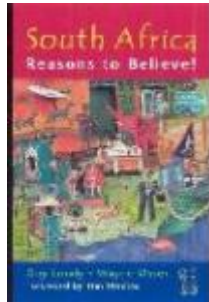


## South Africa:

### Reasons to Believe!

*By Guy Lundy and Wayne Visser (Aardvark Press, 2003)*



### ~ 3 REKINDLING THE FIRE WITHIN ~

#### **Harnessing the power of perception**

##### *The time for whingeing is over*

"Smile and the world smiles with you; cry and you cry alone." We would do well to heed the wisdom of this proverb and apply it to our South African situation. The image we project, as individuals or as a country, shapes others' perception of us, and in turn their confidence in our own potential and prospects for the future. You don't have to be a sports psychologist to know that self-belief is an essential ingredient in achieving success. And the same is true off the playing field; in fact, in every sphere of life. Why do you suppose companies spend billions on marketing and advertising? They know that building confidence in their brands and creating positive associations with their products is a prerequisite for achieving good sales.

It all comes down to image. And unfortunately for us, there is still a widespread negative image of our country internationally. People generally associate South Africa with its oppressive history, and of course a very limited set of other traits - especially crime, diamonds, gold, wild animals, and being far away from everywhere else - and that's about it.

South Africans abroad do very little to change these perceptions of the country, and in fact many of them go out of their way to entrench the stereotypes of rampant crime, racial discord and an inept government. No doubt, this is one way in which they rationalise the decision they took to leave South Africa in the first place. It is a way to appease any residue of guilty conscience that they may feel for giving up on the country. Marketing academics would call this "post-sales cognitive dissonance", the process of seeking to confirm that you have made the right buying choice. But it really is a great shame, and it certainly doesn't help any of us back in South Africa.

As Peter Hain, born in Nairobi, raised in Pretoria and, until recently, Britain's Minister for Africa says, "This country has so much to offer all its citizens. More should trumpet the country's successful transformation from a pariah state to a stable, prosperous democracy respected globally for its progressive constitution, its underlying wealth and natural assets and the talent of its people. South Africans who travel abroad, whether on business, or for employment, need to spread the word and stop whingeing."

Nelson Mandela is reputed to have said that you aren't doing anyone any favours by being less than you can be – by not achieving your own highest potential. He should know! He has single-handedly done more to re-position perceptions about South Africa around the globe than anyone or anything else. Fortunately, others are starting to follow his powerful example. In fact, we are on the cusp of a revolution in perceptions about this amazing country of ours.

If you are not yet convinced, you should be by the end of this chapter. We describe how several initiatives – like National Be Positive Day, the Circle of Sunshine, Proudly South African and Brand South Africa – are systematically working at re-branding South Africa. These campaigns are taking some of the best marketing talents in the world, combined with the lessons of some of the most successful countries and companies, to systematically turn the tide on public perception. Throw in the power of national symbols of pride like the flag and national anthem and it becomes clear that our feet are set on a positive path towards the future.

### ***Lessons from the Wizards of Oz***

Before we contemplate our own navel, though, let's look briefly at how another country, very similar in many ways to our own, has managed to re-brand itself. Before the mid-1980s, Australia was considered nowhere in the world of 'cool'. At best, it was the brunt of wicked jokes – a society of convicts turned sheep-loving farmers, living in a barren wasteland called the Outback, with a bad case of inbreeding and an accent from hell. It was regarded in much the same way as Canada still is – somewhere that everyone knows is out there, but that is too dull or distant to actually find out more about, let alone visit.

Today, Australia is a 'cool' place. Everyone knows that Nicole Kidman, Russell Crowe, Kylie Mynogue and Elle MacPherson are Australians, and they actually play on the fact because it adds to their appeal. It's hip to be an Ozzie. So what happened? Who would have believed that a zany, tongue-in-cheek comedy 'flick' called *Crocodile Dundee*, starring Paul Hogan, would turn it all around? Strange, but true! No matter how unrealistic or skewed a vision of Australia *Crocodile Dundee* gave to foreigners, it put the country on the map and made it tremendously interesting. When this success was followed up by other movies like *Muriel's Wedding*, *Priscilla: Queen of the Desert*, *Strictly Ballroom* and *Shine*, the world was hooked. People began to flock to Australia on holiday and Fosters beer became a household name in every corner pub of the world. It was irrelevant that Australians themselves hardly drink Fosters – the West was thirsty for something refreshingly different ... and Australia was it!

The Australian government had no hesitation in riding on the wave of Australia fever. Suddenly, there were all sorts of programs in place to punt the country's image – tourism promotion, export incentives, sports development, you name it. Needless to say, their investment paid off handsomely. Having pumped loads of cash into nurturing promising young athletes, very soon they were winning tournaments and medals in just about every sport out there (they even won gold in speed skating at the recent Winter Olympics in Salt Lake City, which is not bad for a desert country!). This image-building bonanza culminated in Sydney being awarded the 2000 Summer Olympic Games, which they milked for all it was worth to promote the country even further.

Today Australia is still surfing on the crest of its international popularity. Australian soaps like *Neighbours* and *Home & Away* that are broadcast in the UK tease and tempt the weather-dampened English with flashes of a happy, healthy and sunny lifestyle – not very different, we might add, from the sun-kissed lifestyle that many South Africans enjoy. Australian wines are growing in popularity. Programs like the American reality television series, *Survivor*, have taken the Outback into lounges all over the world. And UK

comedians Billy Connolly and Ben Elton promote the country at every turn (not only is it an endless source of joke material, but both their wives are Australian).

As much as it may irk us, we have to admit that the Australians deserve their success. They have worked hard to make their mark on the world map, not only in the arts but also in economic terms. An example which is very close to the bone for us (maybe too close for comfort) is that Australia is the world's largest exporter of Proteas. Now, although Proteas are also indigenous to Australia, they are integrally associated with South Africa's national identity (they are our national flower, for goodness sake!). South Africans should be incensed by Australia's dominance and it should be a mission of national pride to turn the tables on this one.

Flowers aside, the point we are trying to make is that the Australians have become masters at marketing themselves, and South Africans need to learn a few of their valuable lessons. The building of the Australian brand has gone a very long way to making it far easier for Australians to compete. Most importantly, they don't have that perception barrier to overcome. They believe in themselves, they take pride in their unique culture and they are not afraid (even with their funny accent) to shout it from the rooftops. Soon, we believe, South Africans will be doing the same.

### ***Making South Africa Cool***

In South Africa we may not have Crocodile Dundee, but we do have our own version of an international star – a popular, charming, larger-than-life hero. His name is Nelson Mandela. In the past decade, Mandela has raised South Africa's international profile immeasurably. For example, when one of us (Guy) was an exchange student in the USA in 1988, most Americans did not even know that South Africa was a country. There were constant stupid questions, like: "What country in South Africa?" and "Do you live in a hut?" In 2002, a mere 14 years later, almost everyone knows something about South Africa, and it is mostly thanks to our super-cool grandfather, Madiba.

Mandela is the symbolic leader of a phenomenon that is sweeping the globe right now, which some are calling 'Chic Afrique', or 'African Cool'. We can't say for sure that Mandela was the catalyst of this new trend, but the fact is that African style is suddenly causing quite a stir on the catwalks and in the designer studios of the world. For some years already, African supermodels like Iman and Naomi Campbell have been considered the ultimate in mystical chic. More recently, well-known clothing company and trendsetter Diesel dedicated one of its recent collections to the concept of 'Le Chic Afreak'. Hermès, French luxury goods retailer, also dedicated one of its recent annual themes to 'The Year of Africa'.

Likewise, images of Africa are creeping into the world of interior design. Many of these take their inspiration from South Africa's game lodges and bush camps that offer the very best of bush décor and design, as Sharna and Daryl Balfour's book titled *Simply Safari* illustrates. "The emerging architecture and interiors," they observe, "reflect a style of living that is uncomplicated and relaxed, and elemental in its approach to colour, patterns and textures, evoking the character and essence of Africa." Stephen Falcke's Afro chic makeover of Johannesburg's ultra-luxurious Saxon Hotel is typical of this new craze, winning him the Interior Designer of the Year Award from Queen Elizabeth II as recognition of his abilities. These trends are important, because, like Crocodile Dundee did for Australia, they are helping to reshape the image of our continent and, in turn, popular perceptions of South Africa.

Africa's appeal is growing and we need to grab this opportunity with both hands, like the Australians did back in the mid-1980s. Perhaps we should also be looking at the movie

business to help put us on the map. What if the next James Bond movie were set in South Africa?... Imagine Pearce Brosnan's James Bond swooping down from Table Mountain in a paraglider to save the damsel in distress, our very own South African Hollywood superstar, Charlize Theron as she swings helplessly from the cable car at the mercy of Anthony Hopkins' evil, diamond-smuggling, criminal mastermind. They get blown off course and land in the blue ocean, miraculously picked up by a luxury powerboat driven by 007's sidekick, Will Smith. There follows a car chase along Chapmans Peak in Bond's (made in South Africa) BMW 3-series, nail-biting rock-climbing in the Drakensberg, dune buggies racing across the Kalahari, high-powered meetings in a Sandton skyscraper, and finally Amarula liqueurs at the Waterfront. You catch the drift, we're sure.

If the scriptwriters exercised their imaginations and put their Hollywood contacts to work, the possibilities offered by South Africa are endless. We already have a booming film industry in Cape Town, world-class directors like Anant Singh and international best-selling authors like Wilbur Smith. Someone needs to jump on the Chic Afrique wave and tell Hollywood what we have to offer, because we're sure the vast majority of them don't have a clue. But as colourful as this scenario may be, South Africa is not relying on movie magic or waiting around for 'the big one' to gain international recognition and spark off the perception revolution we so desperately need. Rather, we are taking the buffalo by the horns, through a number of exciting initiatives.

### **Taking the message to the people**

#### ***Circle of Sunshine***

South African expatriates and friends of South Africa living abroad are among the best placed to influence perceptions about the country. Recognising this, South African Tourism launched the Circle of Sunshine in November 2000 at the World Travel Market in London. This was the first in a series of roll-outs throughout the world, from Germany, Britain, France and the Netherlands, to Italy, Switzerland, Austria, Canada, Australia, India and Hong Kong. At each country launch, guests were invited to represent their commitment by adding a bead to a large, hand crafted circular representation of the South African flag, which is the logo for the Circle of Sunshine.

The concept is deceptively simple, yet effective. If you feel positive about South Africa and want to play a part in promoting the country, especially as a tourist destination, you sign up to become a Sunshine Ambassador. South African Tourism then feeds you with pertinent information about South Africa – newsletters, South African products available in foreign countries, events of interest and chat clubs.

At the launch of the Circle of Sunshine in Germany, Ahmed Kathrada, Chairperson of the Robben Island Museum Council, emphasised the importance of 'spreading the word' about the tourism wealth of the country. "If we can mobilise this great community of friends of South Africa to influence their friends and colleagues," said Kathrada, "it will have a tremendous impact on our economy. This vast network of ambassadors can become pivotal in the development and growth of our country's vitally important tourism industry." Research shows that about one quarter of Germans visiting South Africa are visiting friends and relatives. If each of these people encouraged one of their friends in Germany to visit South Africa, the impact on our inbound tourism could be massive. Germany is already one of our biggest source markets for tourism, and initiatives like the Circle of Sunshine can build on that success.

Of course, you don't have to be living abroad to join the Circle. Today, the network includes our very own official Minister of Sunshine, Archbishop Desmond Tutu, and some of South Africa's most influential and respected citizens – people like former Springbok rugby

captain, François Pienaar, and TV presenters Basetsana Kumalo, Dali Tambo and Felicia Mabuza-Suttle. According to South African Tourism, the Circle of Sunshine has caught everyone's imagination. François Pienaar is not surprised. "South Africa is a remarkable country with remarkable people," he reflects. "It is a wonderful country, one with a tourism wealth that few others can rival." That's the spirit!

### ***National Be Positive Day***

By 2001, a handful of brave individuals realised that encouraging expats to be positive about South Africa's tourism wonders was not going to be enough on its own. Increasingly, the negative attitudes of South Africans at home were threatening to neutralise all the best efforts of those trying to make a constructive difference. That's when author Stephanie Vermeulen and journalist Sue Grant-Marshall dreamed up the idea of a National Be Positive Day. It was a crazy idea, but they decided to give it a whirl anyway. And, surprise, surprise, the overwhelming response was ... well ... positive! One of the organisers, Amanda Cunningham, summarised the initiative as "a call for a ceasefire on whining ... before we finally drown in our own bad attitude."

Most of the media and the public got the point too. On 2 November 2001, our first National Be Positive Day, South Africans had the rare privilege of reading positive news. (The journalists must have had to work much harder that day, since negative news is always easier to find and report on, no matter what country you're in.) Suddenly, there were articles acknowledging that our government was delivering remarkable results in economic policy, international trade, delivery of basic services, and yes, even tackling crime. There were also numerous stories of courageous individuals who are making a real difference to the lives of fellow South Africans, energised by their commitment to upliftment of the country. These were not achievements or people that had suddenly appeared overnight. But, for once, they were being recognised in our national media.

The campaign even attracted the attention of President Mbeki. In an article entitled 'South Africans have reason to be positive', Mbeki said: "I commend this Day and what it seeks to achieve to all our people. To be positive means to enjoy the rare gift of hope. It means confidence that tomorrow will be better than today. It indicates the possibility to see further than one's nose and therefore further than today's problems, and thus to see into the promise of the future. It signifies the commitment of the positive person to contribute to making tomorrow a better day both for himself or herself and for all our communities. Our country has great need of such people."

### ***Proudly South African***

The first National Be Positive Day was significant for another reason as well. Just a month earlier, the Proudly South African campaign had been launched as a concrete outcome of the 1998 Presidential Jobs Summit where the idea was first mooted. Bringing the idea to fruition was the responsibility of the National Economic Development and Labour Council (Nedlac), supported by organised business, labour, government and the community.

The campaign aims to promote those South African companies, products and services which are substantially helping to build our economy, and which are socially responsible. The eye-catching Proudly South African logo gives the consumer who wants to support the campaign a way to identify these companies and products. Companies who wish to use the logo must meet the following criteria: local content (at least 50 percent of the cost of production must be borne in South Africa), quality (the company or product must meet high quality standards), commitment to fair labour standards, and sound environmental practices. In addition to being allowed to associate the logo with their products or services,

member companies also enjoy the benefit of a R30 million media campaign that has been earmarked to promote the Proudly South African brand.

Kevin Wakeford, CEO of the SA Chamber of Business, sums up the basic concept of the campaign as follows: "Combining a badge of origin with a quality endorsement, we can give companies a competitive edge here and overseas." The campaign also has the backing of other heavyweights. President Mbeki sees the campaign as "vital for our economic growth". Willie Madisha, President of national labour union COSATU, wants workers "not only to be proud South Africans, but also to play a leading role in this campaign." And Khulu Mbongo, Secretary General of the SA Youth Council, believes Proudly South African will be "helping to shape young people's purchasing patterns in the years to come."

The concept behind Proudly South African was neither new nor unique, having been successfully implemented in other countries like Australia, India, Italy, Malaysia, New Zealand, Thailand and the USA. In Australia, for example, 95% of consumers recognise the 'Australian Made' campaign brand and 92% say it influences their buying decisions. Products carrying the campaign logo now represent the equivalent of over R25 billion.

Despite the precedent set by these other countries, Nedlac still did their homework first before launching Proudly South African. Specially commissioned research showed that 92% of South Africans believe that South Africa needs a campaign to promote consumers and companies' sourcing their goods locally. The research showed further that 77% of people already make some effort to seek out South African goods on the shelf. Of all the criteria that would encourage them to buy a locally made product, good quality and contributing to the economic upliftment of the country were the most motivating. Research by the University of Cape Town also indicated that every R1 million spent on local products instead of the import bought previously will create a minimum of between 5 and 30 jobs, depending on the industry.

So the results reflected in favour of going ahead with the campaign. The next step was to recruit Martin Feinstein, a dynamic force in media and marketing, to run the campaign, as well as to secure the overarching support of radio and television presenter, Tim Modise, as chairman. "Now every South African can be a nation-builder," claims Modise. "As South Africans, we often forget how innovative, entrepreneurial and competitive we can be. We need to find a new sense of pride in who we are and what we can achieve. With the Proudly South African campaign, companies can identify themselves as such for everyone to see."

By September 2002, less than a year after launching, Proudly South African had more than 300 members, including founding sponsors Old Mutual, Eskom, South African Airways and Telkom. In addition, more than 140 Proudly South African consumer products were listed on the campaign's website ([www.proudlysa.co.za](http://www.proudlysa.co.za)). Why not check them out and make your money make a difference?

### ***Brand South Africa***

In 2001, Yvonne Johnston was 'called up for duty' by the President's office. She was recognised as a talented strategic marketer and had held directorships in some of South Africa's most influential ad agencies. She'd been voted the country's top media director, chaired the Media Directors Circle, and been a judge for all the country's top press awards. Little did she know that a mind-blowing challenge and opportunity was about to be offered to her – becoming CEO of the International Marketing Council of South Africa (IMC). The IMC is charged with branding the country as the most attractive nation in the world.

Niall FitzGerald, global Chairman of Unilever, which is recognised as a leader in fast-moving consumer goods, gave his company's strategic brand marketing model to President Mbeki to help the IMC develop South Africa as a brand. Niall, who lived in South Africa for a while earlier in his career, has a strong belief in the future of South Africa, and he further displayed his commitment by seconding one of his expert marketers to the IMC. Lead by this world class branding team, extensive market research was commissioned to find out what people's hopes and fears for South Africa really are. This included a thousand interviews with grassroots South Africans and hundreds more with local and international business executives and tourists. A number of positive themes emerged, around which South Africa's national brand will be built. They are:

- (1) Forging the better way - South Africa has forged ahead facing obstacles, challenges and adversity along the way. Through it all, South Africa has continued to press on because it is a land rich in its people and rich in its resources. So South Africa has come to make its own path - a new and better way, built of courage, determination and innovation. A path to the future for all.
- (2) People success – The smaller the world becomes, the further apart people grow. But not everywhere. Not in South Africa. Because South Africa is a land of ordinary people doing extraordinary things. Because South Africans share a passion. A determination. A vision. And above all, a soul. It is their collective humanity (ubuntu) that makes South Africa bigger than its borders ever can.
- (3) Active adaptability – 'Change is the only constant'. Success depends on how you respond to it. South Africa is a country of change. Changing landscapes and changing economies. South Africans are a nation born of its change. A nation that can rise to the challenge of change, that welcomes it, and not only adapts to it, but embraces it wholeheartedly. We use the learning from our journey to enable us to make quantum leaps, thus flourishing in a changing world.

Brand South Africa's approach to promoting our country is consistent with the way in which successful global companies like Unilever build up a brand for their products. For example, they have defined our competitive environment as being all emerging countries. The target market for the campaign is anyone who can have a positive effect on the lives of South Africans. Key discriminators of our country, i.e. what makes us unique, include South Africa's ability to inspire the world to a new way of doing things, because our unique combinations create refreshing possibilities. And South Africa's brand essence is that we are 'alive with possibilities!'

Once South Africa's desired brand identity has been agreed right up to a Presidential level, a massive communication strategy will kick in. The objective of this media campaign is to transform the image of South Africa internally and externally by inspiring a mindset of confidence in South Africa and creating a single-minded and tailored South African brand. The vision is that, in a few years' time, the image of South Africa that is projected to the world will be a positive one, comprising a consistent message that all South Africans and friends of South Africa believe in and are passionately energized by. Yvonne Johnston's conclusion is unequivocal - "South Africa is going to become invincible." We agree.

### **Symbols of National Pride**

Beyond these campaigns, there are also various powerful symbols of our unity as a nation, which help us to connect at a heart-level with everything our country stands for. These symbols, like our flag and our anthem, give us a common focal point through which to channel our pride and express our joy at being South African. Even the stories of their origin are a source of fascination and inspiration.

### ***Flying the Colours of Our Nation***

The South African flag is one of the most recognisable in the world, embraced by newly proud South Africans and firmly woven into the psyche of the rainbow nation – a lively symbol of unity, of nation-building in a vibrant, diverse land in which anything is possible. But few people know that the new flag nearly didn't see the light of day, just at the time when we needed it most, when our new nation was being born. The story of the flag is told in the book by Denis Beckett, *Flying with Pride*.

Selecting a new national flag was part of the negotiation process towards a new dispensation set in motion when Nelson Mandela was released from prison in 1990. In attempting to find a design that was nationally representative, a nationwide competition for public proposals was launched in 1993. More than 7 000 designs were received. Based on the submissions, six designs were drawn up by the National Symbols Commission and presented to the public and the Negotiating Council – but none of them elicited enthusiastic support.

As a result, a number of design studios were contracted to submit further proposals – again without the desired result. Parliament went into recess at the end of 1993 without a suitable candidate for the new national flag. In mid-February, chief party political negotiators, Cyril Ramaphosa and Roelf Meyer, were tasked with resolving the flag issue. A final design was adopted on 15 March 1994 – derived from a design developed by the State Herald (Fred Brownell). The proclamation of the new national flag was only published on 20 April 1994 – seven days before the new flag was to be inaugurated on the 27th. This created an enormous crunch for flag manufacturers, but they rose to the challenge and the task was accomplished in time.

Since that fateful day, this colourful national symbol that so easily lends itself to being a fashion statement, has taken on myriads of shapes and forms – from funky clothing and accessories, to cushion covers and cigarette lighters and virtually any application you can think of. South African Airways' aircraft, with their attractive tail design, literally blaze our flag across the world's skies. And nowhere is the flag more visible than in the sports stadiums around the world. Even the remotest locations seem to bring flag-waving South Africans out of the closet. And, let's be honest, when we see our victorious sports stars donning a brightly coloured flag cape, like the supermen and superwomen that they are, our hearts swell with pride.

Cheryl Carolus, CEO of South African Tourism and former South African high commissioner to the United Kingdom, believes the high visibility of the South African flag is a sign that "South Africans don't skulk around hiding who they are. You see our flags everywhere, even at the military tattoo in Scotland and at the London Marathon. South Africans travel with their flag and take it out at any occasion."

From an image marketing perspective, we could not ask for a more distinctive and recognisable symbol with which to paint South Africa brightly across the canvass of the global mindscape. Like the Americans and the Brits, our flag is set to become one of our most prized possessions, representing everything that we love and cherish about the place and promise that is South Africa. Importantly, our flag incorporates the colours of virtually every other country on the African continent too – so it is indeed a symbol of the African Renaissance. Let's get behind our flag and wave it wildly at the rest of the world! Check out [www.saflag.com](http://www.saflag.com) for more inspiration.

### ***Singing our National Pride***

As you no doubt know, *Nkosi Sikelel' iAfrika* ('God Bless Africa') forms the first half of South Africa's official national anthem and it is a song of solidarity sung throughout Africa.

The original version was composed as a Xhosa hymn in 1897 by Enoch Sontonga, a teacher at a Methodist mission school in Johannesburg. Most of Sontonga's songs were sad, witnessing the suffering of African people, but their inspiring lyrics and haunting melodies were popular and after his death in 1905, choirs used to borrow them from his wife.

Solomon Plaatje, one of South Africa's greatest writers and founding member of the ANC, was the first to have the song recorded. This was in London in 1923. In 1927 seven additional Xhosa stanzas were added by Samuel Mqhayi, a poet, and a Sesotho version was published almost two decades later, in 1942, by Moses Mphahlele. Even to this day, there are no standard versions or translations of the original, so words vary from place to place and from occasion to occasion. Generally, the first stanza is sung in Xhosa or Zulu, followed by the Sesotho version.

It was the Rev JL Dube's Ohlange Zulu Choir who popularised Nkosi Sikelel' iAfrika at concerts in Johannesburg and it became a favourite church hymn as well as a rallying cry at political meetings. As the struggle for freedom by black South Africans intensified, Nkosi Sikelel' iAfrika became regarded as South Africa's unofficial national anthem and it was always sung as an act of defiance against the apartheid regime, not only in South Africa, but around the world.

When liberation finally dawned in 1994, it was no surprise when newly elected President, Nelson Mandela, proclaimed the old national anthem (Die Stem) and Nkosi Sikelel' iAfrika as the new dual-anthem. In 1996, a shortened, combined version of the two anthems was released, but carrying the title, Nkosi Sikelel' iAfrika. Today, this remarkable anthem regularly produces a lump in the throat as it is sung, with varying levels of gusto it must be said (since many Whites still don't know all the words), but always with undeniable national pride.

Nkosi Sikelel' iAfrika is such a beautiful and uplifting hymn, which so poignantly expresses the hopes and prayers of millions of people on this continent and around the world, that we make no apologies for including the lyrics of the classic version (Original Lovedale English Translation) here, to end off this chapter on a high note (if you'll excuse the pun).

*God Bless Africa*

Lord, bless Africa  
May her horn rise up high  
Hear Thou our prayers  
And bless us.

Chorus:  
Descend, O Spirit  
Descend, O Holy Spirit.

Bless our chiefs  
May they remember their Creator  
Fear Him and revere Him  
That He may bless them.

Bless the public men  
Bless also the youth  
That they may carry the land with patience  
And that Thou mayst bless them.

Bless the wives  
And also all the young women  
Lift up all the young girls  
And bless them.

Bless the ministers  
Of all the churches of this land  
Endue them with Thy Spirit  
And bless them.

Bless agriculture and stock raising  
Banish all famine and diseases  
Fill the land with good health  
And bless it.

Bless our efforts  
Of union and self-upliftment  
Of education and mutual understanding  
And bless them.

Lord, bless Africa  
Blot out all its wickedness  
And its transgressions and sins  
And bless it.

Amen!