to empower and elevate female employees. "We want to transform the current status quo by going beyond the required gender equity targets by ensuring women within the department are recruited into strategic decision making positions", she said



Lolokwane further said that she was pleased that women representation within the department is now balanced with more capable women managers appointed to the senior management positions and the fact that the department is lead by a woman.

“More than anything women have managed to penetrate the patriarchal industry and are now recognized by government. We must take pride of our capabilities and celebrate the women we are. We must be proud to be women in Tourism and work beyond our scope in making sure that this department achieves its mandate. Rest assured that you are recognized and your pivotal efforts are not going unnoticed. You are the pillars and strength of this department. Work together and demystify the myths about women”, Lolokwane said.

Women were treated to their best as they were exposed to heart to heart women talk and advise from professionals like the motivational speakers, other women sharing their experiences and many other activities like the massages and health screenings. Encouraging her colleagues in the good work that they are doing, the newly appointed Chief Director for Tourism Growth, Development and Transformation Sarah Manone, called on all women within the Department to give their all in carrying the mandate of this department forward.

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**Pic 1 - Tourism female officials celebrating women's day in Moruleng**

**Pic 2 - Ms Grace Masuku addressing tourism female officials during the women's month event held in Moruleng**

**Pic 3 - Ms Dineo Lolokwane presenting the HOD's 8 point plan**

**Pic 4 The newly appointed Chief Director Tourism growth development and transformation**

**Pic 5 – Smile, dance and sing – Female Employees from North Dept. of Tourism celebrating women's day in Moruleng**

*-All pictures by North West Department of Tourism*

