



SOUTH AFRICAN SOCIETY OF ARCHIVISTS



**the dcsr**

Department of  
Culture, Sport & Recreation  
Mpumalanga Province

# ARCHIVAL CONFERENCE ON PUBLIC PROGRAMMING, OUTREACH AND ADVOCACY

MPUMALANGA PROVINCIAL ARCHIVES  
MBOMBELA

10-11 JULY 2014



Programme Director: **Prof. Patrick Ngulube, University of South Africa**

**10 July 2014, Mpumalanga Provincial Archives, Mbombela**

**08:00 - 08:30: Registration & Tea/Coffee**

**Opening**

Chairperson: **Mr Nkitseng Mahalefa, Mpumalanga Provincial Archives**

**08:30 – 08:40: Welcome, Mpumalanga Provincial Archives**

**08:40 – 09:00: Opening address, Department of Culture, Sports and Recreation, Mpumalanga Province**

**Session I: Access**

Chairperson: **Ms Letitia Myburgh, Standard Bank**

**09:00 - 09:30: Keynote address, Public programming in the archival literature: revelations from a content analysis of the subject matter, Prof. Bosire Onyancha, University of South Africa**

**09:30 - 09:50: The nexus between measuring accessibility and marketing archives: a case of the National Archives of Zimbabwe, Mr Livingstone Muchefa, National Archives of Zimbabwe**

**09:50 - 10:10: Transforming archival access through freedom of information legislation in South Africa and Zimbabwe, Prof. Patrick Ngulube and Dr Mpho Ngoepe, University of South Africa**

**10:10 - 10:20: Accessibility of archives – the risks and solutions for the Chief Information Officer, Mr Ken Van Sweeden, Telesure**

**10:20 - 10:40: Questions/Discussions**

**10:40 - 11:00: Health Break**

**Session II: Technology and marketing**

Chairperson: **Mr Festus Khayundi, University of Fort Hare**

**11:00 - 11:20: Archives are for the people and should be readily accessible: virtual archives and the communication of archives in the ESARBICA region, Mr Obert Wutete, National University of Science and Technology, Zimbabwe**

**11:20 - 11:40: Heading for a better understanding of outreach in the digital age: a look into the use of Web 2.0 as a communication tool by Zimbabwe's public information centres, Ms Forget Chaterera, Midlands State University and Ms Rudo Julian Karadzandima, National Archives of Zimbabwe**

**11:40 - 12:00: Offline phenomena reflected online: Use of Facebook in communicating archives at the National Archives of Zimbabwe, Mr Calvin Phiri, National University of Science and Technology, Zimbabwe**

**12:00 – 12:20: An exploration of how an inforpreneur can leverage the Internet to market records and archives services: Dr Peterson Dewah, University of Kwa-Zulu Natal, South Africa**

**12:20 - 12:40 Marketing records management services at the University of the Western Cape, Mr Dickson Chigariro, University of the Western Cape, South Africa**

**12:40 - 13:00: Justifying a place for the marketing concept in national archival institutions: setting a relevant marketing mix to a unique service, Mr Rodreck David and Mr Adock Dube, National University of Science and Technology, Zimbabwe**

**13:00 – 14:00 Lunch and Networkette**

**14:00 – 14:20 Questions and Discussions**

**Session III: Open**

Chairperson: **Adv Dennis Maake, National Archives of South Africa**

**14:20 - 14:40: Preservation needs assessment of sound recordings of the Barolong tribes of Mmabatho collection at the National Film, Video and Sound Archives of South Africa, Ms Nthabiseng Ncala**

**14:40 - 15:00: An audit of records and information management practices among SMEs in Northern Uganda, Prof. Constant Okello-Obura & Godfry Azio, University of Makerere, Uganda**

**15:00 – 15:20: Questions and Discussions**

17:30: Dinner

## 11 July 2014, Mpumalanga Provincial Archives, Nelspruit

### Session IV: Advocacy

Chairperson: **Mr Jabu Nkatingi, Limpopo Provincial Archives**

08:00 - 08:30: Tea

08:30 - 09:00: Keynote address: The complexity of the current information landscape amidst e-government development: how is the archivist coping? **Dr Proscovia Svård, Södertörn University**

09:00 - 09:20: Advocacy and communication strategies in archives and records management, **Mr Paul Mullon, Cor Concept**

09:20 – 09:40: The Archival Platform: reflections, learnings and future directions, **Ms Jo-Anne Duggan, Archival Platform**

09:40 – 10:00: “We must change or will be irrelevant”: an evaluation of the National Archives of Zimbabwe operations, **Ms Cathrine Moyo, University of South Africa**

10:00 - 10:20: Questions/Discussions

10:20 – 10:40: Health Break

### Session V: Public programming

Chairperson: **Mr Sipho Zulu, North West Provincial Archives**

10:40 - 11:00: A 20 year review of public programming at the National Archives and Record Service of South Africa, **Ms Khanyi Ngcobo, National Archives of South Africa**

11:00 – 11:20: Public programming in the archives repositories of Pietermaritzburg Cluster of Theological Libraries in KwaZulu-Natal, South Africa, **Dr Francis Garaba, Lutheran Theological Institute (LTI) Library**

11:20 - 11:40: The public programme at Botswana National Archives and Records Services: the experience of a decade, **Ms Y Ndabambi and Ms L Morapedi,**

## Botswana National Archives

11:40 - 12:00: Skills and knowledge of archivists on public programming: a perspective from national archives in ESARBICA region, **Ms Nampombe Mnkeni-Saurombe and Prof. Patrick Ngulube, University of South Africa**

12:00 – 12:20: Questions and Discussions

### Session VI: Community archives and visibility

Chairperson: **Dr Segomotso Keakopa, Botswana Unified Revenue Services**

12:20 – 12:40: A holistic measure of the reputation index of the National Archives and Records Services of South Africa: implications on access to archives, **Dr Mpho Ngoepe and Prof. Patrick Ngulube, University of South Africa**

12:40 - 13:00: The visibility of Botswana National Archives to the public, **Y Ndabambi, Botswana National Archives**

13:00 – 13:20 Archives and records management practices in selected traditional authorities in Polokwane municipality, **Mr C Ngoasheng and Mr Lefose Makgahlela, University of Limpopo**

13:20 – 13:30: Questions and Answers

13:30 - 14:00: LUNCH AND NETWORKING

14:00 – 16: 00: SASA Business