

**From:** Victoria Geoghegan <VGeoghegan@bellpottinger.com>  
**Sent time:** 02-06-2016 10:46:49 AM  
**To:** Media Profile <teammedia2016@gmail.com>; List-SouthAfrica <List-SouthAfrica@bellpottinger.com>  
**Subject:** RE: National Rally on the 7th of February 2016

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Hi

Please see below suggested content for the ANCYL leader.

This is deliberately short to ensure a clear message and soundbites for media.

Please do let us know the media attending as we believe there is an opportunity to engage media.

Best,

- ☛ Apartheid ended in South Africa in 1994, however since then South Africans continue to suffer from extreme inequality
- ☛ In fact, inequality in South Africa is greater today than at the end of apartheid:
  - Economic control has remained in the hands of a minority of privileged and powerful individuals and families
  - 60%-65% of South Africa's wealth is concentrated in the hands of just 10% of the population, this compared to 50%-55% in Brazil, and 40%-45% in the US (Thomas Piketty "Soweto, October 2015)
  - The 2 richest people in South Africa own the same wealth as the poorest 50% of the population (Oxfam global inequality report "October 2014)
- ☛ This means that the poorest people in South Africa remain significantly disadvantaged and are unable to work their way to better lives
  - In South Africa, a platinum miner would have to work for 93 years to earn the annual bonus of the average CEO (Oxfam global inequality report "October 2014)
- ☛ It is clear that this system needs to be ended once and for all and inequality properly addressed
- ☛ Talent and hard work need to be recognised and rewarded and profits shared
- ☛ The privilege of the few needs to be replaced by opportunity for all
- ☛ We need to END ECONOMIC APARTHEID

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**From:** Victoria Geoghegan  
**Sent:** 06 February 2016 10:15  
**To:** Media Profile; List-SouthAfrica  
**Subject:** RE: National Rally on the 7th of February 2016

Thank you for this. Are we able to supply talking points for ANCYL leader?  
Can you find out from Mlondi which journalists they are expecting to attend/report on the march?

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**From:** Media Profile [teammedia2016@gmail.com]  
**Sent:** 06 February 2016 09:50  
**To:** List-SouthAfrica  
**Cc:** teammedia2016@gmail.com  
**Subject:** National Rally on the 7th of February 2016

## National Rally on the 7th of February 2016

5 February 2016

The African National Congress Youth League (ANCYL) will be having a National Rally on the 7th of February 2016, the rally will start at 11am. The rally will be addressed by a leader of the African National Congress (ANC) and organisations which are members of the Progressive Youth Alliance (PYA).

The keynote address of the Rally will be the President of the ANCYL; Cde Collen Maine.

The Rally will cover the following key issues:

Free and quality education for the poor and needy

Economy and unemployment of the youth

Local Government Elections and 40% representation of the youth in these elections.

Youth opportunities and SMME(who is SMME)s.

All media houses are invited to cover the rally.

ISSUED BY

Mlondi Mkhize

National Spokesperson

African National Congress Youth League

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