



**MINISTER IN THE PRESIDENCY: WOMEN, YOUTH AND PERSONS WITH  
DISABILITIES**

**REPUBLIC OF SOUTH AFRICA**

**SPEAKING NOTES FOR THE MINISTER IN THE  
PRESIDENCY FOR WOMEN YOUTH AND PERSONS WITH  
DISABILITIES**

**MAITE NKOANA-MASHABANE**

**MEETING WITH CLICKS MANAGEMENT**

**21 SEPTEMBER 2020**

Ladies and gentlemen,

I would have loved to say, it is a great pleasure for me to meet the management of Clicks today, however, we meet under strained circumstances. We are meeting today because of the publication of a racially offensive advert for a hair product line by TRESemmé on your digital platforms. It was irresponsible of Clicks to identify with such an advert, and secondly to allow this advert to go to market.

As Minister in the Presidency for Women, Youth and Persons with Disabilities, my responsibility is to monitor the implementation of all laws of this country that seeks to redress the imbalances of the past for these sectors and ensure that the public and private sectors complies in order for us a nation to reach that generation equality goal of 50-50 by 2030.

Furthermore, I have a responsibility to lobby on behalf of these sectors to ensure financial inclusion in the economy of this country.

The advert in question irresponsibly reinforced racial tropes of the inferiority of the hair and beauty of black women. A deeply impactful agenda that was driven by apartheid South Africa to reduce the humanity of black people, especially women, who were subjugated by multiple layers of oppression. Today, in 2020 black women still attempt to measure themselves by western notions of beauty which are defined by white, mostly men, in countries far removed from our socio-political situation.

I sincerely hope, that by now, you have been sensitised to the fact that the placement of this advert reinforced structural racial inequalities that continue to persist, irrespective of who designed, placed and signed off on the advert.

I know that you have already met with the Minister of Small Business Development, Ms Khumbudzo Ntshavheni and her team, and that, you have committed to increase spending on Small, Micro and Medium Enterprises (SMMEs) and their support for local beauty, hair care brands and other products.

However, as the Minister responsible for the socio-economic empowerment of women, youth and persons with disabilities, I know and understand that their empowerment requires more than just increasing spending on Small, Micro and Medium Enterprises (SMMEs) and their support for local beauty, hair care brands and other products, because in most instances, these three groups are excluded from these sectors by many barriers.

South African women, youth and persons with disabilities have historically faced numerous barriers to their engagement in the economy due to the apartheid system and cultural practices, which legacy persist. These barriers reduce their employability, constrain their ability to participate in the economy on their own terms, restrict the options available to them and limit the likelihood of utilising their full potential. Many of these barriers exist today and take various forms.

26 years of democracy, the gains thereof are not felt by the majority of women, youth and persons with disabilities, because there are no considerable changes both in the structure of the South African economy and the management thereof.

I checked your BBBEE status and it leaves much to be desired. You are at level 6, which shows that you are not employing much or procuring enough from these three groups. And that must change.

COVID-19 has also exposed the failure of the South African economy to advance the lives of these three groups. It is important to recognise that they were the ones who have been hardest hit by the effects of the COVID-19 pandemic.

They also, are the ones who continue to be subjected to a second, much longer and must more persistent pandemic – that of Gender-Based Violence and Femicide. Cabinet approved the National Strategic Plan on GBVF in March and the President made a call to all sectors in society to action, to eradicate this scourge. I would want to hear from management what programmes you have in your group to deal with this scourge

that is taking place in the private sector too. Here, I would like to know how you strategically respond to gender inequalities within your organisation, whether you have policies that respond to gender-pay gaps, and how you deal with sexual harassment. On the 25<sup>th</sup> of September, I will be hosting a Webinar for private sector bodies on the implementation of the National Strategic plan in order for us as country, to reach 50-50 equality goals by 2030 as we all have committed in the Sustainable Development Goals.

I also want to remind you that its not about more local products on shelves, but you factoring women-owned and led businesses into your production lines. Women do not only manufacture beauty products, but also own transport companies, storage facilities, run legal and financial firms, manufacture many many products which must feature across your stores, as well as within your organisation. Transformation cannot be reflected on your shelves alone, but must permeate within your organisation and ethos, through your procurement and employment, promotion and corporate social responsibility policies and initiatives.

I called you, to hear from you what efforts are you going to implement to ensure women, youth and persons with disabilities'

inclusion in your commitment, your transformation agenda to change your BBBEE status as this links with the Generation Equality Agenda and Sustainable Development Goals of planet 50-50 by 2030.