



HOWZAT!



ROTARY CLUB OF NEWLANDS

“The club that appeals”



President: Colin Burke
Secretary: Lucian Pitt



Be a gift to the world

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3 August 2015

WEEKLY UPDATE

P O Box 44735
CLAREMONT
7735

MEETINGS: Western Province Cricket Club Sports Centre, Ave De Mist, Rondebosch, every Monday at 18h00 for 18h15 (Except for first Monday of the Month which is a Partner's Meeting, 18h30 for 19h00).

ATTENDANCE: Notice of apologies and guests and/or meal specifics to email Vanessa Rousseau at rousseau@iafrica.com and copy to Melinda Stapleton at mjstapleton@webafrica.org.za before 10h30 on Monday mornings please.

Comment

Via Graham Finlayson

SA's Timeliest Investment:

The First 1,000 Days of Childhood Education

The most important phase of learning takes place in the first 1,000 days of a child's life, and if that opportunity is missed, the damage can never be undone. Yet in South Africa, the lion's share of our education budget is spent on tertiary education – the phase which delivers the least long-term benefits from the investment. Slowly, however, with the help of key players in government and nongovernmental organisations, early childhood development is starting to gain more attention. An article by MARELISE VAN DER MERWE of the Daily Maverick.

At present, South Africa spends roughly 50% of the total needed to provide the essential package for early childhood development (ECD), according to Ilifa Labantwana, an ECD programme set up in 2009.

The budget needed to provide quality ECD services for mothers and children is around R2.4-billion annually, and the organisation is currently budgeting around half that across all departments, including the Department of Social Development, the Department of Health and the Department of Education.

But the picture is slowly changing.

ECD is growing in prominence, one baby step at a time: a White Paper on ECD, a gradual increase in collaboration with the Department of Social Development. Ilifa Labantwana, among other organisations, is working to ensure that ECD receives the attention it deserves.

South Africa is not alone in this change in perspective. Last week alone, the US government granted Arizona an extra \$20-million to spend on ECD and South Australia pushed ECD higher up on the agenda after PwC found that improving the quality of early childhood development of disadvantaged children alone would boost the national economy by \$13.3 billion to 2050. “There are a lot of projects out there but few have the ROI (return on investment) of ECD, which offers a 10% annual rate of return,” Nobel Prize-winning University of Chicago Economics Professor James Heckman, a leading scholar in the area of ECD, has said. “You can simultaneously reduce inequality and increase productivity.”

Ilifa Labantwana is not asking the government to change direction in any major way, says communications manager Svetlana Doneva. Rather, they are working with the government in a sustainable way to create lasting and manageable change.

Ilifa Labantwana receives its paycheck from a handful of major funders, including the DG Murray Trust, which also funds SmartStart – the early learning initiative earlier reported on by Marianne Thamm. It is funded for three years at a time and is currently nearing the end of its second phase. For its part, it funds, manages and monitors other ECD bodies, such as Cotlands.

Ilifa Labantwana is also responsible for the well-publicised Innovation Edge social fund, which supports “bold ideas that have the potential to change the early learning landscape in South Africa”, according to its official description. To date the fund has supported, among others, the creation of a computer game for children with Foetal Alcohol Syndrome (FAS), a neuroscience research translation project, and a project leveraging the commercial model used for stokvels to communicate ECD-related messages to caregivers.

Innovation Edge programme leader Sonja Giese says the news is mixed when it comes to ECD in South Africa. Significant progress has been made since 1994: There was the introduction of the child support grant, now reaching 65% of poor children under the age of six; the provision of free basic health care – 94% of children in South Africa complete their primary immunisation course within the first year; and improvements in birth registration – 79% of children born in South Africa have their births registered within 12 months. “These are all great achievements to be celebrated,” says Giese.

However, too many of South Africa’s children are receiving inadequate stimulation in their formative years. “While progress has indeed been made since 1994, inequality in ECD remains at unacceptably high levels,” says Giese. “While 80% of children aged 3-4 years in quintile five (the richest quintile) have access to early learning services such as preschools or crèches, less than 40% of their peers in quintile one enjoy this basic right. Furthermore, of those children who do access early learning services, only one in six is supported financially through the state’s per-child subsidy.”

Inequality is a recurring theme in the research regarding ECD, nationally and internationally. Firstly, numerous studies have shown the effect of chronic or toxic stress on children’s cognitive development. In layman’s terms, the brain cannot use its rational, “thinking” system and its instinctive, fight/flight system simultaneously – so a child living in chronic stress, where he is constantly in fight/flight mode, will suffer inadequate cognitive development. Secondly, in situations where parents are working long hours, are stressed themselves, or are not able to spend much time with their children, the children may be inadequately stimulated. An initial study by neonatologist Hallam Hurt found that children living in poverty tended to have lower IQs; upon further probing, Hurt found that it was (obviously) not the poverty itself that determined the IQ but how much attention and stimulation the children received.

Children who not only had more toys and books, but whose parents were able to spend more time answering questions, talking to them, praising them and kissing and hugging them performed better. Moreover, when the same children were tested again in their teens, there was a strong link between the size of their hippocampus and the nurturing they had received at age four, but no link with the nurturing they had received at age eight. The magic occurred in their early years.

Read the rest of the article [here](#)

EarlyAct at Bishops Prep

Sue Kieswetter and the EarlyAct club at Bishops have just completed a 'knitting blankets' drive. They wanted to get 67 blankets but are up to 91 with many more squares to be sewn together. Some have been given to Mowbray Maternity Hospital and some to Lavender Hills Old Age Home. The rest are for NOAH, Neighbourhood Old Age Homes.



On Friday 31 July they also had a 'Civvies Day'. To wear civvies the boys had to bring a bag of clothing. These will go to The Haven and Sir Lowry's Pass village.



Previous Meeting

Minutes of the Business Meeting on 27 July 2015

Scribe: Chris Beech

Sergeant Jenna Monk opened the meeting

- President Colin welcomed everyone to the meeting and wished Jana a happy birthday (sung with gusto by the club)
- Graham read the Object of Rotary
- Andy read the Grace and the Toast to R.I.
- Stirrer's spoon remained with Janey
- Paul's app chose Vanessa to win the wine swindle.

Sergeant Jenna then handed the meeting to the President who stated that he had requested each portfolio holder report individually to the club at the meeting

Club Service

Melinda reported that a contract was about to be signed by WPCC and thanked Bill for his assistance. The meal would stay at R85.00; there would be a choice but she requested that members be mindful of those behind. WPCC will provide a menu.

She confirmed that regalia would be put out by WPCC but she would put away in the cupboard. If she was not at the meeting the attendance officer put the regalia away. She indicated that she was trying to establish where all the regalia was. Bill reported that he had one roll-up banner.

Apologies for meals to be given to Vanessa before 10:30 am on the Monday.

Mike remains Master Sergeant, Peter editor of Howzat and Corinne will be doing speakers with assistance from Bill.

Melinda asked for ideas for the Xmas party

Community Service

Brian reported a budget for expenditure of R300 000, highlighted as follows:

- President's challenge to be limited initially to R75 000 (15 at R5 000) with new members given preference;
- Existing projects R90 000 – R100 000;
- Balance focussing on mentorship and ECD – possibly in cooperation with an anticipated District project.

His committee had also proposed consideration for a hands-on project to be discussed at the next meeting.

The club was reminded of the One-to-One on 16 August. Heidi requested additional hands.

International and Vocational

Jenny reported that during the previous year the club had spent ± R198 000 on bursaries, ±R37 000 on entrepreneurship and ±R5 000 on awards and other items.

The committee had been allocated a budget of R250 000 for the year. The money will be allocated to bursaries, entrepreneurship (R50 000) and vocational work in the prisons.

She reiterated her keenness to expand all these avenues of service.

Her committee is considering raising more money for a specific international/vocational project by way of a vocational fund raising effort.

The club was reminded that there will be a requirement for members to present avocational talks during the year.

Membership

Chris reported that R.I. had not actually grown over the last 10 years and that District 9350 members were also static. The club itself had set a growth target of 8, but with resignations and only 5 new members the actual club members reduced by 3 to 52, with 5 honorary members.

He stated that the club had committed itself to a 30% growth in line with the District RotaryGro project. This led to some discussion at the meeting. He also reported that a system of mentors would be established to introduce and direct new members once inducted.

Menno reported on the District RotaryGro project and the very valid reasons behind the need to grow membership both now and in the future.

Public Image

Regine presented her report for 2014-2015. She ran through and confirmed the objective of the portfolio, the number of media releases and radio interviews during the year and the Advertising Value Estimate (R119 020) and the P.R. Value (R476 080) measures against these media releases. She pointed out that the P.R. value was the amount needed to be spent by the Club to achieve the same awareness through advertising.

She reported that the Facebook users had grown from 89 to 191 and Twitter from 147 to 259 during the year.

Strategy this year would remain the same with one media release at least per month and an ad spend (PRV) of R750 000 for the year was targeted.

Spots

- Graham: Cape Town Marathon on 20 September
- Graham: Masi ECD project contractor on site
- Janey reported on ClubRunner and a competition with the book 'Hidden Cape Town as the prize for the best member profile. There is a club runner phone app. If anyone needs help click the HELP link
- Jenny reiterated that she would like notification from club members of worthy bursary candidates
- Johan: Rotaract conference in Misverstand, all welcome. District Interact meeting on 15 August at Bishops College, all welcome. Next Youth committee meeting to be announced
- Menno: Compliments to President Colin on the meeting format.

President's Slot

- President Colin thanked the portfolio presenters and stated he would continue with the new format
- Thanked Janey for the ClubRunner competition
- Obtained approval of Ian's request that Newlands assist Swellendam at his District Conference in 2017
- Strategy meeting next week Monday 3 August 5pm at WPCC
- Complimented the NSRI function at Yzerfontein and the speakers.

Sergeant Jenna closed the meeting and asked for Happy Rands

Stirrer's Spoon

Janey Ball

[Newlands Rotary Club Runner Calendar](#)

FUTURE FIXTURES

Year Planner

Please advise the secretary promptly of any additions or changes

August 2015

Mon 3 Partners
Mon 10 No meeting – Public holiday
Sun 16 One-to-One
Mon 17 Ordinary
Mon 24 Business
Mon 31 Ordinary

September 2015

Sun 20 Cape Town Marathon

October 2015

Sat 3 Dragon Boats

**Happy
Birthday**

7 August
Andrew Peile

8 August
Christine Calothi

Labels Are For Cans, Not People

From Jenna Monk

This is a lovely video produced by Coke. There's two lessons in this short video, the first is that we all can fall into the trap of labelling people based on their appearance, closing us off to the possibility and value they could add to our day. The second is that, like it or not, our appearance is important to other people and can help or hinder us in achieving our goals.

Watch the video [here](#).

UMPIRES AND SCORERS

DATE	3 August	10 August	17 August	24 August
MEETING	Partners	No Meeting	Ordinary	Business
SERGEANT	Wybe Meinesz	Public Holiday	Richard Burnett	Brian Pickup
4 WAY TEST/ OBJECT	Mike Young		Terry Lancaster	Paul Spiller
GRACE & TOAST	Daphne Lyell		Heidi Andersson	Jana Forrester
ATTENDANCE	Janey Ball		Willie Wijenberg	Chris Beech
FELLOWSHIP	Corinne Hudson		Glynis Menné	Jenny Ibbotson
MINUTES	Bill Meyer		Graham Lowden	Larry Hester
COMMENT	Michael Walwyn		Nora See	Vanessa Rousseau
THANK SPEAKER	Shân Biesman-Simons		Regine le Roux	
INTRO SPEAKER	Pieter van Aswegen		Wybe Meinesz	

Invited GUEST SPEAKERS

- 3 Aug **Suzanne Ackerman** – *Young entrepreneurs*
- 17 Aug **Lesley Beake / Muriel Dekker** – *Children's Book Network / Disaster Search Dogs*
- 7 Sep **Bulelwa Makalima-Ngewana** – *CT Partnership – City Renewal*
- 14 Sep **Dr Nasief van der Schyff** – *Vic Hospital & Tramway FC*

If you cannot do your job on the day, please find someone who can do it instead of you, then contact the Sergeant on the day to update the roster. Please don't leave this until the Monday afternoon – let the Sergeant know in advance if you have not been able to arrange a swap. If you are going to be away for particular future meetings let Peter Ennis know.



Rotary Club of Newlands Office Bearers

Colin Burke	President	colinburke@mweb.co.za
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Books for the World

**For all educational school books and novels for
age from early education to High school**

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