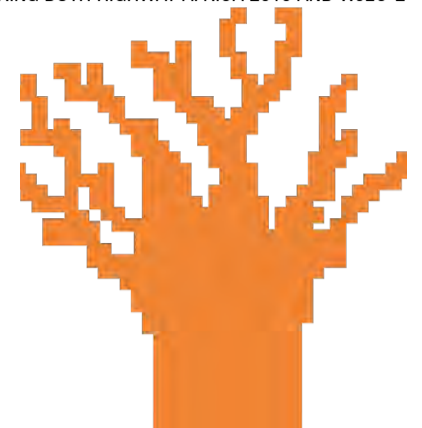




EDITION 1  
MONDAY, 5 JULY 2010

Chris Kabwato, director of Highway Africa, extends a warm welcome to the grand family of delegates at this year's conference.



<http://www.highwayafrica.com>  
<http://reportingDNA.org>  
<http://wjec.ru.ac.za/>

# Mbiras drum in New Media awards



Winners of the Highway Africa New Media Awards (L to R) Remmy Nweke, Jan Hennop, Jason Elk, Simon Dingle, Lesley Beake and Wambai Gicheru. Photo: Fungai Tichawangana

By Phetane Rapetswane

"Ke Nako! It's time!" The melodic mbira group, Afroroots, played their drums outside the Nelson Mandela Dining Hall during the Telkom-Highway Africa New Media Awards, to give HA and WJEC delegates an African welcome.

Distinguished delegates from all over the world gathered for this awards evening, including former Ghanaian president John Kufuor.

Delegates used the occasion as an opportunity to reconnect with old colleagues and friends from across the world, and network with some of the best media workers that Africa and the rest of the globe have to offer. The soulful acappella group, Africapella, tried their utmost to calm excitement in the room but to no avail, they were reduced to being a pleasant backtrack to the room buzzing with chatter.

The awards dinner was presented in both English and French and was ably led by the eloquent and engaging Nimrod Nkosi who spoke in English, and the beautiful Marie-Laure Edom whose French accent attracted several compliments from speakers during the evening.

The ceremony was done with great humour and even jokes made in both languages were met with relay laughter by the audience, first from the English speaking people and then the French speaking people.

Chief Financial Officer of Telkom, Peter Nelson, commended the class of the ceremony and drew links to the success of the ongoing World Cup in the country. He said, "The successful running of the world cup is evidence that the term world class is one that is applicable to South Africa and Africa as a whole, because this is Africa's world cup."

# Creative technology gets rewarded

By Alessandro Candotti

The Telkom-Highway Africa New Media Awards celebrate pioneering, innovative and creative use of technology in journalism that serves Africa and its citizens. Last night Dr Saleem Badat, Vice Chancellor of Rhodes University, presented the prizes to the winners.

The African Woman and Child Feature Service won the Not-for-Profit Category. The judges said it "presented a well articulated and extensive engagement with women and children's issues both in design and content that addresses the needs of a marginalised community". This award recognises their use of appropriate media technology in advancing and assisting communities and persons limited by infrastructure and technological access. The runner-up, Kalahari People's Network, has created a virtual space for networking and exchange of information among con-

temporary Kalahari communities and individuals throughout Southern Africa, described as "a useful community portal" with a focus on a marginalised groups.

Simon Dingle, the host of the ZA Tech Show netcasts, received the Individual/Student award for his "innovations in the use of new media, combining radio and video download, as well as audio and video streaming". The award rewards his implementation of a new, affordable application for communication technology that overcomes the limitations of existing infrastructure. The runner up, Remmy Nweke, was acknowledged for a blog described as "personal and extensive" that chronicles updates on Information Communication Technology developments and, in doing so, "integrates RSS feeds, Picasa and Twitter feeds and also regularly updates at least 50 articles a month since January 2010".

Zoopy.com, the winner of the Corporate Category, was awarded for creative and appropriate adaptation of technologies with-

in the continent to compete effectively in the wider environment. Zoopy, an online and mobile social media community where users upload, share and interact with videos, photos and audio, impressed the judges with its "backend work" as well as the "varied and fresh" content.

The runner-up was the Dispatch Online Blogs, where breaking news from all over the Eastern Cape is incorporated into a "well designed and presented" website with extraordinary levels of researched reporting, which the judges said "sets a standard for other newspapers across Africa to follow".

Deborah Wenger won the best abstract submitted to the World Journalism Education Congress, in which she examined new media skills required by top US companies, while the World Journalism Education Award was given to Dr Joe Foote, who "volunteered enormous time and wisdom" towards the development of the World Journalism Education Council, which he now co-chairs.

# Rhodes hosts journalism educators from across the world

By Daniella Potter

The World Journalism Education Congress (WJEC) held at Rhodes University from 5 to 7 July is the second congress of its kind. WJEC gives journalism educators from all over the world an opportunity to unite their experiences and create consensus on the principles of journalism education.

The first WJEC was held in Singapore in 2007 and was organised through the co-operation of 22 associations of communication educators across 50 countries. This first congress created common ground for journalism educators' international experiences and principles of journalism education. Head of the Department of Journalism and Media Studies at Rhodes University and co-ordinator of the congress, Professor Guy Berger said that Rhodes stepped forward to host the second congress, which will assess and build on the developments in journalism education since the Singapore conference and tackle new issues. "Three years is a long time, a lot has changed in the world of journalism, the conference will follow up on the principles of journalism education and see what we need to update," Berger said. It will follow up the progress on the global census of journalism education which is an initiative of the council of WJEC, a regional report and the declaration of principles as adopted in 2007. The congress will offer plenary discussions, panel presentations and peer critiques of research papers. "One significant difference between this congress and the first is that there will be Chinese and French translation," Berger noted.

Hosting the congress in South Africa will enable African countries to attend and contribute, which they largely could not do in 2007 due to lack of resources. Berger said Rhodes has the infrastructure to host the congress and it will give the university an opportunity to meet educators from all over the world. "People are interested in coming to the conference in South Africa," he said. He pointed

to some of the big names that are attending the conference. "The father of citizen journalism, Dan Gilmore from the US; from Ghana, a leading journalism professor in Africa, Kame Karikari; from the European journalism association, Anna McKane; and respected international journalist, Geneva Overholser are among some of the journalism scholars that will be present."

Berger said that journalism education is important and should have more prestige and recognition from governments and the public. He explained that the WJEC will benefit journalism educators who will gain more power and form partnerships so as to have external examiners and shared curricula. Some of the themes that will be covered at the conference are teaching journalism and conflict such as reporting on war, relations in the industry, curriculum and ethics.

"It is a big feather in the cap for Rhodes to host this event. It also benefits the town, as the visitors will use the town's accommodation and transport facilities and it gives students the experience of working at big events, such as writing for newspapers," Berger said.

During the WJEC, Rhodes will also host the Highway Africa conference which is held for working journalists from all over Africa and the world. Other than the practicality of hosting the conferences together, Berger explained that it is compatible to hold the WJEC and Highway Africa conference close to each other as it will enable more journalists to join the debate. "It is like a value chain because the result of what the journalism educators teach and what journalists do is what reaches the public, so it makes sense for the two groups to talk to each other."

Head of the Department of Journalism and Media Studies at Rhodes University and co-ordinator of the World Journalism Education Congress, Professor Guy Berger.  
Photo: Paul Greenway



## ADVERTORIAL

### THE INTERNATIONAL MARKETING COUNCIL OF SOUTH AFRICA STEERING THE SOUTH AFRICAN BRAND, BEYOND 2010

#### Vision 2020

The International Marketing Council (IMC), custodian of Brand South Africa, has a vision for the country to be globally competitive, a Top 20 nation brand (Anholt) and Top 30 nation (World Economic Forum Global Competitive Index) by 2020. Established in 2002, the presidential initiative under the auspices of the GCIS, aims to achieve positive brand awareness levels within South Africa's target markets, both domestically and abroad and to be a world-class nation branding organisation.

#### Collaborative conversations

The IMC follows a collaborative approach to nation branding to define conversations that take place among influencers. Globally, UK and USA country managers work with the South African diplomatic missions to build South Africa's image. Whether local or international, activities include public relations, with an emphasis on reputation management and stakeholder engagement; marketing through advertising and promotions; brand integration, which recently led to the launch of a united South African corporate identity; and digital content generation.

#### SA stories

Popular IMC sources of South African information are the public targeted SouthAfrica.info and online newsletters. MediaClubSouthAfrica.com is a comprehensive, free of charge South Africa information centre for journalists that offers the latest news, features, in-depth background information, RSS news feeds and high-resolution photographs. Media practitioners are invited to reprint the articles or use them to generate independent stories. To register, visit [www.MediaClubSouthAfrica.com](http://www.MediaClubSouthAfrica.com)

#### Defining moment

The 2010 FIFA World Cup™ has given South Africa the most powerful opportunity to market its brand promise and touch points to the world. The IMC has leveraged this global platform to accelerate the building of the nation's brand equity and to sustain and expand its reputation building initiatives. To this end, domestic mobilisation campaigns, "Fly the Flag", "Football Fridays", "Diski Dance" and "Be a Good Host" rallied South Africans behind the nation brand, undoubtedly "mobilising the mobilisers".

South Africa



Chansa Tembo, winner of the 2009 Democracy Video Challenge addresses the gathering.  
Photo: Fungai Tichawangana

## World journalism in focus

By Daniella Potter

Between 500 and 600 delegates from all over the world will be attending the World Journalism Education Congress (WJEC) and Highway Africa conference held at Rhodes University from 5 to 7 July. On the 4th of July, 365 delegates had registered for the WJEC. For Highway Africa 225 delegates had already checked in.

Many more delegates are expected to arrive at the conference over the next few days with some arriving late and some only attending for one day. Training manager for Highway Africa, Moagisi Letlhaku said that between 300 and 350 delegates are due to attend the Highway Africa conference. "We are expecting people from all

over the continent to attend the conference, in previous years we have had people from all of the 54 countries in Africa," she said. From abroad, delegates will be attending the conference from Asia, Europe, the United States, South America and Australia.

The delegates that will be present at the WJEC are also from Africa and abroad. WJEC assistant dealing with sponsors, Haru Mumbengegwi, said that the African delegates are coming from Ghana, Nigeria, Burkina Faso, Uganda, Kenya, Zimbabwe, Mozambique, Namibia, Botswana, Zambia and the Democratic Republic of Congo. Delegates are also attending from Brazil, the United States, London, Russia, Germany, India, China, Macedonia and Australia.

# For the people, by the people

By Alessandro Candotti

The future is new media. This is what Rebecca Wanjiku, blogger and Nairobi correspondent for International Data Group News Service asserts without the briefest hesitation. Wanjiku is remarkably self-assured, despite people's views that she is "not a real journalist." While she may have hefty allies in Facebook, Wikipedia, Twitter or YouTube; Ushahadi, the open source platform she uses, is of peculiar interest to Africans.

Ushahadi, from the Swahili for "testimony", was first developed to track reports of ethnic violence in Kenya in 2008. The software works by mapping text messages according to time and location. This creates a compelling picture using Google Maps; for example, it is now being deployed to map the fallout of the oil spill in Mexico. This ability has drawn the attention of luminaries such as the New York Times, Forbes Magazine and the BBC. Ushahadi's news-gathering talents have not been overlooked by South Africa – where the programme was used to gather stories of the xenophobic attacks in May 2008.

The celebrity of Ushahadi has added to the misconception that Kenya has embraced new media innovations with more vigor than South Africa, says Wanjiku. She suggests that the cost and availability of bandwidth permit a more widespread embrace of these technologies in South Africa. While South Africa may have, according to Wanjiku, a "stronger social media scene", both countries (and indeed the world) may benefit from the "anything you want and anything you feel" abilities of new media.

"You can never be gagged," advances Wanjiku approvingly, as she explains the difficulty to control new media. In her native Kenya for example, killings going unreported in Isiolo by



Rebecca Wanjiku, a writer for IDG News Services from Kenya is one of the journalists that are attending the 2010 Highway Africa media conference.  
Photo: Philisiwe Mbongwana

the partisan media have found exposure through an anonymous blogger – attention which would otherwise have been muffled. It is now much harder for governments to muzzle the press, for example, in June 2010, Rwandan banned newspaper Umuvugizi reacted by publishing online – despite that acting editor, Jean Leonard Rugambage, was killed by two gunmen.

New media, Wanjiku argues, can function to democratise the media, and she points out that there are examples of this process in citizen journalism. New media shows that, like Wanjiku, every African can be a "real journalist."

# Welcome to Highway Africa

By Yusuf Omar

"Welcome to the largest annual gathering of African journalists anywhere in the world," said Highway Africa conference director, Chris Kabwato. This gathering is the epicentre of Africa's debates on journalism and new media and "the only conference of its nature on the continent".

Highway Africa has proved its sustainability, turning 14 this year. "It is rare for one conference to survive this long," said Kabwato, crediting the success to corporate sponsors such as Telkom who have been around since the start. From humble upbringings in 1997 when the conference had just 65 journalists (all from South Africa), this year's attendance, combined with the World Journalism Educators Conference (WJEC), is expected to see over 700 delegates, from 143 different countries.

Highway Africa is a partnership between Rhodes University (School of Journalism and Media Studies) and the South African Broadcasting Corporation (SABC), with the support of several partners, development agencies and sponsors.

The theme for this year's conference is African voices in the global media space.

The theme for this year's conference is African voices in the global media space. Kabwato hopes the conference will "redefine African journalism in light of tensions and global issues".

Kabwato said he hopes the conference will "redefine African journalism in light of tensions and global issues" and that it will interrogate African media in a global framework, answering questions like; how is African media framing Africa's role on the global stage in relation to the emerging economic order, China, Climate Change, 2010 FIFA World Cup, etc?

Amongst a few big names at this year's conference, Kabwato made special reference to his excellence, former president of Ghana, John Kufuor, guest of honour at the Absa African dinner held tonight. Other keynote speakers include Mathatha Tsedu., chairman of the African Editors' Forum and Advocate Pansy Tlakula, special rapporteur on freedom of expression and access to information in Africa. Archbishop Desmond Tutu will be closing proceedings on Thursday. Kabwato noted that attracting someone of Tutu's calibre is a sign of the event's prestige.

Kabwato emphasised that the placement of the World Journalism Education Congress during Highway Africa was not for convenience sake; he stressed the importance of the collaboration of efforts between students, journalists and educators.

# MTN is in it for the long haul

**Being a responsible corporate citizen and consciously aware of the challenges facing the communities in which it operates, MTN has made a concerted effort in fostering more responsible environmental practices across its footprint in Africa and the Middle East.**

As a medium impact company, MTN believes that it can contribute positively to efforts to preserve the environment and help mitigate the negative impact of climate change that has been brought about by industrialisation since the turn of the last century.

Ms Nozipho January-Bardill, MTN Group Corporate Affairs Executive and Spokesperson, says, "MTN acknowledges that there is significant evidence that climate change is responsible for biodiversity concerns and extreme weather changes including floods, hurricanes and cyclones. For MTN, environmental concerns are also socio-economic issues. This becomes more pronounced in the markets that MTN operates in as they are some of the most indigent and vulnerable to extreme weather conditions."

She points out that MTN's sustainability approach is three-fold. "Having to operate in countries that have few resources to cope with the adverse impact of climate change, MTN is continuously exploring ways of doing business in a way that avoids harmful impact on the environment. Secondly, MTN works in tandem with communities affected by its operations to jointly undertake and see through programmes that help to preserve the environment. Thirdly, the company has started to investigate solutions that can help other industry sectors reduce their environmental impact," says January-Bardill.

Conscious of the calamitous impact of environmental change, January-Bardill says MTN has embarked on a process of investigating low carbon and renewable sources of energy to power the company's base transceiver sites (BTS) in a number of its operations.

In South Africa, MTN has completed the implementation of an off-grid wind and solar powered base station in Kleinaarpen in the Karoo. The facility is also powered by hydrogen fuel cells as a secondary power source.

In Uptington in the Northern Cape, a project is currently underway that will power base stations with solar and wind power. A feasibility study is currently underway to ascertain the use of bio-gas and fuel cell technology in a number of MTN sites.

In addition, MTN has also identified two sites in Delmas in the province of Mpumalanga that have a potential of being powered by natural gas. An agreement has already been secured to that effect.

MTN operations in Guinea Conakry, Rwanda, Liberia, Nigeria, Sudan and Uganda are also piloting alternative solutions to power the company's base stations in these operations using less fossil fuel. These include the use of solar, wind and hydrogen fuel cell solutions.

In addition to exploring alternative sources of energy, MTN continuously assesses how the company can more efficiently and responsibly power its base stations using engineered solutions such as free cooling and deep cycle battery solutions.

MTN has continuously worked with communities affected by its operations to raise awareness about the importance of preserving the environment. MTN Cameroon partnered with the environmental advocacy group, the World Wide Fund For Nature (WWF), to combat de-

sertification by planting over 60 000 trees in the West African country. This exercise also included a training programme that upskilled women with stove manufacturing skills to reduce the harvesting of firewood.

Quoting the Gartner Group, January-Bardill says while the ICT sector is putting in place programmes aimed at stepping up the industry's own energy efficiencies, the sector's biggest influence will be through playing an enabling role to foster energy efficiency in other sectors.

MTN's environmental efforts are listed in detail in the carbon footprint report that will be available on the JSE Securities Exchange Socially Responsible Index (JSE SRI Index) and in a sustainability report which will be incorporated which can be accessed on [www.mtn.com/sustainability](http://www.mtn.com/sustainability)

For MTN, environmental concerns are also socio-economic issues.



# Early Bird Catches the Worm

By Kate Bishop

**C**an people without access to electricity or hot water keep in touch with the world? Yes, according to Professor Peter Verweij.

Verweij, who teaches at the University of Utrecht in the Netherlands, is one of many speakers at the World Journalism Education Congress and the Highway Africa conference. His white thinning hair and wiry eyebrows may be a contrast to the 'hip young' new media lecturers, but looks can be deceiving. He is a computer guru. When his hands are not waving in the air demonstrating his point, they are glued to the keyboard.

Verweij will be taking on 10 SABC journalists, helping them produce blogs about both conferences through the live blogging tool, Coveritlive.com.

Social networks such as Twitter and Facebook will provide people around the world with live access to the 14th annual Highway Africa conference and the second World Journalism Education Congress.

Julie Posetti, a lecturer at the University of Canberra in Australia, will be training African media educators in Twitter. She will also be running a blog featuring 10 expert columnists, who will provide media educators with analytical responses to the conference.

Although Twitter is often viewed as a simple social network, it is also an immediate form of communication. With only 148 characters per tweet, Twitter allows for a constant influx of short messages. Traditional media is no longer able to keep up with this fast paced news production and, Twitter is increasingly being used by journalists.

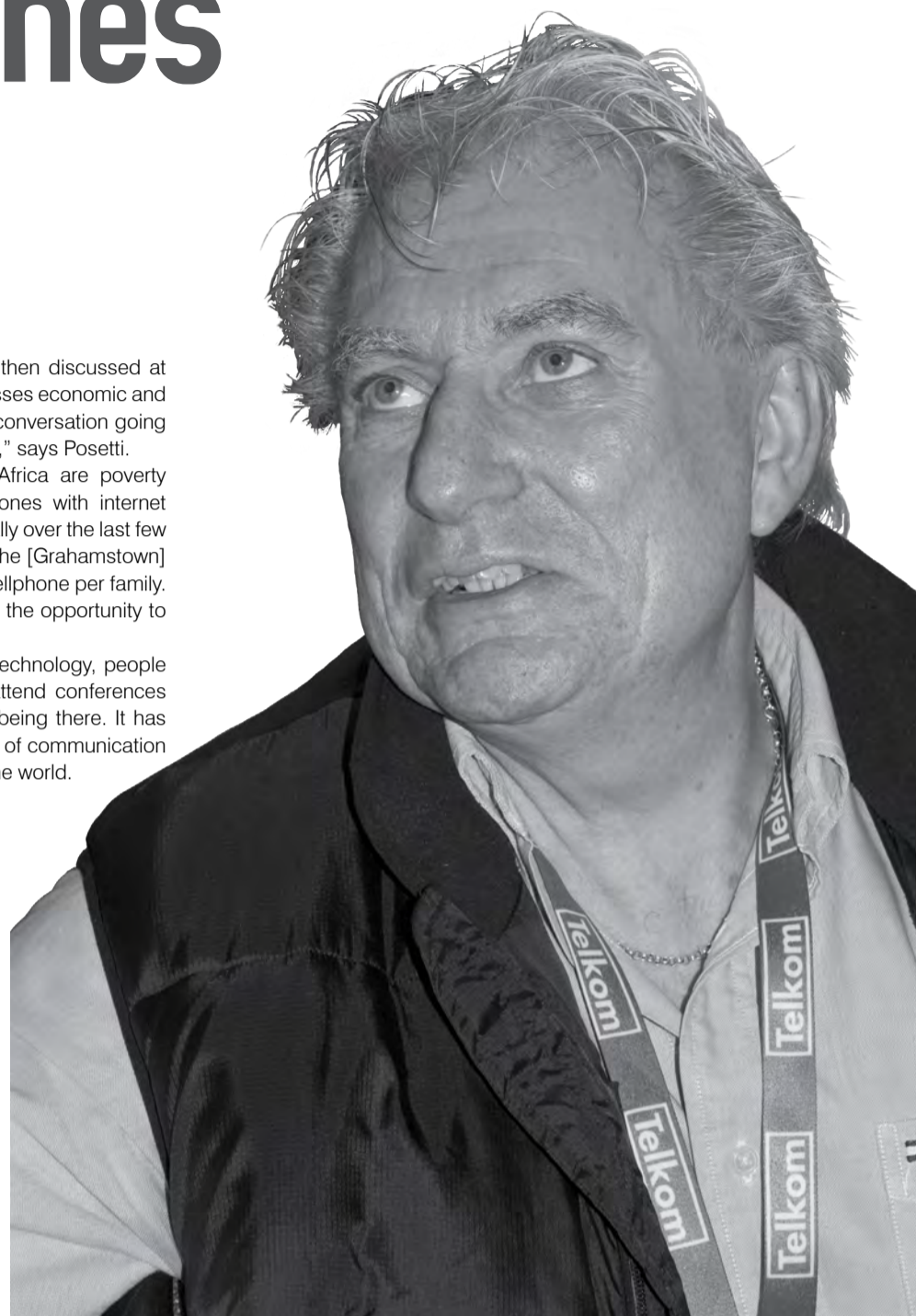
The importance of Twitter is far beyond a social networking device. "People engage with each other

and pose questions which are then discussed at conferences like this. Twitter crosses economic and cultural barriers and keeps the conversation going long after the conference is over," says Posetti.

Although many countries in Africa are poverty stricken, the number of cellphones with internet access has increased dramatically over the last few years. According to Verweij, "in the [Grahamstown] township, there is at least one cellphone per family. This allows access to news and the opportunity to contribute to it."

Through the development of technology, people around the world are able to attend conferences such as these without actually being there. It has also allowed for an endless flow of communication between Africa and the rest of the world.

**Peter Verweij, a senior lecturer from the School of Journalism at Utrecht in the Netherlands will be giving guest lectures, workshops and Highway Africa-related training courses and projects.**  
Photo: Stephane Meintjes



## Worldwide journalists meet in Grahamstown

By Daniella Potter

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## A week's worth of entertainment

By Zamathiyane Ndaba

Delegates can expect to be entertained more than ever this year. The Highway Africa (HA) conference and the World Journalism Education Congress (WJEC) was opened last night with the Telkom Highway Africa New Media Awards and Gala dinner held at the Nelson Mandela Dining Hall. The awards ceremony has become one of the major highlights of recognition, reward and celebration of creativity in using new technologies in media in Africa.

Early this morning the WJEC-HA Opening Ceremony is taking place in Eden Grove Red where Advocate Pansy Tlakula will deliver the keynote address. Tlakula is currently the chair of the University of North West council and the chief executive officer of the Independent Electoral Commission in Pretoria.

Tonight the Absa Africa night dinner and book launch will

take place at the 1820 Settler's Monument and is hosted by Happy Ntshingila, co-founder of the HerdBuoys advertising agency, the first black-owned advertising agency in South Africa. The highlight of the evening is John Agekum Kufuor, former president of The Republic of Ghana and guest speaker of the evening. Professor Fackson Banda's *Citizen Journalism & Democracy in Africa, an Exploratory Study*, is one of the books that will be launched this evening.

The South African Tourism "Taste South Africa Night" on Wednesday will be a true South African treat. The night will expose delegates from Africa, Asia and Europe to different South African cuisines, with a variety of cultural dishes on the menu.

Delegates don't have to worry about missing the soccer match between Uruguay and the Netherlands. MTN is sponsoring a live soccer viewing on Tuesday on a big screen at the Great Hall.

**Delegates can expect to be entertained more than ever this year.**

## Local newspaper explodes onto mobile platform

By Michael Salzwedel

Mobile users at Highway Africa and WJEC can access news and real-time information from the palms of their hands. *Grocott's Mail*, a locally based newspaper, has launched a multimedia platform called Grahamstown NOW ([ghnow.co.za](http://ghnow.co.za)) that provides practical,

instant and relevant information to conference delegates.

Information includes news items, movie screening, weather updates, tweets and much more.

The homepage and section pages are dynamic and never look the same. Users might see that a jazz concert is starting in

an hour, or that a pizza special started two hours before, or that a council meeting is about to begin.

Grahamstown NOW can also be accessed from a desktop. Users can interact with the site by leaving 'chirps' or comments, submitting their own events and easily sharing content with friends via email or WAP pushes.

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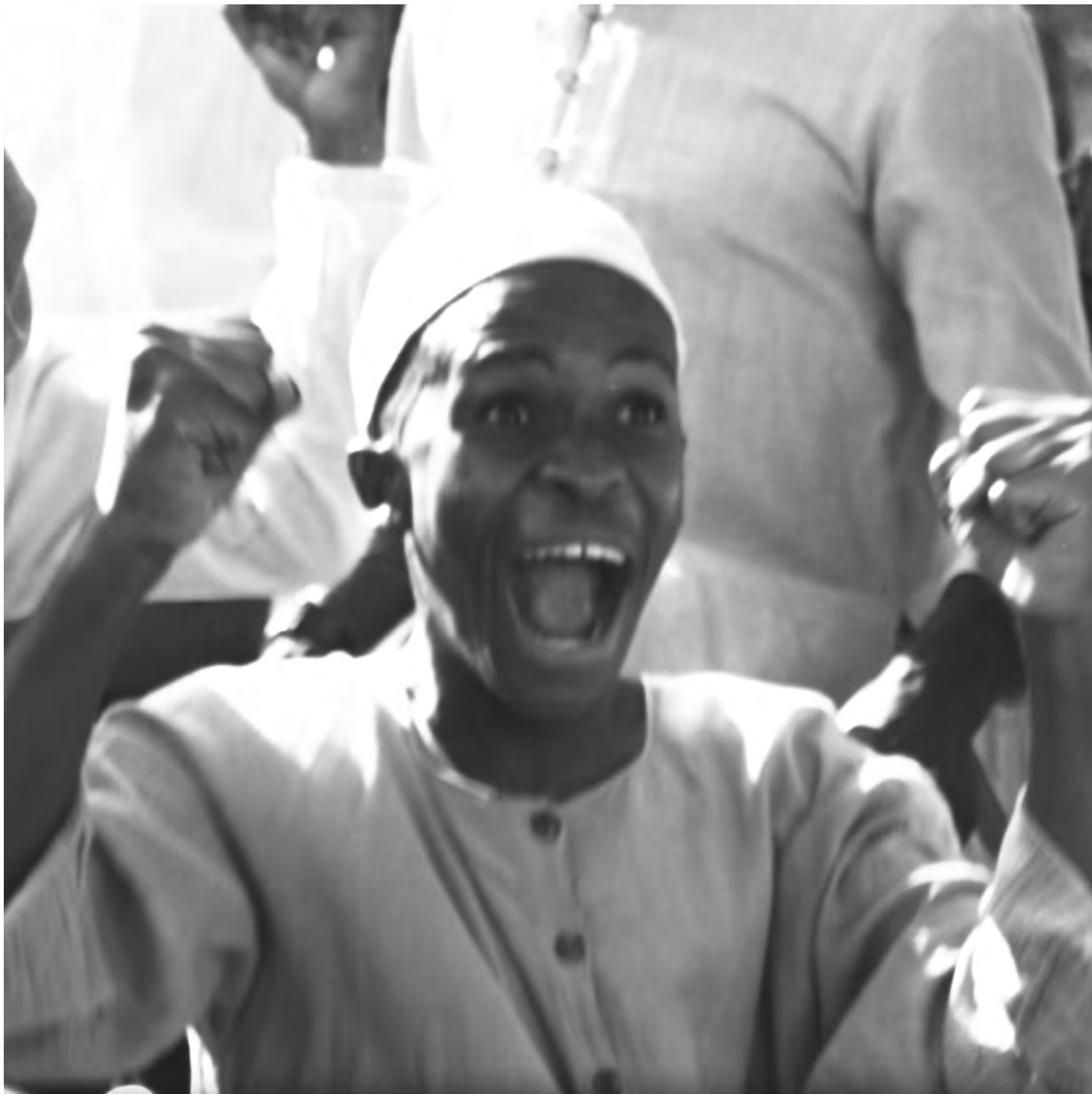
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World-class technology behind 2010

# Eating out in Grahamstown

Need a meal on the run between talks? Want to relax with a sit down dinner? Look no further; here is a list of all the eateries in Grahamstown. From spicy curries to juicy burgers to Italian soul food – Grahamstown has them all. Take your pick, or taste.

| NAME                                     | TYPE                                       | OPENING TIME   | CONTACT   | DETAILS   |
|--|--|--|---|---|
| Dulce Café                               | Ice cream, coffee shop, restaurant         | Mon - Fri 7.30am - 6pm<br>Sun 7.30am - 5pm                         | 112 High Street<br>046 622 8728                         | Light lunches and dessert   |
| 137 High Street                          | Restaurant                                 | Mon - Fri 7.30am – 9.30pm<br>Sat 8.am - 2pm & 5pm – 9.30pm         | 137 High Street<br>046 622 5119                         | Breakfasts, lunches and dinners.<br>Meals served in restaurant or in private courtyard  |
| Debonaires                               | Pizza delivery and takeaway                | Mon - Sun 9am - 11pm   | Corner New Street and Somerset Street<br>046 622 7661   | Pizza meals and takeaways   |
| Durban Delight and Real Curry            | Takeaway only                              | Mon - Sun 10.30am - late   | 135b High Street<br>046 622 7753                        | Traditional Indian meals such as samoosa's, roti rolls and bunny chows                  |
| The Calabash Restaurant                  | Restaurant                                 | Mon - Sun 7am -11pm  | 123 High Street<br>046 622 2324                         | South African meals derived from varied cultures, together with regular restaurant fare |
| Steers                                   | Restaurant and takeaway                    | Mon - Sun 9am - 12pm   | 121 High Street<br>046 622 5490                         | Fast food   |
| Rat and Parrot                           | Restaurant and Pub                         | Mon – Sat 12pm – late.<br>Closed on Sundays                        | 59 New Street<br>046 622 5002                           | Meals served in restaurant or on deck. Also offers Cocktails                            |
| La Trattoria                             | Restaurant                                 | Mon - Sun<br>11.30am - 3pm. 5.30pm - late                          | 131 High Street<br>046 622 3007                         | Traditional Italian Cuisine   |
| Spur                                     | Family Restaurant                          | Mon - Sun 8.30am - 12pm  | 97 High Street<br>046 622 2629                          | Steakhouse  |
| Henry Ate Steakhouse                     | Restaurant, Private lunches & Conferencing | Mon - Sat 5pm - 11pm<br>Closed on Sundays.                         | 8 New Street<br>046 622 7208 / 046 622 7261             | Starters, Salads, Speciality Steaks, selection of Meats, Seafood Dishes                 |
| Gino's Italian Restaurant and Take-Aways | Italian Restaurant                         | Daily from 12pm  | Hill Street parking area<br>046 622-7208 / 046 622-7261 | Specialises in pizza and pasta but does have regular specials                           |
| Wimpy                                    | Fast food Restaurant                       | Mon - Thur 7.30am – 8pm<br>Fri & Sat 7.30am – 9pm<br>Sun 9am – 7pm | Peppergrove Mall<br>046 622 5422                        | Breakfast, Burgers, Coffees   |
| Scooters                                 | Pizza delivery and takeaway                | Available till 8pm   | Peppergrove Mall<br>046 622-2223                        | Pizza takeaways   |

Highway Africa wishes to thank the following sponsors:

