

# MADAM

Multi-Agency Delivery Action Mechanism



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# MADAM

Multi-Agency Delivery Action Mechanism



## Multi-agency approach becomes lean and mean

**“ Partnerships are vital in implementing integrated and coordinated projects to improve socio-economic conditions and address the root causes of crime”** said Mr. Oosthuizen when interviewed on his opinion on the multi-agency approach of MADAM



Mr. Deon Oosthuizen and Dr Gilbert Lawrence discussing the Parental Guidance Training Programme.

The six MADAM task teams, each with its own “Champion” representing provincial top management, ensures that duplication between respective government departments in the Western Cape will be reduced.

Membership of the six task teams includes the national, provincial and local government departments as well as civil society. This approach will integrate budgets and resources for joint projects between the various agencies. This joint approach augers well for lean and mean service delivery.

Dr. Gilbert Lawrence, the Provincial Director-General is the Chairperson of MADAM. All Heads of Departments in provincial government and their counterparts on a national and municipal level form the Management Committee. The Management Committee and its six task teams are supported by a Secretariat under the leadership of Mr David Coetzee from the Department of Community Safety.

Mr. Oosthuizen from the Directorate: Social Crime Prevention at the Department of Community Safety indicated that integrated projects will be rolled out based on best practices within various departments and spheres of government. He said “MADAM does not intend to duplicate, but rather aims to strengthen working or establish new sustainable programmes in consultation with all partners in government and local

departments and the local municipality.

“This is the type of co-ordination and integration that we need to reduce crime and improve quality of life of the poorest in the Western Cape” said Oosthuizen. The MADAM Management Committee has mandated the task teams to identify sustainable medium and longer-term programmes for implementation during 2004.

The “Champions” will report quarterly on the progress made to the MADAM Management Committee and will also support all tasks mandated by the Provincial Top Management Clusters.

communities”. He cited an example of a music programme where a project was resourced by two provincial departments, two national

## Music extravaganza rocks

The Portland's Indoor Centre rocked to a different beat in October 2003, when the Multi-Agency Delivery Action Mechanism (MADAM) initiative held its first programme aimed at fighting crime in the Western Cape. Hundreds of young people streamed through the doors to see their favourite artists in action.

The groups included: Falcons, Q Rock, Neesa Abrahams, Free Style Hip Hop Group, HomeBase, Adiel, Enemy Force, Amalish Kwaito, Dance Group. The MADAM Sport, Arts, Culture and Youth Development Champion Adv Rod Solomons, Mr Norman Jantjes of the Department of Community Safety and Ms Japhta, Regional

Director of SAPS were in attendance. They had a collective message to young people that the artists were proof that there is an alternative to a life of crime. Adv. Solomons said: “This task team is here to implement integrated activities to provide effective and sustainable alternatives.”

According to Solomons, the MADAM Sport, Arts, Culture and Youth Development task team is planning similar longer-term interventions.

From left to right: Razzaq Lagkar (MADAM Secretariat), Adv. Rod Solomons (Head of Department of Cultural Affairs & Sports), Ms Japhta (SAPS), Peter Groenewald (Department of Correctional Services), Norman Jantjes (Urban Renewal Strategy), Debra Bailey (Mitchells Plain Development Forum) and Ferdinand Smith (Mitchells Plain Youth Development Forum)



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DEPARTMENT OF COMMUNITY SAFETY  
DEPARTEMENT VAN GEMEENSAPVEILIGHEID  
ISEBE LOKHUSELEKO LOKUNTU



## Local talent showcased on Reconciliation Day

Talent and creativity was on display in a big way when the MADAM initiative held its second cultural programme. Fighting crime in the Western Cape underpinned this musical and performing showcase at Westridge Civic Centre on the 16th of December 2003.



Local cultural performing artists entertaining the Westridge Community.

The civic centre was buzzing with excitement as hundreds of people streamed in to sample local community/church choirs and groups in action.

Performances included: *Hosanna dancers (Senior and Junior), New Apostolic Church Choir, Brass band* and various community choirs.

Mr Hillary February of the Department of Cultural Affairs and Sport, Mr Norman Jantjes of the Department of Community Safety and many other church leaders from different denominations rallied their support. They had a

collective message to the young people that the performing artists were proof that there is an alternative to a life of crime.

The MADAM Sport, Arts, Culture and Youth Development task team are planning similar events in the future, which will be aimed at providing youth in the Western Cape with role models and experiences that will allow them to improve their life as well as the lives of those around them.

## MADAM promotes Playsport

In seeking to address one of the most frequent obstacles to the successful reduction of crime, namely the lack of co-operation and co-ordination between the responsible agencies, MADAM mobilises government departments and structures in civil society in a pro-active way.



Let the children play... the community takes to the park

The Sport, Arts, Culture and Youth Development task team of MADAM successfully held a mini-soccer festival in the greater Mitchells Plain area. The festival was led by the project manager, Kelvin Katz from the Department of Cultural Affairs and Sport in partnership with the Department of Community Safety and the City of Cape Town. The other partners from Mitchells Plain were Neighbourhood Watches, Sport Council, and the Stepping Stones Sport Programme.

The games were held on alternate days in identified areas in Lentegeur, Rocklands, Beacon Valley, Eastridge, Tafelsig and Heinz Park during the holiday period of 8 to 19 December 2003. Katz said: "All matches were played in community play parks which provided youth with alternatives to crime. The location of the events and active participation of parents in the games created a high level of community involvement and a strong sense of community ownership."

Hundreds of children participated daily in the mini-soccer tournament based on an "African Cup of Nations" theme with "Bafana Bafana" being the popular team. Refreshments were provided

by community structures and the entire programme was managed by an 8-person team comprising of unemployed community members. Throughout the programme active anti-crime and HIV/AIDS messages were conveyed to both spectators and participants. An enthusiastic mother commented: "dit moet elke dag gebeur, kyk hoe lekker veilig speel ons kinders," and another father said: "this reminds me of District Six where we played from morning to nightfall in our local streets in safety under the supportive eyes of our elders. This breeds respect and dignity".

Similar events are planned in future as part of the integrated strategy of MADAM in Khayelitsha and other priority areas.



# Partnership roll out of the Parental Guidance Training Programme



From left to right, Mr. Leonard Ramatlakane (Minister of Community Safety), Ms. Virginia Petersen (HOD: Social Services and Poverty Alleviation) and Mr Mzwandile Petros (Provincial Commisone: SAPS) attending the Parental Guidance Training Programme.

17 September 2003 at the Lenteguer Hospital in Mitchells Plain.

The Department of Social Services and Poverty Alleviation, and the Department of Community Safety undertook a partnership approach in implementing the programme. The programme was attended by 103 social and community workers from social services agencies, community based organisations and government departments across the province. The participants were empowered to present the parental guidance courses to improve parenting skills in local communities.

Mrs Theresha Hanekom, the project manager said: "The cooperation and coordination between government departments and social service agencies were commendable, enabling the task team to facilitate a well organised event." Khayelitsha and Mitchells Plain are the two presidential nodes which MADAM has prioritised to implement short and medium term interventions.

Addressing the group of social workers at the Lenteguer event, Minister Ramatlakane said: "You as social workers deal with families on a regular basis and surely recognise that parental attitudes and skills are crucial to children's social adjustment and development." Hanekom firmly believes that all roleplayers are ideally positioned to reach the parent community and to make a real difference for our future generation.

**"You as social workers deal with families on a regular basis and surely recognise that parental attitudes and skills are crucial to children's social adjustment and development."**

MEC Leonard Ramatlakane

These were the words by the Minister of Community Safety, Leonard Ramatlakane who addressed the participants at the Parental Programme organised by Dr Waldermar Terblanche, from the Department of Social Services and Poverty Alleviation who is the champion of the MADAM Social Upliftment, Health and Welfare task team. The task team embarked on a Parental Guidance Training Programme on



Parental Guidance Programme in progress.



Live theatre gets the point across

## MARCH DIARY

**MADAM Management Committee Meeting**  
25 March 2004

**Sport, Arts, Culture & Youth Development Task Team Meeting**  
24 March 2004

**Economic Development Task Team Meeting**  
23 March 2004

**Education & Training Task Team Meeting**  
17 March 2004

**Social Upliftment, Health and Welfare Task Team Meeting**  
4 March 2004

## Festival of Beach Sports

Mnandi Beach was where it was happening. Over 500 youths converged on the beach on the 16th and 20th December 2003 to be part of a fun festival of sport. The event was held under the auspices of the MADAM Sport, Arts, Culture and Youth Development task team and lead by the project coordinator, Brian Meyer, of the Department of Correctional Services. The project was sponsored by the Bambanani Safer Festive Season Program of the Department of Community Safety during the end of year holiday.

Event coordinator, Brian Meyer of the Department of Correctional Services said the following, "The event was a definite success, the youth participated in four codes of sport; soccer, netball, volleyball and touch rugby, and never before have I seen so much enthusiastic young people having a good time."

An interesting aspect of the beach festival was that teenagers out on parole were simultaneously drawn into the activity as part of the rehabilitation

programme of the Department of Correctional Services. They joined the youth of Mitchells Plain, Khayelitsha and other areas on the beach in the sport tournaments.

Snack packs were provided ensuring high energy levels. Finally, winners of the respective sport codes were acknowledged during a presentation ceremony. Excitement for Beach Festival 2004/2005 is already looming in the air amongst the youth who participated in the events.



# Coaching clinics empowers youth

**"There is no sense in cutting off the cane if you do not know how to make sugar."**

These were the words of Mr Peter Groenewald of the Department of Correctional Services who embarked on a rugby clinic for learners from Mitchells Plain. Jeff Crause, Thinus Linee and Wilfrid Cupido from the Western Province Rugby Academy were amongst the people who coached 120 learners and juveniles.

The rugby coaching clinics for Mitchells Plain Primary and Secondary Schools and juvenile detainees at Pollsmoor Prison, have been co-ordinated by Brian Meyer, Department of Correctional Services, under the auspices of



Thinus Linee teaches Mukthar Samaai from Strandfontein High to play rugby

the MADAM Sport, Arts, Culture & Youth Development Task Team. Groenewald said: "The project forms part of the Department's social responsibility. It is also our way of contributing towards the upliftment of Mitchells Plain." It specifically caters for children who love rugby and learners who do not excel on an academic level." Three rehabilitated gangsters from Mitchells Plain also spoke to the children about the dangers of gangsterism.

According to Mr Peter van Wyk, an ex-prisoner, many young people lack proper life-skills. He said: "Today young people do not have an excuse for getting involved in gangsterism, because a lot of opportunities are created for them." Mr William Steenkamp, who was in prison for 25 years, said that doing crime is not worthwhile.

Rusana Philander-(Courtesy of Metro-Burger)

## Recommended reading

- 1 Crime Prevention Digest II: Corporate Analysis of successful Community Safety Prepared by : Daniel Sansfacon & Brendon Welsh, 1999
- 2 Investing wisely in crime prevention: International experiences prepared by: Irvin Waller & Daniel Sansfacon, 2000
- 3 The role of Local Government in Community Safety Prepared by: Margaret Shaw, 2001

**The above publications can be accessed at:**

[www.crime-prevention-intl.org](http://www.crime-prevention-intl.org)

## MADAM's innovative approach gets new logo

### What does the circles mean ?

The circles represent the distinctive spheres in government affecting service delivery in the Western Cape. The grey area in the centre, where the spheres of government overlap indicate the common goal of improving the quality of life of all the people in the Western



Cape. The overlapping of the circles also reflects the co-operation, integration and interaction between the three spheres of government. This concept recognizes the multi-agency approach that requires a collective effort from stakeholders in the Western Cape.

### Check the direction of the Arrows !

The white arrows converge into the common grey area, illustrating integration by the spheres of government towards the common goal. The swooping grey bands in the background brings the three spheres into sharp focus, suggesting the dynamism of the MADAM structure.

### What's your colour ?

The majority of colours used, emanate from the national flag reflecting effective service delivery from all levels of government. The vibrant colours captures MADAM's creative approach in its effort to increase safety and thereby improving the quality of life for ALL in the Western Cape.

## MADAM Champions details

Should you want to give comment, contribute or acquire additional information regarding MADAM and the Task Teams below, contact the MADAM SECRETARIAT:

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Brian Meyer (Correctional Services)  
Peter Groenewald (Correctional Services)  
Theresha Hanekom (Social Crime Prevention)  
Kelvin Katz (School Sports)  
Chrizelda Didlof (Social Crime Prevention)

**A collective thanks for the public service members striving towards improved service delivery.**