

THE IMPACT OF NON-TECHNICAL ISSUES ON THE DEVELOPMENT & IMPLEMENTATION OF MONITORING PROGRAMMES

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The State of S&T in SA

- S&T indicators have not consistently been updated in a consolidated, reliable, or valid way.
- The potential human capacity for S&T in South Africa is a cause for concern. The population that produces research results is ageing & number of enrolments for mathematics and science at school and at tertiary education institutions remains disturbingly low.

The State of S&T in SA

- Expenditure on R&D is low, compared with the 'ideal' minimum of one per cent of GDP: in 2000, gross domestic expenditure on R&D as a percentage of GDP stood at 0.64.
- Scientific output since the mid-1990s shows a small decline.

The State of S&T in SA

- South Africa's comparative technological achievement places it in the category of 'dynamic adopters', as distinct from a country like Australia, which is classified as a 'leader'.
- The overall research output of women accounted for 17% of the total, whites were responsible for some 92%, and the output of the age cohort 30 – 49 dropped from 77% in 1990 to 45% in 1998.

Presentation Objective

To suggest additional considerations in the development and implementation of monitoring programmes

WHY?

- Monitoring programmes have not been successful.
- Water quality monitoring not relevant to SA challenges?
- Water quality monitoring not a priority? There are other pressing matters in SA.

WHY?

- Lack of understanding of what water quality monitoring is.
- No commitment to water quality monitoring.
- Perhaps we trying to do everything for everyone.

WHAT DO WE NEED TO DO?

- Understanding of the operational environment.
- Understanding of the value adding proposition.
- Understand the needs of the people we want to help.



WHAT DO WE NEED TO DO?

- Targeting the right people.
- Differentiate our services.
- Place, Communication, Price, Processes.



Business Approach

- Market identification
- Identify opportunities and market's needs
- Market segmentation
- Market targeting
- Market positioning
- Marketing Mix



Positioning

- Need analysis
- Internal analysis
- Competitors analysis

Need analysis

- Stakeholders' needs
- Distinguish between real, stated, unstated & delight needs of beneficiaries



Competitors Analysis

- What are their strengths and weaknesses?
- Are there weaknesses that can be exploited?
- What are the differences between our products' features and competition's?
- In what media vehicles do they promote their products or services?
- What is their overall goal?



Internal Analysis

- Skills and expertise
- Assets-human, physical and organizational
- Alliances and co-operatives
- Strong balance sheet
- Cost structure

Macro-environment Analysis

- Poverty and wealth inequalities.
- Access to basic services by all South Africans.
- Environmental sustainability.
- Unemployment rate.
- Sustainable high growth rates.



Recommendations

- Conduct a macro-environment analysis.
- Understand the needs of your target market.
- Develop products that will satisfy these needs.
- Understand the internal situation.
- Conduct a competitors analysis.

QUESTIONS?

