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Department:  
**Rural, Environment and Agricultural  
Development**  
North West Provincial Government  
**REPUBLIC OF SOUTH AFRICA**

AgriCentre Building  
Cnr. Dr. James Moroka and Stadium Rd  
Private Bag X2039,  
Mmabatho 2735  
Republic of South Africa  
Tel: +27 (18) 389 5768  
Fax: +27(18) 384 4571  
tsholofelod@nwpg.gov.za

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## **CHIEF DIRECTORATE: CORPORATE SERVICES**

### **DIRECTORATE: COMMUNICATION SERVICES**

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# **Media Advisory**

## **Provincial Extension and Advisory conference to strengthen the recognition of excellent services**

**Tuesday, 07 February 2017**

**Taung:** In its efforts to strengthen the agricultural sector and ensure that the farming industry in the province is progressive and prosperous, the Extension and Advisory Services of the North West Department of Agriculture, Environment and Rural Development will come under the spotlight as they attempt to improve their image and professionalism by hosting the 9<sup>th</sup> Provincial Agricultural Extension and Advisory Services Conference.

This year's conference will be held in Taung from 14 to 17 February under the theme **"Agricultural Extension as a special purpose vehicle for deepening unity within the sector"**.

The conference aims to look at better ways in utilizing the Extension and Advisory Services as a resource to achieve amongst others, the Sector specific National Development Initiatives as envisaged in the Agricultural Policy Action Plan (APAP), and National Development Plan.

The Extension Recovery Plan (ERP) was put in place to address the gaps identified in Agricultural Extension and Advisory Services in the country using five pillars such as

ensuring accountability and visibility of extension, improving image and professionalism, recruitment of personnel, provision of Information Communication Technology (ICT) infrastructure, re-skilling and re-orientation.

This three day conference will also be used as a platform to honour Agricultural Advisors and Managers who are making commendable contribution to the profession towards the long term achievement of the objectives of the National norms and standards of Extension and Advisory Services. The categories to be awarded will be Best paper presented at the conference, Best extension and advisory services team, Best agricultural advisor, Best senior agricultural advisor, Best assistant Director (LDC Manager), Best Deputy Director and Best District Director.

Besides the conference there will be an outreach programme where the department officials will take part in various agricultural activities such as the launch of the Taung Auction Pen and primary health care activities, maintenance and expansion of Taung irrigation, fishing expedition as well as other social activities.

Media members are invited to attend and cover this conference.

**NB: Formal dress code for Awards ceremony**

**Please RSVP by not later than Thursday, 09 February 2017 to Ms Mandisa Mti at 018 389 5150 or [dmti@nwpg.gov.za](mailto:dmti@nwpg.gov.za)**

**Please take note 6 Journalists will only be accommodated, 2 from each respective districts of Dr Kenneth Kaunda, Bojanala and Ngaka Modiri Molema.**

**###Ends###**

**Issued by the Communication Services Directorate**

**Enquiries: Ms Betty Moleko**

**Tel: 018 389 5990/072 420 3465**

**Email: [bmoleko@nwpg.gov.za](mailto:bmoleko@nwpg.gov.za)**