



MINISTRY
PUBLIC SERVICE AND ADMINISTRATION
REPUBLIC OF SOUTH AFRICA

**Address by Deputy Minister Dr Chana Pilane-Majake on
the occasion of the 6th Annual Bertha Gxowa Foundation
Memorial Lecture,
28 November 2023**

Salutations:

Premier of the Gauteng Province, Honourable Mr Panyaza Lesufi

Gauteng MEC for Health & Wellness Ms Nomantu Nkomo-Ralehoko

Esteemed Members of the Gxowa Family

Reverend Tebogo Musana - AME Church

CEO of the Bertha Gxowa Foundation and staff members

Ladies and Gentlemen

It is an honour to stand before you in my capacity as the Chairperson of the Bertha Gxowa Foundation. Most significantly, I stand here today as a woman who embodies the spirit of resilience and determination represented.

As the Chairperson of the Bertha Gxowa Foundation, I am privileged to carry forward the legacy of a remarkable woman who dedicated her life to empowering others. Her unwavering commitment to gender equality and social justice inspires me and drives our Foundation's mission.

While Mama Bertha Gxowa is no longer physically present, the Foundation that bears her name and the 6th Annual Bertha Gxowa Foundation Memorial Lecture honour her purposeful life and the legacy she left behind.

The 2023 Annual Bertha Gxowa Foundation Memorial Lecture, which Premier Panyaza Lesufi will deliver shortly under the theme *The Life and Times of Mama Bertha Gxowa Towards Sustainable Development*, aims to celebrate and reflect on the impactful contributions Mama Bertha Gxowa made towards sustainable development.

Mama Bertha Gxowa's dedication to sustainable development was evident in her tireless efforts to empower marginalised communities and promote social justice. Her commitment to uplifting others inspires future generations, making the Annual Bertha Gxowa Foundation Memorial Lecture a significant event in honouring her remarkable legacy.

Ladies and gentlemen, please pardon my few remarks on Mama Bertha Gxowa's enormous legacy without interfering with the honourable Premier Lesufi's expected keynote address. In doing so, I would like to draw from marketing jargon and compare the Bertha Gxowa Foundation's efforts to brand creation.

The Bertha Gxowa Foundation has successfully developed a reputation for its steadfast devotion to helping marginalised communities, much as a great brand makes a lasting impression and develops loyalty. Since its inception in 2012, the Foundation has positioned itself as a beacon of hope and a catalyst for good change through its many projects and programmes.

Mama Gxowa's formidable life and legacy underpin the Bertha Gxowa Foundation brand. I am happy to report that over the past decade, the Foundation has consistently lived up to the legacy of Mama Gxowa and kept its promises to those sections of society that she so passionately cared about.

The Foundation's commitment to empowering women, uplifting communities, and advocating for social justice has garnered widespread recognition and support, making it a trusted and influential organisation in the philanthropic sector.

Through its various initiatives, the Foundation has touched the lives of countless individuals, providing them with opportunities for growth and positive change.

By staying true to its core values and consistently delivering impactful initiatives, the Foundation can ensure its longevity and maintain its reputation as a trusted ally in uplifting marginalised communities as it approaches the centenary of the birth of Mama Bertha Gxowa.

However, like any big brand, its rise or fall will ultimately depend on its ability to adapt to changing circumstances and continue to meet the evolving needs of the communities it serves.

Consequently, the Bertha Gxowa Foundation brand needs to be faithful to the core values that inspire its mission, but the Foundation's words and deeds should also be fresh and alive to the changing demographics of our nation, which point to a growing and technologically minded youth population.

This means that the Foundation must actively engage with young people – especially women - and embrace technological advancements to reach and support them effectively. By doing so, the Bertha Gxowa Foundation can ensure its relevance and longevity in positively impacting society.

The purpose of the Annual Bertha Gxowa Foundation Memorial Lecture series is, therefore, to provide a platform for thought-provoking discussions and insights on issues that are relevant to youth and their future. It aims to inspire and empower young individuals by showcasing success stories, innovative ideas, and solutions that can contribute to their personal growth and societal progress.

Through this lecture series, the Foundation can foster a sense of community and collaboration among young people, encouraging them to become active participants in shaping a better tomorrow.

I thank you!