



GOLDEN KEY SOUTHERN AFRICA
NEWSLETTER
2020
AT A GLANCE

LEADING FROM THE FRONT

Transforming our future, together

Benjamin Franklin, born in 1706, said: *"Change is the only constant in life. One's ability to adapt to those changes will determine your success in life"*.

As time goes by the world is inevitably changing and so is the nature of work, but the global pandemic has accelerated the process. Virtual work environments with digital platforms such as Cloud, Zoom, Google Hangouts, and Teams have quickly become a familiar way to interact and engage. The imminent arrival of a COVID-19 vaccine raises hope that our world might return to some semblance of normality soon. However, the trend of virtual work environments is expected to continue well into the next decade. We all agree that digital transformation strategies are long-overdue.

Organisational impact

Golden Key International Honour Society Southern Africa did not escape the impact of the pandemic, which accelerated the pace of global networking. With 49.7% of global households having access to a home computer, and 4.66 billion people having access to the internet, networking is now a truly global affair. In pursuit of our mission to enable members to develop leadership skills, support academic performance, and commit to community service, global connectivity contributed to our members' ability to connect across borders and professions. Golden Key also seized this opportunity to convert our services and interactions to virtual interactions such as the New Member Recognition Ceremony, the hosting of webinars (to ensure ongoing development of our members), and information webinars.

We expanded our partnerships to increase exclusive on-line benefits to all Golden Key members which enhance opportunities to develop business skills, soft and functional capabilities, or subject specific proficiencies that are essential to survive and thrive in their professional and personal lives. The partnerships products are specifically targeted to meet the professional education needs of Golden Key alumni members. It also dovetails with our vision of recognising academic excellence and providing tangible value to our members, advisors, and partners while making a positive impact on their lives and society. Read more about these partnerships in the newsletter.

As the world adapts to this new biome, the future of remote events enters a phase of unprecedented scale and disruption, the likes of which we have never seen before. The biggest advantage of all was the practice of social distancing without the isolation. Targets can still be achieved, studies can continue, and development will still happen.

However, it is the absence of physical interaction among people that might have the biggest impact on our lives as social human beings. The switch to remote working and learning does not seem to be detrimental to our members, but not being able to bring together a large group of people at a summit, to hug one another, to see a smile without a mask, to meet over coffee, and to socialise in public compel us to create safe and meaningful ways to share experiences.

Personal impact

It is our choice how we deal with change. We can resist it, we can spend a lot of energy to fight the non-negotiable or, alternatively, we can try to flee from reality, but for how long? Even trying to pause and observe as an outsider is not sustainable because life happens with or without us! Alternatively, we can adapt to the changes.

In conclusion, there are three kinds of people in life: those that participate, those that stand on the side; and those that are indifferent. Enjoyment of life has much to do with your participation. The choice is yours. May you dare to dance the tides.



Dr Elmie Castleman
Director
GKSA

2020 AT A GLANCE

Reflecting on 2020 leaves one speechless, momentarily. Where does one start? 2020 was inimitable, which is the synonym for *impossible to imitate* and *uniquely extraordinary*. In general, *inimitable* is most often used to describe an extremely positive event or situation, which is not exactly what comes to mind when one considers the events of 2020.

However, there are numerous positive outcomes from 2020 to reflect on. Messages of hope, kindness, caring, love, awareness, and support characterised GKSA members' comments – like a golden thread that tied us all together in difficult times. These messages reflected the positivity, warmth, and caring spirit of South Africans. Read Juanita Kapp's overview of the *Messages of Hope*.

The staff at the Golden Key South Africa national office and the members of various Chapter Executive Committees did not allow the strict lockdown regulations to steer them off course. They switched to a virtual environment and embraced the benefits of modern technology to get on with life.

Looking back at 2020, it is fitting to remember our adaptability, creativity, and resourcefulness in dealing with a global situation that stretches beyond our comprehension. At national and chapter level, virtual events included information sessions and welcome ceremonies. Webinars covering a wide range of topics and presentations by experts enabled members to continue nurturing their leadership skills and professional development. Stress management and mental awareness webinars added yet another dimension to our learning curve which have become essential tools to help us cope.

The success of these virtual activities paved the way for the GKSA 2021 Summit, *Virtual Goes Viral*, that is planned for **29 March to 1 April 2021**. The summit offers seven streams that support the overall mission and purpose of the Society. It will comprise presentations by experts and workshops on a virtual platform. [Read more about the Summit here.](#)



This newsletter provides a glimpse of the overall achievements of Golden Key South Africa in 2020. Peruse the infographics and browse the available links for more detail of particular news and activities.



***Link available when
you see this icon**

Support and Services from the National Office

During the lockdown, the GKSA staff moved their place of work to the safety of their homes while providing ongoing support and updates on GKSA activities to members and chapters using online platforms. They succeeded in overcoming administrative challenges and finding creative ways to maintain its management and oversight responsibilities.



2020 was also a productive year for at least one staff member, associate director Gillian Cloete, and husband Channon, whose daughter, Milah, was born on 23 September 2020. Although only a sleeping partner for now, little Milah will soon rule the roost in the Cloete household. **Congratulations to Mom and Dad.**

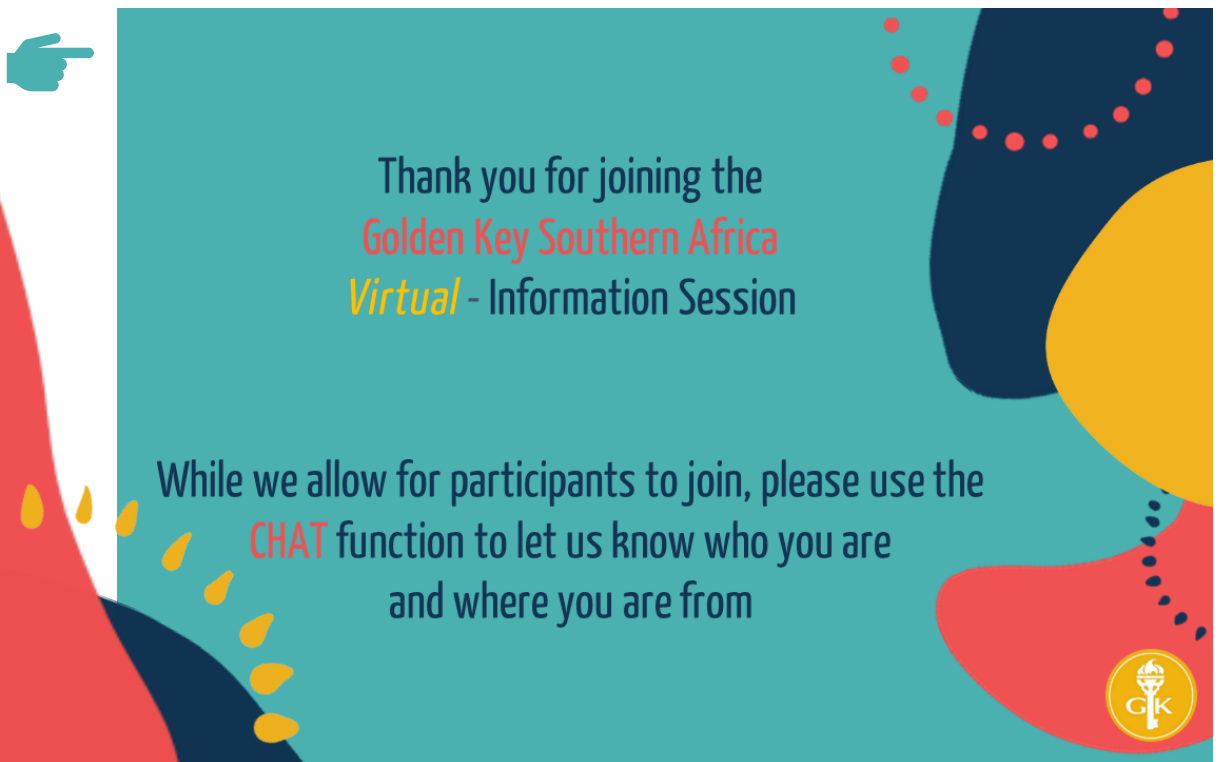


MEMBER ENGAGEMENT AND LIAISON

At Chapter level, physical events were the exception to the rule. Social distancing requirements forced everyone indoors to engage in virtual meetings to report back on chapter activities.



GKSA events and webinars went virtual and online information sessions became the order of the day. It created new opportunities for members to engage in a virtual space that eliminated the obvious obstacles such as distance, location, and time zones to participate. Well-known experts in their respective fields became more accessible to a wider audience.



Recorded 2021-02-10

DID YOU JOIN IN 2020?

REWATCH YOUR CEREMONY AND FIND YOUR NAME ON THE PROGRAMME

Official ceremonies welcoming new members, acknowledging honorary members, and chapter social events (i.e., Happy Hour) continued, albeit in a different format than previously.



Durban University of Technology

[Ceremony](#)

[Programme](#)



Nelson Mandela University

[Ceremony](#)

[Programme](#)



North-West University, Mafikeng

[Ceremony](#)

[Programme](#)



North-West University, Potchefstroom

[Ceremony](#) ([Surnames A-L](#))
([Surnames M-Z](#))

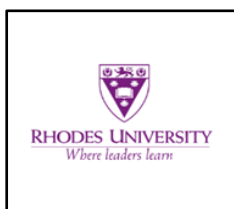
[Programme](#)



North-West University, Vanderbijlpark

[Ceremony](#)

[Programme](#)



Rhodes University

[Ceremony](#)

[Programme](#)



University of Cape Town

[Ceremony](#)

[Programme](#)



University of Johannesburg

[Ceremony](#)

[Programme](#)





University of KwaZulu-Natal

Ceremony [\(Surnames A-M\)](#)
[\(Surnames N-Z\)](#)

[Programme](#)



University of Pretoria

Ceremony [\(Surnames A-L\)](#)
[\(Surnames M-Z\)](#)

[Programme](#)



University of Stellenbosch

[Ceremony](#)

[Programme](#)



University of the Free State

Ceremony [\(Surnames A-L\)](#)
[\(Surnames M\)](#)
[\(Surname N-Z\)](#)

[Programme](#)



University of the Western Cape

[Ceremony](#)

[Programme](#)



University of the Witwatersrand

Ceremony [\(Surnames A-K\)](#)
[\(Surnames L-M\)](#)
[\(Surname N-Z\)](#)

[Programme](#)



Honorary Member Recognition Ceremony

[Ceremony](#)

[Programme](#)



Corporate partner webinars reached 3257 students and included topics such as workplace readiness, career opportunities, and life skills. These interactions were mutually beneficial to students (for the content) and to corporates (brand exposure). In a similar vein, Chapter Webinars reached 929 members with a variety of topics that focused on soft skills and leadership development. During 2020, our ability to adapt to a virtual environment, has proven that location and distance do not stand in the way of continuing professional development.

Click on Webinar to see a list of all the webinars that were hosted during Sept – Dec 2020



Some of the awesome speakers:



Nalinee Rughoo (HPCSA registered clinical Psychologist) – Serene health (Advanced Healthcare Solutions)

Theme: The benefits and importance of protecting your mental health.

Ms. Nalinee Rughoo is a HPCSA registered clinical Psychologist at Serene health “Advanced Healthcare Solutions”. She presents the benefits and importance of protecting your mental health in this wonderfully, insightful webinar.



Dr. Gustaaf Wolvaardt (MBCb, M. Med (Int), FCP (SA), AMP, BPGCHE) Managing Director

Theme: Time Management: The habit of putting things first.

Drawing on 30 years of personal experience with applying time management in various settings, Dr Gustaaf Wolvaardt will take you on a rapid journey through the evolution of time management and share with you essential time management tips including how time management has become an essential tool in supporting employees within a remote working environment.



Yogavelli Nambi – CEO of Allan Gray Orbis Foundation

Theme: Thriving in a pandemic – Professional and through leadership during the Covid-19 pandemic.

Invests in the education and development of individuals with entrepreneurial potential within Southern Africa.

Missed a Webinar

Watch the recording!



INTRODUCING: The Golden Key Academy

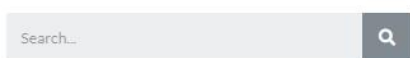
In response to lockdown restrictions worldwide, the Golden Key International Honour Society created the Golden Key Academy as a place for online learning to fill in some of the practical gaps in the university education. The Academy offers live weekly webinars and special events. Members can access a growing library of videos, webinar recordings, articles, e-books, and podcasts by Golden Key thought-leaders that cover topics on career development, workplace readiness, study skills, personal finance, and leadership.

Other than access on demand to the wide range of content, members can participate in the monthly GKA Ideas Club that is hosted by a GK thought leader that will lead a discussion on a different topic every month, supported by curated articles and videos. The monthly GKA Body + Soul events, offer yoga or meditation sessions run by experienced practitioners. In 2021, the Academy will launch the Golden Key Academy mentorship programme.

All Golden Key members receive a free subscription to the Golden Key Academy in 2020. A small monthly fee will be introduced in 2021.



[Click here](#) to join the Golden Key Academy.



Facilitating the needs of culturally diverse learners in online learning environments

In this webinar for Golden Key Academy, we explore a recent study that explains the various needs, challenges, and aspiration of culturally diverse learners. This talk is for educators, administrators, online students, and anyone who is involved in educating students in online learning environments.

Watch Video ▶



FPD Information Session

<https://fliphtml5.com/itgs/gtxt> FPDs academic programmes focus on management and professional development across Africa and has reached around 480 000 participants to ...

Watch Video ▶



Gustaaf Wolvaardt



New Motivation Academy – Stress Management Series – Part 4

In this final session of our Stress Management series, we draw conclusions and answer questions.

Watch Video ▶



Neo Moselane



New Motivation Academy – Stress Management Series – Part 3

In this session, the third in our four part series, we focus on strategies that students can use for preventing or avoiding stress.

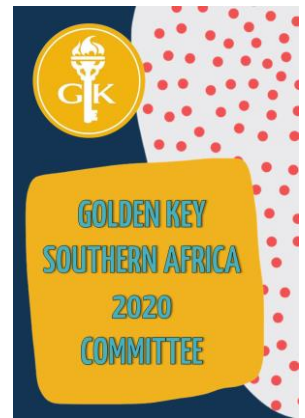
Watch Video ▶



CHAPTER AFFAIRS

Chapter Committees

Chapter committees did sterling work during 2020. Members were forced out of their comfort zones in more ways than one could have ever imagined. GKSA thanks the outgoing members for their commitment and tenacity to elevate student morale through motivational posts and webinars. They certainly set an example for the new incumbents whose turn it will be to apply their skills, share their knowledge, and assisting each other in 2021. The new chapter committee members are encouraged to use this opportunity for individual growth, and constructive collaboration.



Chapter Standings

Twelve out of 15 Chapters were awarded Gold Standard, which is a slight improvement over 2019, when ten Chapters achieved Gold Standard. Gold Standard is awarded to chapters that meet the required number of events or hours, and lives touched for activities such as personal development, professional development, campus awareness, and community service. Chapters that fail to meet all requirements, receive silver standing, and those chapters that do not submit their reports or events will be given bronze or non-compliant status.



CHAPTER PERFORMANCE AWARDS

Community Service – # Events

1st Place: UNW-M & UPRE

2nd Place: UFS & UKZN

3rd Place: USTEL

Community Service – Hours

1st Place: UNW-M

2nd Place: UWC

3rd Place: UNW-V

Community Service – Lives Touched

1st Place: UPRE

2nd Place: UNW-M

3rd Place: UNW-P

Fundraising – Funds Raised

1st Place: UJHB

2nd Place: DUT

3rd Place: USTEL



Campus Awareness Days – # Events

1st Place: UNW-M

2nd Place: UCAPE

3rd Place: UPRE

Membership Drive – %

1st Place: UCAPE

2nd Place: DUT

3rd Place: UNW-V

Professional Development – # Events

1st Place: UNW-M

2nd Place: UFS & UKZN

3rd Place: UNW-V & UWW & UWC

Personal Development – # Events

1st Place: UNW-M

2nd Place: UFS

3rd Place: UWC



MESSAGES OF HOPE

Video, voice, and text messages of hope and inspiration, tips and advice from fellow members were a refreshing initiative during 2020 as members shared their experiences and encourage others. *Juanita Kapp* shares the reason behind these messages. GKSA will expand on this initiative in 2021.

The Covid-19 pandemic truly dealt global society a heavy blow.

Walt Disney once said *"All the adversity I've had in my life, all my troubles and obstacles, have strengthened me. You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you."*

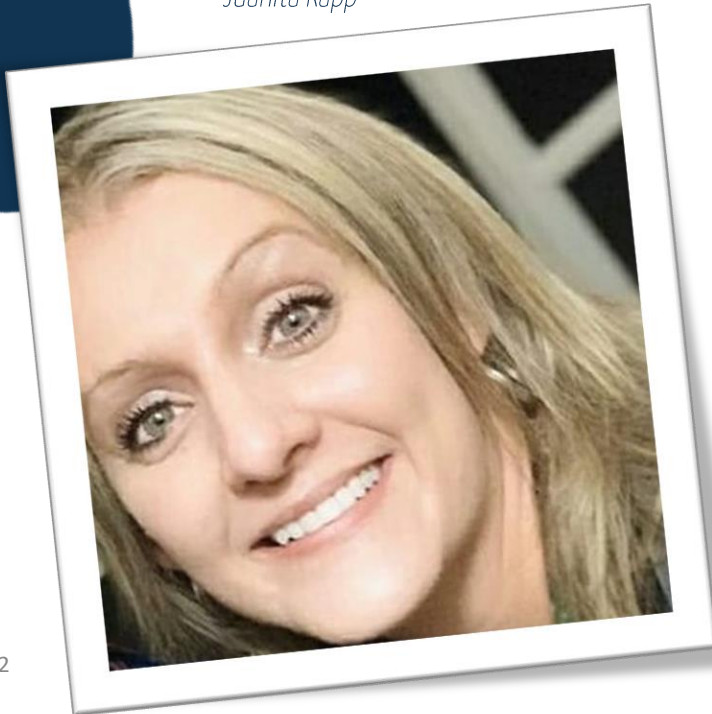
Yet, although we faced danger and adversity, Golden Key as an Honour Society and a beacon of hope decided that we would rise above the challenges that the "new normal" introduced. Abraham Lincoln's words *"Whatever you are, try to be a good one"* still resounds in the hearts of all of us. As students - be it graduates, post-graduates, or alumni - we come from various backgrounds and study fields, yet one purpose unites us namely, to be the best version of ourselves.

History has taught us that time waits for no one. Therefore, the GK team decided to call on Golden Key members to send their messages about #Copingwithcorona and #MessageofHope. Through these wonderful and uplifting messages GK members were able to encourage each other with their unique perspectives and reach out to others during this strange time.

Here we all are in 2021: We made it! We want to take this time to thank all the GK members that participated in this venture of #Copingwithcorona and #MessageofHope. Together as the GK family we will move onward in the power of unity.

May you be sincerely blessed this year!

Juanita Kapp



MEMBER BENEFITS 2020

GKSA successfully negotiated partnerships agreements with various corporate companies that provide benefits to members. For a joining fee of R750, a member is immediately eligible for benefits valued at R 16 360 per member, which include:

- Opportunities to make a difference in society with Do More Foundation
- Free Counselling through Puzzle of my Life
- Free HFM Talentindex Talent GO assessment
- FPD management short course packages at discounted rates
- Discounted rates on Isabella Garcia products



The total value of member benefits for 2020

R 27 003 195.00

Total Value of Tangible Benefits
2020

Average Spend Per Category Per Person 2020



Total Value Per Category



**International
Travel Grants**
R 250 000



Scholarships
R 176 900



Online Benefits
R 25 896 440



**National Travel
Grants**
R 0



Competitions
R 55 080



**Membership
Assistance**
R 529 687,50

We Care Project funds joining fees

In November 2020, GKSA became acutely aware of the devastating impact that Covid lockdown restrictions had on the day to-day survival of many students that could no longer earn an income from part-time employment to fund their expenses. Annually, about 2000 students are eligible to join GKSA for a once-off fee of R750, which gives them access to benefits exceeding R25000.

In November 2020, GKSA director, Elmie Castleman, realised that many eligible students simply could not afford the R750 joining fee and would miss out on both the leadership development opportunities and the tangible benefits that Golden Key membership provides. "Shortly before Christmas, we reached out to our sponsors and alumni and asked their help to fund the joining fees of those deserving students that simply could not afford the fee. We had a wonderful, heart-warming response from 81 members that donated towards our #WeCare project to sponsor 120 members' joining fee."

GKSA will keep this project alive in 2021 and again reach out to our GKSA community for joining fee sponsorship. Anyone that wishes to contribute to the #WeCare project, can enquire with ecastleman@goldenkey.org

AWARDS AND ACHIEVEMENTS



GKSA members shine in Grad Star awards

In 2020, 44 of the 100 Grad Star Award recipients were Golden Key members. The Grad Star programme recognises the Top 100 university students across South Africa and connect them with potential employers and business mentors.

Awards

Natasha Kitchin won the 2020 Research Grant valued at \$2000 USD. She is doing her PhD in Neuropsychiatric Genetics, which investigates the role that the maternal and infant gut microbiome play in Fetal Alcohol Spectrum Disorders (FASD). Natasha will be attending the 2021 International Microbiome Consortium Congress in Barcelona, Spain where she will network with other scientists in the field of microbiome research.



Ulemu Makolija, a BA Accounting student at Rhodes University, won the Undergraduate Achievement Award valued at \$5000 USD. Ulemu is from a small town in Malawi. This award means the world to her, and she hopes to inspire other young women from her town and her country to enter the finance sector

Ubuntu Scholarship Winners 2020

The 2020 winners of the Ubuntu Scholarships are:
Obriel Maposa from Northwest University Mafikeng won the first prize of R30 000
Benita Benza from Rhodes University received the second prize of R20 000
Danyca Breedt University of Stellenbosch received the third prize of R10 000

A celebratory graphic for the 2020 Ubuntu Scholarship winners. It features three circular portraits of the winners: Bennita Benza (2nd place), Obriel Maposa (1st place), and Danyca Breedt (3rd place). Each portrait is accompanied by a trophy icon and their name. The background is dark with fireworks. Text on the left says 'Our members cast their vote and the winners are...' and text on the right says 'CONGRATULATIONS TO OUR GOLDEN KEY SA UBUNTU SCHOLARSHIP WINNERS!!!'. A Golden Key logo is in the bottom right corner.

Our members cast their vote and the winners are...

Bennita Benza

Obriel Maposa

Danyca Breedt

CONGRATULATIONS TO OUR GOLDEN KEY SA UBUNTU SCHOLARSHIP WINNERS!!!

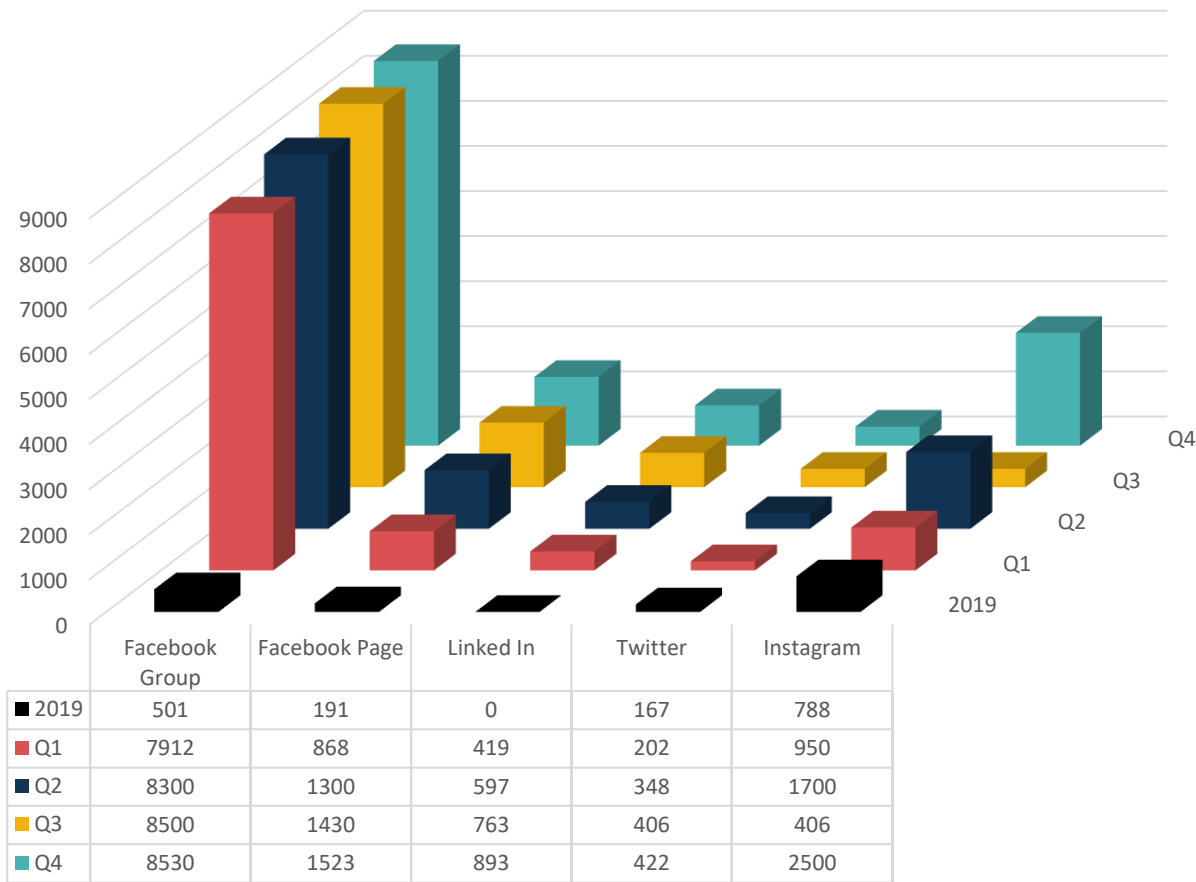
ALL 2020 COMPETITION WINNERS ➡

GKSA AND THE MEDIA

Social Media Tracking

Social media activities by GKSA chapters and members increased steadily during 2020. Activity on Facebook Page and Instagram increased significantly since Q2, which coincides with the introduction of Covid-19 lockdown.

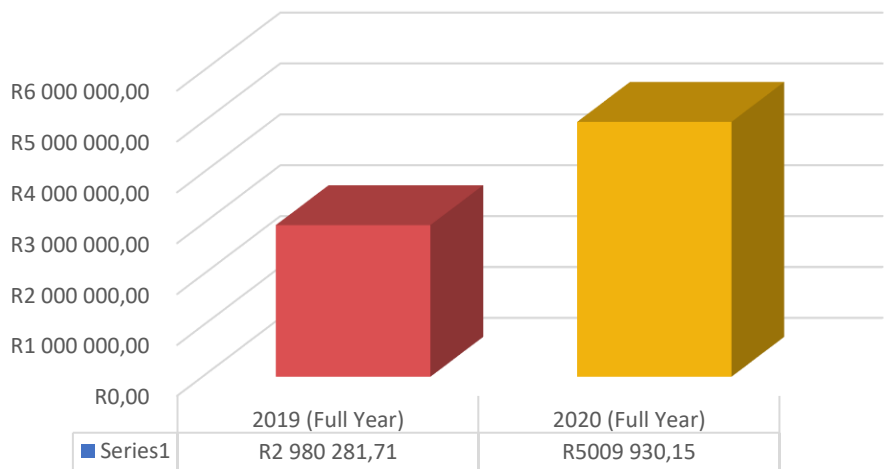
Social Media Growth



Print Media Value Tracking

Media coverage of the activities and achievements of Golden Key members and the chapters contributes to the marketing and awareness of GKSA. All the news reports and feature articles are included in weekly reports that members can access

Print Media Tracking



CORPORATE PARTNERS

GKSA has 22 corporate partners through which members can enjoy benefits ranging from professional development; community-based initiatives; lifestyle products; coaching and career guidance; and financial services.



Genius Premium Tuition:

Genius Premium Tuition offers private tuition with a tutor for all listed IEB, Cambridge and IEB subjects.



Teach me 2:

Teach Me 2 has recruited SA's best tutors since 2007. Their tutors travel to you and fit in with your schedule.



Boston Consulting Group:

Boston Consulting Group (BCG) is a global management consulting firm.



Nedbank:

Nedbank offers bank accounts, loans, credit cards, savings and investment accounts, or financing for your business.



Singular:

Singular Systems is an excellent provider of software development services and solutions.



Newsclip Media Monitoring:

Newsclip is a proudly South African brand tracking company built on 35 years of technological innovation.

PwC:

PwC provides industry-focused assurance, advisory and tax services to public, private and government clients in all markets.



Rhodes Trust:

The Scholars Fund. Every element of the Rhodes Scholar experience is strengthened by The Scholars Fund. Your generosity and financial support create valuable opportunities and provide immediate impact for Scholars in Oxford and beyond. Give to strengthen and celebrate your Rhodes community.



QS:

QS develops and successfully implements methods of comparative data collection and analysis used to highlight institutions' strengths. QS World University Rankings® are now the most established research project operated by the company.



Allan Gray:

Allan Gray is Africa's largest privately owned investment management company focused on generating long-term wealth for investors



Puzzle of my Life:

Puzzle of My Life is offering FREE counselling and support to Golden Key SA members affected financially or mentally by the pandemic. Puzzle of my life Online Counselling is a safe space where people connect with a team of licensed Psychologists and Counsellors in specialised areas of psychotherapy on a secure online platform to receive text-based therapy.



HFM:

HFMtalentindex helps you focus on the individual and collective talent of your workforce. They do this through online assessments. They offer Golden Key SA Members a Free Talent60 Assessment.



ISABELLA GARCIA
INTERNATIONAL

Isabella Garcia:

Isabella Garcia is an international cosmetics house that has a primary focus to make people the most confident they can be. They offer GK members an exclusive discount on their product ranges.



Foundation for professional Development:

The foundation for professional Development is a registered private higher education institution (registered in terms of Section 54(1)(c)) and is a group company of The South African Medical Association (SAMA)



Do More Foundation:

The DO MORE FOUNDATION is a community service foundation partnered with Golden Key Southern Africa, helping drive community-based initiatives in two of its three key thrusts: Nourishing People and Enriching Communities.



Vat IT

VAT IT SA is part of the global VAT IT group which is one of the leading Value-Added Tax ("VAT") reclaim companies in the world. VAT IT offers reclaim services to over 13 000 companies in 117 countries globally which include some of the major international banks, mining groups, telecommunication providers, manufacturing, major public entities, insurance groups and various listed companies



UCT Business School:

The University of Cape Town Graduate School of Business, one of just three triple-crowned business schools in Africa.



Worldsview:

WorldsView Technologies seeks to be the preferred distribution choice for global technology brands in the make-build arena looking for access to African markets, and for African resellers looking for access to exciting, profitable business opportunities.



Student Village:

Student Village has over 18 years of experience connecting brands and students. They help brands understand students by immersing them on campus and uncovering youth insights to truly GET this enigmatic market.



Houss:

Houss Rentals has an impressive portfolio of freestanding houses and apartments in sought-after areas like Waterfall Estates and Midrand as a whole.



Surreal:

Aims to provide prospective MBA students with all the information that they need to make educated and informed decisions.



Cipla:

Cipla is one of the largest generic manufacturers in Asia, with research, development and manufacturing facilities worldwide. Affordable Quality Medicines All South Africans should have access to world class, affordable pharmaceutical medicines which is why we produce medicines of superior quality.



STAY CONNECTED TO GOLDEN KEY SA

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TWITTER: @GoldenKey_SA

INSTAGRAM: @goldenkeysouthernafrica

LINKEDIN: Golden Key Southern Africa

#YesGK #GKA #LifeLongJourney