

# SAPPOA

BULLETIN

## Address Expansion in South Africa

Full report page 7

Making  
connections

At your service



## Contents



**Editorial** A word from the Editor pg 3

**SADC** Soccer stamps pg 5

**Road Transport** Around the world pg 6

**Address Expansion** In South Africa pg 7

**SAPOA** Sport builds relationships pg 8



### On the cover:

Every citizen needs a physical address. Without one, one cannot contribute to the economy. The South African Post Office is rolling out addresses to communities and the number on the house has co-ordinates that are registered on the GIS system so that other stakeholders - ambulances or police services for example, can locate the address.



## Dear Reader

**Welcome to the first issue of the SAPOA Bulletin! The purpose of this quarterly publication is to keep member countries abreast of developments in the postal environment globally and more specifically to those developments that are beneficial to our area of influence.**

SAPOA was launched a few years ago and is the Southern African Development Cooperation (SADC) regional body responsible for the postal sector. Its membership is restricted to 15 designated postal operators which are:

|                    |                      |            |
|--------------------|----------------------|------------|
| Angola             | Malawi               | Swaziland  |
| Botswana           | Mauritius            | Seychelles |
| Dem. Rep. of Congo | Mozambique           | Tanzania   |
| Lesotho            | Namibia              | Zambia     |
| Madagascar         | Rep. of South Africa | Zimbabwe   |

SAPOA's mandate is to ensure that every sector of the community has access to modern, efficient and a diversified range of mail, financial and e-products.

To realise our mandate, we have a Management Board, a Chief Executive Officers' forum supported by project teams.

From time to time we will be featuring interesting stories from these work groups, but we would like you to tell us your stories, views and suggestions as to

how the post can help improve the lives of all citizens in the SADC region.

To all our staff, we encourage you to participate in the SAPOA games and other related activities that bring joy and humour to the spirit of the organisation. Please tell us how you want these events to be organised. As management, we have a duty to make every employee feel happy and protected.

I trust that you will enjoy this first issue of our cross-country newsletter. You are welcome to write to the Executive Director and submit articles for future publication. The address is SAPOA Bulletin, PO Box 10 000, Pretoria, 0001.

Until next time

*Gi Moteea*

Giandev Moteea  
Chairman, SAPOA Management Board





## SADC postal operators give stamp of approval to the 2010 FIFA Soccer World Cup

Nine SADC countries have jointly launched a stamp in Pretoria to celebrate the FIFA Soccer World Cup starting on 11 June in South Africa.

The stamps will be for sale at Post Offices in Botswana, Lesotho, Malawi, Mauritius, Namibia, South Africa, Swaziland, Zambia and Zimbabwe.

The World Cup postage stamp series is an exclusive gold foil souvenir sheet, consisting of nine postage stamps, as well as a First Day Cover and information sheet. The souvenir sheet was released in each of the nine participating countries in their own denomination.

The designs feature a graphic image of soccer players in action, as well as a soccer ball, the national flag of each country and last but not least: Zakumi – the official mascot specially designed for the FIFA Soccer World Cup™ in South Africa. The name 'Zakumi' is a composition of 'ZA' standing for South Africa and 'kumi', which translates into '10' in various languages across Africa.

The World Cup in South Africa is an international event of great historic importance to the African continent. It will be the first FIFA Soccer World Cup™ ever to be hosted in Africa.

BUSINESS REPLY MAIL  
 FIRST-CLASS MAIL PERMIT NO. 1000  
 POSTAGE WILL BE PAID BY ADDRESSEE



"Africa is blessed with enormous economic potential and with the successful organisation of the 2010 FIFA Soccer World Cup™, the African economy in general will surely change in a more positive direction," says Kainet Moyo, executive director of the Southern African Postal Operators Association. According to FIFA, African football has developed considerably with a general improvement in the game in the continent. All this is thanks to the greater number of competitions and the development plans the Confederation of African Football has put in place with the support of FIFA.

The 2010 FIFA Soccer World Cup™ will kick off in South Africa on 11 June in Johannesburg, where South Africa will play Mexico in the first Group A encounter. The final match will also be played in Johannesburg exactly one month later on 11 July.

Minisheet Quantities:

|               |        |
|---------------|--------|
| Namibia:      | 50 000 |
| South Africa: | 20 000 |
| Botswana:     | 10 000 |
| Mauritius:    | 5 000  |
| Malawi:       | 50 000 |
| Zambia:       | 3 000  |
| Zimbabwe:     | 10 000 |
| Lesotho:      | 50 000 |
| Swaziland:    | 50 000 |





## Road Transport network in the SADC

The road transportation network project – a regional project – was launched in March. It was a result of a collaborative effort between the UPU and SAPOA and within the UPU between Development Cooperation and the Quality of Service Fund.

The initial traffic analysis suggest that the projected mail volumes will be sufficient to sustain a three star network with Johannesburg as its hub using three to five tonne trucks operating three times a week. To give you an idea of the distances that this network is covering Lilongwe to Johannesburg is 2 700 kilometres! This is the length of Star 1.

The project does not own its own fleet of vehicles as costs are proportionately too small to justify having its own fleet. Most of the resources are being rented from the designated operators of the network. The only source of revenue associated with the road transport network is surface transit charges for mail. These charges are billable by the country through which mail transits to the country that is the originator of the dispatch.

"It is great to have a road network that is functioning and is monitored on day to day basis by a regional project manager, Mr James Kuiparima," says Kainet Moyo, Executive Director of SAPOA. "At the moment it is functioning intra-regionally which means it is carrying traffic from one country in the region to another," he explains. "It will not handle incoming international traffic until such a time that we have received the required buy-in from our international partners."

He said that while the intra-regional effort is moving forward, a pilot exercise will be initiated with overseas countries willing to put their mail on the surface network. The business model is premised on full utilisation of the available capacity to reduce the unit cost of mail items.

"It is pleasing to note that there is progress and that postal operators have the required commitment to a regional project that is a uniquely SAPOA solution to address cost and service delivery challenges. Our efforts have been rewarded and the dream is now a reality," concludes Moyo.

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## Address expansion in South Africa

The mail unit at the South African Post Office exceeded its government mandated target and created new addresses for 1.7 million households in the past financial year. The transformation process affected by this rollout not only gives previously disadvantaged communities a foothold in the mainstream economy, but it also enlarges the mail unit's potential market base.

### Case study

Ms Memory Zuma of house number 10129, Maqhibeneni Village in Mthatha says her house numbers quickly with no hesitance when asked what her address is.

"We are happy with what the Post Office has done for the community of this village," Ms Zuma says. "Those years of having to walk approximately 2.5 km to get to the next village to collect our mail, is over!" She explained that they did not even have the assurance that if they walked to the next village they will come back with mail.

"We regard ourselves as privileged because our mail is now delivered on our doorstep!" She added that the allocation of street addresses to their village is proof that the government is serious about putting people first.

"The Post Office did not only create street addresses for us, but they also gave one of our community members who is an unemployed mother a job," Zuma explains. She says Ms Ntombizanele Maxhwele is now an agent for the Post Office and she ensures that the community receive their mail on their door step at least three times a week.

Zuma said that having a street address has made them economically active. "We could not buy furniture on account, because the Financial Intelligence Centre Act (FICA) requires an address. Now we can open accounts because we have a street address."

One of Zuma's grandchildren wanted to apply for a study loan, but because she had no street address, it was not possible. "It is now easy for my siblings. Recently my younger sister was granted a study loan and she is pursuing her career. This was made possible by the fact that we now have a physical address and we could prove it to the bank, using our account statements for clothing."

Zuma concluded that as a community they felt marginalised. "It was as if we live on a different planet. We are very happy with our addresses that the Post Office allocated to us; we are now able to receive government services."



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## SAPOA Sports build relationships!

"The ultimate goal of the Sport Committee is to make sure we get to know each other in the sub region," says Robert Serage from South Africa. He explained that it would be to the advantage of all the countries if the operators who do the work, get to know their counter parts in the other countries. It will ensure smoother operations and flow of mail between the countries.

This was the main reason for the implementation of the SAPOA games that started in 2008 in South Africa. This was a successful event with Botswana walking away as overall winner.

"We are the first of UPU members across postal neighbours that get together close to World Post Day to host an event of this magnitude," explains Kainet Moyo, Executive Director of SAPOA

The 2009 games were held in Gaborone in September. The contributing countries were Botswana, Lesotho, South Africa, Zimbabwe and Namibia and they all paid the stipulated participation fee of USD 1000. Even though Lesotho did not take part, they contributed towards the whole operation! This participation fee is utilised for purchases of trophies, medals and gifts for the athletes.

Countries participated in Soccer, Netball, Volleyball and Athletics (road running). South Africa brought free golf lessons to everyone. People were also entertained by Tug-of-War, Mailbag Race, Egg-and-spoon and a free display of soft ball from the host team. The games were enjoyed by all and one could feel the competitive edge as everyone wanted to take trophies and medals home!

Zimbabwe Post sponsored only one netball team and was applauded for also participating in track races, volleyball, egg-and-spoon, tug-of-war and mailbag race. Their team was too small to win a competitive event, but they left with a participation certificate. "We hope they will bring a bigger and stronger team to this year's event," commented Serage.

Botswana Post was declared the overall winner and they took the trophy for the second time. Should they receive it again this year, they will retain it forever.

Namibia Post has volunteered to host the SAPOA games this year and the sub committee on sports and recreation is optimistic that 2010 will be more successful and they hope to see more countries taking part in the event which will be held in September, before World Post Day in October.

Serage concluded: "2010 is the year of soccer in Africa. We want the Postal Family to be part of that!"