

# ACTION IMBIZO

"THE POWER OF PARTNERSHIPS"

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2022



a world class African city





# “THE POWER OF PARTNERSHIP”

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ACTION IMBIZO 2022

# Programme

Time	Item	Presenter
09h00 – 9h10	Introduction	Loyiso Bala
09h10 – 09h25	Address by MMC Ronald Harris (Member of Mayoral Committee Community Development)	MMC Ronald Harris
09h25 – 09h35	Address by Mr. Sunil Geness (Chairperson of the Johannesburg Parks Alliance)	Sunil Geness
09h35 – 09h40	Address by Mr. Chris Marais CEO of the Leadership for Conservation in Africa	Chris Marais
09h40 – 09h45	Partnerships Manager for Business Development at JCPZ	Bohlale Mohlathe
09h45 – 10h00	History of George Lea North & Paddle Tennis Presentation James and Ethel Gray Park	Andrew Harris
10h00 – 10h15	Mushroom Farm Park – Carbon neutral smart upgrades Presentation	Francis Chikasha
<b>Coffee Break (10h15 – 10h30)</b>		
10h30 – 10h45	Jozi Trails Presentation	Albert van Urk
10h45 – 11h00	VumaCam: Security Infrastructure in Green Public Open Spaces	Ricky Croock
11h00 – 11h15	Giant Steps in Soweto	Vuyo Daweti
11h15 – 11h30	Sustainable Recycling	Louis Seeco
11h30 – 11h45	Closing Remarks and Vote of Thanks	Bryne Maduka
<b>Lunch, entertainment and networking</b>		

# SPEAKERS

## 2022



MMC for Community Development

## Ronald Harris



Councillor Ronald Harris is an individual with a passion for people empowerment. Blessed with a special trait of putting people's interests before his own, he is better placed as the Member of Mayoral Committee for Community Development in the City of Johannesburg.

Councillor Harris' new role encompasses looking after the well-being of people from their mental, physical to their spiritual health. He is responsible for the political oversight of Community Development to make certain that the policies and procedures are free, fair and equitable. He also ensures that access to the City's facilities is accordingly granted to its communities.

As MMC, he looks forward to leading by example by means of engaging people at grassroots levels about service delivery issues through the "7-11 Boots on the ground" programme, whereby top management in all the departments under his portfolio go out of their offices between 07h00 and 11h00 in the morning to attend to issues at ground level.

Councillor Harris is a man with extensive work experience from working at the cemeteries to being a CEO at the Social Housing Institution for seven years and then later joining the African Christian Democratic Party (ACDP) in the Provincial Legislature to his current position where he is now the MMC for Community Development.

Councillor Ronald Harris holds a Master of Business Administration (MBA) from UNISA's School of Business and London Open University.

South African musical artist

## Loyiso Bala



Loyiso Bala is a multi-award-winning musician who has performed for dignitaries such as Nelson Mandela and Oprah Winfrey, as well as shared the stage with high-profile singers such as Stevie Wonder and Josh Groban. He's hosted a number of shows on television and radio, and he's a sought-after MC at corporate and media events.

Loyiso is the current Business Manager for SABC radio stations Umhlobo Wenene and truFM, which have a combined listenership of 5 million. He formerly served as Chanel Director for TBN Africa, Africa's largest Christian television network. Loyiso holds a Postgraduate Diploma in Business Practice (PGDip) and a Masters of Business Administration (MBA) from Henley Business School.

Managing Director of  
Johannesburg City Parks and Zoo (JCPZ)

## Bryne Maduka



Bryne Maduka is a Corporate Lawyer who has been in Local Government for more than fifteen years. He is no stranger to the green environment as he worked in the City of Johannesburg's Environmental Management Department for five years from 2005 until 2010. He thereafter became the Company Secretary for Johannesburg City Parks in 2010 where he was then appointed Acting Managing Director in 2011, a position he held until 2013 after which he went on to work as Head of Group Governance in the City of Johannesburg until 2017. In 2018 he was appointed Managing Director of Johannesburg City Parks and Zoo (JCPZ).

Bryne has vast Public Sector experience in operations and projects that include urban governance, environmental conservation, sustainable development, strategic partnerships to framework development. He holds a Bachelor of Laws Degree, a Master of Laws Degree in Company Law, Banking and Finance both from the University of the Witwatersrand and is currently pursuing a PhD.

Chairperson Johannesburg Parks Alliance

## Sunil Geness



Sunil Geness is the founding chairperson of the James and Ethel Gray Park Foundation (JEGPF), which was established in 2019 to support the safety and sustainability of the JEG park. From a once derelict park, today the JEG has been positively transformed and is now classified as a flagship park in Johannesburg, whilst also being independently rated as the number one picnic destination in Gauteng. Against the successes of the JEGPF and to extend the learning benefits to other parks across Johannesburg, Geness undertook an extensive advocacy and consultation process with various stakeholders during 2020 and in close partnership with Johannesburg City Parks and Zoo (JCPZ) established the Johannesburg Parks Alliance (JPA) during November 2020. Geness has a deep passion for the environment, which is epitomised through his actions in the establishment and outputs of both the JEGPF and JPA, as well as the Action Imbizo, all of which are undertaken on a voluntary and pro-bono basis.

Geness commenced his career as a physical science, mathematics, and electronics teacher before moving on to develop a wide range of experience in Government, Quasi-Government and Private sector organisations. These roles have included a policy making and implementation stint at the South African National Government, various programmes in South African provinces, a national government modernization role and subsequently a political advisory role at the State Information Technology Agency (SITA), before being head-hunted by SAP, where he currently serves as Director of Global Government Affairs & CSR Africa, Global Sustainability Lead Africa at SAP.

He has represented the South African Government and SAP on numerous occasions at high level meetings at the African Union, European Union, European Commission, United Nations, the World Bank, BRICS, and other multilateral agencies.

Geness holds a Bachelor of Commerce (UNISA), Bachelor of Commerce Honours Cum Laude (UNISA), Master of Management (Witwatersrand), HED (Springfield College) and has been the recipient of scholarships for executive leadership programmes at leading global business schools in France (INSEAD), the United Kingdom (Birmingham) and the United States (Harvard). Geness is the recipient of the World-Wide Fund (WWF), One Planet Leaders, sustainability scholarship and is currently pursuing a PhD.

Sunil currently serves on the Governance Committee of the Share Screen Africa virtual environmental educational initiative and is currently chairperson of the South African BRICS Business Council (SABBC) Deregulation Working Group, Director at the Hasso Plattner d-school Afrika, Chairperson of the Kwa-Zulu Natal Science Centre, a member of the select United Nations (UN) Expert group on the global e-Government survey, a member of the World Economic Forum (WEF), Global Plastic Action Partnership (GPAP), and Immediate Past President of the South African Information Technology Association (ITA).



Manager for Business Development at JCPZ

## Bohlale Mohlathe



Bohlale Mohlathe is responsible for fundraising, direct and indirect revenue generation programmes at Johannesburg City Parks and Zoo. These include park and other green open space adoptions, fully funded innovative project programmes, cemetery improvement programmes, donations and facility hiring across the City of Johannesburg (“CoJ”). Her function involves working with communities, individuals, private sector companies and NGO’s. The popularly known Green Outdoor Gyms, Acrobranch (Zip-line) Projects in the CoJ public open spaces and the FamilySearch Project for the preservation of existing Genealogical and Historical Cemetery Records at JCPZ are amongst the many partnership projects she has structured and continues to manage. She also manages the food and non- alcoholic beverage-vending programme which is geared to support citizens with much needed job opportunities whilst they simultaneously contribute towards looking after the spaces they are allocated for their operations.

The James and Ethel Gray Park Foundation, Lonehill Residents Association, Bordeaux Residents Association and Craigpark Residents Association partnerships with JCPZ are some but a few of the most important and successful partnerships that she has established and continues to successfully oversee. They act as a blue print for the type of partnerships that the City must accelerate in order to drive increased community and private sector participation in looking after the green public open spaces for they help to ensure sustainable green public open spaces and cemeteries that are protected and appropriately utilised to promote healthy lifestyles of citizens.

She also facilitates cross-functional integration and involvement of different teams across the CoJ bringing on board the different and requisite skills-sets and expert advice that ensure programmes and projects are implemented within the environmental and by-law compliance framework. Bohlale also played a pivotal and integral role in the establishment of the Johannesburg Parks Alliance (“JPA”).

She also conceptualised the Partnership Action Imbizo to further shine a spotlight on the importance of partnerships and how they can be optimally used as a catalyst to transform the current state of all green public open spaces and socio-economic challenges in the City.

# Andrew Harris

History of George Lea North & Paddle Tennis  
Presentation James and Ethel Gray Park



Andrew Harris started his career in the service of multi-national IBM South Africa, after completing his studies in business at The University of Johannesburg. Soon after commencing his story with the foundation of multiple companies, culminating in the founding of Adapt IT Telecommunications, where Andrew served as CEO for the telecommunications division.

In 2017 Andrew left the group in order to fulfill a desire to create a group of companies focused on community developed businesses. Andrew currently is the majority shareholder in Enjoyment Group, which owns assets such as Milkbar, Nice on 4th, Nice on Poplar, We Stay hotel group, Pure Padel.

Within the technology sector he also has shareholder interests in various technology and tech distribution companies. With software assets such as Joggle, Fabric Four, Batala, Matlafin and DCC Group.

Andrew is a seasoned executive with a passion for community, and development thereof.

This shows in the work completed at George Lea Park and Sandton Sports Club, as well as the development of Padel Tennis, within South Africa. The benefit of having a huge network within the business community, as well as a passion for growing and developing community incentives is a huge asset for the City of Johannesburg where Andrew resides with his wife Vicky and three children Nicholas, Isabel and Emily.



**The James and Ethel Gray Park Foundation:** The development of Paddle Tennis, which is one of the fastest growing sports at the James and Ethel Gray Park to help convert the park into a self-sustainable park so that JCPZ can redirect existing resources to other needy areas that are currently in dusty and barren state. This activity will also enhance community cohesion, promote fitness, healthy lifestyle living and turn the park into a destination of note. This project and archetype will be replicated in other parks around the City.

Chair person & director of Jozi Trails

## Albert van Urk

Jozi Trails



Jozi Trails is a non-profit company that was set up to manage, maintain and develop the public trail system on the Braamfontein Spruit and surrounds, so that it can be enjoyed by all user groups. The intention of the project is to support healthy lifestyles through recreation and the emergence of safe and secure natural areas that citizens and tourists can enjoy whilst nature is also protected and preserved. Jozi Trails works very closely with Johannesburg City Parks & Zoo (JCPZ) through a partnership agreement. Jozi Trails aims to support JCPZ's mandate, vision and mission, but focuses only on a specific sub-set (trails related) of the bigger focus of JCPZ.

The activities of Jozi Trails include maintenance, erosion control, rehabilitation and development of the trails. There is also a strong focus on safety and security, communications, advocacy and educating users on how to use the trail system through signage and trail rules.

Albert van Urk is responsible for ensuring that the vision of Jozi Trails is implemented within the environmental compliance framework and by-laws of the City of Johannesburg. As an active user of the Spruit for the past 15 years he has seen and experienced first-hand the opportunities and challenges of managing a trail system in the public open spaces and parks. He has been involved in various projects on the trails during this time and was one of the founding directors of Jozi Trails when it was established in 2017. His experience as a serial entrepreneur in technology and vehicle tracking industries has given him the necessary experience to take new concepts and ideas and turn them into functional and working entities. The scope of these companies ranged from small to multi-national entities (1000+ employees) listed on multiple stock exchanges. He also served as an advisory board member (2016 & 2017) on Innovation Highway Enterprises, a company that the North West University set up to incubate possible start-ups or spin-outs from technology and patents that were developed at the university.



**Jozi trails** – implemented on the Braamfontein Spruit: Activities include, maintenance, rehabilitation and creation of cycling, walking and running trails and caters for 4000 plus people per weekend. The intention of the project is to support healthy lifestyles through recreation and the emergence of safe and secure natural areas that citizens and tourists can enjoy whilst nature is also protected and preserved. The project has also supported job creation which jobs will grow as the project advances.

Managing Director Mushroom Park Activations  
(Pty) Ltd/Director Solartonic SA (Pty) Ltd

## Francis Chikasha

Mushroom Farm Park – Carbon neutral smart upgrades



Francis is currently involved in the enhancement and sustainability focused development of Mushroom Farm Park as a test case of a carbon neutral “smart” recreational open public space. In his capacity as a Director of Solartonic South Africa, (the SA subsidiary of a leading US and UK solar innovations company), Francis has been involved in the promotion of solar energy devices and power generation as an alternative to fossil fuel particularly for public/municipal amenities.

He is currently working on an offshore funded municipal “smart” solar illumination and traffic control systems for projects for South African municipalities. Prior to his Solartonic SA role, Francis founded Aerial Displays in 2005 and led the installation and utilization of Lindstrand Technologies Helium passenger balloons for recreation and media on the African Continent. Aerial Displays has in the past owned and operated 3 Hiflyer model, balloons which operated at Montecasino Fourways, Maponya Mall Soweto and at Mushroom Farm Park in Sandton between 2005 and 2018.

Francis has an accounting background having served articles at EY. In 2009 Francis was involved in the development and enhancement of Mushroom Farm Park Sandton, as the MD of Aerial Displays working hand in hand with Johannesburg City Parks & Zoo. Mushroom Farm Park was the premier site for the Sandton balloon since introduction of the concept to the continent. Park Activations intends to introduce a new solar powered balloon to the park as part of its short term enhancements. Francis is also a director of Johannesburg Marathon (Pty) Ltd.

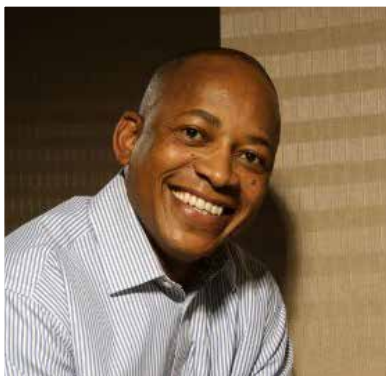


**Mushroom Park Activations:** Sustainable, carbon neutral energy projects at Mushroom Farm park - the replacing of old park lights which are currently not functional with Solartonic solar intelligent street lights which are Light-emitting diodes (LED) in and around Mushroom Farm Park, Linden Street, Pretoria and Daisy Streets. The light structures also have other complementary functionalities which will assist with the enhancement of safety and security in the Sandton City Precinct or Central Business District. This means that some lights in the streets, especially on road islands which are also maintained by JCPZ, will be replaced to complement the new lights infrastructure at Mushroom Farm Park thus reducing the load on the City’s current electrical grid. Other developments include new age environmentally friendly park infrastructure developments.

Founder and CEO of Elements

## Louis Seeco

Sustainable Recycling



Louis Seeco is the Founder and CEO of Elements, a marketing and advertising agency, since 1992 responsible for the growth, profitability and sustainability of the agency within a very competitive industry. He has also been responsible for giving strategic direction and managing big teams with diverse cultural backgrounds and created investment opportunities with key industry suppliers. Seeco is a partner and director of Kwanza Media (Media Planning and Buying), Brandpilgrimage (Research and Consumer Insights) and Elements Brand PR (Public and Media Relations).

His other roles include the creation of Strategic alliances with agencies across the continent and the globe. He is also directly involved in the establishment of board of directors in all companies to ensure corporate governance principles are adhered to including stakeholder accountability. He also formulates pitch proposals and new business presentations. Highlights include the successful launch of Pepsi in 1995, Lipton Iced Tea, Castle Lite and one of Hewlett Packard's (HP) first Laser Printers in South Africa.

Seeco is also a Media commentator and contributor for various publications and part-time presenter on radio stations such as SAfm, a radio station in the South African Broadcasting Corporation portfolio. He has written articles for publications such as City Press, Financial mail, Marketing Mix, Marketing Place, Brands and Brand Building etc. He also authored a book on marketing to diverse cultures, titled; Marketing: The Same Difference. The book was released in January 2010. He is currently busy with the next book within the same subject. In 2016 he established Yonke Africa (Pty) Ltd in 2016, a company focused on organising entrepreneurship projects and repositioning them into formal and stable business ventures.



**Sustainable Recycling in the CoJ** – This is a research project that aims to share findings and look at how the recycling industry can be organised so that it works optimally to benefit ordinary citizens, recyclers and the city at large. The project also aims to look at how the recyclers who are an integral part of an industry that contributes enormously to the economy through recyclable materials that are bought for production of new products and services can be motivated to change behaviour through the formalisation of their activities. The change in behaviour refers to illegal occupation of green public open spaces and living in inhumane conditions that ultimately have an effect and negatively affect all citizens. Other issues that will be shared include issues of proximity to work areas for the recyclers and the kind of work streams needed for their operations to be sustainable and appreciated by all citizens. The formalisation of this industry would include the establishment and development of special banking accounts and medical aid schemes and services in partnership with private sector companies like Discovery. A win-win for all.

Vumacam CEO

# Ricky Croock

**VumaCam: Security Infrastructure in Green  
Public Open Spaces**



Whilst completing his Bcom (Finance & Insurance) at WITS University, Ricky started his career at the age of 19 managing hundreds of ex-police and military personnel, under CSS Tactical. Ricky soon realised that technology held the key to scaling the business. CCTV was the obvious choice, and Ricky continues on his mission of what is his most ambitious project to date - establishing the world's first controlled access CCTV network throughout South Africa as the CEO of Vumacam.

Ricky is actively involved in the management of Vumacam who are building city-wide camera networks and have amassed an impressive track record of executing reliably. Combining extensive experience in security with expertise in fibre networks and connectivity, resulting in a world first: a fibre enabled, open access video surveillance infrastructure network, providing feeds to customers across industries including security, insurance and marketing.



**Vumacam** – The installation and operation of safety and security infrastructure on the Braamfontein Spruit to promote safety and security through remote camera monitoring that will support the emergence of safer green public open spaces for citizens whilst interacting with the spaces for healthy lifestyle living and/or recreational purposes; This initiative will also help to enhance or aid any other incident monitoring so the necessary responses can be dispatched timeously to prevent situations from descending into worse levels once detected in public open spaces.

Businessman and Philanthropist

# VUYISILE T. DAWETI

Giant Steps in Soweto



Vuyisile T. Daweti Holdings (Pty) Ltd, has tasked itself with the work of transforming Soweto from being merely a hive of economic activity, into a fully-fledged smart city. Inter alia, it has targeted tourism infrastructure developments in Soweto as the main vehicle through which it shall be driving the economic development and transformation agenda in Soweto in partnership with the City of Johannesburg.

To that extent, it has conceptualized a series of major tourism infrastructure platforms around which it intends to establish many new enterprise developments and create literally thousands of jobs in Soweto, namely through projects such as; The Giant Steps in Soweto, a first of its kind Botanical Garden & Memorial Park, intended for development in Orlando West; and the Statue of Jesus Christ in Afrika, intended for development at the Enoch Sontonga Hill in Pimville.



**The Giant Steps in Soweto** – The development of a first of its kind Botanical Garden and Memorial Park on a Koppie in Soweto that will amplify the current entertainment and tourist offerings in Orlando West at Vilakazi Street in Soweto into an even greater destination. The project which will nest right next to the late Mama Winnie Madikizela-Mandela's home, will also complement proposals by her family to convert her home into a museum. The two projects will be complementary in that both will honour the memory of giants and icons such as Inkosi Albert John Luthuli, Oliver Reginald Tambo, Nelson Mandela, Walter Sisulu, Yusuf Dadoo, Lilian Ngoyi, Joe Slovo and others who played a critical role towards the liberation of South Africa and the establishment of today's Constitutional Democracy where all its people are now equal, at least, before the law. This is a "local is lekker" project that can unleash the sleeping potential Soweto holds in becoming an economic hub that feeds into the bigger picture of the new Golden Start.

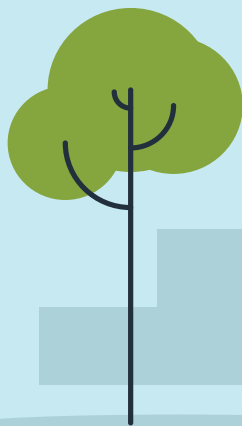
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