

Finance minister quotes Sheard's words of wisdom

MBOMBELA - A prominent marketer of tourism in the Lowveld was quoted by finance minister, Mr Pravin Gordhan, in his annual budget speech in parliament last week.

The director of tourism marketing at Kruger Lowveld Tourism, Ms Lisa Sheard, recently took the liberty to forward some budget tips to the minister. This was after his office requested members of the public to share ideas and tips on the treasury

website.

"The numbers he delivers will impact every citizen, so ordinary South Africans have been asked to share their ideas and tips and to give the people's views on a range of topics. How to achieve inclusive economic growth in South Africa, how South Africa can make better use of its resources, how different sectors of society can work as one to achieve the country's economic goals, and how to achieve free tertiary education."

During his speech when referring to tourism, Sheard's reply was duly quoted by Gordhan. "Ms Lisa Sheard captured this well in her budget tip: 'Tourism encourages pride of place. Pride of place ensures that the water will run, the streets will be clean, signage will be clear...' Ms Sheard also wrote that 'Tourism is 'woman full'. Women excel and dominate... Tourism instils a good and honest work ethic - it will not make you rich and famous quickly, but it can be very rewarding.' With transformation, we will see growth. Growth will strengthen the forces of transformation," said Gordhan

"Mentioning such worthy words in his budget speech is one thing. For the government to provide the will and the means to put it to practice are another," Sheard remarked afterwards.



Ms Lisa Sheard.