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Annual General Meeting at Cornwall Hill College, Irene, Pretoria: 18 March 2010

Chairperson's Report:

It gives me great pleasure to welcome ADESSA members to the 2010 Annual General Meeting.

This particular AGM is unique for 2 reasons:

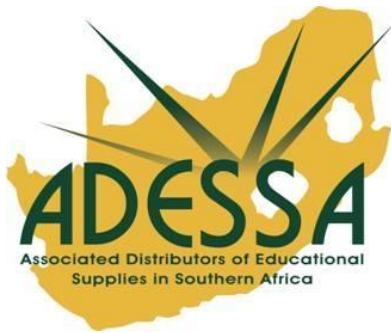
- Firstly, for the first time it is being held in Gauteng rather than in Cape Town.
- Secondly, ADESSA is now headed by an independent Chairperson who has been appointed by the Executive Committee and who has no vested interests or ties to any of the ADESSA companies.

If one looks more closely at those two facts, one can also gauge how much ADESSA has grown from its humble beginnings 8 years ago when it was formed by five Cape Town based educational software companies. It is now a robust national association that is assuming more responsibilities on behalf of the member companies. These members are now not only educational software providers, but they also supply textbooks and electronic and other learning and support materials to Education Departments and schools throughout the country and beyond.

The fact that an independent Chairperson was required in the context of this growth is not surprising. Someone was needed who not only had no financial or vested interests in any of the companies, but who could also devote more time and energy to developing and promoting ADESSA.

Of course, this is not a one person job, but rather an integral part of working within a team – in this case, the team is the full ADESSA Executive Committee who all give so willingly of their own time and resources to assist with ADESSA matters. They have been extremely supportive since my assumption of the Chairperson's position in September 2009 and have provided me with a great deal of guidance in all ADESSA matters and in my contacts with the Education Departments in South Africa. I therefore wish to express my sincere appreciation to all of them: Charmaine Friel (ADESSA Secretary), Dereck Marnewick (ADESSA Treasurer), Tim Cruise, Lyn Pollock, Jacques Zakarian and Lourens Kruger. It is indeed a special privilege to work on the ADESSA Executive Committee with them.

I also wish to express my sincere thanks to the previous Chairperson, Dave Pollock, who was interim Chairperson for 18 months until I was appointed. He gave me initial guidance when I became part of ADESSA and was always available at the other end of the phone if there was anything that I needed to discuss with him. During the



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last 6 months of his being Chairperson at ADESSA, most of his time was focused on sourcing a replacement to be appointed on a permanent part-time basis as an independent Chairperson, and I took over this position from him in September 2009. He has asked me to also convey his heartfelt thanks to the dynamic Exco team.

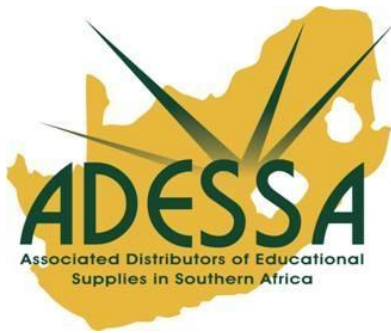
I have had numerous meetings with the Western Cape Education Department's e-Learning Directorate in the last six months, and we are delighted that the Programme Director of the very successful Khanya Project, Mr Kobus van Wyk, is our guest speaker for the day. I have also had email and telephonic contact with the other provincial Education Departments, as well as the National Education Department, and would like to further these contacts in the coming months.

As there are often different procedures for the submission of teaching and learning resource materials to the different Education Departments, it is not easy to keep a finger on the pulse of what is happening throughout the country. One of the ways in which ADESSA has addressed this has been to appoint a sub-committee of official ADESSA Provincial Representatives in some of the provinces. To date these have been established in the following places with the following persons: in Gauteng - Michelle Holliday from 2Simple South Africa – assisted by Louis Gouws from Heinemann; in Mpumalanga – Tracey Butchart from Rubricating Works; in Kwa-Zulu Natal – Lieb Liebenberg and Kathy Kendall from IT School Innovation; in the Free State – Philip Coetzee from Computers 4 Kids; and I am the liaison person in the Western Cape and at National. We are in the process of looking at the appointment of Provincial Reps in the remaining provinces, and I would welcome recommendations from ADESSA members.

In regard to the Provincial Representatives, I would like to thank Michelle Holliday who made such great efforts in January to link up with the correct people in the Gauteng Education Department about the results of the submissions of educational software made by ADESSA companies to GDE six months previously. She kept us regularly apprised of the situation until the results were communicated to the companies.

I am pleased to inform you that there has been an increase in ADESSA membership from 38 companies a year ago to 41 companies to date, with still a couple of additional membership applications pending. The continual growth of ADESSA is significant, as the bigger the Association, the more influential we can become in developing public-private partnerships in the educational sphere – to the benefit of all stakeholders in South Africa.

As you are aware, I have managed to obtain very favourable discounts for ADESSA members who wish to exhibit at Educational Conferences around the country. On



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the opposite side of the coin, however, we have received reports that some of these recent conferences have been very disappointing. Should this occur, please will you let us know so that we can have a record of this for future events or for the event companies that have been involved with the organisation so that we can act as a watchdog on behalf of ADESSA members and provide you with the necessary feedback.

Finally, we are here at Cornwall Hill College today for the first ever ADESSA Conference. This concept originated with Dereck Marnewick last year, and ideas were brainstormed in Exco sessions over a period of a number of months. It has not been easy to gauge what the response would be, and we put together a varied and stimulating programme for the event. Regrettably, the response was not as buoyant as we had hoped and there are possibly a number of reasons for this – whether there has been a surfeit of educational conferences in the last month or the downturn in the economic climate or possibly the choice of this time of the year. All of us on Exco believe that it is a wonderful idea, and we hope that from this experience, combined with constructive feedback from our ADESSA members and the delegates from schools and Education Departments, we will be able to build on this and develop a successful model for future ADESSA events.

I very much look forward to meeting those of you who are present here today and to putting faces to the names of the many ADESSA members that I have been in email or telephonic contact with since September last year, and I thank you for your support.

The first six months in my new position have been stimulating and challenging for me and I feel that ADESSA as an organisation has so much potential. I am indeed privileged to be the Chairperson of this Association and look forward to further developing its status in the educational sphere in Southern Africa.