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FEB - APR 2019

NEWS



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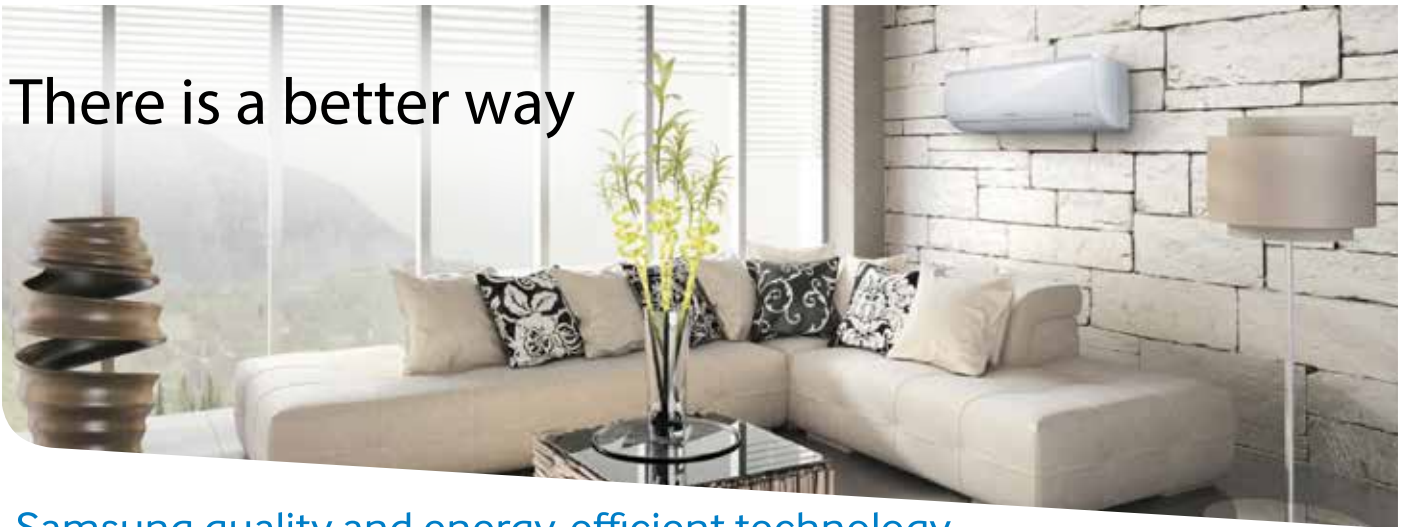
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Ed's Entre

The need to improve oneself, the need to survive in a tough world and the deterioration in the macro economic climate both locally and globally is impacting on many of us. In South Africa, the general elections will be the barometer of our national mood and whether President Ramaphosa can get the country behind him.

The lead article reviews the factors impacting us and looks at possibilities for all of to conquer new frontiers of opportunities. That requires skills development, thinking technology and exploiting new business practices. Please do read and digest the article on business trends to keep an eye on.

We have to transition into survival mode.

Let us think like young business drivers and our YBAA runners up give us a lot to chew on. Their examples of success and growth is enviable. Study their approach to business and become an adopter and see your ideas and

business grow to its full potential.

I love it when a plan comes together. Dr Zaheera Jina, our mathematics contributor has true to her pledge announced her intention to begin the first mathematics club in Lenasia. We pray this is the start of many and wish her success. It gives us pleasure to have provided her a platform to empower and enrich kiddies lives by skilling them appropriately, in mathematics.

Please send us your comments. Let us create this supportive forum to help you transform yourself and your business and for you to survive in uncertain times.

Haroun Pochee
Editor
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It is NOT too late!!!



By Haroun Pochee

The macro scenario for the country is hazy at the ushering of yet another new year. In boxing parlance, RSA is on the ropes and hanging on for survival. A typical fighters mindset prevails. Survival! Survival! Survival! A tired and haggard fighter crouches and swings in a desperate hope to connect one punch that may knock out the opponent. Our fighter hangs on our country hopes for that as well.

Our patriotism and our accepting belief in our leadership makes it difficult to understand and accept the serious challenges facing the country. Our unique differences as a nation has stretched the expectations of a nation to the extremes. It makes the juggle of job creation, nation building and social stability so much more difficult.

It is as if those in the know used this precarious position to loot and "transfer wealth", on such a large scale that it has left government coffers saddled with massive debt, a lack of capacity to implement economic policies to facilitate much needed growth and expand the economy. The level of corruption and greed has reached the private sector and daily there are reports of how deep this has gone. The private sector is none the better and the exposing of accounting and audit firms and leading international consultancies has really hit the confidence of investors, regulatory bodies and our business scene. It is acceptable to conduct one's affairs in any manner and enjoy the spoils of corrupt earnings.

The ruling party is engulfed by internal conflict that is well documented. Once proud champions of the masses this once proud organisation is fumbling as it tries to keep the peace from within. The 2019 national elections will be a barometer of the extent of the damage to it's ability to lead South Africa.

Where does that leave you and me or those that are being shed from employment in parastatals or state-owned enterprises, corporates and other

sectors that are bearing the cold winds of a shrinking economy? The corporate sector is cash flush, but does not have confidence in investing due to the uncertainty and a lack of confidence in the economy, political behaviour and the lack of a coherent growth plan. The trust factor is diminished and one only needs to understand the impact of the skills drain on economic development. Teachers, Nurses, IT Professionals are leaving in their droves. Entrepreneurs are investing off shore to prepare for a meltdown in the economy.

Survival, survival, survival

The president's noble yet ambitious intention of reaching out to foreign investors is not a guarantee for success. Our core problem of a lack of expertise, poor project implementation and control and mismanagement coupled with ingenious ways to siphon off budgets and allocated funds, makes one doubt the successful implementation. Foreign investors will have to have a say as to how, where their funds are used and they also will insist on how their funds are managed.

We need to seriously consider how we need to strategise and adopt a plan of action to take advantage of the chaos.

Here are some considerations;

- How do we insulate our selves from a currency meltdown?
- What opportunities are there to earn in export revenue?
- Do we need to review our spending habits and really cut out

any unnecessary and wasteful spending?

- Are real lifestyle changes necessary?
- How do we skill ourselves and our youth to meet the challenges of the 4th industrial revolution?
- What training and learning is required to run leaner organisations, exert tight cost controls and use saved or surplus monies to invest in new opportunities?
- How does one change a mindset and start to pursue opportunities and create additional revenue streams?
- Review the whole business performance by revising your business plan and be critical of the finances and what is required to build a safety moat, then a defence wall to protect your business and lastly to be able to take advantage of opportunities from your position of strength.

It is for you to be pro-active. It is for you to improve your skills and it is for you understand what the real threats and risks are.

Roshgold News plans to enlighten our readership in future issues. We look forward to creating a forum and pool of ideas to share with our readership on how we can achieve this together. Please feel free to email your thoughts, feelings and ideas how to move forward in such a gloomy and threatening environment.

It is NOT too late. There are opportunities. Get out of your malady and critically look inward. Your financial survival will be dependent on your efforts to understand not only a changing local economy but also a changing global economy.



ROSHGOLD YBAA 2018 CASE STUDIES

By Shaakira Rahiman- Saleh

In an article titled 'The Alarming Truth about the number of Small Businesses in South Africa' (published on Businesstechsa.co.za last year), key findings of the research done by The Small Business Institute indicated the following:

"Small businesses continue to be as economically fragile as they were over two decades ago, with some 70% of our emerging small businesses failing within their first two years of operation." – Chris Darrol, CEO SBP

This calamitous situation is the very economic concern that the Roshgold Young Business Achievers Awards aims to address and alleviate and supported by YBAA official sponsor organizations and individuals committed to making a meaningful difference in the troubled small business landscape in South Africa.

In the last issue of Roshgold News we featured and focused on the glitz and glam of the Roshgold Young Business Awards ceremony 2018 celebrating our top achievers. In this article however, we showcase the cream of the crop in a different light. We learn valuable lessons from the three runners up on what makes them different and pushes them to be considered as victors, earning their position in the upper 30% of successful emerging businesses in the country who withstand obstacles over time.



ZERO POINT ENERGY

www.zpenergy.co.za; @zeropointSA

Zero Point Energy describe themselves as a proudly South African sustainable engineering company. They provide unique and valuable engineering consulting & turn-key Engineering, Procurement & Construction (EPC) solutions in the areas of renewable energy, energy efficiency, energy storage, water efficiency and green building design to Southern African clients in the commercial, industrial, public and agricultural sectors.

OFFERING GREENER SOLUTIONS: Muhammad Taahir Khan and his team have made it their mission to make sustainability simpler and cheaper for their clients. "Green Products" are indeed the answer to a better future for our environment and Zeropoint Energy have through their offering tapped into sustainable solutions in a growing market of more conscious solution seekers.

BEING UNIQUE: Zero Point Energy is required to use their experience and knowledge in the relatively new and niche technologies associated with renewable energy, energy storage and green building design. As a small business they challenge themselves to offer products previously only available from larger established engineering firms. "We are also unique in that we are one of a very few Level 1 BBBEE, 100% black and youth owned companies operating in and making inroads in an industry and technologies that have been historically dominated by

foreign and less BBBEE-compliant firms." says Muhammad.

EMPOWER OTHERS ALONG THE WAY: Muhammad also shared that Zeropoint Energy works towards diversity by emphasizing the appointment of local, young, female or previously disadvantaged personnel in their team.

A CUSTOMER CENTRIC APPROACH ALWAYS WINS: It is a great feat that Muhammad and his team offer a very personalized and customer-centric approach. Muhammad says "Our core competencies allow us to play to strengths while still offering significant value to clients with cost-effective pricing."

EXTERNAL CHALLENGES: A challenge all businesses can relate to is that of increasing competition. To mitigate this, the Zeropoint Energy Team continuously work to diversify and enhance their capabilities across many focused

niches and strive to obtain accreditation and qualifications that are in line with regulatory requirements.

Muhammad's enthusiasm is electric (pun intended)! "I'm a renewable energy and African optimist! I am passionate about the advancement of electricity access in sub-Saharan Africa (SSA), and inspired by the untapped energy potential that the developing world in general and our great continent has to offer. My career prior to co-founding Zero Point Energy had included working in senior engineering and management roles for Sasol and SunEdison. Both multi-national leaders and large corporates in the petrochem and renewable energy industries respectively. Having always wanted to embark on an entrepreneurial venture in the energy space. My passion has led me to leave the cushy corporate world last year to focus my efforts with our amazing team, in advancing Zero Point Energy's goals."



CAPE CROPS

www.capecrops.com; @capecrops

Our second runner up, Uzair Essack entered the Roshgold Young Business Achiever Awards after his mother had shared the news and opportunity with him. Uzair is a graduate from UCT and at twenty six, a CEO of his own company.

Cape Crops is a fruit and vegetable distribution company of whose business is to export approximately ninety percent of their fruit and vegetables trade to over twenty countries. The remaining ten percent is channeled locally to restaurants, supermarkets and fruit markets. "We supply countries which cannot produce their own fruit with some of the best South African fruit. Our offering is different since we sell only the best quality with freshness and price as our main concerns."

PLAYING ON THE INTERNATIONAL SCENE: "Food security is becoming a major concern globally as the world population grows". One of Uzair's biggest export markets is Qatar where he recently opened an international office in Doha. Uzair shared a remarkable breakthrough of an opportunity to supply South African apples to Qatar airways. "Eating an apple which I sourced and shipped on a flight back home is something I'll never forget." Uzair is not afraid to think on a global scale and is proud that his initiatives are contributing positively to the economy. Showcasing South African fruit on a global stage is heart warming for him.

FARMING GONE DIGITAL: Cape Crops profiles their business professionally on their website and social media pages. Farming and supplying produce is not constrained to the farm and physical marketplace for this lad. Uzair is good

at Google Ads and Search Engine Optimization. Our Roshgold YBAA Judges were impressed at how easy it was to view various fruit produce, the seasons they are harvested and the convenience of e-commerce and ordering online. Besides the website, Cape Crops extends its digital savvy to supportive email and Whatsapp campaigns which are simple and cost effective solutions. Small businesses tend to underutilize. Besides selling online, stories are posted on the Capes Crop Instagram page on how South African fruit is farmed, processed and prepared for export. Uzair believes it is extremely interesting and empowering.

AS YOU GROW, GIVE BACK TO SURROUNDING COMMUNITIES- "When I first started, I would often take tons of fruit and donate them to places such as Tygerberg Hospital or other disadvantaged members of the community." Uzair took his

social responsibility program up a notch and founded an NPO called "Get Giving". Get Giving, does " weekly donations of everything from food, to clothes, to sanitary items, to technology. For our last major project, we donated three thousand meals to the communities of Langa and Hanover Park."

DO WHAT YOU LOVE: An example of Uzairs passion for farming is the fact that he expressed an unwitting desire to take any opportunity to live on a farm and learn about the day-to-day requirements of producing fruit which could feed the world. He is proud to be a young, black entrepreneur who believes he is disrupting a century old industry in the most important field - food security. One of his main goals for CapeCrops is to empower other entrepreneurs and farmers by providing them with international customers for their products.





BLACK CUBE INVESTMENTS

- www.poboy.co.za- @poboysdurban @incendioza

Black Cube Investments is an investment company, which started in February 2017. They targeted the food sector, with their primary goal being brand creation.

Taahir Seedat advised that they purchased two food trucks to operate two separate brands for trading at weekly craft, food markets and private and public events. With the rise in demand of Halaal food markets and pop-ups this was a clever way for Black Cube Investments to kick-start brand awareness. Their end goal is to open concept stores in the future. They were recently awarded with the "Best Food Stall" at The Halaal Goods Market Gauteng which attracts over 21 000 visitors.

BRAND DEVELOPMENT: Black Cube Investment undertook to establish two distinct brands:

-Po'Boys: A type of baguette sandwich-it is famous for being the traditional sandwich of New Orleans USA. They have now brought this concept to South Africa and said to be the only specialist Po'Boy store in South Africa.

-The Incendio food truck is an Italian Street Café. It houses an authentic clay oven which is used to produce Traditional Italian style pizzas, pastas and bruschettas.

The brand identity has been developed early, professionally and communicates to the gourmet consumer market and young tastes willing to try these unique tastes. Simple yet effective recognizable branding from the very beginning of a startup is a key lesson to be learnt from our third runner up.

KEEPING IT FRESH AND AUTHENTIC: "Our products are freshly prepared in our food trucks and all ingredients are manufactured by us," says Taahir. "We structured our food items around being authentic, of the highest quality available. All our products are prepared fresh on site and all ingredients are produced by us from raw materials and ingredients." Black Cube Investments believe their fresh products and a unique taste profile makes them a sought after brand which is unavailable in the current market. This identity has proven to be a strength for this dynamic team.

DECREASING OVERHEAD EXPENSES: They understand that large scale restaurants with high overhead expenses are feeling the pinch in the current economic climate. "There will always be a need for good food that is affordable. In order to achieve this, the global trend is to have a business model which is structured around being a part of a gourmet food court."- Food for thought!

SOCIAL MEDIA MARKETING: Both Poboys and Incendio have seen the value in utilizing social media and technology to promote their business. They have gone a step further in using social media influencers to promote their products. Currently as a young business they have decent online following of over 6000 on Instagram and Facebook as well as an extensive database of their customers. Being committed to growing an organic and loyal following will prove rewarding for this startup in maintaining customers as well as reaching potential new consumers.

CONSTANTLY LOOKING AT NEW OPPORTUNITIES- Taahir and Team are optimistic that the potential for their business to grow is great. Taahir looks to the empowerment of people employed by Black Cube Investments in future. We wish this team all the best as they are setting their sights on a unique product range of sauces and other exciting opportunities in the near future.



There is much to be learnt from our top three runner-ups who all compete and thrive in highly competitive industries; including Farming, Energy and Food. Behind the prestige and celebration of awards and success, are the challenges posed and requiring these giants to roll up their sleeves and deliver on their stated objectives. Please consider the lessons shared and ask yourself how will you do things differently in 2019 to be amongst the survivors and victors in South Africa?

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4 Trends in Business Development to Keep an Eye On

Which parts of your business development strategy need updating to help you drive growth and increase revenues? This list may give you a few new ideas.

By Bruna Martinuzzi; Presentation Skills Training, Author, Columnist AMEX OPEN, Clarion Enterprises Ltd

Being able to identify and take advantage of advanced technologies can help you craft a business development strategy that is up-to-date and competitive.

That said, keeping pace with technology trends is not always straightforward. It can be time-consuming and take you away from running your business day to day. But it helps to explore some trends that can have a positive effect on your business development plan.

With that in mind, you may want to consider these four strategies when you're looking to update your business development approach. This list of business development trends is not exhaustive, but it's a start to get you thinking.

1. Focus on client education as part of your business development plan.

Offering client education may be a smart addition to your business development strategy.

Today's consumers are demanding a personalized online experience.

Take the legal industry as an example.

A 2018 Business Development Trends Across Law Firm Demographics survey by business development firm Ackert Inc. canvassed over 100 legal marketers and business development professionals from small firms (1-30 lawyers) to mega-firms (700+ lawyers). Ackert found that client education was ranked as one of the top revenue-generating strategies.

It's important to note, however, that client education is not marketing. Client education is about providing customers with skills and knowledge to get the most out of your services and products. It's empowering your customers while at the same time increasing opportunities to grow your business and gain new customers.

Think of your business. What kind of educational initiatives can you offer that could yield a high ROI? Consider using:

- training,
- seminars,
- workshops,
- webinars,
- client panels,

- case studies,
- hands-on experiences,
- videos,
- online customer forums or
- e-courses.

2. Optimize your content and site for voice search.

Emerging technologies may have a bearing on your business development initiatives. Voice search is speech recognition technology that allows you to use your voice to search for items online. Voice search is a growing trend that will be hard to ignore. Increasingly customers are using search assistants such as Amazon's Alexa, Microsoft's Cortana, Apple's Siri or Google's Voice Search to search for and buy products and services.

As more and more consumers use voice searches, you may want to consider optimizing your website for the growing trend of voice-activated searches. Have you considered how voice search might affect your business development initiatives?

Let's look at pay per click (PPC). If you use PPC as part of your business development strategy, you may need to ask yourself if your PPC campaign is getting voice search traffic.

A voice search ranking study released by SEO training firm Backlinko in 2018 analyzed 10,000 Google Home Results to find out how to optimize a website for voice search.

Some of the factors for optimizing a page for voice search results include:

- Page Speed: Page loads in 4.6 seconds (52 percent faster than the average page).
- HTTPS websites: Over 70 percent of Google Home result pages are secured with HTTPS.
- Simple, easy-to-read content: Written at a 9th-grade level or below.

3. Upgrade to progressive apps to maximize your business development efforts.

Are you using a mobile app as a marketing or business development tool for your business? If so, you're likely using a regular app that encourages users to download it.

But this may turn out to be a challenge. Why? Mobile users may have downloaded too many apps and may consequently have little storage left on their mobile device.

Instead of missing out on potential customers, look into the next generation of apps, known as Progressive Web Apps (PWAs). These apps are web-based and don't require downloading and installation. They make it more likely that a customer might want to use your app.

The website PWA Stats provides case study examples of companies that are benefiting from PWAs. Chances are your competitors may move to PWAs, which could give them an advantage. Consider how you might be able to take advantage of this evolving technology trend to help enhance your business development initiatives.

4. Personalize email marketing to increase engagement. Today's consumers are demanding a personalized online experience. A 2017 study on The Value of Personalization by Liveclicker shows that 55 percent of consumers opt out of or delete email marketing messages because of the lack of relevance. (Liveclicker is a provider of email personalization solutions.)

The study surveyed over 300 advertising and marketing professionals from three key industries: financial services, retail and travel and hospitality. It shows that implementing more sophisticated personalization tactics pays off. For example, 42 percent of email marketers using more sophisticated personalization enabled by machine learning saw a 21 percent improvement over those that use just basic personalization tactics such as the customer's first name.

Examples of smarter, more personalized tactics are:

- including items that customers can pick up in their local store.
- recognizing the customer as a member/showing loyalty point balance.
- only presenting items in the customer's size for items such as apparel.
- If you're using email marketing, you may want to give personalization some serious thought. This requires technology that can use real-time data. Liveclicker's report outlines some categories of data to consider, such as
 - Behavior Data: page views, site and click behavior, site or cart abandon data.
 - Native Open-Time Data: live location, which can be used to change the offer at the time the customer opens the email based on location, weather, or information that is specific to the customer's device.
 - Preference Data: information about the customer such as their name, demographics and interest categories.

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Should We Be BOLD and BUY Equities?

By Bruce Wolov PSG Online

The state of the South African economy is parlous making it difficult to take investment decisions. Investor confidence has been severely eroded and the question that begs to be answered is "Should we be bold and buy equities?"



Local equities performed extremely poorly in 2018, with the index down over 10% from the all-time high of just over 61 000. In fact, at the current 54 000 level, the market has been flat since mid-2014, almost a five-year time span. See the JSE All Share index chart.

Although the US market seemed to be more resilient, the large cap technology companies, although higher over the year, are significantly off their highs. There is ongoing uncertainty about trade relations with China, as well as the recent series of interest rate hikes by the US Federal Reserve. There is concern over China's economic growth and the impact it will have on the global economy.

Locally, the country's political and economic challenges have discouraged global investment into our equities. The five year returns for the JSE All Share Index have only been poorer four

times in the last forty years. Understandably investors have been left disillusioned and hurt.

After similar occasions in the past, the market has subsequently doubled over the next three years often exceeding the previous high within four years.

Asset allocation and diversification of the investment portfolio's between offshore equities and local equities is all important. Investors should determine their appropriate exposure and calculate their risk tolerance. Once comfortable, BE BOLD and BUY.

We include graphs of companies which have had superior historic performance, have corrected, and now offer buying opportunities.

We have identified the following for possible inclusion in portfolios for the longer term:

Clicks

Richemont

Aspen

Dischem

Curro

Although these are uncomfortable even frightening times, with our capital eroding daily, these times often present the best buying opportunities.

The performance of the JSE index compared with the worst in the last 40 years. It is often after similar low points that the market has had 3 years annualised averaged return, in excess of 25%, which translates to the market doubling.

It is in these times that investors should be bold, instead of panicking and dumping sound companies one should be accumulating into weakness.

Financial markets need stability. The world is really uncertain and unstable at this time. However, over the next 6 months, America, Trump and the trade war with China should stabilize. The BREXIT situation should resolve itself, and hopefully the SA election will be over for better or for worse. So, we should be buying not selling?



In these times, asset allocation and diversification both among offshore and local assets is all important. Investors should determine the allocation offshore and then local as to what they are comfortable with. Once the exposure to local assets is ascertained, the equity exposure has at least a 3-5 year time horizon.



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SNAPSCAN

HOW VALUABLE IS THE INTELLECTUAL PROPERTY IN YOUR BUSINESS?

By Farzanah Manjoo;
Farzana Manjoo Attorneys



When we think of business assets we think of machinery, furniture and equipment but the most valuable assets cannot be seen. These are the intangible assets referred to as intellectual property (IP) and are possibly the most valuable assets your business possesses. IP refers to the ownership of an idea or design by the person who came up with it which means that nobody else can copy or reuse that creation without the owner's permission.

Why is it important to protect IP rights?

The reality for many small businesses is that IP is not on their radar or it has a very low priority and the myth is that it is difficult to protect. However, not protecting your IP can put your business at risk and becomes a costly exercise to defend your IP rights in court. When you started your business, you thought of an idea that would distinguish you from the business around the corner and that is the key to your success – so why would you not want to protect it?

Think of your business's IP rights as the foundation of your business and these rights are important because they can:

- Set your business apart from competitors
- Be sold or licensed, thus providing an important additional revenue stream
- Offer customers something new and different
- Form an essential part of your marketing or branding

Types of IP protection:

IP is a large umbrella term covering many types of assets. So how do you go about protecting your IP? The most common forms of IP protection in South Africa are, trademarks, patents, designs and copyright.

Trademarks

A trademark distinguishes your goods or services from that of another business. The aspects of IP that can be protected included logos, words, letters, numbers, colours, a phrase, sound, scent, shape, picture, aspect of packaging or branding – or any combination of these.

Trademark (Brand name)	LOGO	SLOGAN	SHAPE
COCA-COLA			
STANDARD BANK		MOVING FORWARD	
NIKE		JUST DO IT	

Note: The above are all extracts from the South African Trade Marks Register.

Patents - A patent gives its owner the right to exclude others from making, using, selling, and importing an invention for a limited period of time, usually twenty years. The patent rights allow no one but the inventor, the patent holder to make, use, offer to sale, or import the invention. To get a strong protection like patent the invention (i.e the subject of the patent) unveiled has to be useful, novel, and non-obvious. A simple example of a patent is what we call “cat-eyes”. The reflection of headlights in the eyes of a roadside cat led British inventor Percy Shaw to the creation of reflective “cat eyes” for traffic safety. Light-reflective patches inserted into the pavement guide motorists safely through dark and curvy stretches without streetlights - even today.


Designs – Design registration is an under-utilized weapon and can be very effective against early-knock off. Design registration is granted in South Africa to protect the visual appearance or functionality of a product. Examples of products that can be protected by way of design are articles of furniture, clothing, cell phones, machinery, and anything that has an aesthetic appeal to a consumer.

Copyright – Copyright covers tangible artistic, musical, and literary works, such as paintings, lyrics, books, photographs, computer programmes, etc. In South Africa, copyright subsists automatically and there is no registration required.

Conclusion


The same way you have insurance to protect your business’s movable and immovable assets, the registration of your IP is the insurance for your brand. This may be the last thing that a small business owner will think about or spend money on, but if left to chance, it could cause far more financial damage than the cost of protecting these rights.

So BE INVENTIVE, BE CREATIVE, BE PROTECTED!



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A victim of severe domestic violence, spanning years, culminating in hospitalization after being beaten up by her husband. The severity of the abuse paralyzed the left side of her body.

A mother of 7 seeking assistance; victim and children are at risk from her husband, who physically assaults mother and children. The victim has had several miscarriages as a result of being beaten during pregnancy.

A minor female at a public school in our midst reported to her teacher that her uncle had molested her and her parents are not pressing charges.



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BIRDS EYE VIEW IN THE KRUGER NATIONAL PARK

The Kruger National Park is internationally renowned for its wildlife. Visitors to the popular Park scramble and jostle to see close sightings of the BIG 5 or a kill spikes a visitor's curiosity.

Kruger's diverse and colourful array of birdlife is a joy to behold. Birding gives a different perspective to a visitor. The sounds, singing and colours are a enjoyable. The repetitive birdcalls alongside the buzzing of insects and the night time calls of lion and hyena concocts an orchestral like symphony of a world of wonder.

There are many species ranging from large raptors, storks, water birds and tiny reed birds. Patient observing brings sightings that leave one satisfied with what nature has to offer.







5 Tips on Writing Short-Form Copy for Social Media

By Nick Osborne

Recently I've been writing and talking a lot about short-form copy. How come? Because short copy is a big deal when you're writing for social media. And social media is becoming a bigger and bigger deal for more and more companies.

I'm not suggesting you give up on writing longer-form copy. But you should absolutely have short-form writing skills in your toolbox. Most companies now have a social media presence. And most of those companies aren't doing it very well. In particular, they're really messing up, when it comes to the words.

What's driving this change toward short-form copy?

Well... almost by definition, social media updates are short.

Whether you're writing a post, a tweet, an update or the reply to a comment, you'll usually be using just a few short words. This is true for Twitter, Facebook, Instagram and pretty much every other social media platform. The size of the screen matters, too.

Most social media is viewed, not on a computer monitor, but on a smartphone. A super-small screen by comparison. And nobody wants to read long copy on a smartphone. Besides that, when they're engaged with their smartphone, nobody spends a lot of time on any one thing. Watch someone on their phone and you'll see them skip from one screen to another, from one app to the next. Social media is consumed in the way you grab a snack. It's not a three-course, sit-down, "long-form" meal.

Now, let's look at 5 ways to write short copy for social media...

Deep dive into the world of short-form copywriting and you'll find more than five ways to grab your reader's attention. But these five tips should get you started.

“Dog drives car into coffee shop.” And... “Body found. Man still missing.”

Use them when you're writing a tweet, the title for a YouTube video, the title for a Facebook post... or anywhere else where you have just a few words to work with. And remember, the purpose of this short-form copy on social media is to grab attention and get people to click through to another page. It's on that other page that we do the heavy lifting to drive an action, whether it's to sign up, register or buy.

Our short copy is just the opener... it's to get people engaged and clicking.

Tip #1 – Engage their imagination.

When you don't have 100 words to describe something, you'd be better off using 10-15 words to get your audience to paint a picture in their own minds. As an example, let's say you're selling moisturizing cream.

Instead of writing 100 words describing the attributes of the cream, use just a few words to stimulate your reader's own memories and imagination.

Maybe something like...“Do you remember how dry and itchy your skin felt last winter?” Do it that way and you're leveraging the reader's own memories to make your cream sound attractive. Think about it... you've invited them to think of a problem they would like to have solved.

Tip #2 – People love a list with numbers.

There's something eye-catching and intriguing about the promise of a list. That's why you see so many social media posts that offer to share a list with you... if you click through. To grab attention and get the click, you can write short lines like...

- 21 must-try vegan restaurants in Manhattan
- 7 questions you must ask before buying a used car
- Top 10 WordPress plugins
- The 7 secrets of successful writers

Tip #3 – Share a secret.

People love secrets, particularly when they're invited to become one of the “few” who get to know the secret. Of course, if we pause to think about it for even a fraction of a second, it's clear that none of these are really secrets. But even so, we still find ourselves hooked!

- The secret ingredient in bread that could save your life
- The secret to SEO success for bloggers
- The hidden secret they never told you about Elvis Presley
- 3 fitness secrets that could add 10 years to your life

Tip #4 – Surprise and intrigue.

It's fun to be taken by surprise sometimes. And we love to be intrigued. We like being faced with a puzzle to solve, or a mystery to unravel. Here are two of my favourite newspaper headlines. (Yes, I collect this stuff!)

“Dog drives car into coffee shop.”
And...
“Body found. Man still missing.”

Yes, these are both real headlines. I think if you saw either one of these as part of a tweet or Facebook post, you'd want to know more. If you really want to know...

The dog nudged the automatic gear shift into drive when his owner left the car running and went into the coffee shop. While searching for the missing man, the police came across the dead body of someone else.

Tip #5 – Tell them something is new.

Humans are hard-wired to be attracted to stuff that's new. We just can't help it.

Just look at the way people line up for the latest Apple iPhone. There's nothing wrong with the phone those people have in their pockets, but they'll still line up for the latest model... because it's NEW!

Regardless of the industry your client is in, there'll be a way to find and share something new... even if it's only their latest new hire.

- New White Paper on Enterprise Social Networks now available...
 - Check out what's NEW on our video channel...
 - Apple announces new iPad...
 - Welcome our new team member, Janice
- Short-form copywriting is a super-valuable skill

Short-form copywriting skills come in really, really handy for social media marketing.

And, here's one more thing...Short-form copywriting for social media is a LOT of fun!

When I'm writing long-form copy, it often feels like hard work. But, short copy for social media? Much more enjoyable. It feels more like play than work. :)

Nick Osborne

An award winning copywriter and direct response marketing, Nick Osborne made the switch to copywriting exclusively for the Web in 1997 and is a leading expert in the industry.



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Push your products with better quality pics on Instagram

By Haroun Pochee

Instagram has become a visual platform for many businesses, whether home-based or fully fledged. More and more people are finding it easier, quick and impactful to get their message out. The rapid improvements in mobile telephony and the increasing use of this medium for photography accelerated the move to many using their own photographs to promote their products, wares or services.

A picture tells a thousand stories. The photograph must be well captured, especially when putting together a food, make-up or fashion portfolio. There has to be an understanding of the basics of photography; the composition, the lighting and the styling of the product. Remember, it is a very powerful medium and to make your products stand out the photography must look appealing.

Here are some tips on “How to Take Better Instagram Photos” by Lily Sawyer a London Based wedding and portrait photographer.

1. “Instagram followers tend to like consistency in what they see on your squares so be sure to leverage that. The more consistent your work is, the more you appear as an expert in what you are showing. Instagram gurus say that you can post 10% of other things. Particularly, those things that pertain to your personal life, which your followers may find interesting. However, keep the 90% consistent with the purpose of your account.”
2. For interiors take a wider view or wide angle photographs. Photographs taken giving a broader view allows a more panoramic view of the room, building or space. She says a wider shot from an angle does better than a straight frontal view shot. For such pictures natural lighting from a side window will improve the end result.
3. For portraits she recommends that one sticks to one style or type of portrait with the same feel going in most of the images to be posted online. The styling, colour palette and consistency of headshots should be used to develop a style for one’s brand.

4. Show products close-up to highlight the features and benefits of the product. Ensure that the lighting makes the product stand out and take cognisance of shadows and other effects that improper lighting may have on the product. Depending on the desired impact backdrops, white background and artificial or natural lighting should be considered in the planning phase.

5. Top angle photographs or birds-eye view angles are becoming more popular. This is especially the case in food photography. She advises; “You can always use other minor elements around your main product to strengthen your composition with some asymmetrical touches without stealing the limelight.”

6. Though photographs may have to be edited, do not over edit. These photographs look unnatural especially when it comes to saturation. This will apply to over-exposed and under exposed photographs too. The end result has to look natural and appealing.

“The key word in editing is “enhance,” not “kill.”, she states.

There are millions of photographs competing for prospective buyers or viewers attention.

According to a Wordstream blog, Instagram has two million active advertisers each month. They state that over fourty billion photographs and videos have been uploaded to Instagram since conception. Ninety million photos and videos are shared on Instagram daily according to them.

You owe it to your business to present really attractive photographs to capture their attention.



FROM CAPE TO SPAIN VIA THE SPICE ISLAND OF ZANZIBAR

Cycling Across Africa on 'Tawakkul'

By Nahida Esmail

I always wonder how much preparation it takes when one decides to travel the world, especially if planning on cycling. Surely, one would plan on getting fit and making sure that their bank savings will get them through all the rainy days. Imagine my surprise when I met two such cyclists who neither had bank savings, nor did they prepare much in advance. One of them decided on the spur of the moment, without even owning a bicycle, nor had the money to buy the equipment that would be needed on such a treacherous journey with free roaming wildlife and deadly mosquitoes.

However, within a 2 week span, he was ready to start his journey to cycle across Africa. He was joined by another cyclist a month later, who was also in a similar situation: no savings and no insurance of any type. Just Tawakkal - enough faith to believe that God will see them through.

I met these two gentlemen at the famous KT Shop in the heart of DarEsSalam city. They had arrived from Zanzibar a few days ago. It was 37 year old Nathim Cairncross's second time to cycle through this city. "I cycled from Cape Town to Mecca 9 years ago," he said casually, with no trace of fatigue even though they had been biking for the

past 6 months. Nathim joined this tour with 23 year-old Spaniard, Abdullah Aragonese in Madagascar a month after Abdullah left. KT Shop's famous tea was placed in front of us when Nathim decided to practice some of the Swahili words he picked up. 'Hakuna Matata, Pole Pole, Asante Sana,' he proudly uttered whilst sipping on his chai. Nathim likes the ginger tea he's tasted along the way and Abdullah is fond of masala chai. "The hospitality of the Zanzibaris is so genuine," he reflected as the conversation turned to the polite phrases that the Swahili language encompasses.

It only takes one person you meet to inspire a chain of epic events. Nathim met Abdullah who was studying Sociology in Cape Town through mutual friends. Abdullah was inspired by a Moroccan cyclist, called Yasin, who stayed with Nathim when he was passing through Cape Town, and also on an epic journey across the continent on 2-wheels.

"It took me two weeks to decide I wanted to do this." Abdullah explained how he started his adventure in August 2018. "I didn't even own a bicycle or equipment for this journey," he said, but he knew this was the only way

he would want to explore Africa. He told his worried father, "If not now, then when." Abdallah ended up using Nathim's bike that he had used 9 years ago on his grand journey to Mecca.

The duo spent 3 months cycling around Madagascar before flying out to Mauritius and spending 2 months there. After that they flew to Nairobi and cycled towards Mombasa and Shimoni. They jumped on a dhow entering Tanzania from Pemba cycling the island from North to South. The next destination was Zanzibar and then to DarEsSalam. "We have faced no real challenges so far, and visas have been easy to get from the border," explained the cyclists.

When asked about Pemba Island, Nathim responded, "One of the first people we met on Pemba described it as little Medina. It was like cycling through an Islamic village. This was very apparent just from observing how people dress. Mosques were always full for prayers. Even for the Fajr prayer. It's the first time that I got tested to confirm that I was Muslim. I was asked to recite verses of the Quran. I think people have a real sense of community on that island.

"The normal understanding of travelling is that you must have savings and a backup plan, however, we have travelled without a cent in our pocket, but we still eat 3 or 4 meals a day. It is rizq – sustenance- from Allah," explained Nathim, a teacher by profession. "Allah takes care of us as we have faced no real danger," added Abdullah.

Both feel like they have become stronger individuals, they have experienced the normal colds and upset stomachs

due to bugs, but nothing major. "I have lost fear of getting rizq," Abdallah said reflecting on how big this fear was when he started the journey. Nathim explained this further, "We need to get in sync with the life rhythm, embedded with patience, fear, and trust, and getting away from structured life that is set up for us by society. Meeting people from different walks of life also teaches us not to judge people, but rather learn from them." Abdallah laughed when he shared what they had learnt from the Zanzibaris. "We scrubbed our burnt skin with the wet sand from the sea and this helped peel the burnt skin off."

When they meet someone along the journey they usually get a contact to the next destination. This way they network throughout their journey. "This is one of the benefits of travelling and the best way to see Africa, meeting and learning from people," says Nathim. Abdallah clarified the point, "Travelling this way is different, as you see the real version of Africa than what is portrayed in the media." Their networks offer accommodations, assist them with planning their route and also sightseeing the famous parts of the country.

The plan from DarEsSalam is to cycle to Moshi and Arusha and climb the iconic Mount Kilimanjaro. Abdallah is planning on exhibiting the photos he takes and writing a book on all that he's noted but he has many more kilometers to cover. They estimate to cover about 20,000km, which may take between 9 months to a year, before they reach their destination in Europe and Abdallah's home town. They both echoed the same sentiments of their onward journey full of zeal, "No one can stop your rizq coming to you." It was refreshing to see young Muslim men who relied on Allah's rizq this way.



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INTERVIEW
with
DR ZAHEERA JINA

LENASIA MATHS CLUB (LMC) IS A REALITY AND USHERS IN A DAWN OF A NEW ERA OF OPPORTUNITIES!

Dr Zaheera Jina holds a PhD in Mathematics Education from the University of the Witwatersrand in South Africa. Her specialisation is mathematical reasoning – stimulating children to reason mathematically and supporting teachers in making these shifts in their teaching.

Roshgold News:

Dr Zaheera tell us why Maths Clubs?

Dr Zaheera Jina:

Thank you. Let me be frank with you. School maths is not what the future is about. School mathematics focuses on teaching children procedures to get to the correct answers and to pass a grade. We need to engage our children in developing logic and solving mathematical problems. Problem solving situations encourage inventive thinking. Children learn to look at situations from a variety of perspectives. Creativity becomes essential and children develop multiple ideas for solutions to pressing problems.

A study conducted by the Human Sciences Research Council (HSRC) (2012) shows that the results of the most proficient learners in South Africa in the Trends in International Mathematics and Science Studies (TIMSS) 2011 came close to the averages of learners in Singapore, Chinese Taipei, the Republic of Korea, Japan, Finland, Slovenia and the Russian Federation – the top performing countries in the TIMSS. The unfortunate reality is that on average, South Africa's learners came a disappointing second last in TIMSS 2011. Further research, (Human, Van de Walt and Posthuma, 2015) shows that international countries aim to develop mathematical proficient learners with higher-order mathematical reasoning skills, whereas South Africa is more content-driven with a focus on procedural fluency.

So that's where we are at. We need to give our children opportunity to learn and enrich their mathematical experience in ways that are free from curriculum and assessment driven teaching practices.

Roshgold News:

That's very interesting. How do you hope to achieve this?

Dr Zaheera Jina:

I am launching the Lenasia Maths Club on 1st March. There will be a membership fee of only R200 a month and clubs will meet four times a month. The focus group will be for ages 7 to 12 but I have a four year old son who won't want to be left out and so, I will design activities for his age group as well.

I give my eight year-old son a problem to solve daily. For example, I taught him how to bake a cake and now he has ventured into a business of selling cupcakes. He worked out the total cost of making the cake to determine the best price to sell the cake. This recipe calls for a $\frac{2}{3}$ cup of butter. He calculated the cost of that portion of butter using the selling price of a pound of butter. I do not assist him with his calculations. However, I do ask him questions like,

"Describe to me what are you thinking?" "Why did you do that?" These questions encourage him to think of reasons to support his solution. I could have taught him procedures which he would have very quickly mastered but he would have not understood the concept of the fraction and its solution.

I hope to initiate opportunities for this level of mathematical reasoning in the LMC. I have selected and designed activities that will access the children's thinking by stimulating inquiry, inspiring interaction and promoting mathematical reasoning. The LMC will focus on developing processes of challenge. This will be accomplished through the use of problem solving activities. Children will collaboratively explore and investigate, take risks, make mistakes and will be enthusiastic and eager to do more.

Roshgold News:

Has Maths Clubs been around?

Dr Zaheera Jina::

Maths Clubs has become quite popular at present. There is substantiate research being conducted at Rhodes University by Professor Mellony Graven and her colleagues regarding the implementation of maths clubs as an extra-curricular activity in school to bridge school mathematics. Community based maths clubs is a novel concept here in South Africa and I hope to further research its enactment.

Roshgold News:

I know that parents are focused on children achieving top results in mathematics. Will this club help their grades?

Dr Zaheera:

There has been substantive research conducted and results show that children who can reason mathematically do better than children who are taught procedures only.

Improvement of school grades is not the focus of the LMC. The LMC is not a tuition centre. The LMC is conceptualised as being a supportive community where sense making, active mathematical engagement and participation are emphasised. We will not focus on procedural fluency but will work on conceptual understanding.

The children in the LMC will be active and engaged. The children will be free to: Talk about mathematics, argue about mathematics, explain how something was worked out, ask questions, make mistakes as learning happens by making and discussing mistakes, cross things out, be untidy. And, I will be much a participant as the children are.

Roshgold News:

What message do you want to give to parents in Lenasia and surrounding areas?

Dr Zaheera:

As the name states it is a mathematics club. Their kids will benefit in their approach to mathematical challenges. We have the kept the fees at very affordable levels. It will bring together like-minded parents, eager kids and we have yardsticks to evaluate and report back to parents. It promises to be fun, educational and will develop their leadership skills.

Roshgold News:

Where can parents contact you if they need more information?

Dr Zaheera:

via email to lenasiamathsclub@gmail.com. Or message to 0826298663. We promise to reply to every enquiry.

Roshgold News:

We will follow the progress of this initiative. Please do keep us posted on the progress.

Dr Zaheera:

Thank you kindly. We will definitely keep you updated on the progress. We are excited but we will take one step at a time. It certainly is wonderful and inspiring when we plan for the future of our youth.



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MEDIADYNAMIX

What self-development plans are good for 2019?

By Sadia Ramjan



Self-development is an area most individuals focus on at the beginning of each year. A new year, a new me! As we begin a new year we reminisce on both the positive and negative that we had to endure whilst we strive to formulate new ways of “developing” ourselves. Those who grew personally ended 2018 reflecting on their achievements and just as many were left feeling unfulfilled.

These classes of people hence, carefully and thought provokingly began the process of creating a self-development plan for this year.

Here are five essentials that I consider to be an integral part of any self-development plan for anyone to adopt:

1

Taking charge of one's health should be your number one priority. Whether it's eating healthier, exercising or maintaining a healthy mind, this should be the year that you take full control of your wellness. Unhealthy eating and a lack of physical activity have been proven to cause major chronic illnesses such as hypertension and type two diabetes. A healthy mind and body is essential for growth and development.



3



2

Investment comes in the form of time and money. Invest in your education. Do a short course, attend a workshop or learn a new skill. This grows your knowledge and allows you to explore different avenues. Invest your money. There are various markets that offer opportunities and are growing rapidly and promise to give you great returns. Speak to experts and plan a course of action for your investments.

3

Experience things that you have never done before or explore places that you have never visited. Create memories that you will cherish for a life time. Science has proven that it is experiences and not material possessions that create happiness. Experiences cannot be quantified nor given a monetary value. They become part of an identity. After all, we are a sum of everything we have seen and done.



4

The basic human ability to be fully present and aware of what we are and what we are doing is known as mindfulness. A direct consequence of contemporary life is being physically present whilst mentally absent. As part of our daily lives, we are constantly juggling multiple roles and often multi-tasking within that role. We are never present in the moment! Too often we are engaged in an activity yet mentally we are thinking about the next task, future challenges and plans. We should rather focus on completing a task in its entirety before attempting the next. Concentrate and be present in the moment.

5

The presence of stress in daily life cannot be excluded, however, when stress becomes excessive it may have negative consequences. There are various techniques and methods for stress management. Whether it is yoga or kickboxing, having a stress management plan is mandatory. Ensure you incorporate and adopt one of these. You should not allow stressful situations to consume and get the better of you.



Planning creates order and maps out a path of our objectives and deliverables. It helps develop attainable goals and acts as a benchmark and yardstick for measurement at the end of the year.

By having a personal development plan in place, we ensure that we achieve what we have set out to do. Success is based on your achievements and measured against your ability to overcome your yesterday's hurdles.



Afiyet Olsun- What's for Chows

By Shaakira Rahiman-Saleh

Holiday makers enjoy touring a new country during their peak season when the weather is most pleasant. My husband and I had the opportunity however to visit Turkey in the freezing cold winter during December 2018. We didn't think twice to grab the opportunity of course.

Upon landing at the Ataturk Airport in Istanbul, we soon realized the value of warm beanies, layered clothing and windbreaker jackets. The first wisp of a cold wind as we got into the taxi chilled us. Listening to the window wipers swish back and forth through the constant downpour, made us fearfully chat of how the coming days would be endured.

Once settled into our hotel, even before we could set out to explore Istanbul, being foodies, naturally the first question was "What's for chow?". Our first encounter with Turkish food, gave us comfort from the cold weather and helped us enjoy our adventures and sightseeing. The best meals discovered by accident in-between the nooks and crannies of the bazaars, alongside the picturesque harbour, on the streets outside the Blue Mosque, Basilica Cistern and Hagia Sophia. The distinct aroma of something delicious brewing, grilling or steaming always caught our attention in between our "Mosque-Hopping" discoveries.

Food was indeed our savior to bear the freezing cold weather! I share with you treasured memories of exploring the unique flavours of the city. My taste buds still long for the comforting and tasty options.

Here are my top picks of the best winter warmers in Istanbul. Sahlep: Very aptly described as a warm "drinkable milk tart", Sahlep is made from the dried powdered roots of a mountain orchid. The powder mixed with milk and sugar is boiled and yields a thick creamy drink. Poured piping hot and dusted with cinnamon powder, it is delightful with every sip. You will find Sahlep served at cafeterias and street vendors around Istanbul particularly close to the buzzing tram stations or ferries. Great to have on the go as you brave the wind and rain walking through the winding cobblestone streets of Istanbul.

Kumpir: A Kumpir is a large baked potato (around the size of a human head, I kid you not!). From my experience I would say stick to what you know- if I could reorder my Kumpir it would be a simple cheese, mushroom and corn spud with a garnish of salsa or chilli on the side as opposed to the very exciting Mexican one I chose. I felt the flavours were too overwhelming mixed together- You can have fun in choosing delicious ingredients to stuff your Kumpir, including cheese, salsa, olives, pickles, salad, mushrooms, sausages and corn to name a few. One potato can feed 2-4 people depending how hungry you are, a meal best shared for sure! This particular Kumpir was enjoyed in the market of Kadikoy on the Asian side of Turkey.

Balek Ekmek: "Fish in a bread roll" is a very simple yet delicious fast food the Turkish people are said to enjoy over a weekend. Eminou Harbour hosts many quaint restaurants next to the fishing boats or the under the bridge. You can enjoy the freshly caught fish prepared on an open grill, seasoned only with a dash of salt and squirt of lemon juice. We loved the Balek Ekmek so much that we had to have it a second time before leaving Istanbul!

Doner: A popular well known Turkish favorite. Compressed lamb, chicken or beef fillet grilled slowly on a vertical open flame rotisserie. Enjoy the shards of roasted flavor enrobed in a hot thin tortilla-like wrap, garnished with salad and at times chips as well. A quick, filling, flavorful and economical meal indeed found on almost every street.

Pide: Also known as an elongated oval shaped Turkish 'pizza', it is baked in a wood-fired oven. The oozing cheese and crispy clay-baked crust is guaranteed to be devoured with much enjoyment. There are many vegetarian and meat options to choose from but my favourite was either plain cheese or a classic Mince Pide.

Kunefe: Said to come from the south-eastern region of Turkey, Kunefe (pronounced kyoon-eh-fay) is a crispy cheese-filled sweet pastry. A gratifying warm dessert option to end off your meal along with a cup of Turkish Tea of course!
Turkish Tea (cay): The Turks love tea and it is offered to you

in many restaurants complimentary. Brewed in a teapot and usually a deep red colour, the refreshing Turkish Tea can be sweetened with sugar lumps or alternatively with honey. For a coffee-lover such as myself, Turkish coffee is an acquired taste that just did not grow on me but I supplemented my craving for a warm drink with the original black or flavored Turkish Teas (Apple being my favourite) – truly to savour and enjoyed. Should you have the time to relax and linger for a while, an additional cup will do the trick!



Simit: A ring-shaped bread covered by sesame seeds. Simit can be found in bakeries and cart vendors all over Turkey. My favourite was a Nutella Simit with the chocolate spread generously on the fresh bread. An indulgence we enjoyed sitting on the park benches just outside the Blue Mosque whilst marveling at the craftsmanship of this unique architecture.

Chestnuts / Corn Cob: I loved the general convenience of street food in Turkey- If you are not particularly hungry and just need something to nibble on, vendor carts provide hot roasted chestnuts and "Braai'd" or steamed Mielies- I recall hearing the vendors entice us from a distance to get it hot! Your tummy rumbles with much anticipation, watching your order roast for a few minutes as you wait. It is a wonderful experience and one will always remember the wait in the cold or drizzle.



Turkish Casserole: A hearty chicken, vegetable or meat casserole, prepared in a small yet heavy cast iron dish, topped with cheese and baked in a wood-fired oven. We chose the chicken and weren't disappointed with the slightly charred flavor. It reminded us of a traditional potjie in South Africa. This is an underrated meal you don't really hear of but a real winner on a cold day.

Kirmizi Mercimek Çorbası (Turkish Lentil Soup): From all the food I enjoyed in Turkey, this one was by far the most wholesome and delicious meals we had almost every single day. The smooth, spicy and nutritious soup is made from either red or yellow lentils and is perfect as a starter or a filling main meal served with fresh bread rolls. Traditionally accompanied by a lemon wedge, red chilli flakes and herbs for garnish and flavour.



My three best and most recommended restaurants for a must visit in Istanbul includes:

Hafiz Mustafa- Arguably the best Turkish Delight and Baklava you will find in Turkey. The Chocolate Baklava and Decadent Hot Chocolate are great choices for chocolate lovers.

Ortlaker Lahmankun Kebab, highly recommended by our hotel manager and Trip Advisor- Go here in Sultanahmet for the best grills and casseroles.

Mado: This franchise is recognized for plating and presenting their retro and Instagram-worthy dishes. They boast traditional Anatolian flavours preserved in their method of preparation that has been used for over three hundred years. The ice cream is what they are most famous for. The colourful Tutti Frutti flavor with real fruit pieces was a unique taste experience indeed!



For those visiting Turkey in the winter I do hope that you will not let the weather be a deterrent and dishearten you. You can definitely enjoy the beauty, sights and scenes. We certainly did and enjoyed our travels sampling Turkish delicacies! It warms the soul and makes the experience all the more pleasant and enjoyable. So be adventurous and immerse yourself in the unique flavours of the land. As they say 'Afiyet Olsun', which is the Turkish equivalent of "Bon Appetit!". Turkish comfort food at it's best!

BO KAAP THREATENED WITH EXTINCTION

By Hawa Patel
@ traveldiarieswithH

A DECISION TO MAKE BO-KAAP A NATIONAL HERITAGE SITE IS IN THE PROCESS. WE NEED TO STAND TOGETHER, SUPPORT THE COMMUNITY IN THEIR EFFORTS TO HELP PRESERVE BO KAAP HERITAGE.



Brightly painted houses and quaint cobbled streets attract thousands of tourists to Bo Kaap. Bo Kaap is the soul and center of a community of rich heritage in the centre of Cape Town. It is full of history, culture and warm hospitality.

The residents mainly descended from slaves who were brought by the Dutch to the Cape. They reigned from Malaysia, Indonesia, Africa and the East in the sixteen and seventeen centuries. The slaves were selected from skilled artisans, artisans and famous scholars and religious leaders. Although, commonly referred to as Cape Malays, not all were from Malaysia.

The best way to experience this unique and dying culture and experience the warmth of Bo-Kaap is by walking the streets of Bo-Kaap. The Bo-Kaap Iziko museum showcases Islamic culture and heritage. The deep roots of a once vibrant community are well preserved.

THE COLOURFUL HOMES, COBBLED STREETS AND CHEERFUL CHILDREN PLAYING OUTSIDE, IS REMINISCENT OF THIS SUBURBS UNIQUE PAST AND TRADITIONS.

The melodious recitations of the Call to Prayer or azaans from numerous mosques in the area draw families out of their houses at times of worship. I loved the ladies prayer area where female tourists can perform Salaah with locals. The zikr or after Salaah short devotional prayers touches and brings serenity to the heart. On exiting the mosque, you find people chatting outside their homes with neighbours and friends. You can feel the brotherhood in the area.

If you have recently seen the documentary on Carte Blanche on Bo Kaap, you would learn that investors have been attracted to the area. Bo-Kaap is on the doorstep of CBD and boasts the best both mountain view and harbour view. The rich heritage of the area is threatened as commercial interests want to capitalize on this prime real estate enclave.

The people of Bo-Kaap took to the street protesting the invasion of investors attempting to destroy their closely knit community of almost 6000 people. Residence attempted in preventing a crane from entering the area by lying down in front of the crane. That's one of the many stories of this courageous close knit community.

THE FOOD IS DIVINE AND HERE ARE TWO RECIPES TO TRY AND SAVOUR.

CAPE SPECIALITY: KOEKSUSTERS

4 cups flour
4 potatoes (approx. 250g)
2 eggs
¼ cup oil
¼ cup sugar
1 cup warm milk
1 tsp salt
2 tbsp butter
1 cake yeast(20g)
1 tsp ground nutmeg
1/2tsp ground cloves
1 ½ tsp ground cinnamon
1 tsp ground ginger
1 tsp grated naartjie peel
Coconut for rolling



Method

1. Boil potatoes in jacket and smash smooth while hot. Mix yeast in 2tsp of sugar and keep for few minutes till bubbly – blend smooth.
2. Sift flour with salt, spices, grated peel and sugar.
3. Cream butter and beaten eggs and mix well together.
4. Add to mash. Add milk , to yeast mixture. Leave in warm place for few hours and till dough double in size.
5. Plait or make oblong shape.
6. Keep on greased surface for 30 minutes allowing koeksusters to rise. Heat oil and fry on both sides golden brown in colour. Drain and dip in syrup.

Syrup:

Make a syrup . 1½ cups sugar and 2½ cups water. Keep syrup over low while steeping koeksusters. Roll in coconut.

GREEN BEANS BREDIE

A popular Malay dish cooked with chicken or mutton

Ingredients

1 kg stewing mutton OR chicken
1 kg green beans, sliced or frozen green beans
2 large onions, sliced
Oil
Garlic
4 potatoes
1 tsp salt
Few cut green chillies
2 tsp black pepper

Method

1. Sauté onions and garlic until transparent in oil
2. Add meat and brown quickly
3. Add water cook on low.
4. Add beans, potatoes, salt, and pepper and continue simmering until bredie is ready, 30-45 minutes
5. Serve with rice.



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HONDA

CIVIC SEDAN 1.5T SPORT



Honda's sporty and creative side is back with the all-new Civic sedan

AUTHOR: Torque Talk is a member of SAGMJ

This new Honda Civic sedan is not only bigger and roomier than its predecessor; it also has an unusually athletic look, especially the Sport version. The front end has a swooping grill and bonnet that incorporates the striking headlights. The lower section of the bumper is in the same high-gloss black finish as the grill. This section widens on the outer sides,

which completes the sporty look up front.

The low roofline and swooping front and rear windscreen make this vehicle look more like a sports coupé than a four-door sedan. If that is not enough, the wheel arches are exaggerated while the waistline has a neat crease that runs between the doors. The rear end has a small boot section where the rear lights

are exposed on either side of the boot lid. On the sport model these lights are covered by the spoiler which, I think, looks better than the exposed lights. The rear bumper is also well finished, with a bulge adding to the overall look.

Open the doors and you are welcomed to a typical Honda cabin, with large windows and a low anchored seat. The new wrap-around dashboard with its

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electronic display makes you feel that you are in a fighter jet instead of a motor vehicle, let alone a sedan. The leather-bound steering wheel feels good and is easy to use even when cornering hard.

The biggest change that this Civic has from all previous Hondas is that for the first time Honda has put a turbocharger onto its VTEC engine. Even though it is only a 1,5 litre, it has

a fair amount of power. The turbo has minimal lag and in keeping with Honda tradition, this vehicle likes to be pushed and kept on the limit. The one thing that is disappointing, though, is there is no manual version available in South Africa and unlike its German rivals, the gearbox could be more refined.

Overall the new Civic has definitely upped the stakes and

its rivals should sit up and take notice.

This new Civic embodies the sportiness that Hondas of the past were known for yet kept all the practicality with ample space for five adults and their luggage. As long as you manually manage the automatic gearbox, you can definitely have a lot of fun with this vehicle. All in all a winner in my book. ■

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CREATIVE EXPRESSION IS A WAY OF LIFE

By Zakkiyya Mangel (Zakkiyya's Crafts- 2018
Roshgold YBAA Participant)

So what happens when you mix blue and red together? For most people you get purple, but for me you get a mess, falling and fallen paintbrushes, messy paint pots and a complete disaster. With a smile on my face, I am ready to begin my day.

It comes as no surprise to my family that I am in the craft business. I have never been one to obey rules or protocols, pick up the pen, jot down notes and study until light peeps in. I enthusiastically get my hands in there and hope for the best.

At first, crafts were just a hobby and a past time. Soon enough, with the encouragement of family and friends, my business started. I accepted small orders to design and create gifting favours for special occasions. Ten years later, I cannot get enough of it!

Learning new techniques, problem-solving and paint mixing spur me and have become the highlights of my life. I'm a craft addict and I don't need rehab! What I need is more space for my crafts. They say you can spot a creative/artist from a mile away. You can see it in their eyes, the way they walk through life so freely, filling empty spaces with colours and bringing joy to everyone. That is the reason I enjoy working with people.

My love for art is showcased in a fully-fledged business called "Zakkiyya's Crafts". We based in Johannesburg. I find it very rewarding as I educate and encourage my clients to express their creative side. I find, there is always an inside story as to why my clients order a specific craft;

"I need some decor to brighten up my office space" or "my mother in law's birthday is coming up" and my favourite "my recipes are written in the telephone book!"

I live for such quips and snippets. They push me to design and create crafts that are meaningful for clients. Most importantly, the joy and happiness expressed on their face when collecting the end product is priceless. I find it equally rewarding when I'm crafting with my son. I watch him being free, allowing him to express himself through colours and even getting paint all over, creates a bond that cannot be measured. I do not argue with a three year old.

I advise parents to allow children the space and time to create their own masterpieces. Working on a creative-projects without fear of judgement inculcates good leadership skills in the young ones. It encourages free thinking and problem solving. One of the hardest lessons my son has learnt- not everything will turn out as expected. It is OKAY that the end product might not be the same as the planned outcome. Yet, it is beautiful.

In this age of trend following, from food to clothing, holiday destinations and even lunch box ideas, I am of the opinion that it is refreshing to allow our children and ourselves the opportunity to step out of the box for a little while, to find happiness deep within, to express ourselves as individuals without having the pressure of a perfect picture.

So, go on, thread some beads on a wire, paint a portrait of a loved one, spill some paint on a canvas, crochet a scarf, just let your imagination run wild. Explore and hey, if that doesn't work out for you, you can always contact me.



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