

Message

Boodskap

Umyalezo

Molaetso

from the CEO

October 2003



Warm greetings to all from the office of the Board. October has been a month of action with both the launch of our Sheriffs' Introductory Course and the communications campaign.

I believe we are in for exciting times within the profession. We at the Board have introduced several initiatives to educate the public about the role of the sheriff and to help you perform your duties. We also intend to inform the public that, with rights come responsibilities. The sheriff should be viewed as an independent official of the court – someone who performs a valuable role in civil justice.

Please consider how your office can become involved in the *16 Days of Activism* campaign to take place in November and December. The sheriff occupies a special place in justice and we need to emphasise the good work we do. Happy reading and remember we are but a phone call away if you have any questions.

Veliswa Baduza
Chief Executive Officer

BATHO PELE (People First) – The change has begun....

The public awareness campaign of the changing face of the Sheriffs' Profession and the Board has commenced with the official launch of the communications campaign and new identity of the Board on Wednesday, 22 October 2003. The various campaign mechanisms are in place and will be visible from November 2003.

SERVING WITH DIGNITY- Public information brochures

A full colour informational brochure has been developed – translated into all 11 official languages – which will be distributed to sheriffs' offices and at the gazebo promotions. It is imperative that the deputy sheriffs deliver the brochure with the process served to the public to

ensure that the critical, but basic information of the sheriffs' profession made readily available to the public. Not only will the public have the opportunity to be aware of what the role of the sheriff entails, but will also have the opportunity to be educated in the basic steps of the legal procedures and the role of the sheriff in the civil justice system.

Please contact Lise van Schalkwyk at the Office of the Board, if you run out of brochures or require a specific language.

WHO IS THE SHERIFF? – Public Awareness campaign

As part of the public awareness campaign from 1 November there will be posters displayed in the interior of 60 busses and 150 train coaches countrywide and live digital satellite radio broadcasts to Metrorail station platforms at 87 stations in Gauteng, Western Cape and KwaZulu-Natal. The message portrayed to the public is the sheriff's role in the justice system and general guidelines of the profession.

Another medium of the campaign will be through Star Music, which is tapes played in taxis on a national level, this includes 11 500 taxis with a reach of 1,3million people per week. So-called 'Gazebo promotions' will be carried out at 20 of the country's largest taxi ranks during the first week of December 2003 and again in May 2004. This includes daily interaction with thousands of commuters, – where promoters engage passers-by and elicit dialogue regarding sheriffs. Small inexpensive giveaways are used to capture the audience attention.

Radio

A series of informative radio adverts will be broadcast on SABC – the African Language Stations and community-based radio stations.

De Rebus

A presence will be directed to the legal profession through the placement of a regular advert in *De Rebus*.

Siyanazisa– (To inform) Quarterly newsletter

This is the official external quarterly newsletter of the sheriffs' profession and

is targeted to the profession's external stakeholders. The publication includes a CEO's column, sheriff profile, training issues, transformation, successes within the profession and messages from other stakeholders. You can expect the newsletters to arrive at your offices in the first two weeks of November. Please assist the Board by distributing these newsletters to the relevant stakeholders in your community.

COMMENCEMENT OF SHERIFFS INTRODUCTORY COURSE: 6 – 10 October 2003

The introductory programme – a one-week contact session followed by a three-month distance learning module – will allow learners to earn academic credits towards other diploma or degree courses in civil justice at relevant tertiary institutions. Approximately 120 learners will undertake this initiative between October 2003 and May 2004. Application has been made and approval pending for the establishment of a learnership programme through POSLEC SETA where it is proposed that 100 learners will embark on a process leading to qualification of a National Sheriffs' Certificate. These initiatives will enable the establishment of a formal entry qualification to the sheriffs' profession and assist in the appointment of new candidates in a coherent, transparent and accountable manner. Read more about the initiative in the first edition of *Siyanazisa*.

16 DAYS OF ACTIVISM: NO VIOLENCE AGAINST WOMEN AND CHILDREN:

25 November - 10 December 2003

All sheriffs' offices are invited to join in the campaign on *No Violence Against Women And Children* by wearing a white ribbon, the symbol of the campaign. You may consider serving related process on maintenance and issues of family violence at a reduced fee. The calendar of events will be announced on 20 November and will be discussed in the next issue of the *Message of the CEO*.