TOP BUSINESS WOMEN

POST EVENT REPORT

14–15 AUGUST 2019
EMPERORS PALACE, EKURHULENI

TOPBUSINESSWOMEN.CO.ZA

Standard Bank Top Women
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In Western society, has been more than 200 years since the first wave of feminism began to challenge the patriarchal status quo. Since then, we have overturned legal obstacles to gender equality; establishing our right to vote and own property. We have spoken up about gender-based violence, fought for our reproductive rights, and claimed seats in the boardroom and government.

These have been hard-won victories and one of the heartening signifiers of change is the number of men who have joined the struggle. We have come a long way from a bra-burning dichotomy between the genders. Despite all of our progress, however, women still lag behind men in the workplace and society. A recent presentation by the United Nations Entity for Gender Equality and the Empowerment of Women set out guiding principles for South African businesses to empower women in the workplace, marketplace and community.

Unfortunately, these principles were not the most impactful information contained in this presentation. Statistics on the first page indicate that only one in 40 JSE-listed companies are operated by a female CEO. Just 28% of senior management roles are held by women – a number that has barely shifted since 2004. And despite women filling 44% of skilled posts in the national workforce, a statistic that hasn’t changed since 2002, we earn on average 23% less than men.

This is why we need platforms like Standard Bank Top Women Conference, Awards and publication. We need a space where we can drive discussions around gender, the challenges we face and how they are to be overcome. Where we can continue making strides towards gender empowerment. Towards a peaceful, secure society characterised by abundant human potential and sustainable development. Towards equality.

Central to realising women’s rights and gender equality is women’s economic empowerment. It is for this reason that, for the sixteenth year running, Topco Media is proud to shine a spotlight on the people who are in the vanguard of the country’s driving force towards achieving gender equality. By continuing to celebrate our achievements and share success stories, we are resolutely on the journey towards creating a safer, more equal and inclusive society.

Welcome to the Standard Bank Top Women Awards.
Fiona Wakelin
Group Editor – Topco Media
Nancy Pelosi, an America politician once said, “Women are leaders everywhere you look—from the CEO who runs a Fortune 500 company to the housewife who raises her children and heads her household. Our country was built by strong women and we will continue to break down walls and defy stereotypes.”

Slowly but surely, we’re winning the inequality war against women. We’re challenging the corporate spaces that say women can’t lead. In the home front we’re challenging patriarchy which in many cases has resulted in women being oppressed, abused and often times killed.

Women are beginning to ascend to leadership positions and, encouragingly, the biggest drivers of this gender transformation narrative in corporate leadership are women themselves, backed by men who are embracing the new script by becoming empathetic nurturers who create workplaces that enable women to thrive.

Women understand that they have to show up every day to push the narrative that women too are capable of leading successful businesses that generate profits and employ millions of people, thereby contributing positively to the communities in which they operate. This new script needs to be repeated until it becomes a norm that inspires more of our sisters to step up to the plate. But once they are at the top, they require continued and unwavering support in boardrooms to enable them to succeed. Above all, women need to be torch-bearers for other women, helping those who are climbing the mountain to summit it.

Even after reaching the highest point of the mountain, the support and encouragement should not stop. The support is instrumental to ensure sustainability of the women empowerment ecosystem. We need to reshape our own perception of how we view ourselves. We have to step up as women and take the lead.

Furthermore, support must not be limited to women who choose to lead in the workplace, it must also be extended to women who opt to take the plunge and start their own enterprises to generate wealth and become employers. These pioneering risk-takers are business leaders in their own right, who also deserve to be nurtured and groomed for success. These women entrepreneurs require extensive assistance that opens doors for them to market opportunities, investment capital, networking, business coaching, mentoring and training to help grow their businesses.

Within Standard Bank, we have programmes that are designed to fast-track women’s advancement across all levels of the organisation with the objective to carve their path into senior and executive leadership. These programmes are only a start and a lot more needs to be done to allow more women to take their place at the table.

We continue to support several other programmes. Standard Bank’s sponsorship of the Girlcode Hackathon, is aimed at increasing the number of women entering the traditionally male-dominated field of technology. This initiative is designed to inspire, educate and equip girls from disadvantaged backgrounds with computing skills.
The HeForShe solidarity campaign for the advancement of gender equality is aimed at encouraging all genders to partake as agents of change and take action against negative stereotypes and behaviours towards gender equality. Grounded in the idea that gender inequality is an issue that affects all people socially, economically and politically it seeks to actively involve men and boys in a movement that was originally conceived as “a struggle for women by women”.

This is one of the many initiatives we have at Standard Bank to ensure we are involved and play our part in empowering women. These women empowerment initiatives are a start at helping to change the script. This means women also need to take it upon themselves to sustain the narrative and make women leadership a norm rather than an exception. Here are some key takeaways that can help us change the narrative:

FREEING OURSELVES FROM FEAR, SHAME AND SELF-DOUBT
One of the behaviours that hold us back as women is lack of confidence. At the heart of this is fear and self-doubt, which cripples us and prevents us from raising our hands when opportunities arise. May we free ourselves from fear, shame and self-doubt in order to place ourselves on the path to success.

SEEK SELF-VALIDATION, NOT EXTERNAL VALIDATION
It is important for women to self-care and self-nurture instead of seeking validation from others, where they open themselves to negativity and harm. Self-affirmation is a vital aspect of building confidence that enables one to show up in all aspects of life, professionally and socially.

DREAM BIG
Having goals and targets that at first glance appear to be beyond one’s reach is a vital part of life. Ambitious goals inspire you to work harder than you would normally do. It is important for women to dream big in order to challenge themselves to pursue greatness and excellence. When you dream big, don’t look for an easy way out. Don’t have plan B or an exit strategy. Go all out, guns blazing, to pursue your dreams and smash the glass ceiling.

PRACTISE SELF-AWARENESS AND SELF-CONSCIOUSNESS
The hustle and bustle of modern living can take a toll on our lives. It is important to meditate to escape the chaos, even if it is only for a short while. This allows you to go through introspection and gain a deeper level of self-awareness. I have found meditation to be helpful in recharging my energies and making me a better version of myself.

“This harvest is upon us. The time is now. We lack nothing. Our success is greater than our failures. We are here and we are ready to determine our own destinies. We must reap the seeds that were planted by our foremothers. From Johannesburg, to London, to Oakland, Los Angeles, workers are needed to till the soil of our greatness that rests in the bosom of our youth. Gather and distribute the fruit of our legacy. The youth need to see their greatness reflected in our eyes. Go forth, let them know we’re real. Invest in them with time, with resources and as Okoye would command her army of women as they stepped into battle to preserve the sovereignty of their people to do, so I mandate all of us to do today. Forward! Phambili!”

This speech by Danai Gurira reminds us to invest in each other, to have the courage to crash those glass ceilings and to build onto the legacy of those that have gone before us.

Funeka Montjane
Chief Executive, Personal and Business Banking
Standard Bank Group
“Let’s not underestimate the power that each of us here have. What are you doing to take women to the top with you.”

Catherine Munjoma - Executive Head: Digital, e-Commerce & Social Media Marketing

“We have to give women their dignity back. It all starts with ourselves.”

Khensani Mabuza - Corporate Relations Executive, Zamani

“The more you pay attention to the gender payment gap, the more the governments will make a point of addressing it.”

“If you are uncomfortable about a practice, speak up. If you have an idea, speak up!”

Rosh Bardien - Women empowerment advocate and thought leader

“Our children need role models that look like them to inspire them and believe that success is possible.”

“Creativity is widely distributed, but opportunity not.”

Lindiwe Matlati - Founder & CEO of Africa Teen Geeks, Member of the Presidential Commission on the Fourth Industrial Revolution Commission

“If you want to sustain a social impact programme – make it competitive and cool.”

“Social entrepreneurship is not about teaching a man how to fish, but changing the whole fishing industry.”

– Dr. Saundarya Rajesh, Social Entrepreneur, Founder & President, Avatar Group, India

“It might be difficult but not impossible”.

“Anyone who is willing and supports gender equality can play a part.”

– Thulani Sibeko, Chief Marketing Officer, Standard Bank

“If you fail you can try again, you can apply yourself in a different way.”

– Nonye Omotola, Managing Director, Africa Communications Group

“Artificial intelligence is not going to replace us it is going to enhance us”.

– Charlene George – Managing Director, Verve Digital
“Women are catalysts for growth in Africa.”
“Seventy per cent of informal trade in SADC is driven by women.”
“The 3 drivers for empowerment are: Passion, embracing change, governance”
- Sola David-Borha, CEO; African Regions, Standard Bank Group

“We must be critical in the way we champion women”
“Build businesses with passion - ones that can scale”.
“We need tech funds that are specifically for women entrepreneurs”
- Mich Atagana, Head of Communications & Public Affairs, Google South Africa

“For every 10 men that graduate in Science and Engineering there are only 3 women”
“Gender equality starts at home”
“Women need to design products that will be used by women”
- Precious Moloi-Motsepe, CEO, African Fashion International

“My life is not about someone else’s perceptions – I live my life authentically”
“If you want to empower women, it starts first among us”
“Build your own empire, then you can create opportunities for others”
- Caster Semenya, South African Olympic Gold Medallist

“A glass ceiling can mean many things – you need to identify the environment and the people who can help you smash the ceiling”
“Education brings freedom”
“Raise your hand – choose your battle”
- Shirley Machaba, CEO, PwC Southern Africa

“Women are the future of business”
- Bridget Mokwena-Halala, CEO, Assupol

“Empowerment is a business imperative”
- Elsie Pule, Group Executive; Human Resources, Eskom

“The culture of gender equality has to fit the whole company”
- Angela Dick, CEO, Transman
“Strength comes in numbers – women have to play positive catalytic roles in the lives of other women”
- Christine Ramon, Chief Financial Officer, Anglo Gold Ashanti

“Our planet is reacting to how our economies function through climate change”
“We need to blow up the model that has brought us to unsustainability”
“Women will lead us to green, smart solutions”
- Trudi Makhaya Economic - Adviser to President Ramaphosa

“If you want to go fast go alone, if you want to go far, go together”
“Systematic inequities require structural intervention”
“The culture of an organisation is a reflection of its leadership”
Fireside chat HeforShe
- Thulani Sibeko, Chief Marketing Officer, Standard Bank Group
- Thembi Maseko-Kubheka, Head of Resourcing, Standard Bank Group
- Wendy Orr, Head: Group Inclusion, Standard Bank Group

“The gender digital divide is impacted by household responsibilities”
“How do we create a shared future in a fractured world?”
“Gender goals must be integrated into the goals of 4IR – STEM for girls”
“The solution is: collaboration; partnerships; participation”
- Pinky Kekana, Deputy Minister, Department of Communications
### SOME OF THE COMPANIES THAT ATTENDED

<table>
<thead>
<tr>
<th>Company Name</th>
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<tr>
<td>ABOT Technology</td>
<td>Emor Luxury</td>
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<td>Africa Communications Media Group</td>
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<td>Agriculture, Forestry and Fisheries</td>
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<td>AKERATOS</td>
<td>Exclusive Hospitality Concepts</td>
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<td>FT Fotography &amp; Video Productions</td>
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<td>Multineed Trading and Projects</td>
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<td>Humanised Innovation</td>
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<td>Phanda Mfazi Mining group</td>
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<td>DHET: Ekurhuleni East TVET College</td>
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COMPANIES THAT ATTENDED

- SqwidNet
- SSR Holdings
- St Francis Productions
- Standard Bank Tutuwa Foundation
- STANLIB Wealth Management
- TaoMoeti Projects
- TEG Investments
- TETA
- The Bread Box Bakery
- The SPAR Group
- Transman
- Transport Education and Training Authority
- University of South Africa
- uShaka Marine World
- Vac Digital
- Verve Digital Pty Ltd
- Vuma Reputation Management
- We Think Code
- Wellest Englishmen PTY LTD
- Wits University
- World of Leaders (Pty) Ltd
- X Spark
- XL Millennium Travel
- Youth Employment Services
- Zaar Mabuto Pty Ltd
MODERATOR

VUYOLWETHU DUBESE
Associate
Impact Amplifier

ORGANISER’S WELCOME

RALF FLETCHER
CEO
Topco Media

VIP SPEAKER

PINKY KEKANA
Deputy Minister
Department of Communications

CASTER SEMENYA
South African Olympic gold medallist

PRECIUS MOLOI-MOTSEPE
CEO - African Fashion International

DR SAUNDARYA RAJESH
Founder-president - AVTAR
Career Creators and FLEXI Careers India

THULANI SIBEKO
Chief Marketing Officer
Standard Bank

SOLA DAVID-BORHA
CEO: Africa Regions
Standard Bank Group

HELEN NAMPONYA
Graduations Coordinator
University of Free State
CONFERENCE SPEAKERS

CATHERINE MUNJOMA
Executive Head
Digital, e-Commerce & Social Media Marketing
Standard Bank

FOLA OLATUNJI-DAVID
Head of Startup Success and Services, Launchpad Africa
Google Nigeria

BRIDGET MOKWENA-HALALA
CEO
Assupol

ANNE GITHUKU-SHONGWE
Representative
UN Women South Africa
Multi-Country Office

LINAH MAIGURIRA
Industry Manager: Retail and eCommerce
Google South Africa

SHIRLEY MACHABA
CEO
PwC Southern Africa

ANGELA DICK
CEO
Transman

DR ACHIENG OJWANG
Executive Director
Global Compact Network South Africa

MPUMI ZIKALALA
Managing Director
De Beers Group

MICH ATAGANA
Head of Communications and Public Affairs
Google South Africa

KHENSANI MABUZA
Corporate Relations Executive
Zamani

LINDIWE MATLALI
Founder and CEO
Africa Teen Geeks
CONFERENCE SPEAKERS

NONYE OMOTOLA
Managing Director
Africa Communications
Media Group

DR MONICA STACH
CEO
Cotlands

TSHEPISO PHOSA
Entrepreneur, Author DSAVG
and Owner of Milviforce
Puma N4 Nelspruit

WENDY ORR
Head: Group Inclusion
Standard Bank

ELSIE PULE
Group Executive:
Human Resources
Eskom

GEORGIE MIDGLEY
CEO
M4JAM

KIARA NIRGHIN
Winner
2016 Google Science Fair

CHARLENE GEORGE
Managing Director
Verve Digital

LINDA SWART
Entrepreneur Development
Standard Bank South Africa

SAMANTHA PERRY
Co-founder
WomeninTechZA

LENA CHIRWA
Head of Legal & Corporate Affairs
Enel Green Power
South Africa

VIDESHA PROOTHVEERAJH
Europe Middle East & Asia
Strategic Growth Director
Intel Corporation
ZANDILE KEEBINE  
Founder  
GirlCodeZA

ANDREA CAMPBELL  
Honorary Treasurer  
The Information Technology Association of South Africa

Andréa Campbell  
Commercial Attorney  
Microsoft South Africa

Andréa is currently the commercial attorney for Microsoft Corporate, Executive and Legal Affairs, Middle East and Africa and also serves as the Treasurer on both the Board of the Information Technology Association of South Africa and SA Women in ICT Forum. Andréa has in excess of 10 years’ experience in corporate law, financial services, investment banking and the telecommunications industry which she has gained working and consulting for top tier banks and financial service institutions and ICT companies. These include Investec, ABSA Wealth and Capital, Alexander Forbes, Investment Solutions and TSS Capital, MTN and Microsoft.

Prior to joining Microsoft, Andréa was Head of Advisory and Legal Services for TSS Capital, which is a niche corporate advisory and wealth management business and has been instrumental in advising and closing some of the following significant deals;

- Capitec
- ArcelorMittal
- Aluwani Capital (previously part of MMI)
- Rainfin (acquisition from ABSA Group)
- EOH (BEE scheme)
- MTN (mergers and acquisitions)
- Telkom
- Vodacom (BEE Scheme)

Andréa does volunteer work for the Financial Planning Institute, in their effort to make professional financial planning accessible to all South Africans. She is also a seasoned entrepreneur and has worked on a number of BEE deals in a corporate finance advisory capacity.

VERE SHABA  
Founder & Director: Green Buildings and Engineering  
Shaba Africa

CATHERINE CONSTANTINIDES  
Director  
Miss Earth South Africa

VERONICA MOTLOUTSI  
Chief Executive  
SmartDigital Solutions

LISA ILLINGWORTH  
CEO & Co-founder  
FutureProof

HON. NTOMBI MEKGWE  
Speaker  
Gauteng Provincial Legislature

ANDREA CAMPBELL  
Honorary Treasurer  
The Information Technology Association of South Africa

NIVANI GOVINDER  
Head of Partner Marketing (Africa, Middle East & Turkey)  
Google Cloud

LIINDWE KWELE  
Chief Operations Officer  
South African Post Office

KAMENATHA PILLAY  
Founder  
STEM Moms

CHRISTINE RAMON  
Chief Financial Officer  
Anglo Gold Ashanti

ROSH BARDIEN  
Women’s Empowerment Advocate and Thought Leader
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Details</th>
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<tr>
<td>07H30 - 08H30</td>
<td>REGISTRATION AND REFRESHMENTS</td>
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<tr>
<td>08H30 - 08H45</td>
<td>MODERATOR’S OPENING REMARKS</td>
<td>Vuyolwethu Dubese, Associate Impact Amplifier, enter Assembly Room</td>
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<tr>
<td>08H45 - 08H50</td>
<td>ORGANISER’S WELCOME</td>
<td>Ralf Fletcher, CEO, Topco Media</td>
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<td>08H50 - 09H10</td>
<td>STANDARD BANK ADDRESS</td>
<td>Sola David-Borha, Chief Executive Officer: Africa Region, Standard Bank Group</td>
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<td>09H10 - 09H30</td>
<td>OPENING ADDRESS: Empowering Women in the Digital Age</td>
<td>Mich Atagana, Head of Communications and Public Affairs, Google South Africa</td>
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<td>09H30 - 10H00</td>
<td>KEYNOTE ADDRESS: How to build a sustainable STEM pipeline for girls and why this is key in bridging the global gender gap</td>
<td>Dr Precious Moloi-Motsepe, CEO, African Fashion International</td>
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<td>10H00 - 11H00</td>
<td>FIRESIDE CHAT: An interview with Caster Semenya focusing on her journey as a catalyst for gender empowerment</td>
<td>Caster Semenya, South African Olympic gold medallist</td>
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<td>INTERACTIVE BREAKAWAY SESSIONS</td>
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**BRIDGING THE DIGITAL GENDER DIVIDE** - Hosted by Standard Bank

Moderator: Ayanda Mvimbi, Programme Specialist UN Women

Panellists:
- Vere Shaba, Founder and Director: Green Buildings and Engineering, Shaba Africa
- Mbali Maphumulo, Manager: Enterprise Development, Standard Bank
- Kefliwe Morobane, Communications specialist, public speaker and Entrepreneur

**GENDER DIVERSITY ON CORPORATE PERFORMANCE** - Hosted by Assupol

Moderator: Helen Namponya, Graduations Coordinator: University of Free State

Panellists:
- Dr Vuyelwa Nhlapo, Executive Manager and Board Member, expertise in driving strategic policy implementation and development programmes
- Unathi Mguye, Managing Director, Storky Consulting and projects
- Lara Grieve, Business Development and Strategy at Youth Employment Service (YES) South Africa

**CREATING A CULTURE FOR WOMEN TO SUCCEED** - Hosted by Google

Panellists:
- Nivani Govinder, Head of Partner Marketing (Africa, Middle East & Turkey), Google Cloud
- Yolanda Mlonzi, Government Affairs and Public Policy Analyst, Google South Africa
- Kristy Grant, Industry Manager, Google South Africa
- Fola Olatunji-David, Head of Startup Success and Services, Launchpad Africa, Google Nigeria
- Linah Maigurira, Industry Manager, Retail and eCommerce, Google South Africa
- Mich Atagana, Head of communications and Public Affairs, Google South Africa
WHY DIVERSITY AND INCLUSION IS GOOD BUSINESS - Hosted by Rosh Bardien
Moderator: Vuyolwethu Dubese, Associate, Impact Amplifier
Panellists:
- Tamara Mathebula, Chairperson, Commission for Gender Equality
- Kamentha Pillay, Founder, STEM Moms
- Shemabile Shabangu, Head of PR and Communications, Cisco Africa
- Lerato Priscilla, Petele, Chief Human Capital Officer, Head Office, Road Accident Fund
- Phelisa Nkomo, Development Economist, Senior Economic Advisor, Threshold Capital

TOP WOMEN IN AFRICA DRIVING GENDER PARITY

14H00 - 14H20  CASE STUDY: Secrets to smashing the glass ceiling – a Shirley Machaba case study
Shirley Machaba, CEO, PwC Southern Africa

14H20 - 14H40  CASE STUDY: Gender diversity on corporate performance
Bridget Mokwena-Halala, CEO, Assupol

14H40 - 15H30  PANEL DISCUSSION: Driving the 7 women empowerment principles from promise to practice
This session is supported by UN Women Empowerment Principles
Moderator: Dr Achieng Ojwang, Executive Director, Global Compact Network South Africa
Panellists:
- Ayanda Mvimbi, Programme Specialist, UN Women Standard Bank representative TBC
- Elsie Pule, Group Executive: Human Resources, Eskom
- Christine Ramon, Chief Financial Officer, Anglo Gold Ashanti
- Angela Dick, CEO, Transman
- Shirley Machaba, CEO, PwC Southern Africa
- Bongiwe Pityi-Vokwana, General Manager, OR Tambo International Airport

REFRESHMENT BREAK

15H30 - 15H45  TOP WOMEN ADVANCING FEMALE ENTREPRENEURS IN AFRICA

15H45 - 16H05  CASE STUDY: Empowering women entrepreneurs in South Africa to build and sustain successful businesses – A De Beers Group case study
Mpumi Zikalala, Managing Director, De Beers Group

16H05 - 17H00  PANEL DISCUSSION: Why women entrepreneurs hold the keys to Africa’s future
Panellists:
- Linda Swart, Entrepreneur Development, Standard Bank South Africa
- Veronica Motloutsi, Chief Executive, SmartDigital Solutions
- Lisa Illingworth, CEO & Co-founder, FutureProof
- Tshepiso Phosa, Entrepreneur & Owner, Milviforce Puma N4 Nelspruit
- Nonye Omotola, Managing Director, Africa Communications Media Group
- Khensani Mabuza, Corporate Relations Executive, Zamani

CLOSING REMARKS BY MODERATOR: Vuyolwethu Dubese, Impact Amplifier, Impact Accelerator Associate
## DAY 2 - 15 AUGUST 2019

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<td>Registration and Refreshments</td>
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<tr>
<td>08H45 - 09H00</td>
<td>Moderators Opening Remarks</td>
<td>Helen Namponya, Graduations Coordinator, University of Free State</td>
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<tr>
<td>09H00 - 09H20</td>
<td>Post Office South Africa Opening Address</td>
<td>Lindiwe Kwele, Chief Operations Officer, South African Post Office</td>
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| 09H20 - 10H00 | Fireside Chat: HeforShe: How and why the Standard Bank Group has committed to help create a gender-equal world | Moderator: Wendy Orr, Head: Group Inclusion, Standard Bank Group; Panellists:  
  - Thulani Sibeko, Chief Marketing Officer, Standard Bank Group  
  - Thembi Maseko-Kubheka, Head of Resourcing, the Standard |
| 10H00 - 10H30 | Keynote Address: The secret to empowering change through social entrepreneurship | Dr Saundarya Rajesh, Social Entrepreneur and Founder-president, AVTAR Group, India |
| 10H30 - 11H00 | Keynote Address: Is the 4th industrial revolution also a revolution for women? | Pinky Kekana, Deputy Minister, Department of Communications                     |
| 11H00 - 11H30 | Networking and Refreshment Session                                       |                                                                                |
| 11H30 - 13H00 | Top Women Accelerating Economic Growth in Africa                         |                                                                                |
| 11H30 - 11H50 | Case Study: Accelerating Africa’s future generation of technology entrepreneurs and innovators | Lindiwe Matlali, Founder & CEO, Africa Teen Geeks                             |
| 11H50 - 12H10 | Case Study: Why diversity & inclusion is good business – a Rosh Bardien Consulting breakaway session report back | Rosh Bardien, Women Empowerment Advocate and Thought Leader                     |
| 12H10 - 12H30 | Case Study: The important role corporate citizenship plays in building sustainable development and empowering women in Africa – a Zamani case study | Khensani Mabuza, Corporate Relations Executive, Zamani                         |
| 12H30 - 12H50 | Case Study: Becoming the next generation of game changers in STEM        | Kiara Nirghin, South African Inventor & Scientist, 2016 Google Science Fair winner |
| 12H50 - 13H10 | Case Study: The economic importance of teaching kids to code             | Zandile Keebine, Founder, GirlCodeZA                                           |
### Top Women in Tech: Bridging the Digital Gender Divide

**13H10 - 14H00**  
*Lunch*

**14H00 - 16H45**  
**TOP WOMEN IN TECH: BRIDGING THE DIGITAL GENDER DIVIDE**

**14H00 - 14H20**  
**CASE STUDY: Driving the gender agenda in the economic and socio-political wellbeing of women in Gauteng**  
*Hon. Ntombi Mekgwe, Speaker, Gauteng Provincial Legislature*

**14H20 - 14H40**  
**CASE STUDY: Exponential organisations and the opportunities created for women in the 4th industrial revolution**  
*Charlene George, Managing Director, Verve Digital*

**14H40 - 15H30**  
**PANEL DISCUSSION: What needs to be done to bridge the digital gender divide in Africa**  
*Panellists*
  - Lena Chirwa, Head of Legal & Corporate Affairs, Enel Green Power South Africa
  - Georgie Midgley, CEO, M4JAM
  - Catherine Munjoma, Executive Head: Digital, e-Commerce & Social Media Marketing, Standard Bank
  - Andrea Campbell, Honourary Treasurer, The Information Technology Association of South Africa
  - Dr Monica Stach, CEO, Cotlands
  - Charlene George, Managing Director, Verve-Digital

**15H30 - 15H45**  
**CLOSING REMARKS BY MODERATOR:** Helen Namponya, Graduations Coordinator, University of Free State
1) PANEL DISCUSSION Driving the 7 women empowerment principles from promise to practice

2) Shirley Machaba, CEO, PwC Southern Africa

3) Trudi Makhaya, Economic Advisor to the President of the Republic of South Africa

4) Mpumi Zikalala, Managing Director, De Beers Group Managed Operations

5) Dr Saundarya Rajesh, Social Entrepreneur, Founder – President, Avtar Group, India

6) Lindiwe Matlali, Founder & CEO @ Africa Teen Geeks, Member of the Presidential Commission on the Fou

7) Zandile Keebine, Founder, GirlCodeZA

8) Pinky Kekana, Deputy Minister, the Department of Communications

9) Rosh Bardien, women empowerment advocate and thought leader & Vuyolwethu Dubese, Impact Amplifier, Imp

10) Bridget Mokwena Halala, CEO, Assupol

11) Hon Ntombi Letheng Mekgwe, Speaker, Gauteng Provincial Legislature

12) Khensani Mabuza, Corporate Relations Executive, Zamani
Standard Bank

TOP WOMEN

SAVE THE DATE
12–13 AUGUST 2020

SUBMIT A SPEAKER PROPOSAL
ENQUIRIES CLOSE MARCH 2020

FOR MORE INFORMATION CONTACT
MARKETING@TOPWOMEN.CO.ZA

#YoureGoodToGo

StandardBankTopWomen
#SBTopWomen

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SBTopWomen

Standard Bank Top Women
TopcomediaTV

TOPBUSINESSWOMEN.CO.ZA
WINNERS

BUSINESSWOMAN OF THE YEAR
– Sponsored by PSM
Evelyn Vanassche – Fempower Personnel

TOP ENTREPRENEUR OF 2019
– Sponsored by Standard Bank
Zeenat Ghoor – Aspire Consulting Engineers

TOP YOUNG ACHIEVER UNDER 40
– Sponsored by Standard Bank
Mariam Cassim – Vodacom

LIFETIME ACHIEVER
– Sponsored by Standard Bank
Mary Twala

TOP GENDER EMPOWERED ORGANISATION FAST GROWTH WOMAN-OWNED SMME
HR Company Solutions

TOP GENDER EMPOWERED ORGANISATION DIVERSITY IN THE WORKPLACE
– Sponsored by Magethi Industrial Psychology Services
Ogilvy South Africa

TOP GENDER EMPOWERED ORGANISATION PUBLIC SECTOR
– Sponsored by GEMS
Small Enterprise Development Agency
WINNERS

TOP GENDER EMPOWERED PUBLIC SECTOR LEADER
– Sponsored by Motheo TVET College
Lentheng Mekgwe
– Gauteng Provincial Legislature

TOP WOMAN IN PROPERTY
Ulana van Biljon
– Emira Property Fund

TOP WOMAN IN SCIENCE
– Sponsored by PPS
Keolebogile Shirley Motaung
– Tshwane University of Technology

TOP GENDER EMPOWERED ORGANISATION: TOURISM
– Sponsored by Msinsi Resorts and Game Reserves
uShaka Marine World

TOP GENDER EMPOWERED ORGANISATION: CORPORATE CITIZENSHIP
– Sponsored by Zamani
Cell C

TOP GENDER EMPOWERED: WOMAN IN TECH
– Sponsored by BBD
Veronica Motloutsi
– Smart Digital Solutions

TOP GENDER EMPOWERED: HEALTH & PHARMACEUTICAL
Clicks Group

TOP GENDER EMPOWERED ORGANISATION: RESOURCES
Exxaro

TOP GENDER EMPOWERED: MALE DRIVING GENDER EMPOWERMENT
Velaphi Ratshefola – Coca-Cola Beverages South Africa
WINNERS

TOP GENDER EMPOWERED ORGANISATION:
SKILLS DEVELOPMENT
– Ekhuruleni TVET
De Beers

TOP GENDER EMPOWERED ORGANISATION:
BIODIVERSITY,
CONSERVATION & ENVIRONMENTAL MANAGEMENT
– Sponsored by SANBI
Nsovo Environmental Consulting

TOP GENDER EMPOWERED ORGANISATION:
BUSINESS OF THE YEAR
FedEx Express

TOP GENDER EMPOWERED:
REGIONAL ENTREPRENEUR OF THE YEAR
Francine Zana – Exclusive Hospitality Concept

TOP GENDER EMPOWERED ORGANISATION:
ENERGY & UTILITIES
– Sponsored by Mdito Business Enterprise
Matleng Energy Solutions

TOP GENDER EMPOWERED ORGANISATION:
CONSTRUCTION & INFRASTRUCTURE DEVELOPMENT
– Sponsored by Mahlako a Phaphia
AV Light steel
OPENING ADDRESS

Khumbudzo Ntshavheni
Hon. Minister of Small Business Development

KEYNOTE ADDRESS

Dr Mathews Phosa
Attorney and politician

Maite Nkoana-Mashabane
Hon. Minister of Women in the Presidency

Marilyn Maki,
Head for Trade Energy & Infrastructure
Standard Bank
AWARDS JUDGES

MMASANE KUKAMA
Gijima

MANDLAKAZI SIGCAWU
British American Tobacco

BALDWIN MATSIMELA
Government Employees Medical Scheme

KATE MOODLEY
Discovery Consulting Services

INEELENG MOLETE
Energy and Water Sector Education and Training Authority

TUMI MENYATSWE
Openseed

ABIGAIL KHULUSE
Tushiyah

KEITUMETSE LEBAKA
Culture, Arts, Tourism, Hospitality and Sport SETA

TUMELO SEAKETSO
Deloitte South Africa

NONKULULEKO GOBODO
Nonkululeko Leadership Consulting

BUYANI ZWANE
Gordon Institute of Business Science

SIFISO FALALA
Plus 94 Research
AWARDS JUDGES

TOLLO NKOSI
Umso Construction

LAURIE LESS
Film and Publication Board

VINO GOVENDER
LA Consulting Engineers

MOHALE RALEBITSO
Itataise Investments

PHILLIP TSHIKOTSHI
Aegis Global

SHASHI HANSJEE
Entelect

NTHABISENG MOLEKO
Commission for Gender Equity
TOP GENDER-EMPOWERED ORGANISATION: RESOURCES
Exxaro
KZN Oils
WOA Fuels and Oils
Rhimak Holdings

TOP GENDER-EMPOWERED ORGANISATION: TOURISM
Sponsored by Msinsi Resorts and Game Reserves
BCD Travel
XL Millennium Travel
uShaka Marine World
City Lodge Hotel Group
Thompsons Travel
Gold Circle
Mercure Nelspruit Hotel

TOP GENDER-EMPOWERED ORGANISATION: HEALTH & PHARMACEUTICALS
Sanofi
Clicks Group
Sechaba Medical Solutions
Mundipharma

TOP GENDER-EMPOWERED ORGANISATION: ENERGY & UTILITIES
Sponsored by Mdito Business Enterprise
Matleng Energy Solutions
Strategic Fuel Fund
Kopano Fuel

TOP GENDER-EMPOWERED ORGANISATION: CONSTRUCTION & INFRASTRUCTURE DEVELOPMENT
Sponsored by Mahlako a Phahla Investments
Rhimak Holdings
AV Lightsteel
GIBB
Khulani Trading Enterprise

TOP GENDER-EMPOWERED ORGANISATION: BIODIVERSITY, CONSERVATION & ENVIRONMENTAL MANAGEMENT
Sponsored by South African National Biodiversity Institute
Nsovo Environmental Consulting
Green Building Council South Africa
South African National Parks
WWF SA

TOP GENDER-EMPOWERED ORGANISATION: PUBLIC SECTOR
Sponsored by Government Employee Medical Scheme
Gauteng Provincial Legislature
Freedom Park
National Youth Development Agency
Small Enterprise Development Agency
Road Accident Fund
Inkomati-Usuthu Catchment Management Agency
Eskom Holdings SOC

TOP GENDER-EMPOWERED ORGANISATION: FAST-GROWTH WOMAN-OWNED SMME
African Management Initiative
HR Company Solutions
Nkgwete IT Solutions
MEET THE FINALISTS

TOP WOMAN IN SCIENCE
Sponsored by PPS

RESIA PRETORIUS
Stellenbosch University

AZWIHANGWISI HELEN MAVHANU-MUDZUSI
University of South Africa

SALOSHNA VANDEYAR
University of Pretoria

COLLEEN DOWNS
University of KwaZulu-Natal

NOSIPHIWO MZAMO
Mintek

KEOLEBOGILE SHIRLEY MOTAUNG
Tshwane University of Technology

ZANDILE NXUMALO
Council for Scientific and Industrial Research

MATSELA NTSEPE
Palabora Mining Company

TOP WOMAN IN PROPERTY

ULANA VAN BILJON
Emira Property Fund

DINA SOUKOP
Soukop Property Group

VUYISWA MUTSHEKWANE
South African Institute of Black Property Practitioners

SANDI MBUTUMA
GIBB

MARIANKA VICTOR
Finlay Mall Leasing

TOP WOMAN IN TECH
Sponsored by BBD

MAUREEN GROSVENOR
APPSolve

VERONICA MOTLOUTSI
SmartDigital Solutions

TOP GENDER-EMPOWERED ORGANISATION: DIVERSITY IN THE WORKPLACE
Sponsored by Magethe Industrial Psychology Services

Ogilvy South Africa
South African Airways
Havas Worldwide
Rand Merchant Bank
Vodacom
IDF Capital

TOP GENDER-EMPOWERED ORGANISATION: SKILLS DEVELOPMENT
Sponsored by Ekhuruleni West TVET College

Turner & Townsend
Sasol Mining
De Beers
WethinkCode_
Gold Circle

TOP GENDER-EMPOWERED ORGANISATION: CORPORATE CITIZENSHIP
Sponsored by Zamani

Cell C
De Beers Group
Distell

People Solutions
PBM Creations
Sustainable Energy Africa
Clover Mama Afrika
PM Skills House L and D
Integrico

TOP GENDER-EMPOWERED ORGANISATION: TOP WOMAN IN SCIENCE
Sponsored by PPS

RESIA PRETORIUS
Stellenbosch University

AZWIHANGWISI HELEN MAVHANU-MUDZUSI
University of South Africa

SALOSHNA VANDEYAR
University of Pretoria

COLLEEN DOWNS
University of KwaZulu-Natal

NOSIPHIWO MZAMO
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South African Institute of Black Property Practitioners

SANDI MBUTUMA
GIBB

MARIANKA VICTOR
Finlay Mall Leasing

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Sponsored by BBD

MAUREEN GROSVENOR
APPSolve

VERONICA MOTLOUTSI
SmartDigital Solutions

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Sponsored by Magethe Industrial Psychology Services

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South African Airways
Havas Worldwide
Rand Merchant Bank
Vodacom
IDF Capital

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Sponsored by Ekhuruleni West TVET College

Turner & Townsend
Sasol Mining
De Beers
WethinkCode_
Gold Circle

TOP GENDER-EMPOWERED ORGANISATION: CORPORATE CITIZENSHIP
Sponsored by Zamani

Cell C
De Beers Group
Distell
MEET THE FINALISTS

TOP WOMAN PUBLIC SECTOR LEADER
Sponsored by Motheo TVET College

MANDISA TSHIKWATAMBA
Small Enterprise Development Agency

THANDEKA ELLENSON
Moses Kotane Institute

JENNIFER BALATEDI MOLWANTWA
Inkomati-Usuthu Catchment Management Agency

SUMAYYA KHAN
Department of Sport and Recreation South Africa

LENTHENG MEKGWE
Gauteng Provincial Legislature

THULISILE MANZINI
Brand South Africa

SONTO MAYISE
Durban KwaZulu-Natal Convention Bureau

KOLISWA MGIJIMA
Mandela Bay Development Agency

PATRICIA DE LILLE
Department of Public Works and Infrastructure

TOP GENDER-EMPowered INDIVIDUAL:
MALE DRIVING GENDER EMPOWERMENT

CORRIE VAN DER WATH
Matleng Energy Solutions

VELAPHI RATSHEFOLA
Coca-Cola Beverages South Africa

STEPHEN MCCARTNEY
Turner & Townsend

TOP WOMAN YOUNG ACHIEVER OF THE YEAR
Sponsored by Standard Bank

REFILWE SEBOTHOMA
PBM Creations

PEARL MOTAUNG
Tsogo Sun

HWALANI LINDELANI MABASO
Absa Insurance and Financial Advisers

NIRAKASHA SOOKRAJ-YAGAN
Bidvest South African Container Depots

JOHANNE STRUWIG
Exxaro

NICOLOENE SCHOEMAN-LOUW
SchoemanLaw Inc

BUSISIWE MKHUMBUZI POOE
Tshimong

MARIAM CASSIM
Vodacom

ASHLEIGH WILSON
NGAGE

MAHLATSE MASIMINI
Moshate Communications

ZANDILE NXUMALO
Council for Scientific and Industrial Research

ASHANIKA PERIMAL
FedEx Express

MANYABELA MAILULA
Palabora Mining Company

ZANI KUTUMELA
Palabora Mining Company

TOP WOMAN REGIONAL ENTREPRENEUR

FRANCINE ZANA
Exclusive Hospitality Concept

KEDIBONE TSILOANE
Ramtshilo Trading

LUCIA MABUNDA
Little Harvard Kids Academy
MEET THE FINALISTS

YANDISA SOKHANYILE
Konecta

LYNETTE JOHNSON
House of Basadi

MAMOKIBA MAKUWA
TKY Trading

TOP WOMEN NATIONAL ENTREPRENEUR
Sponsored by Standard Bank

ZEENAT GHOOR
Aspire Consulting Engineers

KHUSELWA MTETWA
ALCM Solutions

MADEIN SMIT
HR Company Solutions

CARMEN DI RITO
LifeCo UnLtd

PHINDI MSOMI
Olwazini Consulting Services

MIMI KALINDA
Africa Communications Media Group

NELISIWE MAGUBANE
Matleng Energy Solutions

POLO LETEKA
IDF Capital

TOP BUSINESSWOMAN
Sponsored by Public Sector Manager

JASANDRA NYKER
BioTherm Energy

EVELYN VANASSCHE
Fempower Personnel

MAMOKGETHI PHAKENG
University of Cape Town

ZUKS RAMASIA
South African Airways

LESLEY WATERKEYN
CWDi

PALESA MADUMO
Vuma Reputation Management

MAYIYE ELIZABETH MKHIZE
Clinix Health Group

SHANNON TE ROLLER
Mundipharma

CAROLINE SHIRINDZA
Sasol Mining

ESTHER WILKEN
Power Matla

BUSISWE MAVUSO
Business Leadership South Africa

LYNN MADELEY
Havas

THOKOZILE MAHLANGU
The Insurance Institute of South Africa

VANASHREE MICHELLE DAVID
Norton Rose Fulbright South Africa Inc

PRIAKUMARI HASSAN
WOA Fuels and Oils

CAROL WEAVING
Reed Exhibitions

NISHA MACDOUGALL
Mercure Hotel Nelspruit

BRIDGITTE BACKMAN
Distell

TOP GENDER-EMPowered BUSINESS

Commuter Transport Engineering

uShaka Marine World

Coca-Cola Beverages South Africa

City Lodge Hotel Group

Clicks Group

Mundipharma

FedEx Express
WEB ENGAGEMENT

OVERALL CAMPAIGN PERFORMANCE

Total leads generated during campaign = 1,001 leads

Total traffic to the website (Jan 2019 - Aug 2019) = 10,335 visitors
SOCIAL MEDIA ENGAGEMENT
- FACEBOOK

Your Fans | Your Followers | People Reached | People Engaged
--- | --- | --- | ---

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Your Fans</th>
<th>12-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>Women</td>
<td>90%</td>
<td>0.137%</td>
<td>4%</td>
<td>35%</td>
<td>35%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Men</td>
<td>10%</td>
<td>0.0916%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>0.595%</td>
<td>0.206%</td>
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</table>

<table>
<thead>
<tr>
<th>Country</th>
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<th>City</th>
<th>Your Fans</th>
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<tr>
<td>South Africa</td>
<td>4,137</td>
<td>Johannesburg, South Africa</td>
<td>946</td>
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<tr>
<td>India</td>
<td>31</td>
<td>Cape Town, South Africa</td>
<td>559</td>
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<tr>
<td>Botswana</td>
<td>26</td>
<td>Pretoria, South Africa</td>
<td>400</td>
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<tr>
<td></td>
<td></td>
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<td>Afrikaans</td>
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</table>

Total Reach
The number of people who have any content from your Page or about your Page enter their screen. This number is an estimate.

<table>
<thead>
<tr>
<th>Language</th>
<th>Your Fans</th>
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<td>English (US)</td>
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<tr>
<td>English (UK)</td>
<td>874</td>
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<tr>
<td>Afrikaans</td>
<td>20</td>
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</table>

**BENCHMARK**
Compare your average performance over time.
Organic
Paid

Reactions
Likes and other ways people react to your Page posts.

**BENCHMARK**
Compare your average performance over time.
Like
Love
Wow
Haha
Sad
Angry
MEDIATYPECOVERAGE

(1 Jan - 31 Aug 2019)
Source: Newsclip

- Print: 23%
- Broadcast: 31%
- Online: 47%

ADVERTISINGVALUEEQUIVALENT(AVE)

(1 Jan - 31 Aug 2019)
Source: Newsclip

PRINT: 1 Jan - 31 Aug 2019 | Clip Count: 54 | AVE: R2 958 397,00

BROADCAST: 1 Jan to 31 Aug 2019 | Clip Count: 73 | AVE: R4 765 427,39

ONLINE: 1 Jan to 31 Aug 2019 | Clip Count: 112 | AVE: R4 032 214, 66

TOTAL AVE: R12 620 586.31
## MEDIA HOUSES THAT COVERED STANDARD BANK TOP WOMEN

(1 Jan to 31 Aug 2019)

Source Newsclip

<table>
<thead>
<tr>
<th>Media House</th>
<th>Coverage</th>
</tr>
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<tbody>
<tr>
<td><strong>Business Report</strong></td>
<td>Newzroom Afrika</td>
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<tr>
<td>City Press</td>
<td>Bizcommunity</td>
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<tr>
<td>The Mercury</td>
<td>Engineering News</td>
</tr>
<tr>
<td>Sowetan</td>
<td>Herald Live</td>
</tr>
<tr>
<td>The Star</td>
<td>iAfrica</td>
</tr>
<tr>
<td>Business Day</td>
<td>IOL</td>
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<tr>
<td>Isolezwe</td>
<td>Mining Weekly</td>
</tr>
<tr>
<td>Bloemfontein Courant</td>
<td>News24</td>
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<tr>
<td>Alberton Record</td>
<td>Energy FM</td>
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<tr>
<td>South Coast Fever</td>
<td>Sowetan Live</td>
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<td>Algoa FM</td>
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<td>e.TV</td>
<td>Polity</td>
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<td>SABC 1</td>
<td>ALL4WOMEN</td>
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<tr>
<td>SABC 3</td>
<td>My PE News</td>
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<tr>
<td>SABC 2</td>
<td>Eyewitness News (EWN)</td>
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<tr>
<td>Lotus FM</td>
<td>ABR (Automotive Business Review)</td>
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<tr>
<td>Fine Music Radio</td>
<td>Leadership</td>
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<tr>
<td>Kaya FM 95.9</td>
<td>The Gremlin</td>
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<td>Lesedi FM</td>
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<td>Motsweding FM</td>
<td>Channel Africa</td>
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<td>702/Cape Talk Simulcast</td>
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</tbody>
</table>
A SELECTION OF THE STANDARD BANK TOP WOMEN CLIPS - ONLINE
(1 Jan to 31 Aug 2019)
Source Newsclip
I haven’t had support from women in sport – Semenya

DOUBLE Olympic champion Caster Semenya, who has been locked in a battle over her testosterone levels with athletics authorities, said she has not felt supported by other women in sport.

The South African athlete will not be able to defend her 800m title at the world championships in September, after the Swiss Federal Tribunal reversed a ruling that temporarily lifted the regulations imposed on her.

“Since I have been in sport, I have never really felt supported. I’ve never felt encouraged (mostly) by women,” said Semenya during a women’s conference in Jo’burg yesterday, where she was the headline speaker.

Semenya is appealing the Court of Arbitration for Sport’s (CAS) ruling that supported regulations introduced by the sport’s governing body, the International Association of Athletics Federations. Despite the IAAF receiving support from some current and former athletes, the decision to reduce testosterone levels in women’s athletics also attracted criticism from human rights organisations.

The UN Human Rights Council adopted a resolution in support of
### Standard Bank Top Woman Awards

<table>
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<tr>
<th>Name</th>
<th>Total AVE</th>
<th>Mentions</th>
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<td>Gauteng ANC</td>
<td>R 23 443.08</td>
<td>1/ 195 359</td>
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<tr>
<td>Shane O'Connor</td>
<td>R 3 818.88</td>
<td>1/ 31 824</td>
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<tr>
<td>Edwin BAKANJA</td>
<td>R 913.56</td>
<td>1/ 7 613</td>
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<td>Modern Marketing</td>
<td>R 13.92</td>
<td>1/ 116</td>
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<td>J.Alvare</td>
<td>R 9.60</td>
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<td>Jonathan Crisp</td>
<td>R 4.20</td>
<td>1/ 35</td>
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<td>Laphozla</td>
<td>R 2.04</td>
<td>1/ 17</td>
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<td>Nanana_SA</td>
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### Branded Event Tracking

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<th>Authors</th>
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<th>Total AVE</th>
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<td>9</td>
<td>1</td>
<td>R 28 213.12</td>
</tr>
</tbody>
</table>

### The Who Report

**By Mentions**

- **Gauteng ANC**
  - Mention: 1/ 195 359
- **Shane O'Connor**
  - Mention: 1/ 31 824
- **Edwin BAKANJA**
  - Mention: 1/ 7 613
- **Modern Marketing**
  - Mention: 1/ 116
- **J.Alvare**
  - Mention: 1/ 80
- **ok**
  - Mention: 1/ 57
- **Jonathan Crisp**
  - Mention: 1/ 35
- **Laphozla**
  - Mention: 1/ 17
- **Nanana_SA**
  - Mention: 1/ 0

**By Followers**

- **Gauteng ANC**
  - Mention: 1/ 195 359
- **Shane O'Connor**
  - Mention: 1/ 31 824
- **Edwin BAKANJA**
  - Mention: 1/ 7 613
- **Modern Marketing**
  - Mention: 1/ 116
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- **ok**
  - Mention: 1/ 57
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  - Mention: 1/ 35
- **Laphozla**
  - Mention: 1/ 17
- **Nanana_SA**
  - Mention: 1/ 0
METHODOLOGY

An overview of the key methodologies used to source and analyse the relevant data.

This report is based on data mentioning the Standard Bank Top Women Awards sourced from print, broadcast, and online media sources across South Africa. All coverage was retrieved using the keywords ‘Standard Bank’ in relation to ‘Top Women’ or ‘Top Woman’. This is based on keyword logic developed by Newsclip Media Monitoring.

The favourability of the content was determined using four possible polarities. These are Positive, Negative, Neutral, or Mixed, and were determined by the manner in which the Standard Bank Top Women Awards were portrayed.

Positive coverage was related to features of the event and its drive to empower women in South African businesses. This included instances wherein the event was commended on its women empowerment messaging.

Neutral mentions consisted of mere mentions of the event in relation to nominees or past award winners. The coverage did not directly impact the brand.

No negative or mixed sentiment coverage was identified.

COVERAGE TO DATE

1 Jan 2019 - 5 Sept 2019

The media coverage for each service, as well as the clip count, AVE, and estimated circulation. *AVE value reflected is for South African editorial media only

<table>
<thead>
<tr>
<th>Total AVE</th>
<th>Estimated Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 12 620 586.31</td>
<td>151,748,623</td>
</tr>
</tbody>
</table>

![Chart showing media coverage by month]
INSIGHTS INTO EDITORIAL MEDIA COVERAGE

1 Jan 2019 - 5 Sept 2019

The editorial media received for the Standard Bank Top Women Awards was analysed for favourability.

1. SOUTH AFRICAN MEDIA:
Coverage for the event focused primarily on the build up to the event, with features on various nominees published. In August 2019, the majority of the content was focused on the nominees and award-winners, specifically profiling Stella Khumalo, CEO of uShaka Marine World, who won the award in the tourism category.

2. INTERNATIONAL ONLINE MEDIA:
The majority of the online media mentioning the event was in relation to South African athlete, Caster Semenya. The conversation surrounding Semenya’s fireside chat was reflected in both South African and international media sources.

3. SOCIAL MEDIA (29 AUGUST – 6 SEPTEMBER 2019)
Of the social media data tracked, 82% consisted of tweets congratulating the winners of awards during the event. This included Ntombi Mekgwe, who won in the ‘Top Gender Empowered Public Sector’ category.
TOP WOMEN

TWITTER WALL

Stats

<table>
<thead>
<tr>
<th>Total Posts Displayed</th>
<th>Posts Per Hour</th>
<th>Unique Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,047</td>
<td>42.65</td>
<td>590</td>
</tr>
</tbody>
</table>

Total Unique Reach

<table>
<thead>
<tr>
<th>Total Absolute Reach</th>
<th>Reach Potential (per unique user)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.6m</td>
<td>68m</td>
</tr>
<tr>
<td></td>
<td>7.91</td>
</tr>
</tbody>
</table>

Participant Gender Estimates

Event Dates (Aug 14th-15th)

Leaderboards

<table>
<thead>
<tr>
<th>Position</th>
<th>Username</th>
<th>Name</th>
<th>Replies/Rewrites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>@SBTopWomen</td>
<td>#SBTopWomen</td>
<td>426</td>
</tr>
<tr>
<td>2</td>
<td>@SB_BizConnect</td>
<td>SB BizBanking</td>
<td>174</td>
</tr>
<tr>
<td>3</td>
<td>@EWNsport</td>
<td>EWN Sport</td>
<td>95</td>
</tr>
<tr>
<td>4</td>
<td>@zandy_keeibe</td>
<td>Zandy_keeibe</td>
<td>76</td>
</tr>
<tr>
<td>5</td>
<td>@MasechabaNdlovu</td>
<td>Masechaba Ndlovu</td>
<td>74</td>
</tr>
<tr>
<td>6</td>
<td>@SimplyCarol8</td>
<td>Carol Tshabalala</td>
<td>51</td>
</tr>
<tr>
<td>7</td>
<td>@VDubese</td>
<td>Vuyokwethu Dubese</td>
<td>31</td>
</tr>
<tr>
<td>8</td>
<td>@ExxaroResources</td>
<td>Exxaro</td>
<td>30</td>
</tr>
<tr>
<td>9</td>
<td>@PalesaDlamini0</td>
<td>Palesa Dlamini</td>
<td>27</td>
</tr>
<tr>
<td>10</td>
<td>@lailannyane</td>
<td>Lailannyane</td>
<td>25</td>
</tr>
</tbody>
</table>
EVENT QUESTIONNAIRE

AWARDS DATA

**TITLE**
- Mr: 39.1%
- Miss: 40%
- Mrs: 16.8%
- Dr: 10%

**GENDER**
- Female: 81.6%
- Male: 17.8%
- Prefer not to say: 0.6%

**AGE GROUP**
- Under 18: 49.1%
- 18 - 25: 46.8%
- 26 - 40: 1.1%
- 41 - 65: 0.0%
- Over 65: 0.0%

**DO YOU PERSONALLY BANK WITH STANDARD BANK?**
- Yes: 70.2%
- No: 29.8%

**WOULD YOU BE WILLING TO SWITCH TO STANDARD BANK?**
- Yes: 56.3%
- No: 41.4%
- Maybe: 2.3%
**CONFERENCE DATA**

**TITLE**
- Mr: 39.6%
- Miss: 46.5%
- Mrs: 8.3%
- Dr: 4.6%

**AGE GROUP**
- Under 18: 59%
- 18 - 25: 33.6%
- 26 - 40: 5.7%
- 41 - 65: 3.1%
- Over 65: 0.8%

**DO YOU PERSONALLY BANK WITH STANDARD BANK?**
- Yes: 65.4%
- No: 34.6%

**WOULD YOU BE WILLING TO SWITCH TO STANDARD BANK?**
- Yes: 51.4%
- No: 39.4%
- Maybe: 9.2%

**DOES YOUR BUSINESS BANK WITH STANDARD BANK?**
- Yes: 66.3%
- No: 33.7%

**WOULD YOUR BUSINESS BE WILLING TO SWITCH TO STANDARD BANK?**
- Yes: 61.3%
- No: 38.7%
TOP WOMEN

SAVE THE DATE
12–13 AUGUST 2020

SUBMIT A SPEAKER PROPOSAL
ENQUIRIES CLOSE MARCH 2020

FOR MORE INFORMATION CONTACT
MARKETING@TOPWOMEN.CO.ZA

#YoureGoodToGo

TOPBUSINESSWOMEN.CO.ZA