

# Scouting About

News from the South African Scout Association.

www.scouting.org.za

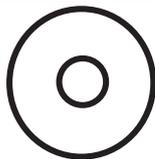


**SCOUTS**  
South Africa

Member of the World Organisation of the Scout Movement

0860SCOUTS

**Spring 2012**



## NEIL ARMSTRONG

5th August 1930 – 25th August 2012

We are all very aware of the wonderful feat this man achieved, the first person from earth to set foot on the moon. Some of us oldies recall listening on the radio (no TV in South Africa in those days) to the broadcast on 21st July 1969 when he pronounced "That's one small step for man, one giant leap for mankind." Later, transfixed to the radio: Could that tiny landing craft actually take off from the moon surface and take those brave men to the circling spacecraft and return to earth? Neil, Commander of the Apollo 11 space mission, is so remembered.

All that is history today, but did you know that Neil Armstrong was very proud to announce that he was an Eagle Scout when he was a boy, and that as an adult he was a Scout Leader in his home town. He received many national honours as can be expected, among them his country's highest Scout awards.

On an August day in 1971, during the World Jamboree in Japan, this fellow strolls into the South African campsite, just in time to join us and our special guests at a "Koeksuster and Coffee Party." Dressed in a smart American Scout uniform he announces; "Neil Armstrong, I am so pleased to be with you." This is a moment I will remember all the days of my life. No fanfare, just one of the visiting



*S.M. Colin Stretton and Dan Radebe, RSA World Conference Delegate, chat to Neil Armstrong during his surprise visit to the South African Campsite at the 13th World Scout Jamboree – Japan 1971, all this under the mud spattered tent, re-pitched after the Typhoon that struck the Jamboree on 5th August.*

Scouters. He greeted all of us with the left handshake, every Scouter and South African Scout in camp, as well as our guests, and chatted with everyone as an old friend. He left us with a message

written across a page of our Camp Log Book. ***"To the friendliest camp at the Jamboree – With Best of Luck"*** – signed Neil Armstrong, Apollo 11

## WELCOME OUR NEW PROJECT ASSISTANT

Troops that have been involved in the Messengers of Peace projects have already heard from our new team member. Her name is **Nosisa Mhlathi** and she is our new Projects Assistant. Nosisa will be offering support to troops that have been awarded project funding and will oversee the project funding applications and reporting. Nosisa has a

background in project support with the Desmond Tutu HIV Foundation amongst others. She will also be assisting with new fundraising endeavours and proposals to help our Movement grow! "I am very honoured and excited to be here and I'm looking forward to new experiences!" she says with a smile.



be prepared....

## MESSENGERS OF PEACE

A Scout's duty is to be useful and help others. It is in this light that SCOUTS South Africa received support from the Ackerman Family Foundation and the Messengers of Peace programme was introduced. The programme provides funding for service projects within the communities of our members. The Messengers of Peace programme was formally launched on the 28th of September 2011 in Saudi Arabia by King Abdulla (Saudi Arabia) and King Carl XVI Gustaf (Sweden).



### Feeding orphans and needy learners in KZN

The Messengers Of Peace initiative brings Scouts together in helping to alleviate many social issues ranging from feeding the hungry to sustaining the environment. The Zola Scouts Group from the Wembezi Township in Estcourt (KZN) received funding to start their own vegetable garden at school. With this, they decided to address the needs of children in their school and of people in their community with disabilities, illnesses, old age and child headed homes. The group consisted of parents, ten Cubs and ten Scouts.

F.G. Mkhize, S.R. Ndlela and R. M. Zondi shared the coordination of the project. Together with the Group, they bought seedlings and planted vegetables. The

garden produced a variety of vegetables ranging from spinach, brinjal, tomatoes and onions to green peppers. While working on the garden, the group built good relationships between schools and community members. A common sense of responsibility developed amongst the learners and educators, as well as between the youth and parents. By planning, developing and maintaining the garden the children and youths developed good leadership skills. As for the children living in child

headed homes, they were assured that they can now go to school with food in their stomach. The community itself benefited from the collaboration and the food produced, but also from the new gardening skills shared, that can now help them to plant and source food for life.

But, it did not end there. The Scouts were thrifty with their funding and were able to buy groceries that were given to the sick and elderly. The Zola Group also cleaned the houses and as such encouraged good and healthy hygiene.

This project was made possible thanks to the generous support of the Ackerman Family Foundation.

*By Nosisa Mhlathi*

## B-PS OUTLOOK

### SERVICE

If service were made the first aim of our education system in place of self, it would command at least equal interest on the part of the pupils, and the result would be a very different world in which to live. The other day I was speaking with an official of the League of Nations (United Nations today), and I asked him, "How is the old League getting on?" His reply was, "All right, but it can never function fully until the time arrives when its members are men who have been trained as Boy Scouts."

This answer rather took me aback, and I said, "Do you mean that they should go into camp and cook their own grub?" He said, "No, not that; but the only school I know of that teaches service as a first rule of life is the Boy Scout Movement."

The League should not be a mere committee of representatives of different countries, each watching the interests of his own particular nation, but rather a

'combine' of experts in consultation to bring about the good of mankind."

So here we have another tribute that should inspire our work, since it indicates that we are already on the right track.

Our teaching is mainly through example, and our Scouters give exactly the right lead in their patriotic dedication of self to the service of the boy, solely for the joy of doing it, and without the thought of material reward.

The boys are taught, beginning with the elementary good turn to mother on the part of the Wolf Cub, through the daily good turn and preparedness to save life on the part of the Scout, up to the regular practice of public service for others on the part of the Rover. The teaching of service is not merely a matter of teaching in theory, but the development of two distinct phases – viz., the inculcation of the spirit of goodwill; and the provision of opportunity for its expression in practice.

*January 1924*

## CONGRATULATIONS

### SPRINGBOK SCOUTS



**Anthony Hamlet** – Kwa-Zulu Natal

**Shannon O'Brien** – Western Cape

**Morgan Wilson** – Gauteng

**Colin Scott** – Gauteng

**Daniel Katzav** – Gauteng

**Byron van Gool** – Gauteng

**Andrew Noakes** – Gauteng

**Jonathan Senning** - Gauteng

## DUTY TO GOD



Look in your bible, read the Gospel of John 6:9. Jesus had said to His Disciples that they must feed the multitude on the mountain. They said there was just not enough food or money to feed so many. Then one of them said that there was a boy who had some loaves and a couple of fishes, he had brought along for his own lunch. He, of all of them was 'prepared' just as a good Scout should be.

Jesus took his small 'gift' and worked a miracle and fed that great multitude, all from that one simple act of a boy.

Have you, unknowingly, helped many with a simple gift of your time, effort or love for your fellow man? We will never know in full, that is where divine intervention comes in.

One young lady, 9 year old Martha Payne, who just happens to be a Brownie in Scotland, has unknowingly started a worldwide sensation by writing a Blog, highlighting the quality and health efficiency of the plate of lunch she receives at school. Her act has been taken up by millions of Blog watchers and has resulted in an organization, 'Mary's Meals' being in a position to provide school feeding to many more school children in Africa and other parts of the world.

Have a look for yourself:- **Martha Payne blog** or **Mary's Meals web page** and marvel. Maybe your small gift could feed a child somewhere in Africa for a year.

# HELLO, I AM



When we think of the Scouts Brand we think of our logo. But a brand is more than just a logo. It's a lifestyle, a philosophy, a living entity with a personality, an identity and a soul.

**SCOUTS South Africa** is a movement of people who are all trying to create a better world. We have the same drive and commitment to live according to the Scout Laws and Principles. As Cubs, Scouts, Rovers and Adult leaders we are adventurous, love the outdoors, are environmentally conscious and care about animals and fellow Scouts. However, we are also individuals with our own unique styles, talents and desires. Some of us are introverts, others love chatting and are comfortable in big groups; some of us like spotting planes when others love hiking and discovering indigenous plant species. Some of us like wearing jeans and a t-shirt, others prefer a tracksuit. Some of us have a big vocabulary, others prefer using a simple and clear language, some speak one language, and others are multilingual. Some people have a sporty style, others a more bohemian outlook on life. In other words, even though we are all Scouts, we all have our own unique identity and personality. We have a name, a visual identity, a personality that defines how we speak and act and it helps us to relate, understand and connect to each other. As humans we read other people, we try and find a way to place them in our minds and hearts. Our appearance, identity and personalities are key in creating our relationships and building trust.

### **Branding more than just a logo**

This is the same for SCOUTS South Africa as a brand. As a brand we have a name 'SCOUTS South Africa'. We have a visual identity being the white circled rope knotted at the bottom that surrounds the white Fleur de Lis, or as B-P described it, "The arrowhead pointing the way on a compass", with two stars on its petals on a Purple background, or visa-versa. And then we are not talking just any purple, a specific purple that has been defined and decided upon worldwide with its own pantone and CMYK colours. But our visual identity doesn't end there. We also have our font that forms part of the way our printed and online communication looks. So Verdana 10/11 is added to the verbal look.

Within the identity of the SCOUTS South Africa brand there is also a personality. This encompasses amongst other things our style, vocabulary, tone of voice, actions and emotions. For example the words we use in

our communications and the images we use represent the personality of our brand. We are not people that pose and stay seated, we are active, adventurous, make a difference in the world and this should be represented in the images we show and the words we use to describe our actions. This is what we stand for in our branding.

### **Scouts who?**

Many of us have realised that people outside of the movement often misunderstand what SCOUTS South Africa is all about. People are confused about what we stand for. One of the reasons for this is the way we as a Movement have presented ourselves - our brand - to others. In order for people to gain clarity and understanding they need to be able to 'read' our identity and relate to our personality. If we want to be seen as the adventurous, innovative and awesome movement we really are, we need to realise that branding is more than just a logo. This in turn means that if we want people to understand what we are all about, it is very important that we stand united as a brand.

### **How do we stand together?**

Just like with international big brands like Coca Cola, Timberland, Nike and so on, we as SCOUTS South Africa have a brand manual with guidelines on how to be consistent and represent our movement correctly. We also have a contract with WOSM that gives SAHQ the right to reproduce and make the purple officially branded items for the country. This means that SAHQ owns the copyright here to use the SCOUTS trademarked identity and that there are some items that only SAHQ can make and others that all of you as members can produce and communicate. If we stick together as one brand and coordinate a unified approach we can open doors - and pockets - and help to grow and sustain the SCOUTS South Africa Movement for many years to come.

But, this involves changing habits and it cannot happen in one day, it will take time. If we can all take small steps towards achieving one unified brand, we can help the SCOUTS South Africa brand and Movement as a whole grow! Up next are three small steps we could start with to achieve a more unified brand.

### **Usage of the logo:**

When you use the SCOUTS logo, keep it round! Don't make it oval, that is not who we are.

When you use the logo, make sure it's on a white background, not on other colours because that's not who we are.

### **Usages of photographs:**

When you take pictures, instead of only having group shots, show action, show emotion and show adventure in the images. That is what we are all about!

When you show pictures/images please make sure they represent what Scouting stands for as a youthful, gender balanced, inclusive and peace loving organisation. That is what we are about!

When you use photo's make sure that the pictures always uphold the dignity of the child/adult represented in the picture.

### **Production of branded materials and T-shirts:**

When you produce materials and clothes like posters or t-shirts and are unsure of whether they are correctly branded, send an email to [pr@scouting.org.za](mailto:pr@scouting.org.za) or [info@scouting.org.za](mailto:info@scouting.org.za) so we can check with the brand manual for you. We are here to help. That is what Scouting is about after all!

When you want to produce clothing in the official SCOUTS SA purple and white colours with our WOSM logo, you have to get prior written consent from the CEO of SCOUTS South Africa. If you don't and go ahead without it, you are in fact breaking the law. And that is not what we are about!

It is evident that our uniforms, programmes, badges, casual wear and promotional items all add to this identity too. Our commitment and respect for each other and our world is testimony that the SCOUTS South Africa brand has a Soul! Let's start by taking the first step towards a united and consistent brand, then we are well on our way to re-introducing ourselves to the world as a brand, with a visual identity and an awesome personality!





### “HOW BIG IS YOUR WORLD”

On the 20th and 21st of October 2012 Scouts all over the globe will participate in online and on air jamborees! For the 55th time short amateur radio will be uniting international Scout Movement members through JOTA, while simultaneously for the 16th time people can meet each other online by participating in JOTI.

This year’s theme “How Big is Your World” challenges every Scout to consider being part the WOSM’s flagship “Messengers of Peace” initiative and make a difference in their own community. It also invites Scouts to reflect on how they can enlarge their own world by interacting with others using modern methods of communication.

To meet fellow brothers and sisters in Scouting over the weekend you can register on [www.jotajoti.org](http://www.jotajoti.org). For online participation registration you can email directly to the world Jota/Joti coordinators on [joti@scout.org](mailto:joti@scout.org). For more information you can also contact our National Jotajoti Coordinator on [dave@zs6mus.org.za](mailto:dave@zs6mus.org.za).

## NEW SCOUT CENTRE FOR MPUMALANGA

On the 1st of September Scouts in Mpumalanga officially opened their new state of the art Scout Centre in Nelspruit. The centre is the result of an ongoing partnership with Nangu Thina and the generous financial support from the German Umckaloabo Foundation.

The Scouts, who previously had their provincial offices on the farm of the former chairman Mr Dudley James, hosted a successful and joyous event to inaugurate their new home. The building has a spacious Scout hall, training classrooms, a kitchen, bedrooms, restrooms and offices. The bedrooms currently provide accommodation for the international volunteers from Germany.

The event was attended by Cubs, Scouts, Rovers and volunteers of the Mpumalanga Province as well as the Chief Scout Reverend Vukile Mehana, Olaf Schwabe the chairman of the Umckaloabo Foundation, board members of the Foundation, The German Vice Ambassador, Milly Siebrits the SCOUTS South Africa CEO, Mr Brian February the Chief Scout’s Commissioner and members of the national and international press.



## FUN WITH HONOUR AT THE KZN RALLY 2012

On the 15th of September over 1500 Cubs, Scouts, Rovers, Adult Leaders and parents gathered at the Ugu Sports & Leisure Centre in Port Shepstone to celebrate Scouting at its best. Despite the rain, the annual SCOUTS Rally was a hub of activity, skill, excitement and determination.

For the past months Cub Packs and Scout Troops throughout the province competed in district skill competitions. The winners of each district came together and showcased their talents and knowledge while competing to be the best of the



province! The various events included cooking a meal without using any utensils, first aid presentations, knowledge on HIV & AIDS Prevention, the values embedded in the Scout Law and Promise, their environment and national symbols. These trials were part of the advancement levels that are testimony of their growth in Scouting. We would like to thank the KZN Department of the Ministry of Education for funding this event and providing the children with valuable memories.

***B-P Said: “If it isn’t fun, it isn’t Scouting!”***

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be prepared....