



'SA Should Consider Ban On Gender Stereotyping Adverts'

CGE CEO Ms. Jamela Robertson and Legal Researcher Dr Dennis Matotoka giving testimony at the SAHRC inquiry.



South Africa should explore the implementation of a ban on gender stereotype advertisement in the media industry. This is the view of Chief Executive Officer of the Commission for Gender Equality (CGE), Ms Jamela Robertson, who was giving evidence today at the inquiry into racial discrimination in advertising.

The inquiry is conducted by the South African Human Rights Commission (SAHRC) after there was a series of advertisements that sparked racial outcry and evoked criticism of the advertising industry. "We are dealing with shifting the paradigms that have been established for hundreds of years, so our efforts will take time, our gender equality education campaigns must reach homes, religious

organisations and all spaces to make an impact on changing racial and gender stereotypes" Robertson said. The SAHRC says it intends to craft medium to long term interventions that will instil, in the advertising sector, a culture of human rights and produce mechanisms that promote equality and prevent unfair discrimination.

"It's important to understand the language of gender equality because language influences thought and behaviour. Advertising has sublime messages that hit the subconscious without us realising and the outcome of the advertising action may be harmful on communities" Robertson said.

Celebrating CGE's 16 Year Presence In Mpumalanga Province

The Mpumalanga office of the Commission for Gender Equality (CGE) today celebrated 16 years since it opened its doors in the province. The anniversary commemoration, held at the Nkangala District Municipality, was attended by provincial stakeholders and partner organisations who have worked with the Commission to promote and protect gender equality across the province.

"The event also seeks to reflect on our work and achievements in the province, to assess milestones reached in executing the CGE mandate and share CGE's plans with provincial stakeholders" said the Commission's Mpumalanga provincial manager, Ms. Moltah Mavuso.

The session allowed delegates and guests to assess the impact of the Commission's work in Mpumalanga, and also provided platform for feedback on areas of strategic improvement.

Various partners spoke on the impact of the CGE's work on their programmes in the human rights space, "The CGE helped us in understanding the legislative process in as far as gender related laws are concerned...the CGE is our heart," said Ms. Nomaswazi Mazina of the Masiphephe Network.



Some of the delegates and stakeholders who attended the CGE's 16 years commemoration of the Commission's Office in Mpumalanga.

Training and Advocacy To Stop GBV, LGBTQIA+ Attacks In North-West

CGE North-West Provincial Manager Joyce Khutsoane



The North-West CGE provincial office conducted a gender and development training session at Maquassi Hills to help capacitate community-based organisations and local forums in the Dr. Kenneth Kaunda District Municipality. Following this training, the organisations will implement gender responsive programmes, information awareness sessions and advocacy campaigns to promote respect for gender equality in communities.

Just like urban areas, rural communities in the North-West are experiencing high rates of gender-based violence and domestic violence. Through these training interventions, the CGE provincial office aims to increase knowledge and awareness

about respect for equality, in community structures. "We had provincial stakeholders such as faith-based organisations, the South African Social Security Agency, the provincial department of Social Development, youth organisations, the Premier's office and community development workers, also participating in this programme" said Joyce Khutsoane, CGE Provincial Manager in the North-West.

The provincial office also held an advocacy campaign on Gender-Based Violence (GBV) in Potchefstroom to address the scourge of intimate partner violence, violence against members of the LGBTQIA+ community. The anti-GBV campaign was also supported by the provincial government.