



2018 PMSA NATIONAL CONFERENCE

STAKEHOLDER CHALLENGES IN BRIDGING THE DIGITAL DIVIDE – THE ULWEMBU JOURNEY

“Diversity is the strength of Africa, not her weakness”

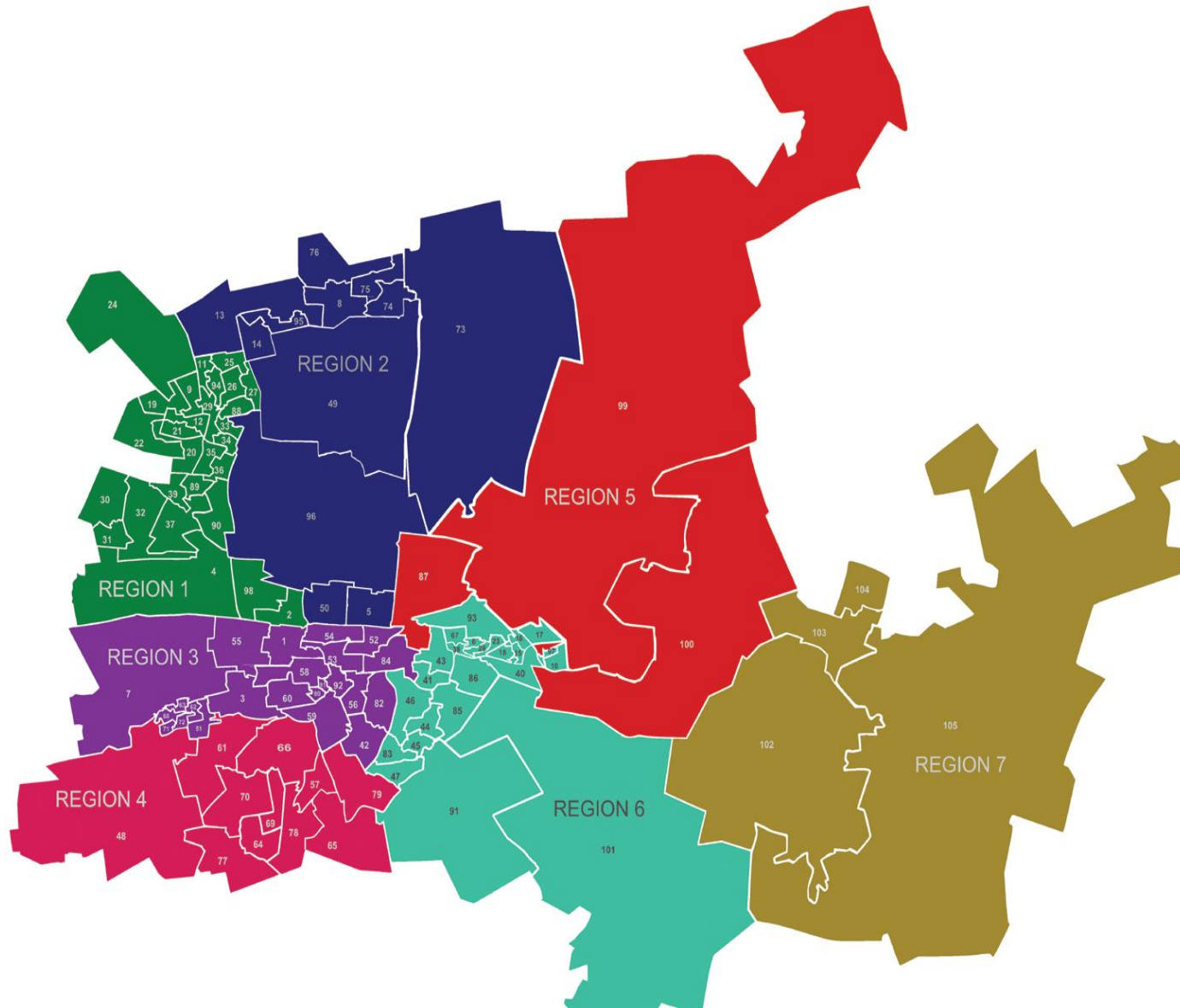


AGENDA

- City of Tshwane Wi-Fi (TshWi-Fi) Background
- TshWi-Fi Stakeholder Map
- Diversity within the Stakeholder Matrix
- Lessons Learnt from TshWi-Fi
- From Capability Delivery to Benefits Realization



CITY OF TSHWANE BACKGROUND



City of Tshwane population under 3 million

Seven Regions, 104 wards

2016 political power shifted from ANC to DA

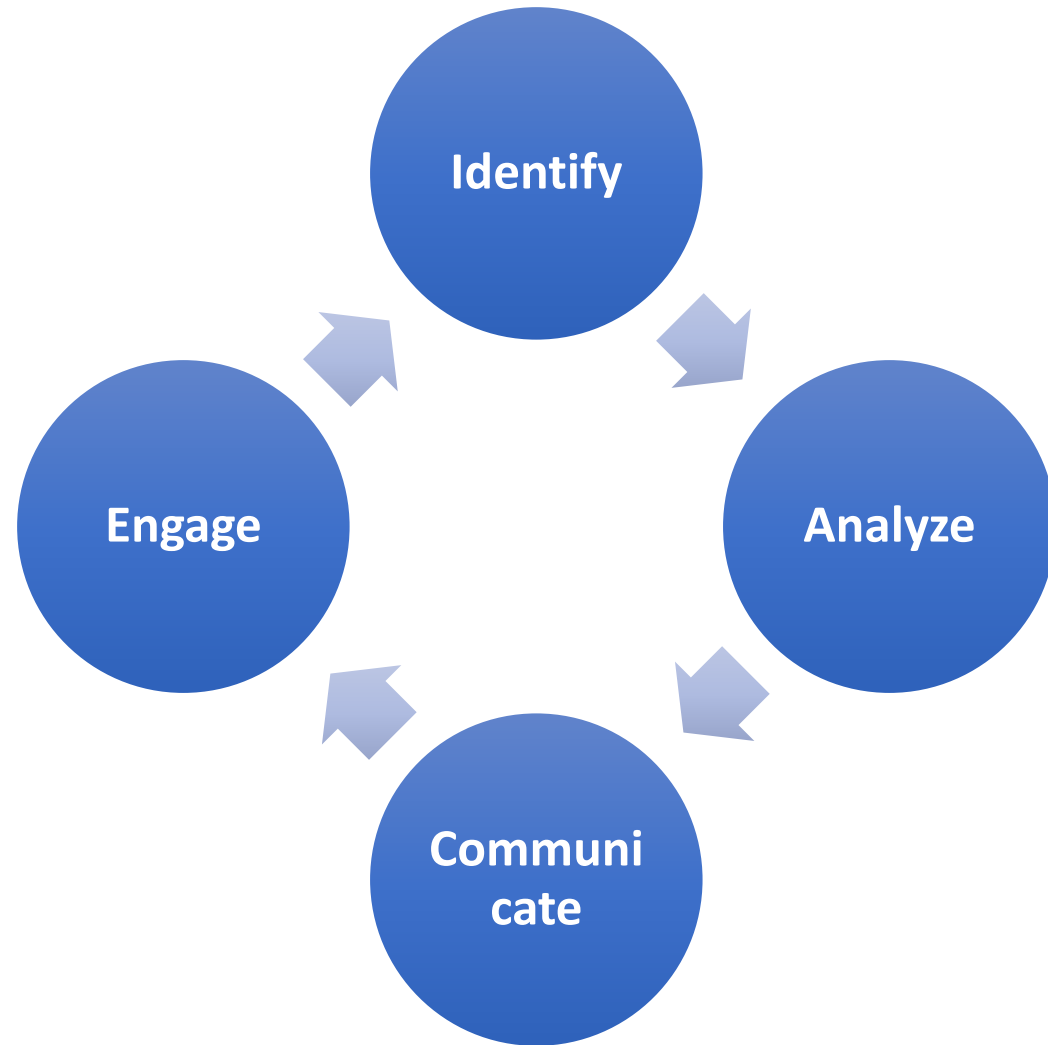


TSHWI-FI BACKGROUND

- 1051 Free Internet Zones (FIZ) / hotspots
- 57 High Sites
- Planned expansion – additional 1000 sites over the next three years
- Daily data quota per user per day – currently 500Mb
- Deemed a basic service by the City
- Current Daily Users Average of 25 000 users
- Programme Mobilization was met with challenges – Wapadrand Substation Fire in July 2018; Vandalism and Theft of Wi-Fi Infrastructure (value of copper wires, power batteries)

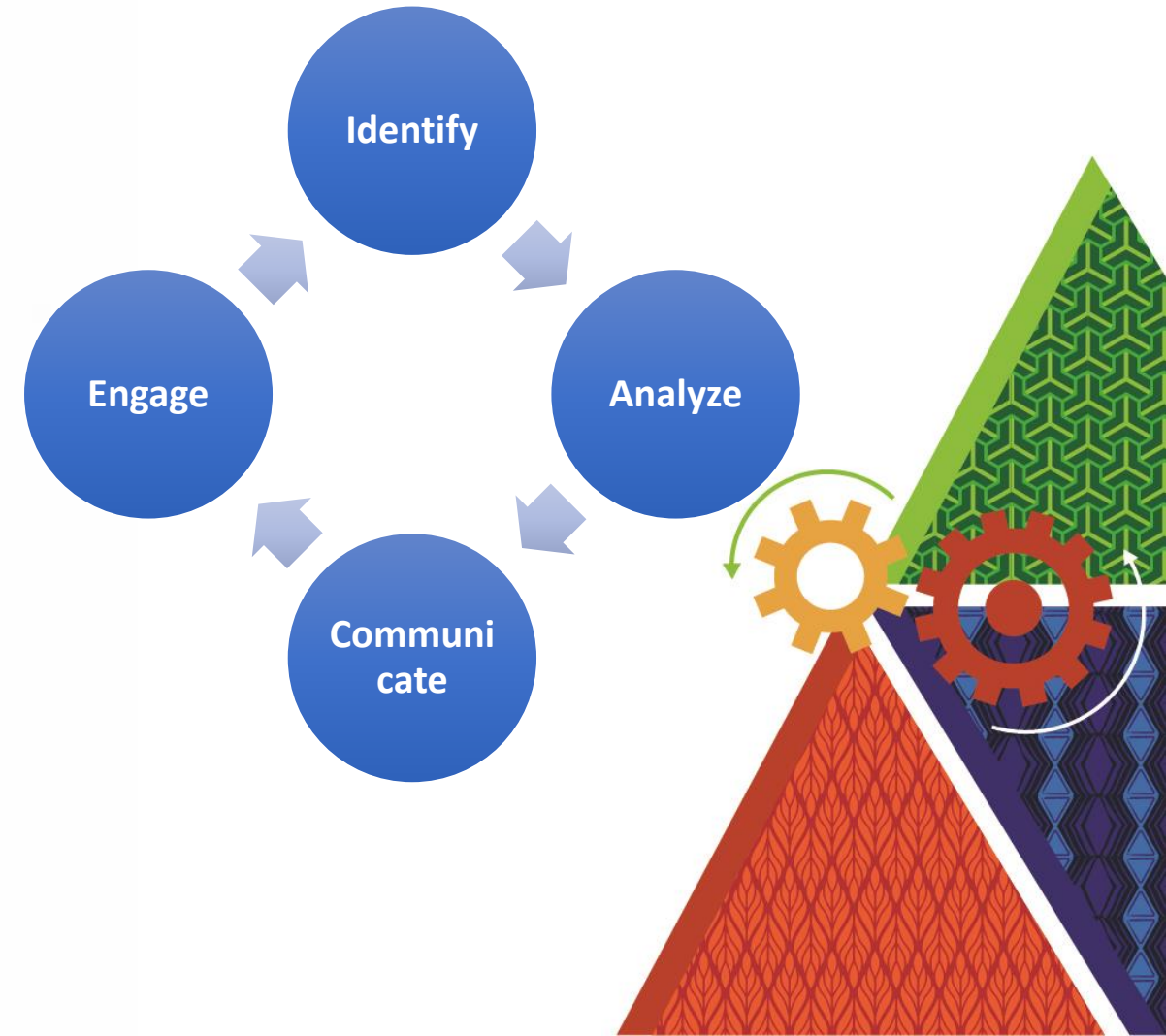
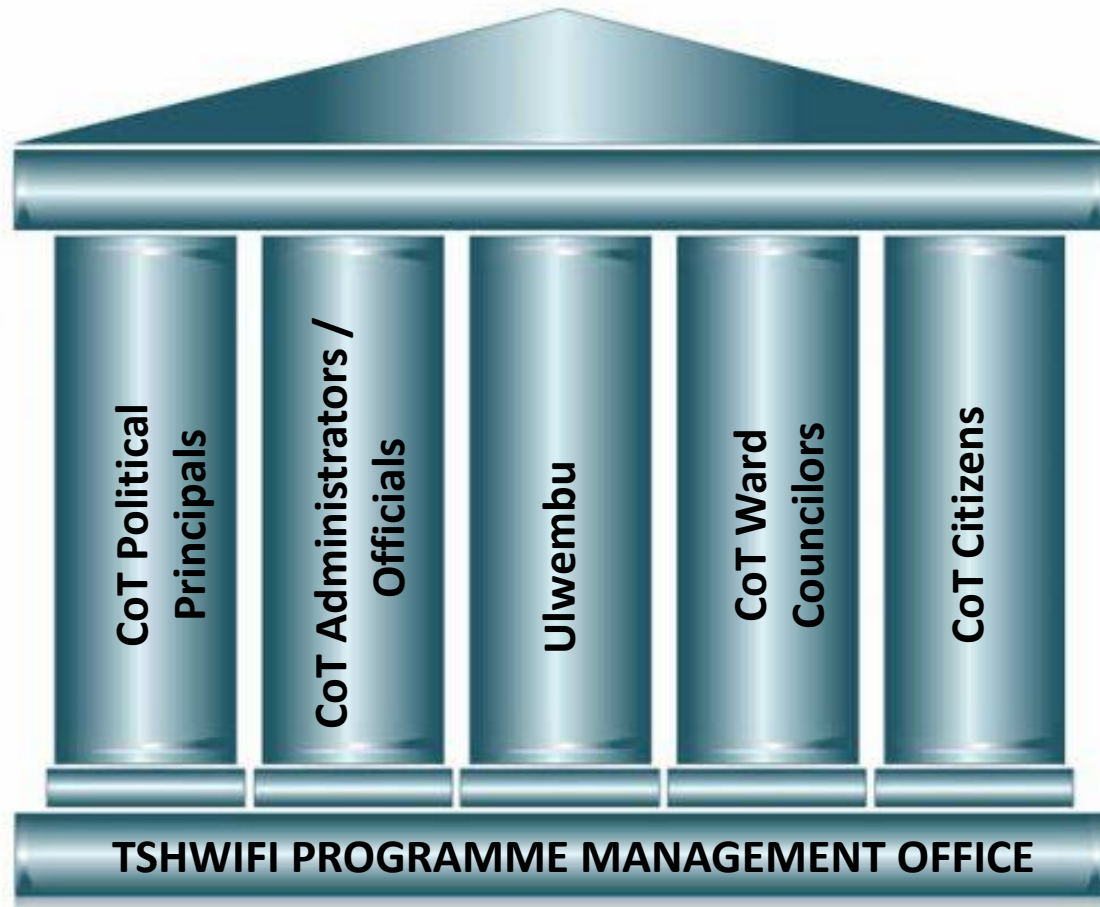


STAKEHOLDER MANAGEMENT 101

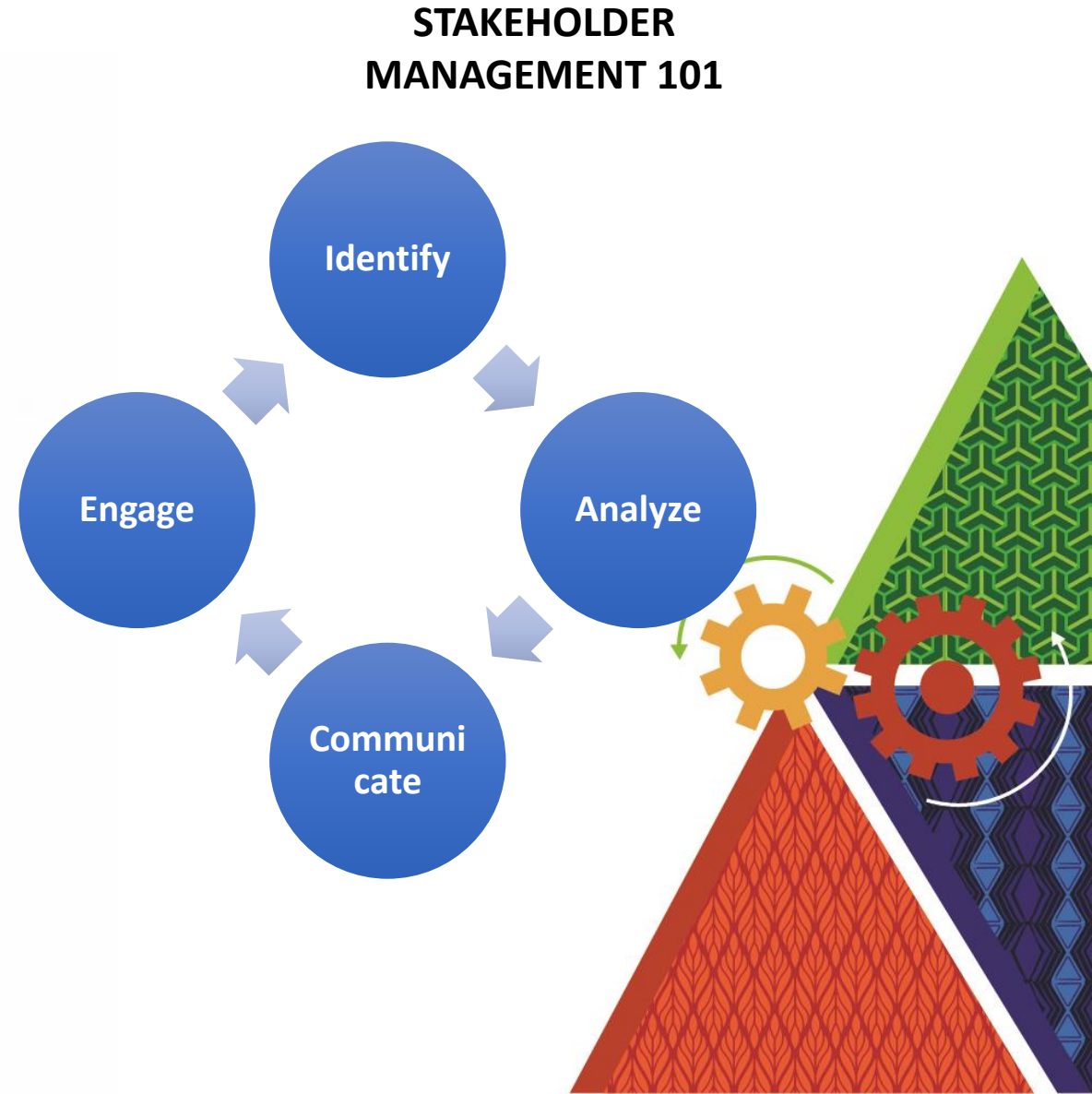
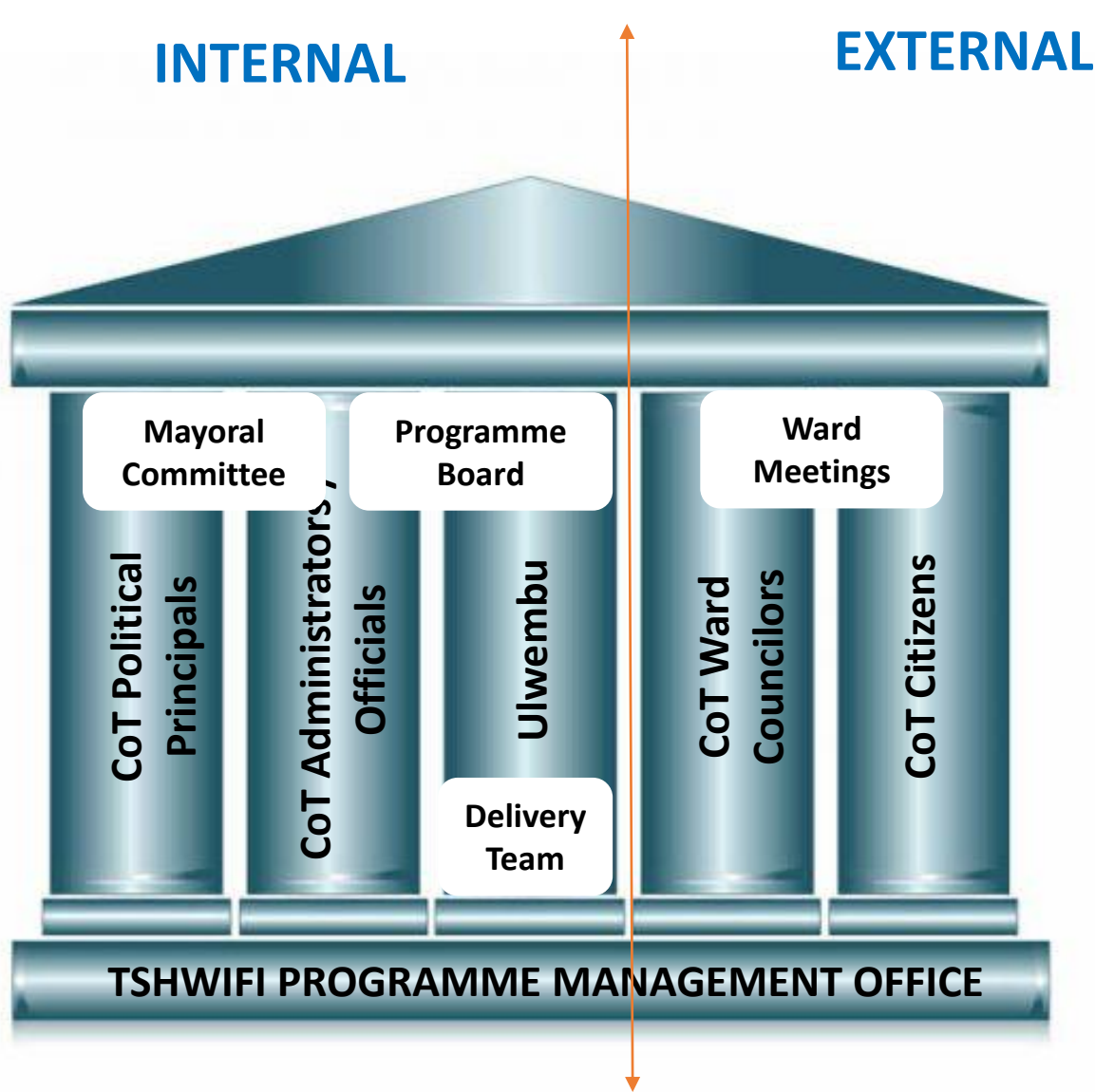


TSHWI-FI STAKEHOLDER MAP

STAKEHOLDER
MANAGEMENT 101



TSHWI-FI STAKEHOLDER ENGAGEMENT MODELS



THE LESSONS FROM TSHWI-FI

- Bridging digital divide – the divide is vast.
 - Affluent suburbs vs. informal settlements
 - Differing needs call for different approaches for various stakeholders
 - Transformational nature of Wi-Fi Deployment
- Tshwif is NOT a technical delivery
 - Tshwif is delivery of capability
 - Technology is an enabler
- Tshwif adds value and yields benefits
 - The Edublush Story
- Social order and protocol must be observed
- Keeping of promises – you are as good as your word



THE LESSONS FROM TSHWI-FI

- Project and Programme Management Methodologies guide and shouldn't prescribe and be cumbersome
- Execution through partnerships - no single organization can deliver on all Programme pillars
- Supplier Relationship Management is a strategic critical success factor
- Transition Management is equally important for the incoming Team as it is for the incumbent team
- Be a good corporate citizen
 - Tshwifl Youth Ambassador Programme
 - Local SMME Development



THANK YOU

