STRATEGIC PLAN
2014-2016

SOUTH AFRICAN VETERINARY COUNCIL

THE ONE HEALTH CONCEPT

1. Animal Production
   - Reproduction herd management: Food security
   - Veterinary support of Land reform Programmes & Sustainable Eco-Farming
   - Emphasis on Efficient Production: Including
     - Game
     - Goats
     - Fish
     - Pigs
   - Compulsory Community Veterinary Service

2. Small Scale Farmer support
   - Education, Training & Information
   - Good Farming Practice including
     - Back-yard egg production
     - Small scale broilers
     - Pig, Goat, Game & Ostrich owners
   - Primary Animal Health Care [PAHC]
     - Proper use of stock remedies & animal medicines
     - Compulsory Community Veterinary Service [CCS]
     - Contact points

3. Disease Management
   - Veterinary Disease Surveillance & Cross Border Control
   - Role of Veterinary Public Health in Disease management
     - Food safety and inspection of products originated from animals
   - Veterinary Prevention & Control of:
     - Controlled and notifiable diseases (TB/Brucella)
     - Infectious Diseases
     - Zoonoses
     - Vaccination programs; Tick & Worm Control
   - Stakeholder network:
     - Inter- and intra-professional communication: Human & Animal doctors;
     - Public & private veterinary responsibility

4. Animal Research
   - Veterinary involvement in
     - Research & Development of Stock remedies and animal medicines
     - Policy Development on Generic Medicines
     - Improved Animal Production: Nutrition
     - Disease Control

5. Exotics including
   - Bees
   - Crocodiles; Inland Fish

6. Companion Animal & Working Animals' Health
   - Human-animal interaction: well-being
   - Emerging Zoonoses/unique diseases
   - Rabies-management
   - Sterilisation campaigns

ONE HEALTH AT A GLANCE: OUR ROLE

- Introduction
- SAVC: VISION STATEMENT
- SAVC: Driving Force
- Business Concept
- Areas of Competency
- Deliverables
- Customer Scope: Stakeholders
- Geographic Scope
- Critical Issues
- Goals: towards 2016
- Conclusion


- Index
- Vision and Mission
- Framework for Public Relations [and Stakeholder Management] Plan
- Implementation Plan SAVC 2014-2016
  - Goals
- Corporate Personality [Branding]
- Corporate Reputation
Presentation: Strategic Plan 2014-2016

- Vision
- Mission
- Core functions
- Strategic Goals
- Being relevant to the needs of the Country
- Review and update Legislation relevant for all
- Stakeholder Engagement
- Unify the Veterinary Professions
- Mobilise Resources
- Corporate Image Branding
- Implementation of Goals
- The One Health Concept
- Balance Sheet at 31 January 2015-03-05 Budget 2015.2016 at a glance
- Members registered with the SAVC as at 16 January 2015
- Main Concerns
- Council 2013-2016
- Thank you
- Abbreviations
South African Veterinary Council (SAVC): Strategic Profile: 2014 - 2016

Introduction

The South African Veterinary Council is the regulatory body for the veterinary and para veterinary professions in South Africa and has a statutory duty to determine the scientific and ethical standards of professional conduct and education.

The strategic profile for the SAVC, towards 2016, is presented below.

SAVC: VISION STATEMENT

Advancing public and animal health through quality veterinary services for all

SAVC: Driving Force

The single minded focal point of the SAVC operations and activities:

Animal Health, Production and Welfare.

Business Concept

The SAVC is to address its environments by:

...regulating and promoting the Veterinary and Para-Veterinary Professions (in the capacity of “Custodian”).
Areas of Competency

Key capabilities and skills identified to be cultivated to levels of proficiency to a greater extent than any other (i.e., to the point of excellence) include:

- **Marketing**
  - Effective Communication
  - Public relations policy
  - Creativity – with particular reference to funding.

- **Expertise**
  - IT (modernised)
  - Legal
    - Professional expertise and experience

- **Efficient/Effective Administration**
  - Financial management
  - Investigative skills
  - Inspectorate

- **Effective Leadership**
  - Effective Decision Making
  - Creativity
Deliverables

The SAVC is to provide a range of services in accordance with its mandate, summarised below:

❖ Regulate the Professions
  - Maintain Register
  - Set standards - training and standards of practice
  - Promote Food safety and security
  - Review legislation on an ongoing basis
  - Advise Minister

❖ Promote the professions
  - Public relations
  - Information Technology
Customer Scope: Stakeholders

Stakeholders of importance from the SAVC perspective within the three year time frame, towards 2016, are categorised in terms of prioritisation.

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<thead>
<tr>
<th>Greater Emphasis</th>
<th>Lesser Emphasis</th>
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<tbody>
<tr>
<td>Veterinary and Para-Veterinary Professions</td>
<td>SAPS and Justice</td>
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<td>-Related Associations</td>
<td>AWOS</td>
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<td>-Students</td>
<td>DAFF – National and Provincial</td>
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<td>Government</td>
<td>Act 36 of 1947</td>
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<td>-Minister of Agriculture, Forestry and Fisheries</td>
<td>Medicines Control Council (MCC)</td>
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<td>-Minister of Rural Development</td>
<td>Producer Organisations</td>
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<td>-Minister of Health</td>
<td>Competition Commission (Joint Jurisdiction)</td>
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<td>Training Institutions</td>
<td>Dept Environment Affairs (DEA)</td>
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<td>General Public</td>
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<td>HPCSA</td>
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<td>Ministries-Parliament</td>
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Geographic Scope
In terms of its mandate the SAVC efforts are primarily restricted to operate within the borders of South Africa. Strategically, however, and to a lesser degree, there may be necessity to engage with relevant international entities.

Critical Issues
Key issues facing the SAVC are summarised below. These issues are considered critical to the successful implementation of the SAVC strategy:

1. Unification of Professions
The divisions within the veterinary and para veterinary professions appear multifactorial, encompassing the following areas:
   - Racial Divide
   - Rural versus Urban
   - Veterinary versus Para Veterinary
   - State versus Private
   - Across the Para-veterinary professions
   - Professionalism

2. Relationship Management
The success of the SAVC is reliant on its beneficial relationships with key stakeholders, underpinned by its credibility and image. To this end, key factors were identified to be addressed meaningfully:
   - Stakeholders – Identification and needs
   - Marketing/PR/Communication
   - Reputational Damage
   - Advocacy
Regional Harmonisation

3. Relevance

The relevance of the SAVC as well as the veterinary and para-veterinary professions are to be regarded within the context of the needs of the country. In this regard, factors such as those identified below are considered important and to be addressed accordingly within the operational plans of the SAVC.

- Government Goals (Millennium Goals)
- One Health
- Stakeholder requirements
- International stage
- Para-veterinary professions: utilisation
- Food safety and security

4. Legislation

As a regulatory authority, legislation plays a key role in the performance of the SAVC, not only from the perspective of the Veterinary Act but 'other' forms of South Africa legislation such as the Competition Act. The following legislative areas are considered of particular importance.

- Competition Act
- TOPS - permits
- Drug Regulations
- Veterinary Act
- Over-arching other SA legislation
5. **Mobilisation of Resources**

The maximum utilization of available resource was considered a key issue for the SAVC with a responsibility to reassess its operations such as:

- Alternative Income Streams

**GOALS: TOWARDS 2016**

The intentions of SAVC are clearly stated as goals, within a three year time frame (2014-2016), to be measured and monitored on a regular basis.

1. **Unification of the Profession**

   In essence, the SAVC is to:

   - Create and facilitate dialogue
   - Obtain lists of issues from the relevant stakeholder groupings

2. **Proactive Management of Relationships**

   - Establish relationship matrix.
   - Draft Marketing/PR Plan. This plan is to incorporate the desired positioning of the SAVC and communication strategies (messages).
   - Establish an advocacy programme with clearly stated outcomes
3. Relevance

The SAVC is to:

- Review Rules and Regulations
- Draft Guidelines re Standards of Practice (already in progress)
- Drive the One Health concept (NDP 2030)

4. Legislation

To ensure relevance in accordance with current (and anticipated) needs, the SAVC is to:

- Review, update and propose relevant legislation

5. Resource Mobilisation

The SAVC is to:

- Investigate alternative income streams
- Assess, identify and improve internal efficiencies where applicable.

Conclusion

‘The future is not what it used to be’
# STRATEGIC PLAN: 2014 - 2016

## INDEX:

1. Vision Statement  

2. Mission Statement  

3. Framework for Public Relations  

4. Implementation of the Strategic Goals  

### 4.1 Relevance: Alignment with the needs of the Country

4.1.1 One Health Concept  
4.1.2 Food Safety and Security  
4.1.3 Millennium Goals  
4.1.4 National Development Plan  
4.1.5 Stakeholder requirements  
4.1.6 International stage  
4.1.7 Utilisation of Para-veterinary professionals  

### 4.2 Legislation

4.2.1 Review, update and propose relevant legislation  

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<th>4.3 Pro-active Management of Relationships</th>
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<td>4.3.1 Stakeholders – identification and needs</td>
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<td>4.3.2 Marketing/PR/Communication</td>
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<td>4.3.3 Reputational Damage</td>
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<td>4.3.4 Advocacy</td>
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<td>4.3.5 Regional Harmonisation</td>
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<th>4.4 Unification of the Profession</th>
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<td>4.4.1 Racial Divide</td>
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<td>4.4.2 Rural versus Urban</td>
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<td>4.4.3 Veterinary versus Para veterinary</td>
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<td>4.4.4 State versus Private</td>
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<td>4.4.5 Across the Para-veterinary professions</td>
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<td>4.4.6 Professionalism</td>
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<th>4.5 Resources</th>
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<td>4.5.1 Investigate alternative income streams</td>
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<td>4.5.2 Assess, identify and improve internal efficiencies where applicable.</td>
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### 5. Public Relations

5.1 Corporate Personality: Branding  
5.2 Corporate Image: Perceptions  
5.3 Corporate Reputation
VISION
Advancing public and animal health through quality veterinary services for all

MISSION
The South African Veterinary Council seeks, through the statutes of the Veterinary and Para-Veterinary Professions Act, 1982 to

- serve the interests of the people of South Africa by promoting competent, efficient, accessible and needs-driven service delivery in the animal health care sector;

- protect the health and well-being of animals and animal populations;

- protect and represent the interests of the veterinary and para-veterinary professions;

- regulate the professional conduct of the veterinary and para-veterinary professions; and

- set and monitor standards of both education and practice for the veterinary and para-veterinary professions.
FRAMEWORK FOR PUBLIC RELATIONS [STAKEHOLDER MANAGEMENT] PLAN

CORPORATE PERSONALITY
[Cosmetics] surrounding the identity and image-the external branding [logo*, corporate colours*]
- Branding

CORPORATE IMAGE
[Positioning] How the external and internal stakeholders view the SAVC

Desired Positioning [Advocacy & Stakeholder Management] and Communication strategy

Pro-active Management of Relationships
- Stakeholders – identification and needs [Relationship matrix & advocacy programme]
- Minister DAFF; Health; Rural Development [One Health Concept; Millennium Goals; National Development Plan; International Stage; Regional Harmonisation]
- Utilisation of Para-veterinary professionals
- Veterinary and Para-Veterinary professions [Professionalism]

Unification of the Profession
- Create and facilitate dialogue
- Obtain lists of issues from the relevant stakeholder groupings
- Review Rules and Regulations [Professionalism]
- Standards of Practice [Professionalism]
- Improve internal efficiencies

CORPORATE REPUTATION
[Ambassadors & Demolishers] Building reputation of the SAVC and the Veterinary and Para Veterinary Professions over time

Effective Inspectorate [Council to be seen to address lay person and professional illegal activities]
# IMPLEMENTATION PLAN SAVC 2014-2016

## GOALS 1 & 4:

### GOAL 1: BEING RELEVANT TO THE NEEDS OF THE COUNTRY

[Both the SAVC & the Veterinary Professions]

### GOAL 4: REVIEW LEGISLATION

<table>
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<tr>
<th>REQUIREMENTS</th>
<th>OPPORTUNITIES</th>
<th>IDENTIFY THE ELEMENTS OF SUCCESS OUTCOMES</th>
<th>DRIVER</th>
<th>START DATE</th>
<th>END DATE</th>
<th>MEASURE PROGRESS</th>
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</table>
| Communicate the One Health Concept | Ministerial & Departmental Liaison  
- DAFF  
Registrar Act 36 of 1947  
- RURAL DEVELOPMENT  
- HEALTH  
Registrar Act 101 of 1965  
- EDUCATION  
- ENVIRONMENT  
One Health brochure  
Include in Compulsory Community Service  
A One Health Conference  
Co-funded by the Faculty of Veterinary Science, UP and DAFF | Minister to advocate One Health concept | Prof V Naidoo  
Dr C Nkuna  
Food Safety & Security Committee | May 2014  
Feb 2016 | | |
| Align with the NDP: Millennium; DAFF | SAVC’s Strategic Plan communicated to all stakeholders  
Summarised main messages with a view to change and enhance the corporate image of Council.  
Publish a video on the website with the | At least half the membership viewed the video | PR representative, Dr B Ntshebele  
Marketing & systems administrator  
Registrar | May 2014  
Feb 2016 | | |
<p>| | | | | | | |
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<table>
<thead>
<tr>
<th>Food Safety &amp; Security</th>
<th>President informing the profession on the strategic plan. Then pursue further videos.</th>
<th>All member countries meet and attend a session on “Establishing an independent VSB” &amp; Possible OIE funding</th>
<th>Up and running by May 2014</th>
</tr>
</thead>
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<tr>
<td></td>
<td>SADC &amp; East Africa: Veterinary Statutory Bodies [VSBs]: Create the platform and communication platform. Harmonise training &amp; assist in establishing the VSBs [Twinning-OIE]. <strong>Could the conference on One Health include a day on harmonisation?</strong></td>
<td><strong>SA becomes an active member</strong></td>
<td>30 June 2014</td>
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<td>African Veterinary Association [AVA] Align with the SADC initiatives</td>
<td><strong>Acceptance of proposals</strong></td>
<td>2016</td>
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<td>Regular meetings with the Registrar’s of Acts 36 of 1947 &amp; 101 of 1965</td>
<td><strong>Acknowledgement Invitation to speak on matter</strong></td>
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</tbody>
</table>
| New Modernised Legislation | **Congress CPD Talks**  
Emphasise Professionalism  
Submit Clinical records | **Workshops 2014:**  
Highly scheduled Medicine  
External stakeholders & Profession  
Consumer Commissioner  
Competition Commission  
Minimum standards for facilities:  
Profession  
Invite SAVA groups; BVF | **Attendance**  
Published new legislation | **DLA & Prof V Naidoo** | March 2014 | March 2015 |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
|                             |                             |                             | **Attendance**               | **DLA & Review Committee**  
Registrar               |                             |                             |                             | **Prof V Naidoo**           |                             |                             |
|                             |                             |                             | **Get Buy-in**               | **DLA**                    |                             |                             |                             |                             |                             |                             |
|                             |                             |                             | **Agreement**                |                             |                             |                             |                             |                             |                             |                             |
|                             |                             |                             | **Agreement and no fine**    |                             |                             |                             |                             |                             |                             |                             |
|                             |                             |                             | **Buy-in**                   | **DLA**                    |                             |                             |                             |                             |                             |                             |
|                             |                             |                             | **Publication of new standards** | **DLA & Review Committee**  
[In liaison with the Competition Commission-Advocacy] | March 2014 | Ongoing |
| Core Functions              | **Use opportunity to exercise Core Functions EFFECTIVE ADMINISTRATION [efficiently]**  
Continuous improvement of the administration to deliver core functions and as per identified deficiencies | **IT Transformation is viewed as a contributor to effective administration**  
Procurement of new data programme and customisation to the needs of the SAVC | **Achieve set outcomes as per the objectives of the Act [registration, standards of training & standards of practice]** | **Registrar & Managers Administration** | Feb 2014 | Ongoing |
|                             |                             |                             | **Implement IT transformation** | **Marketing & Systems Administrator**  
Outsourced company |                             |                             |                             |                             |                             |                             |
|                             |                             |                             |                             |                             |                             |                             |                             |                             |                             |                             |
## GOAL 2: PRO-ACTIVELY MANAGE STAKEHOLDER RELATIONSHIPS

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<thead>
<tr>
<th>REQUIREMENTS</th>
<th>OPPORTUNITIES</th>
<th>ELEMENTS OF SUCCESS</th>
<th>DRIVER</th>
<th>START DATE</th>
<th>END DATE</th>
<th>MEASURE PROGRESS</th>
</tr>
</thead>
</table>
| Obtain lists of issues from relevant stakeholders | Build relationships  
Invite to opening of Building | Improved relations with identified stakeholders | President; Executive Committee Registrar | March 2014 | Feb 2016 | |
| Minister of DAFF  
Minister of Rural Development  
Minister of Health | Identify needs  
Regional SADC & Eastern Africa: Create a platform to align with government plans  
See Communications framework | | President, Registrar & administration  
Standing Standards Committee [Business Plan – Education Committee] | | | |
| Veterinary and Para Veterinary Professions  
SAVA; BVF; All Para- veterinary associations; state vet services | SMS; Video; Facebook; Twitter  
Invite members of the profession to attend Council meetings  
See Communications framework | Positive perception of the SAVC; and professions. Created means to measure perception | Executive Committee & Registrar | April 2014 | Feb 2016 | |
| | Invite to annual Executive Committee meetings  
**Attend Para-veterinary meetings** | | | 26 May 2014 | May 2016 | |
<table>
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<tr>
<th>REQUIREMENTS</th>
<th>OPPORTUNITIES</th>
<th>ELEMENTS OF SUCCESS</th>
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<th>START DATE</th>
<th>END DATE</th>
<th>MEASURE PROGRESS</th>
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</thead>
<tbody>
<tr>
<td>Create and Facilitate Obtain lists of issues from relevant stakeholders Dialogue</td>
<td>Newsletter: Articles on future of veterinary professions and request articles and stories for publications</td>
<td>Publication: Attach a programme function to calculate readers</td>
<td>Administration</td>
<td>April 2014</td>
<td>Feb 2016</td>
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<tr>
<td>Opening of New Building Invite all representatives of main stakeholders: Minister; DAFF; SAVA; BVF; Training Institutions; Para-Veterinary Associations; Provinces, State Veterinary Services</td>
<td>Congresses</td>
<td>Attendance</td>
<td>President, PR portfolio</td>
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<td>Private Public Partnerships: Use PPP as platform</td>
<td>Attendance</td>
<td>Registrar/DAFF rep. Councillors</td>
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<td>Grass roots: Training institutions; emphasize the message at this level; encourage institutions to cooperate (veterinary students with para-veterinary students) when students undertake community engagement projects</td>
<td>Active Participation</td>
<td>Councillors; DLA; Prof Naidoo</td>
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<td>Grass roots: schools, disseminate information on the work of the professions,</td>
<td>Active Participation</td>
<td>President Marketing &amp; systems administrator; Registrar</td>
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<td>Attendance</td>
<td>Council; President; Registrar; Professions</td>
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<td>Publication and distribution:</td>
<td>Representatives on Council; PR rep and Administration</td>
<td>May 2014</td>
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<td>Career Guidance brochures. Through Provincial Departments of Education</td>
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<td><strong>Information brochure for Career Guidance Teachers on:</strong></td>
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<td>What is a veterinarian and how does one get to become one starting with pre-school maths and science.</td>
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<td><strong>Information brochure for pre-school, primary and secondary school teachers to inform on:</strong></td>
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<td>What is a veterinarian and how does one get to become one starting with pre-school maths and science.</td>
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<td>Create communication platforms; for scholars [sms] professionals [Facebook]</td>
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<td>Competition for best unification story of two professionals</td>
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<td>Create the National Bourgelat Committee: One of the main platforms</td>
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<td>Brief the SAVA; BVF; VNASA; SAALAS; SAAVT; SAAHT; State Veterinary Services; Training Institutions;</td>
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<td>Invite all stakeholders to the annual Executive Committee meeting with stakeholders &amp; brief them on the plan and obtain input on needs and what is required from stakeholders</td>
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<td><strong>Active Participation</strong></td>
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<td>Bourgelat Committee established</td>
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<td>Executive Committee &amp; Registrar: request to SAVC; SAVA; BVF</td>
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<td>Dr AP De Vos, Executive Committee &amp; Registrar: request to SAVC; SAVA; BVF</td>
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<td><strong>Minister of Rural</strong></td>
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<td>Formal correspondence</td>
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<td>Received list, adjusted framework and entered into an Agreement with the</td>
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<tr>
<td>Registrar &amp; President</td>
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<tr>
<td>June 2014</td>
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<tr>
<td>Development</td>
<td>Minister on relevance for the needs of the country</td>
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<tr>
<td>• Minister of Health</td>
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<table>
<thead>
<tr>
<th>Veterinary and Para Veterinary Professions</th>
<th>Active Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request input via SMS, Website &amp; Facebook; formal communication to state veterinarians; Create a Blog for members;</td>
<td>Bourgelat Committee established and the platform is active</td>
</tr>
<tr>
<td>International Bourgelat Committee [IBC]: Use this platform to liaise With the professions with regard to unification Ask professions to provide proposals on unification Challenge each association to establish mentorship program</td>
<td></td>
</tr>
<tr>
<td>Link all of above with the issues of rural vs urban; state vs private; veterinarian vs para-veterinarian; across the para-veterinary for purposes of creating communication platforms</td>
<td>President and Executive Committee in liaison with SAVA; BVF Marketing &amp; systems Administrator; Registrar</td>
</tr>
<tr>
<td>Use opportunity to provide Solutions Create common goal: See SAVC Vision Create platforms for socialise and work together in each province Request Black Veterinary Forum [BVF] to nominate monitors; examiners and IB members:</td>
<td></td>
</tr>
</tbody>
</table>

<p>|   |   | June 2014 |</p>
<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>OPPORTUNITIES</th>
<th>ELEMENTS OF SUCCESS</th>
<th>DRIVER</th>
<th>START DATE</th>
<th>END DATE</th>
<th>MEASURE SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigate Alternative Income Stream</td>
<td>OIE Funding; Twinning and Harmonisation</td>
<td>OIE funding received and expended in line with</td>
<td>Standards Committee-Education Committee Registrar</td>
<td>June 2014</td>
<td></td>
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<tr>
<td></td>
<td>Lease: Parking space [in process]; Boardroom</td>
<td>Lease agreement signed</td>
<td>Administration: Registrar &amp; Deputy Director</td>
<td>Feb 2014</td>
<td></td>
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<td></td>
<td>Golf cart: pick up-and-drop-off</td>
<td></td>
<td>Finance Marketing and Systems Administrator</td>
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<tr>
<td></td>
<td>Awareness Campaigns: fun walk/run in Office Park; Radio station talks; Pat-a-pet-day</td>
<td></td>
<td>President, PR Portfolio Marketing and Systems Administrator</td>
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<tr>
<td></td>
<td>SAVC, T-shirts [print how to become a veterinarian/para-veterinarian; Food Safety and Security]</td>
<td></td>
<td>Food Safety and Security Committee Marketing and Systems Administrator</td>
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<tr>
<td>Assess, identify and improve internal efficiencies where applicable</td>
<td>Within the Committee systems/ Council</td>
<td>No deficit: Effective Council &amp; Administration</td>
<td>Council: Budget 2014 Registrar &amp; Administration</td>
<td>Feb 2014</td>
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<tr>
<td></td>
<td>Within the Administration</td>
<td></td>
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</tbody>
</table>
1. Accommodation, Building [Facade*; Identification boards*]
2. Business Cards [Admin*, Councillors*]
3. Marketing material [Brochures, posters]
4. Publications [Annual report; Newsletter*; Register of professionals; Register of Decisions;]
5. Staff Members [Dress code*, identification]
6. Stands [Congresses; other]
7. Stationary [Documents*, guidelines, letterhead*, statements, press statements, signatures, other]
8. Website: pdfs\website.pdf [FaceBook* Twitter*, Video; YouTube, corporate identity]
[Positioning] How the external and internal stakeholders view the SAVC: Pro-active Management of Relationships

- Positioning: Communicate alignment with needs of the country and that of the government—being relevant. "hearing and understanding rather than talking and trying to convince."

- Change communication methods: Video, Facebook, Twitter, Blogs; Keep ahead of the changes in communication. Place definitions on website [One Health; Food Safety; Unifying; Professionalism]

- Communication: On all possible levels communicate the intention of the strategic plan and its contents. Write and overview of the strategic plan.

- Communicate: Council's wish to access the stakeholder needs and to deal with it.

- Communicate the needs of the professions including utilisation of Para-veterinary professionals.

- Communicate professionalism as theme

- Communicate: Incentives for cooperation
CORPORATE IMAGE

[Communication strategy: Desired positioning]

STAKEHOLDER MATRIX
CORPORATE REPUTATION

AMBASSADORS [Publish Widely]
- Existing
  Councillors: Good Governance
  Administration: Good Governance
  Consistency throughout
- New
  Build on reputation: President
  Succeed in [WRSA; TOPS; CCS;]

DEMOLISHERS [EXPOSE IN THE LAY PRESS]
- View of Professions: Implement Inspectorate
  Lay person illegal activity: Criminal courts
- View of the Public and Government
  Charge members: Publish transgressions
STRATEGIC PLAN
2014-2016

SAVC
SOUTH AFRICAN VETERINARY COUNCIL

VISION
Advancing public health and animal health through quality veterinary service

MISSION
The South African Veterinary Council seeks, ... to serve the interests of the people of South Africa by-
- Promoting competent, efficient, accessible and needs-driven service delivery in the animal health care sector
- Protect the health and well-being of animals and animal populations
- Protect and represent the interests of the Veterinary and Veterinary para-professions
- Regulate the professional conduct of the Veterinary and Veterinary para-professions
- Set and monitor standards of both education and practice for the Veterinary and Veterinary para-professions

CORE FUNCTIONS
- Keep a register of registered professionals
- Maintain Standards of training
- Regulate Standards of practice
- Advise the Minister
STRATEGIC GOALS

- Being Relevant: Align with the needs of the people of SA
- Legislation: Review, update legislation relevant for SA
- Stakeholders: Unify the veterinary professions
- Resources: Mobilise Resources
- Public Relations: Improve Corporate Personality; Image and Reputation of Council and veterinary professions

BEING RELEVANT TO THE NEEDS OF THE COUNTRY

- Food Safety and Security
- Millennium Goals
- National Development Plan Compulsory Community Service [CCS]

REVIEW AND UPDATE LEGISLATION RELEVANT FOR ALL

- A standing Review Committee deals with the transformation of legislation. The legislation forms the basis of all other facets of the functioning of the SAVC and the veterinary professions
- The intention is to maintain standards but at the same time be relevant to the needs of the people of the country and improve access to veterinary services for all
- A standing Standards of Training Committee was established to address national and regional standards

STAKEHOLDER ENGAGEMENT

The engagement with the Minister, Minister Senzeni Zokwana in 2014 is regarded as an achievement. It will be pursued with dedication

The Minister officially opened the SAVC's new building and met with Council and other stakeholders on 21 October 2014
UNIFY THE VETERINARY PROFESSIONS

- The Heritage Committee: utilise the opportunity to unify the veterinary profession/s
- The Joint Public Relations Committee is to be revived to promote and unify the veterinary professions in which all veterinary stakeholders should be involved
- IT Transformation be implemented to ensure effective service to the veterinary professions and improved communication with all stakeholders

MOBILISE RESOURCES

- Budgetary Constraints are always a consideration
- It is the SAVC’s goal to mobilise resources; create an effective administration and to find the balance between operations and strategy

CORPORATE IMAGE BRANDING

The blue triangle represents the three responsibilities namely the professions, public and animals

The Medical snake emblem represents the professional- and patient centered organisation

IMPLEMENTATION OF GOALS

The One Health Concept forms an integral part of the strategic implementation programme

The concept was defined by the Food Safety and Security Committee in July 2014
MAIN CONCERNS

- PERMITS FOR VETERINARIANS:
The Threatened and Protected Species [TOPS] regulations published by the Minister of Environmental Affairs [DEA]

- WILDLIFE RANCHING SOUTH AFRICA [WRSA]:
  Court case pending against the SAVC

- MEDICINES:
  Two Acts regulating medicines Acts 101 of 1965 and 36 of 1947. The lack of control of veterinary medicines and stock remedies poses a serious risk for food safety and security

THE AMENDMENT ACT 16 OF 2012 IS NOT ENACTED

- Implementation of Compulsory Veterinary Community Veterinary Service [CCS] is delayed and therefore delays the improvement of access to veterinary services by all

- Lack of a well functioning Inspectorate which impacts on food safety and security

COUNCIL 2013-2016

The SAVC relocated to:
26 Victoria Link Drive
Route21 Corporate Park
Nellmapius Drive
Irene
Centurion
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>SAVC</td>
<td>South African Veterinary Council</td>
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<tr>
<td>SAPS</td>
<td>South African Police Service</td>
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<tr>
<td>AWOs</td>
<td>Animal Welfare Organisations</td>
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<tr>
<td>MCC</td>
<td>Medicines Control Council</td>
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<tr>
<td>DEA</td>
<td>Department of Environmental Affairs</td>
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<tr>
<td>HPCSA</td>
<td>Health Professional Council of South Africa</td>
</tr>
<tr>
<td>PR</td>
<td>Public Relations</td>
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<tr>
<td>TOPS</td>
<td>Threatened or Protected Species</td>
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<tr>
<td>NDP</td>
<td>National Development Plan</td>
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<tr>
<td>SADC</td>
<td>Southern African Development Community</td>
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<td>VSBs</td>
<td>Veterinary Statutory Bodies</td>
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<td>OIE</td>
<td>World Organisation for Animal Health</td>
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<td>AVA</td>
<td>African Veterinary Association</td>
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<tr>
<td>SAVA</td>
<td>South African Veterinary Association</td>
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<tr>
<td>BVF</td>
<td>Black Veterinary Forum</td>
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<td>VNASA</td>
<td>Veterinary Nurses Association of South Africa</td>
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<td>SAALAS</td>
<td>South African Association for Laboratory Animal Science</td>
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<td>SAAVT</td>
<td>South African Association of Veterinary Technologists</td>
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<td>SAAAHHT</td>
<td>South African Association of Animal Health Technicians</td>
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<td>DLA</td>
<td>Director Legal Affairs</td>
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<td>SMS</td>
<td>Short Message Service</td>
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<tr>
<td>IBC</td>
<td>International Bourgelat Committee (Heritage Committee)</td>
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<td>CCS</td>
<td>Compulsory Community Service</td>
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