**Master plans for the print industry value chain**

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**What is a master plan?**

It is a comprehensive plan of action, and used as a tool to define coordinated activities (policies, programmes, etc.) that align with a common set of goals for industries (as determined by stakeholders)

It relies on empirical evidence to galvanise stakeholders around a common understanding of challenges/opportunities, followed by the defining of a vision and the development of an action plan to address these challenges

The masterplan then “lives” through the action plan – which is monitored and evaluated as part of a structured, institutionalised process.

**Why are master plans required and how are they developed?**

Masterplans facilitate investment across the value-chain, unlock job creation, deepen cross-sector linkages, encourage optimal industry growth and identify domestic, regional, and global export opportunities.

A masterplan is developed by:

* Comprehensively reviewing the South African value chain’s present position and policies
* Completing an industry SWOT, and drawing lessons from international successes
* Developing policy and regulation recommendations for government
* Proposing programmes for collective action (industry, government and labour)

**Who facilitates master plans?**

If the industry falls under the category of manufacturing, then the DTIC is the responsible department, if under culture, then the DSAC, if tourism then the Department of Tourism, and if agri-processing or cannabis then the Department of Forestry, Fisheries and the Environment (DFFE), etc.

In many instances the DSBD also gets involved, because small business makes a huge impact on growth and employment across all sectors and industries.

**How does a master plan get developed?**

A lead government department identifies a Sector Masterplan Working Group (with representatives from the private sector, government and labour) and various leads who kickstart the process. This process will include identifying an Industry Reference Group, an Executive Oversight Committee, identification of an appropriate Service Provider and their appointment, and then developing a roadmap having key milestones to be achieved.

It takes from one to five years for a plan to be developed and implemented. The targets set can be a long term time frame of 10 to 20 years ahead.

Progress on each master plan is reviewed regularly by the Presidency’s office. Over 20 master plans are underway currently, and about 5 are completed and in their implementation phase.

Master plans impact positively on job creation and growth of the sector in general. Government’s policies are attuned to ensure they drive the attainment of the targets set, resulting in a win-win for all stakeholders.

**What progress has been made with the master plans in the print value chain**

The Creative sector master plan project began about three years ago, consisting of 4 subsectors:

* 1. Music and Performing Arts
  2. Publishing and Printed Media
  3. Audio-Visual and Interactive Media
  4. Visual Arts & Craft & Design

This master plan is managed by DSAC and DSBD, and is now in its final stages, reviewing the skills shortages and specific training programmes that need to be developed/rolled out. Printing SA has made inputs in the Publishing (newspapers and magazines) and Printed media (books) sub-plan, one of the four key sectors identified.

The Pharma sector master plan (headed the Pharma Desk of the DTIC) is now calling for companies to volunteer to serve on its various sub-committees. This opportunity will be of interest to packaging companies manufacturing pharmaceutical packaging and inserts. Our communication to members have asked for volunteers to come forward and make a meaningful impact to this plan through active engagement.

While both of the above master plans address some aspects of the full value chain of print, we feel strongly that there is a need for a more comprehensive plan, including all kinds of printing (not only publishing), packaging, signage and the visual communications sectors.

The print value chain master plan was first mooted to the DTIC on 3 September 2021, and we were then asked to present to the Steering Committee at the National Priority Sectors Master Plans Meeting, that is coordinated by the Presidency’s office on 28 October 2021. There was an agreement in principle that the need for this master plan was well founded, and both the DTIC and DSBD were instructed to set up the first meeting with key stakeholders, government, private sector, the unions and us as an industry association, which has **not** occurred to date.

**The way forward**

We are currently seeking advice on how to proceed on this, with engagements with **the Presidency’s office and Minister Patel’s office** being pursued.