

**NO DRINKING
WHILE
PREGNANT**

**NO DRINKING
AND DRIVING**

**NO DRINKING
ALCOHOL OUTSIDE
THE TAVERN**

JUNE

2019

STAKEHOLDER REPORT



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CEO FOREWORD

When you are aware and informed you make better choices, this is our firm belief at aware.org. We work tirelessly to fulfil our mandate to drive and achieve a tangible reduction in alcohol harm and as such is the industry's collective commitment to redressing the high levels of alcohol abuse. We need and want to build a culture of responsible alcohol consumption in South Africa.

As an independent industry body, we have adopted a programmatic approach in our efforts to work collaboratively with community stakeholders to facilitate safer and alcohol harm-free environments.

To this end, we have funded and supported our implementation partner, Sekika Solutions, in the roll-out of their Responsible Trade

Facilitation (rtf) Programme. This Programme forms part of our Community Formalisation Programme aimed at ensuring safer and alcohol harm free outlets. The rtf Programme was rolled out as a pilot in four provinces, Eastern Cape, Free State, Gauteng and Mpumalanga, and so far has showed great impact.

The Programme is aimed at changing behaviours and attitudes in order to promote responsible trading and encourage responsible drinking.

The outcome of this initiative is to realise a balance between compliance and trade that sees evidence-based outcomes of harm reduction, and the realisation of strategic partnerships are the life blood of our harm reduction mandate.

Aware.org has developed this stakeholder report to provide you with more information about the Programme and thank you for participating in the rtf Programme. Together we can move towards combating harmful drinking and achieving sustainable social growth.

Responsible Partnerships Create a Better Tomorrow.

Yours Sincerely,

Chief Executive Officer
Mrs Ingrid Louw



THE RESPONSIBLE TRADE FACILITATION PROGRAMME

Testimonial

"I highly appreciate your efforts for lights, toilet seats and water bottles for my outlet" - Moraras Inn, Mohlakeng, Randfontein

The Responsible Trade Facilitation (rtf) Programme forms part of aware.org's community formalisation initiative and is instrumental in its programmatic approach that is to work collaboratively with community stakeholders to facilitate safer and alcohol harm-free environments.

Aware.org has partnered with the Provincial Liquor Authorities; Eastern Cape Liquor Board (ECLB), Mpumalanga Economic Regulator (MER), Free State Gambling, Liquor and Tourism Agency (FSGLTA), and Gauteng Liquor Board (GLB) to launch the rtf programme in their respective regions. The programme focuses on training, support and mentorship to ensure that the liquor outlets trade in a safer, more compliant manner in the communities in which they operate to reduce alcohol related harm.

The outcome of this initiative is to realise a balance between compliance and trade that sees evidence-based outcomes of harm reduction. The rtf used the following Outlet Health Measures (OHM) to evaluate the 710 participating outlets.

It further developed action plans to close the gaps identified in partnership with the outlet owners:

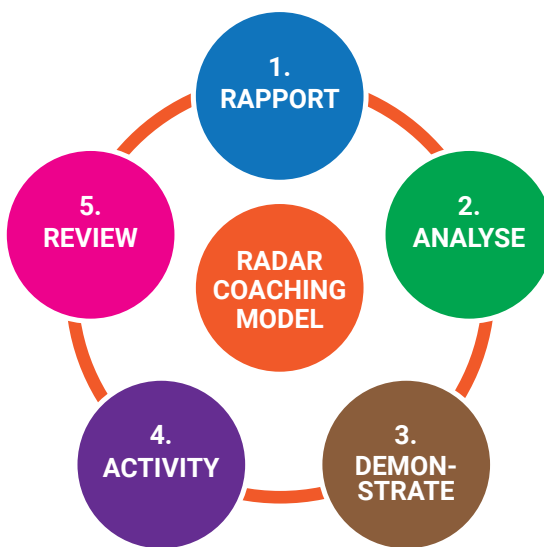
- 1 / **Outlet Health Check** Since the implementation of the rtf programme, the overall Health Check score has increased from **41%** to **77%**. This improvement is attributed to the increase in the understanding of the relevant legislation and improved infrastructure.
- 2 / **Outlet Observations** During each visit the rtf facilitator observes the behaviour of both the outlet management team and that of the consumers. During the implementation period the outlet observation score improved from **75%** to **92%** and standard deviation decreased from **0.143** to **0.10** over 5 515 unique observations across the four regions. The biggest challenge observed is alcohol being removed from the on-premise outlets.
- 3 / **Consumer Engagements** rtf facilitators engage the patrons on different topics around alcohol harm and misuse in each visit. About 2 723 engagements were conducted in eight rtf centres across four provinces. The engagements were welcomed by the consumers who showed a willingness to learn while engaging on issues related to alcohol abuse.
- 4 / **Enforcement Visits** Any outlet visit by any law enforcer - SAPS or Liquor Inspector - is captured as a visit. The outcome of these visits is recorded and used to assist with developing the outlet action plan. Both compliance and non-compliance notices are captured.



Programme Overview

To facilitate efficient data collection and field communication, a mobile data collection application is utilised. The application is loaded onto a 7-inch android tablet and provides the following core features to the facilitators: geolocation of customers, access to previous visit information, conducting electronic surveys, developing picture databases of each tavern, conducting training presentations to tavern owners and handling requests for real time support from the back-office. The application allows the back-office to create specific audits and push it in real time to the facilitators. Data from the facilitators is pushed to the back-office via Cloud Technology to allow the administrator to collate and analyse data, develop facilitator performance KPIs, and conduct visit-variance analysis.

The RADAR coaching model is used by the facilitator to analyse the information provided by the Outlet Health Measures to identify gaps and develop action plans with the outlet owner to close these gaps.



- 1 / **Rappor**
 - Get to know the outlet owner / manager
 - Make him/her feel comfortable
 - Agree how you will work together
- 2 / **Analyse**
 - Agree the objectives of the programme
 - Identify gaps in compliance via the Outlet Health Measures
- 3 / **Demonstrate**
 - Tell or show the outlet owner what to do
 - Answer any questions the owner might have
- 4 / **Activity**
 - Assist the owner to become compliant
 - Provide constructive feedback and guidance
- 5 / **Review**
 - Evaluate progress with the owner via the outlet Health Measures
 - Plan how to handle outstanding issues together
 - Agree dates to complete outstanding issues

rtf Incentive execution (100% Complete)

The following are some of the incentives rolled out to the participating outlets to further assist and support outlet compliance.

NUMBER OF Toilet Upgrades	276	NUMBER OF Spotlight Installations	351	NUMBER OF First Aid Boxes	675
NUMBER OF Enviro Loo Installations	143	NUMBER OF Fire Extinguishers	1 138	NUMBER OF First Aid and Fire Fighting Training Sessions	24 Total attendance above 85%
NUMBER OF CCTV Installations	521	NUMBER OF Safety Signage	3 485	NUMBER OF Alarm Systems	29



OUTLET HEALTH CHECK

The Tavern Health Check consists of approximately 70 audit points (region dependant) that was developed based on the relevant Liquor Act, Presiding Officer conditions, Norms and Standards, and the OHS Act. To simplify analysis and assign tangible scoring, rtf has classified the audit points into four categories:

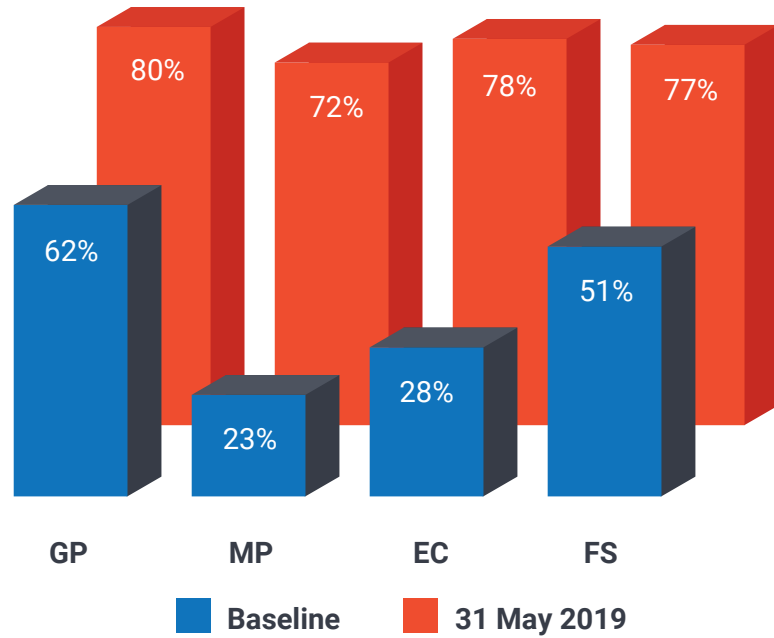
- 1 Training and Education
- 2 Practices
- 3 Infrastructure
- 4 Documentation

Health Check - Overall Progress

The overall health score improved from average of **41%** to **77%** with the biggest improvements on the outlet owners understanding of the applicable legislation and the outlet infrastructure.

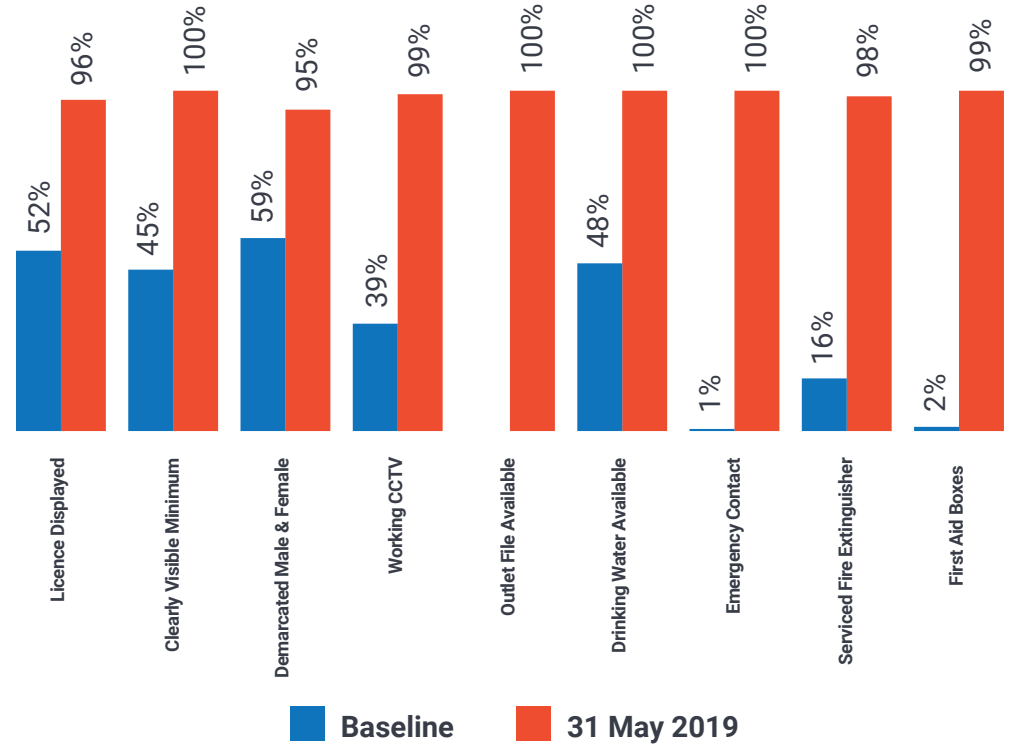
	The licence holders/ managers understanding of the applicable legislation	The habitual application of the requirements and processes of the legislation e.g. provision of free drinking water	The basic physical and organisational structures specified by the legislation e.g. up-to-date fire extinguisher	The availability of the documentation specified by the legislation e.g. valid licence certificate	The licence holders/ managers understanding of the applicable legislation
	Training & Education	Practice	Infrastructure	Documen-tation	Overall
Baseline	45%	51%	31%	15%	41%
31 May 2019	93%	67%	86%	36%	77%

Outlet Health Check



Overall leading compliance indicators improved from ~ 35% to > 90% across the four regions.

Health Check - Compliance Indicators



ARTICLE

THE TAVERN PLEDGE



A commitment to changing behaviour

Liquor traders understand that changing their customers' attitudes toward drinking responsibly will enhance their chances of long-term success and know this change starts with them.

However, making a public commitment to changing attitudes invites scrutiny of what you are doing and can lead to either destructive or supportive behaviour from all those who witness your pledge. A written pledge that everybody can see is extremely powerful. It binds you to behaviour and invites evaluation of the situation.

But outlet owners have demonstrated their commitment and taken accountability, with close on 700 liquor traders having signed the pledge since late 2018. These pledges are also signed by the authorities and displayed in a prominent position in their outlets - ensuring that unwanted behaviour will not be tolerated.

MY TAVERN PLEDGE

AS A TAVERN OWNER, I PLEDGE TO TRADE RESPONSIBLY BY:

- Adhering to my trading conditions and trading hours
- Not serving alcohol to anyone under the legal drinking age of 18
- Not serving alcohol to patrons who have had too much to drink
- Not being a disturbance/nuisance to the community in which I operate
- Discouraging my patrons from drinking and driving
- Discouraging my patrons from walking alone when they have been drinking
- Encouraging respectful behaviour amongst my patrons
- Taking a zero-tolerance approach for any forms of violence or harassment taking place inside my tavern/outlet
- Support of and compliance with the liquor inspectors during site visits to my premises

HOW CAN YOU AS MY CUSTOMER/PATRON SUPPORT ME TO PROTECT MY LICENSE TRADE?

- Respect my trading conditions and trading hours
- Do not drink and drive, or drink and walk
- Inform me of any underage individuals in my tavern/outlet
- Inform me if there are pregnant women in my tavern/outlet
- Do not urinate outside my tavern/outlet
- Do not remove alcohol from my tavern/outlet
- Do not fight with or harass any of my customers/patrons or neighbours
- Do not park in front of my tavern/outlet, or obstruct my neighbours' access
- Do not engage in unruly behaviour or loitering outside my tavern/outlet



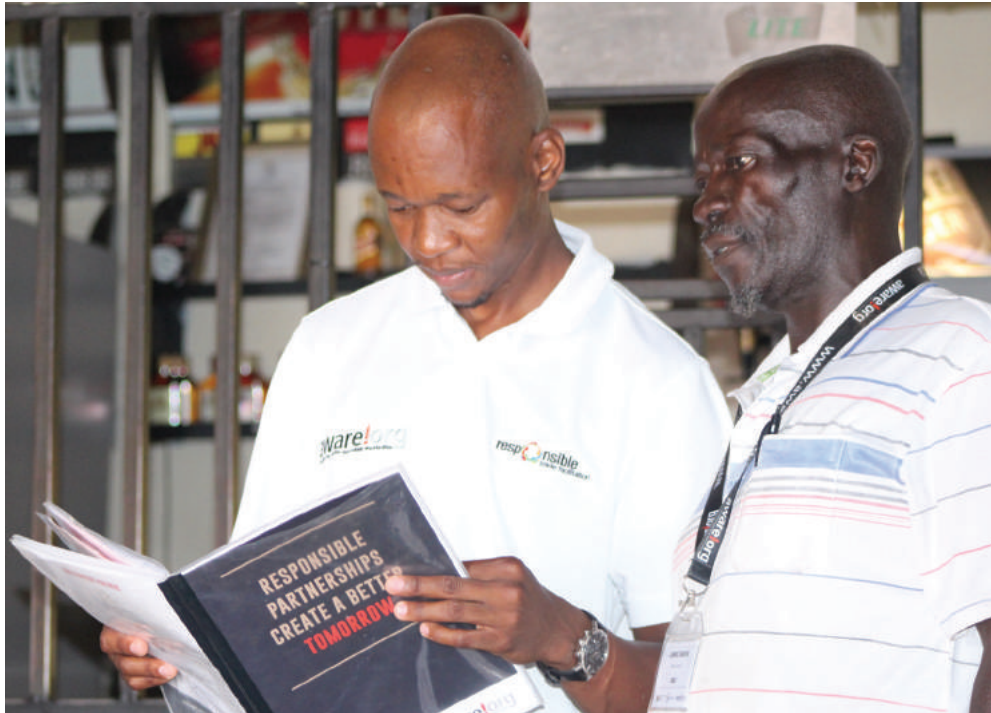
OUTLET OWNER

AUTHORITIES

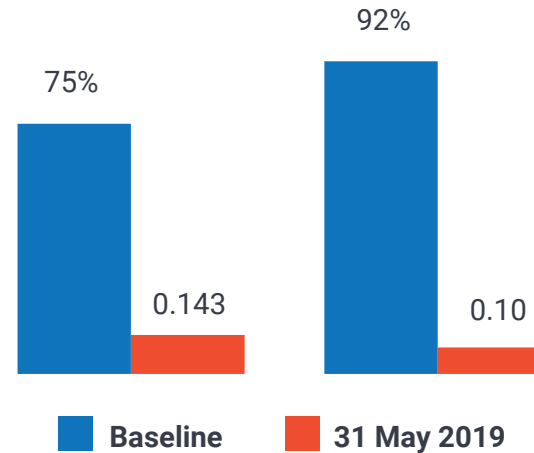
LEGISLATIVE OBSERVATIONS

The facilitators conduct legislative observations during each outlet visit. The objective of the 12-point observation is to verify the outlet's level of compliance to legislative requirements. Each visit was scored as a percentage compliance. The overall programme observation

score improved from **75%** to **92%**, while the standard deviation decreased from **0.143** to **0.01** over 5 515 unique observations across the four regions. The standard deviation has steadily decreased indicating greater consistency in compliance.



Overall Legislative Observation Scores



Testimonial

“Thank you rtf for the First Aid Kit, tablecloths and signage including no-under 18s and my pledge board” - Joey, Tyson's Palace

Overall Top 5 Non-Complying Observations

- Litter
- Serving Drunk Patrons
- Loitering
- Removal of Liquor from On Consumption Outlets
- Smoking in Non-Designated Areas

CONSUMER ENGAGEMENTS

During each outlet visit the facilitators engage the patrons within the outlet on various alcohol harm topics. In general, the patrons are always very receptive to engage and learn from the facilitators. During the project 2 723 consumer engagements were conducted across the four provinces.

The FASD and Underage Drinking Awareness Engagements took place from November 2018 to April 2019. Respondents were asked subject-related questions and their responses were recorded in order to assess their understanding. The facilitator then makes a presentation aimed at educating

the respondents on issues of legislation and societal impact on FASD or underage drinking. One-on-one and focus group discussions are used to further engage the respondents.

While the respondents showed an overall good understanding of the minimum drinking age, their understanding of the FASD symptoms and consequences were lacking. The following two tables summarise the survey results for the two campaigns:

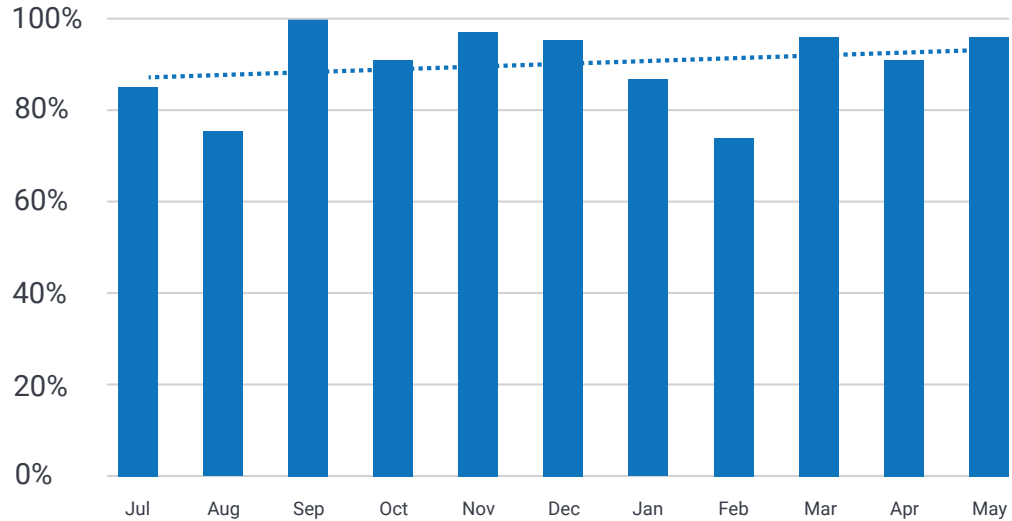


	RESPONDENTS			AWARENESS			RESPONDENTS RECOGNISING FASD SYMPTOMS			AWARENESS	
	No. of Engagements	Average Age	% Females Engaged	Respondents who heard of FASD before	Respondents who stated pregnant women should not drink	Small Head	Slow Learning	Smooth This Upper Lip	Hearing and Sight Problems	Respondents who stated FASD is preventable	Respondents who stated there is no cure for FASD
				YES	NO	YES	YES	YES	YES	YES	NO
Eastern Cape	187	40	60%	10%	97%	46%	97%	24%	59%	96%	79%
Free State	221	38	45%	9%	98%	68%	92%	57%	71%	76%	77%
Mpumalanga	193	38	52%	3%	89%	67%	72%	33%	68%	53%	82%
Gauteng	47	47	40%	4%	94%	94%	100%	94%	100%	98%	85%
Overall	648	41	51%	7%	94%	69%	90%	52%	75%	81%	81%

	RESPONDENTS			AWARENESS		RESPONDENTS RECOGNISING HEALTH EFFECTS ON YOUNG PEOPLE					RESPONDENTS UNDERSTANDING OF WHY UNDERAGE PEOPLE DRINK ALCOHOL					
	No. of Engagements	Average Age	% Females Engaged	Understood min legal drinking age of 18	Viewed underage drinking as a problem in SA	Accidents	Alcohol Poisoning	Anxiety and Depression	Brain Damage	Learning Problems	Peer Pressure	Social Media	Advertising	Lack of Parental Control	Too Much Free Time	Parents Role Model
				18	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Eastern Cape	177	40	71%	97%	99%	97%	49%	44%	86%	84%	86%	64%	43%	92%	63%	90%
Free State	746	39	51%	99%	100%	100%	91%	80%	93%	95%	99%	99%	99%	91%	91%	95%
Mpumalanga	556	39	37%	98%	96%	96%	73%	90%	96%	96%	95%	77%	88%	94%	92%	95%
Gauteng	600	49	36%	96%	97%	97%	96%	94%	94%	97%	97%	97%	97%	91%	97%	92%
Overall	2079	42	0	98%	98%	98%	77%	77%	88%	93%	94%	94%	82%	92%	86%	93%

% Compliance Outcome Visits

In total 581 enforcement visits were recorded of which 527 compliant notices were issued and 54 non-compliant notices.



Most Reported Fines / Warnings

Not complying to trading times

Loitering

Loud noise

Condition of toilets

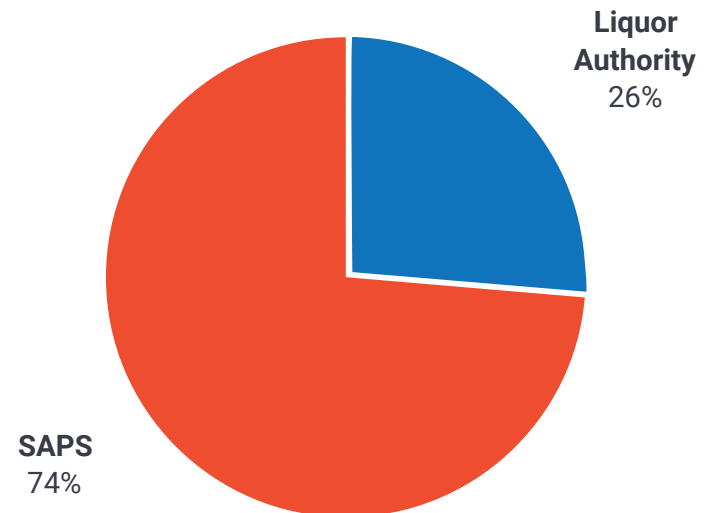
Not displaying licence

Testimonial

"I am very grateful to your company and the liquor board for the cameras I received" -
Nyiko, My E's Tavern, Chiawelo, Soweto



Cumulative No of Visits



INCENTIVE SCHEME

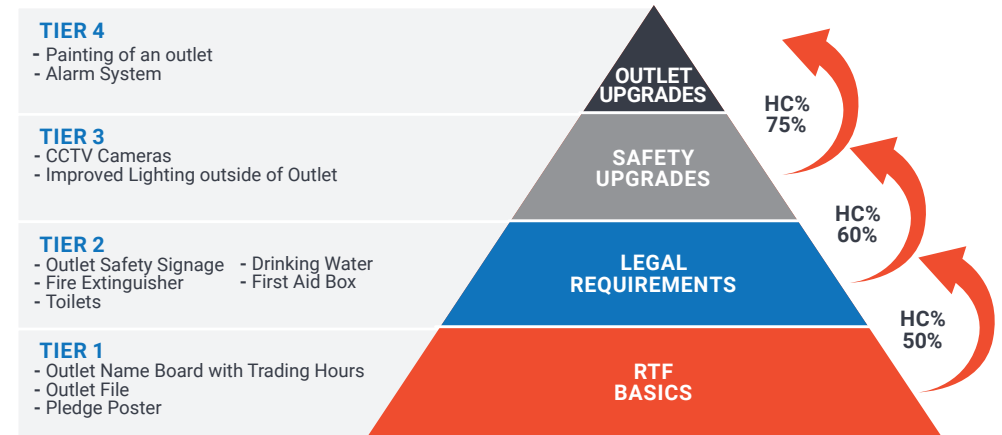


The rtf incentive scheme aims to encourage liquor traders to become more responsible and to provide them with the tools to comply with applicable legislation within the areas that they are operating within. The incentive scheme supports both the struggling liquor traders and rewards the high performing traders.

Incentives Scheme is split into 4 Tiers:

- Tier 1** Incentives provide the rtf basic enablers required to assist the rtf programme roll-out.
- Tier 2** Incentives assist liquor traders with compliance relative to the relevant legal requirements (Norms and Standards; Liquor Act, Occupational Health and Safety Act).
- Tier 3** Incentives aim to assist traders with safety upgrades to ensure safer outlets.
- Tier 4** Incentives assist liquor trader by making their outlets more appealing to their consumers. **Tier 4** Incentives are only available to outlets that have met all the requirements of the lower tiers. Only top performing outlets will be able to access **Tier 4** incentives.

Incentive Scheme Mechanism



THE FOLLOWING TABLES SUMMARISE THE INCENTIVES ROLLED OUT ACROSS THE FOUR REGIONS

EASTERN CAPE - FREE STATE - MPUMALANGA - GAUTENG

TIER 1 - Incentives

QTY	INCENTIVE	DESCRIPTION
710	Outlet File	Generally, outlet owners struggle when filing important documents. When authorities come to visit, it takes time for the outlet owner to gather the necessary documentation. The outlet file guides the outlet owner as to which documents are required and therefore reduces the time of regulatory visits considerably.
620	Outlet Name Board	Each outlet owner is provided with an outlet name board which will be displayed at the entrance to the outlet. The name displays the following: - Name of Outlet - Type of Outlet - License Number - Trading Hours
1420	Responsible Trade Messaging (x2)	2 x A3 outlet signs that display responsible messaging.
710	Licence Frame	A Liquor Licence is the most important document for the outlet owner. Some Liquor Authorities have requested that the Liquor License be framed and displayed for all patrons to see. Having the Liquor Licence framed and clearly displayed is a demonstration of compliance and highlights the importance of this document.
3485	Table Cloths	Table cloths provide the perfect opportunity to communicate responsible messaging to the outlet's patrons. A draught board is printed on the tablecloths and is accompanied by draught playing pieces. Collectively, these two elements provide the opportunity for patrons to be exposed to responsible messaging, while enjoying a game of draughts.
710	Pledge Poster	Outlet pledge posters set out the rules and regulations for both outlet owner and their patrons. The outlet owner and his/her staff sign the pledge poster in support of the rtf Programme, as well as to the applicable rules and regulations thereof. Pledge posters are also signed by local authorities.
710	Emergency Contact List	As part of the OHS Act, outlets are required to display the contact details of emergency services that can be reached in case of emergencies.

ARTICLE

SANITATION



Meeting the Challenge

In rural South Africa the situation regarding sanitation is dire. Running water is limited and the provision of ablution facilities is often limited to an unsafe and unhygienic “hole in the ground”.

On consumption outlets, by law need to provide toilets for customers, but many of these toilets are in bad condition and unhygienic. The rtf programme recognised the need to upgrade existing toilets at liquor outlets, or, in many instances, provide new toilets that would work within this environment.

Providing toilets where there is no or limited basic infrastructure such as water and sanitation is a

huge challenge. The EnviroLoo was identified as a solution to this problem.

The EnviroLoo is a waterless toilet system that provides a safe, non-polluting, cost-effective solution suitable for areas where basic infrastructure is not available. Through evaporation and dehydration it utilises sun and wind to transform human waste into a safe, neutral, pathogen free material, without the use of water, chemicals or electricity.

One hundred and forty three (143) EnviroLoos were installed within rural Mpumalanga and the Free State.

TIER 2 - Incentives

QTY	INCENTIVE	DESCRIPTION
3485	Outlet Safety Signage	Required safety signage is supplied to communicate responsible trading messages to patrons. Messaging includes: <ul style="list-style-type: none"> - No under 18's - No weapons - No drinking outside outlet - No smoking - Emergency assembly point
1138	Fire Extinguishers	The OHS Act requires that outlets have serviced and operational fire extinguishers in case of a fire.
143 124	Toilets: Enviroloos Upgrades	It is a legal requirement that an outlet must have male and female toilets available to their patrons. The rtf programme will install and/or upgrade toilets at participating and eligible outlets.
710	Drinking Water	Water must be made available to patrons for consumption. The rtf Programme will provide water canisters/water dispensers to outlets for their patrons.
675	Supply First Aid Box	The rtf Programme will provide first aid boxes/kits to outlets. Basic first aid training will also be provided to the outlet owners in cases where a patron incurs minor injuries at the outlet.

ARTICLE

TRAINING FIRE FIGHTING / FIRST AID



Training of Outlet Owners and/or Managers

The rtf programme assists outlet owners to improve the legal compliance of their outlets.

A requirement of the Occupational Health and Safety (OHS) Act is that fire extinguishers and first aid boxes are available in liquor premises. The rtf incentive programme assists by providing these to participating outlets as well as providing the necessary first aid and firefighting training.

The training workshops were conducted in all four regions with training manuals provided for future reference.

Certificates of Competence were awarded to all delegates upon completion of their training. The workshop exposure was the first exposure most outlet owners had to first aid and firefighting training.

The delegates that attended the training were extremely appreciative for the training that they attended. Since the roll-out of this incentive several reports have been received where outlet owners used the skills obtained from the training to either stop fires or treat injured patrons.



"It was my first time attending such a training and it is very rare for training like these to be provided in black communities," says Refilwe from Woza Woza Tavern in Kwaggafontein.

"I am overwhelmed by the experience received from the training. Prior to the training I knew nothing about the first aid kit and fire extinguisher," adds Masabath from Tukeng Bottle Store in Bloemfontein.

Also from Bloemfontein, Dione Joseph from Phila's Tavern, adds: *"The training should be provided for every outlet owner. If a tavern owner values the safety of his customers, he must attend the training."*

"I learned a lot from the training – going forward I will now know what to do when there is an injured customer or when there is fire," says LJ Mmene, from Botshabelo.

"Fortunately because of the training I undertook I managed to assist my customer who slipped on the wet floor and the other clientele were able to see that we, as outlet owners, are capable of assisting our customers if they are injured. I wish the project can be ongoing so it can reach those who are not yet involved and who are not aware of the project," says Mfundo Ncanca, Mohapi Liquor Store, Bloemfontein

"When the fire broke out, I asked my kids to pull out the fire extinguisher and I did as we were demonstrated on the training, opened my ceiling and extinguished inside. I was able to stop the fire," says Vuyiswa Njokwana, Vuyiswa's Tavern, East London.

"...the cameras have made my customers safer..." Tulani Lubisi, Owner, Madida's Tavern Soweto

TIER 3 - Incentives

QTY	INCENTIVE	DESCRIPTION
521	CCTV Cameras	It has been found that the installation of CCTV cameras have reduced incidents between consumers and also improved the safety of outlets. Provide and install CCTV camera systems to participating outlets.
351	Improved Lighting Outside of Outlet	It has been found that well lit areas outside of outlets improves safety and reduces incidents. The programme will provide outlets with spotlights.

ARTICLE

INCREASED SAFETY AND SECURITY FOR TAVERNS

Lizzy's Tavern has experienced numerous armed robberies over the years. However, a recent attempted armed robbery saw the culprits foiled when tavern owner Tshepo Dlodo alerted the police. Despite the robbers fleeing, they were arrested not long afterwards. This was thanks to the tavern's CCTV footage that allowed the police to identify the robbers.

The installation of CCTV cameras is part of the Incentive scheme to encourage tavern owners to trade safely and in a responsible manner. When tavern owners achieve a certain level of competence in trading responsibly, they are eligible for higher tier incentives such as

CCTV, solar lighting, alarm systems and other incentives.

The CCTV cameras were installed in March 2019 and has already proved its benefits to Lizzy's Tavern's when an armed hijacking was captured on the CCTV cameras. The CCTV footage was then used to identify and capture the criminals.

As Tshepo aptly puts it: *"If the cameras were not installed, I would not have been able to see the culprits and help recover the vehicle that was stolen from one of my patrons. I can now also assist my customers when their cellphones are stolen, and my business is a safe environment for my customers."*

TIER 4 - Incentives

QTY	INCENTIVE	DESCRIPTION
22	Painting Outlet	Paint outlets where it is requested to make outlet more appealing to consumers.
29	Alarm System	Supply an Alarm system to outlets to assist in protecting the owner and their families against theft, robberies and personal harm.

SUPPLIERS, FACILITATORS & **SUPPORT STAFF**

Suppliers

The incentive supplier appointment strategy entails sourcing centrally and appointing small locally based suppliers to do installations.

Further to this, rtf decided to appoint local handymen that would report to the facilitator and move between outlets via the facilitator's car. This assisted with:

- Quality assurance being monitored by facilitator
- Reduced cost due sharing of resources
- Creation of jobs for local labor for three months

As a result of this strategy more than **85%** of total Incentive Scheme spend was on BBBEE level 1 suppliers.



ARTICLE

CREATING OPPORTUNITIES ENTERPRISE DEVELOPMENT

Key to the aware.org's rtf Incentive Programme to outlet owners is employing local installers and contractors to perform the work. This creates employment opportunities in geographic areas where the programme is being rolled-out to.

Through proper due diligence the facilitators found excellent small black businesses that were able to execute the incentive programme elements with the help of the rtf back office and field support team.

Company Business Profile

Sipho Mapila of Servilo CC is a local from ThabaNchu. He started his business in 2011 working as a contractor in construction, building and repairing storm water pipe systems.

The business employs four people, who are competent and have qualifications in building, plastering, painting, plumbing and electrical work. All the employees are from Thaba Nchu and pride themselves as reliable contractors in the area.



Creating Opportunities

In 2018 his business was struggling but then he was awarded the rtf work to renovate toilets at taverns in the Thaba Nchu and Botshabelo areas. This included inspections generating quotations and approval by the rtf team leader. This required close client contact with outlet owners, who had to agree to the work that was to be done and sign off upon completion when satisfied.

Sipho delivered the work within budget and completed it within the agreed timelines.

The rtf back office team assisted Sipho with his paperwork, as he didn't have the resources to do this himself.

"The work we received from rtf changed my life and the lives of my employees. My business turnover increased from R50 000 to almost R400 000 for the past year mainly due to rtf" – Sipho Mapila

"Sipho is an example of an excellent supplier that just needed to be given a chance. His work quality and work ethic are world class" – Stephen William, rtf Project manager



Charlie Tiyana of Kwaggafontein has never had a formal job before, but has five dependants including an elderly mother, a sister and two nieces. He was forced to leave school before finishing Grade 12. He has experience in painting, bricklaying and electrical work and has added immeasurable impact to the project.

Kamogelo Tladi of Bloemfontein has a N6 technical qualification in electrical engineering and worked as a cell phone technician with MTN, rail engineer with Transnet and a site inspector at Eskom. However, due to lack of employment Kamogelo joined rtf as the handyman.



Abram Matini of Botshabelo moved to the Free State after leaving school in the Eastern Cape where he started work in the construction industry. In 2012 he started his own building business but after the downturn in the economy he closed the business which employed over 50 people. Since then he has been unemployed doing odd jobs to support his family of six. He joined the rtf programme as a handyman and is now able to provide for his family.

Testimonial

"The water container will be very helpful as we only receive water once a day from the municipality. The taps are opened between 8 a.m. and 10 am each day, so I can now fill it up and store water for my customers" Rose Skhosana, Tavern Manager

FACILITATORS

All eight rtf **facilitators**, previously unemployed, were appointed. The facilitators are trained via a Skills Training Matrix managed by Sekika Solutions.

Facilitators - Eastern Cape



Sivuyile Fani, from **King Williams Town**, has completed his Electrical Engineering Diploma at Nelson Mandela Metropolitan University (NMMU). Fani has built strong relationships with licence-holders and is able to execute tasks with minimal supervision. He has also taken on additional data management tasks for the project in his spare time as part of his own personal development.



Lwazi Jafta is an entrepreneur from **East London** who has an established garden services business. He joined rtf recently and is a fast learner and always makes sure he overachieves on his KPIs. Jafta is particularly proud of the toilet upgrade work that rtf is doing in Mdantsane.

Facilitators - Mpumalanga



Petronella Mtsweni hails from **KwaMhlanga** and has a Civils Diploma. Mtsweni previously worked as a brand ambassador and had an existing relationship with several liquor outlets. She is very passionate about her job and the visible upliftment that rtf does – she plans to study further in the socio-economic field.



Sfiso Motau from **KwaMhlanga** is qualified in emergency care and has previous experience in sales and customer care as well as being a well-respected pastor in his community. He has the best interests of his community at heart and has built good relationships with the MER as well as being passionate about fighting underage drinking at the local schools.

Facilitators - Free State



Lebohlang Moshebi from **Bloemfontein** is currently completing her Marketing Diploma and has successfully balanced this with her work demands. She is highly respected in trade by the authorities and the licence-holders. The office has received many messages from her outlets expressing praise for her work.



Modise Chabana from **Botshabelo / Thaba Nchu** is doing a Diploma in Policing. He is extremely thorough in his work and has submitted improvement suggestions for the programme. He has built a close relationship with the Liquor Traders Associations in the region.

Facilitators - Gauteng



Linda Tshabalala from **Randfontein** completed a Marketing Management Programme at the University of Johannesburg (UJ). He excels at building relationships and coaching licence holders to be accountable to the liquor law legislation.



Zoleka Nyonyandiza has a Diploma in Professional Cooking and Culinary Arts and has worked in the hospitality industry as well being an intern at the GLB. She is extremely driven and works long hours and weekends to get the job done. Nyonyandiza is well respected by the GLB and played a major role in establishing the Soweto outlet base.

Support Staff

The office staff provide real time project management and support to facilitators and carry out frequent field audits.

Kathleen Gower [Media Management] completed her graphic design studies at the Red and Yellow School in Cape Town. She manages all the media content of the project and does any graphic design work required.

Ncebakazi Dangisa [Project Administrator] has an Internal Auditing Diploma from Cape Peninsula University of Technology (CPUT). She manages all project invoicing and payments and is currently studying accounting at CPUT. Dangisa further assists in coordinating project activities, e.g. Fire Extinguisher Training.

Sean Williams [Project Manager] has a BSc in Chemistry and coordinates the overall incentives project. He manages the complexities installing the different incentive elements.

Stephen Williams [Project Management] has a production management background and oversees the CCTV installations, toilet upgrades and Enviro Loo installations. He also spends a large amount of his time in trade auditing the quality of installations.

Zanele Ndlebe [Project Assistant] is currently doing her master's degree in Law at University of Western Cape (UWC). She liaises daily with the facilitators to ensure that all activities are on track. Ndlebe also monitors and analyses the feedback from the outlets to track project execution plan.

KEY PROJECT CHALLENGES

- Delays in the programme roll out due to late submissions of the beneficiary list (liquor outlets). The outlet beneficiary list contained outlets that had closed or were not eligible for the programme.
- The Provincial Liquor Authorities requesting amendments to be made on the outlets lists after the facilitator has contacted the outlets. This resulted in unhappy outlets owners as they had to be notified about these amendments which resulted to some of them being removed from the base.
- Final approval of applicable trading hours resulted in delays rolling out the outlet board incentive.
- “Renting” of licenses in some regions was uncovered later in the programme.
- New licence numbers not issued in some regions delayed the roll-out of the outlet board incentive.
- Interruptions in electricity supply impacted implementation of the incentives programme.
- Lack of infrastructure in Mpumalanga required changing the initial Incentive Plan with a big focus on providing suitable toilets.
- Protest action in the leadup to the 2019 National Elections affected roll-out of some of the incentives.
- Liquor industry sales representatives removing aware.org alcohol harm reduction material in the liquor outlets.
- Exclusive marketing or branding agreements that exists between the liquor outlets and liquor manufacturers led to some outlets not utilising the educational harm reduction material supplied to them.

ARTICLE

CHANGING BEHAVIOUR



The Tavern Teacher

“I am now a teacher; I do not argue with customers, I just point to the posters and signs to inform them what is expected from them by the legislation,”
says
Thandeka
Mafilika

Being the owner of successful tavern requires dedication, hard work as well as the discipline to do the right thing. This can mean changing your own behaviour to encourage a change in your customers’ behaviour.

“I started my shebeen in 2005 and registered as a tavern in 2010. However, I had no idea how to run a business or the pitfalls involved in the tavern business,” says Thandeka Mafilika.

Today her tavern employs two people and serves the community around it. “Currently in conjunction with the Ilinge Liquor Association, we are selecting schools to provide uniforms to scholars. We are also arranging a draughts and pool tournament in Ezibeleni, Mlungisi and Queenstown.”

What changed her business was a visit from Sivuyile, the rtf facilitator appointed to her outlet. “I was busy

that day but decided to listen to what he had to say. It was a good decision and one of the best choices I have ever made.”

She explains that the rtf programme has provided guidance in all aspects of her business - from legal alcohol trading compliance, how to trade responsibly, to trading within the set times and involving the community and neighbours in matters of mutual concern.

“I knew very little about FASD (Foetal Alcohol Spectrum Disorder) before Sivuyile came to see me,” says Thandeka. “Now that I know that there are many risks to pregnant ladies drinking - particularly to their unborn children, I actively teach everyone who comes to my tavern about the risks associated with drinking while being pregnant.”

I had a man come into my tavern and upon listening to my story, he vowed that his wife would not drink when pregnant,” she adds.

She has also reaped the benefits of this changed attitude. Aware.org through the rtf programme provides incentives to outlets that show improvement in the way they conduct their business. “I have received fire extinguishers, a first aid kit, and water dispensers to name a few. I was also trained on how to use the extinguishers and what to do when my customers and staff are injured.”

"Responsible Partnerships Create a Better Tomorrow!"

Chief Executive Officer // aware.org
Mrs Ingrid Louw

NO HARASSMENT
OF WOMEN

NO FIGHTING

NO DRINKING
WHILE
PREGNANT

NO DRINKING
AND DRIVING

NO DRINKING
ALCOHOL OUTSIDE
THE TAVERN

NO WEAPONS
ALLOWED

aware!org
association for alcohol responsibility and education

Further Information

Call 010 1107 160 // info@aware.org.za // www.aware.org.za

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Reducing **alcohol-related harm** through creating awareness, research, effective partnering and stakeholder management while working with our shareholders, both in the formal and informal sectors, to ensure compliance with internationally recognised industry commitments and good governance.



STAKEHOLDER REPORT