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PROGRAM NAME: WOMANITY WOMEN IN UNITY

GUEST NAME: PROF CINA VAN ZYL

SPEAKER	TRANSCRIPTION
DR. MALKA (INTRODUCTION)	Hello, I'm Dr. Amaleya Goneos-Malka, welcome to 'Womanity – Women in unity'. The show that celebrates prominent and ordinary African women's milestone achievements in their struggles for liberation, self-emancipation, human rights, democracy, racism, socio-economic class division and gender based violence.
DR. MALKA (GUEST SYNOPSIS)	Joining us in studio today in Pretoria is Professor Cina van Zyl from the University of South Africa. Professor van Zyl holds an Economics degree in Transport Economics from the University of Stellenbosch, Master's Degree in Tourism Management from the University of Pretoria and a Doctorate in Tourism Management from the University of South Africa. She has been in the academic space for the last 28 years at Unisa she has been employed from 1988 as junior Lecturer going through to Associate Professor in 2007, then to Chair of Department of Transport and Economics and Logistics and Tourism in 2014 up until 2016 and that department is now called the Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management.
DR. MALKA	Welcome to the show.
PROF. CINA VAN ZYL	Thank you
DR. MALKA	Prof van Zyl, looking at your resume brings to light your long track record of achievements in multi-discipline subjects with your awards and publications and today you hold the position of Professor in the Department of Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management and up until recently you were head of department and you are now on sabbatical. Can you please tell us more about your position and the responsibilities that are unique to this role?
PROF. CINA VAN ZYL	Thank you Doctor Malka. Being the Chair of the Department obviously has involved being in management meetings and daily activities. Holding a professorship, calls for a slight deviation from the management role and activities and your tasks are basically distributed in three key areas: that of Teaching and Learning, Research and Academic Citizenship.
DR. MALKA	Your department is enormous. I didn't realize how diverse it was.
PROF. CINA VAN ZYL	It is. It is a lot of specialization and that calls for quite a clever stance on management. In my role the bulk of my time is spent on research-related activities. I am currently supervising Masters' and Doctoral students in three disciplines: Transport Economics, Logistics and Tourism at a tally of 24. I am also reviewing scientific journal articles and papers for accredited journals and conferences and then you have to do your own research to keep up with the norm per capita that is expected of the academics.
DR. MALKA	And when we look at the distribution from a gender point of view within the department, what would you say the ratio is of women to men?
PROF. CINA VAN ZYL	Well our department are relatively equal, with women slightly over-represented in the department.

DR. MALKA	That's interesting
PROF. CINA VAN ZYL	And very, very good. I could say that mentoring younger staff especially women, to start their career in the academia is one of my passions. And the ah-ha moment to me was when one of my students, Lesedi Nduna presented a conference paper in London this month and on her research she received an invitation to publish in an international journal. It was her first visit overseas and she achieved that.
DR. MALKA	Well congratulations to her and to you for bringing her up and allowing her to have that space and opportunity because I think a lot of the issues that we have when we are looking at women is about creating the space, creating the opportunities so you got a point of access to then go ahead and perform and excel.
PROF. CINA VAN ZYL	That is exactly what it is all about and like I say it was my ah-ha moment and I wish to get more of them.
DR. MALKA	I wish that you do too. You have a very clear indication in terms of your passion of development and passion for developing young women particularly in the research space and on the academic side. I read about some of your research on women in higher education in an article which was called a Gender Analysis of Barriers and Enablers to Scholarly Development and Research in Higher Education in South Africa and I would like to share the following paragraph with everyone: "The UNESCO World Atlas on Gender Equality in Education from 2012 reflects that in a majority 54 out of 90 countries of which data is available, women account for 25-45% of researchers. They represent more than 45% of researchers in only 21 nations or one in five – that's like 20%.
PROF. CINA VAN ZYL	Yes
DR. MALKA	Comparing the South African statistics to these stats, we are much closer to parity than the global average. According to UNESCO factors that may explain the lower number of women researchers especially in senior positions include the work-life balance, gender stereotyping, performance measurement and promotion criteria, governance and the role of researchers in society. The World Atlas also notes that apart from being under-represented, women in research are often paid less than equally qualified men. They are less likely to be promoted and are consistently clustered at the lower ranking of a science system". What I find fascinating and also a bit concerning about this paragraph is that this scenario seems to play itself out in every sector of work. What are your thoughts?
PROF. CINA VAN ZYL	I must say it is most pleasing that South Africa's comparison position is as a country we are doing well, I would say. On the UNESCO factors, my answer is relatively yes and no. We must remember this study was done in 2012, versus we are in the year 2016 now, that is already four years later and the landscape has definitely changed, specifically in South Africa. According to the latest results released by our research directorate at Unisa, women and men are moving closer or equally in terms of publications or output per capita. The World Atlas report in some cases is a little bit contradictory to what actually happened to us at Unisa as researchers in academia or professors are paid equal salaries. That brings me to moving across the Atlantic.
DR. MALKA	Before you go across the Atlantic, you mentioned that this is almost a policy that Unisa has that equal pay regardless of your gender. It is about the position, once you are in that position, the role that you fulfil that is what the salaries are based on. Do you know if that goes across to our other institutions or is that specific to

	Unisa?
PROF. CINA VAN ZYL	Mostly through to all South African universities as far as my knowledge it is the case.
DR. MALKA	So we have got a gender parity in terms pay, so it is equal pay for work of equal value?
PROF. CINA VAN ZYL	Yes equal competence, so if you have got the outputs and you can excel at that specific hierarchy or level, you will get your pay as according to that post level.
DR. MALKA	That's great. Please take us across the Atlantic.
PROF. CINA VAN ZYL	Thank you. Well we have to observe an interesting trend in the proportion of full time academic workers at the universities in the USA. Women represented 42% of all full time faculties. In the early seventies, this number was only 20% so a big shift took place given that the United States are actually home to 46 of the world's top 100 universities.
DR. MALKA	So they account for nearly half of the world's top universities and from a penetration point of view in the last say nearly 40 years, they have doubled the representation of women in the academia so we are really seeing a penetration increase?
PROF. CINA VAN ZYL	Definitely, definitely. In South Africa we are in a very fortunate position, we have really moved towards equal parity in terms of pay and positions in the academia.
DR. MALKA	I think those are learnings that we need to spread and disseminate across to the rest of the world. In addition on this particular research paper, you indicated there was a section which looked at personal strategies and one area that I would like to quote says: In a way all of the women interviewed espoused a strategy to negotiate systemic structures whilst reshaping role expectations and norms. Can you please take us through some of the learnings on this sector?
PROF. CINA VAN ZYL	Yes, women have to learn how to work the system; create or negotiate their own workable career strategy. Work a little bit harder to fulfil all the roles, from home maker, parent and career professional then be creative in your time management as it is sometimes harder for women to juggle all the items on your "To Do" list. It is clear that a "one size fits all" approach is not going to work. Approach your line manager, be open and prove your worth through your outputs or results. From my own experience, I recall at the time we were not allowed to do research during office hours, it had to happen in your own time after hours.
DR. MALKA	But research is an integral output of institutions.
PROF. CINA VAN ZYL	Yes but I have been in academia very long and at that time you had to do tuition during working hours. So that is exactly what I did. I was working in the early hours of the morning when everybody was asleep in my house and I want to share this story with you. When my son applied for a primary school position at the age of four, he had to go for an interview. The interviewee asked him "What job does your mom or dad do?" He replied: "My dad does the shopping for my mom and my mom sits in front of the computer and she drinks a lot of wine."
DR. MALKA	And what was the response from the teaching staff?
PROF. CINA VAN ZYL	Years after he was at this primary school, they actually told me that and they said they have given him the position straight away, because that child is honest and he knows who is doing what in the house. So that to me is the

	personal strategy that would work for you. You have to negotiate that and work it for yourself.
DR. MALKA	And in what you are saying it sounds like in your household that there is a lot of – there is equal distribution of roles and responsibilities because the reality is to get success in the academic space, you have to have the research outputs. But if you are constrained in your working hours to teach, to do the tuition component, if you do not have a supportive family environment to go on and do the research outputs in the evenings or in the early hours (this is the after working hours scenario) it is impossible to excel. So that really speaks to I think having an enabling environment both within the workplace as well as in the home front.
PROF. CINA VAN ZYL	That is so true and I can only speak from my own personal experience that that support is so important and you have to have that system in order for you to excel and work hard. But there is always a way around the system.
DR. MALKA	Today we are talking to Professor Cina van Zyl from the University of South Africa at the Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management.
AD BREAK	
DR. MALKA	Today we are talking to Professor Cina van Zyl from the University of South Africa’s Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management department. We would love to receive your comments on Twitter @Womanity Talk . In our previous segment Prof. van Zyl shared some of her components in terms of research specifically on women in higher education and some of the personal strategies to help women to excel in academia, ranging from the capability of being able to work the system, to negotiate career strategies for creative time management and to have a strong enabling, supportive structure. Prof van Zyl one more question in relation to the study that we were talking about earlier. The aim of the study was to identify barriers and enablers to women scholarly development and research as well as to inform universities’ planning and strategies to meet both the individual as well as institutional research support needs. Can you please share with us how academic institutions have received this research? I know you mentioned it was done in 2012 but things don’t change overnight and based on that introduction if there’s been anything that’s come out of it?
PROF. CINA VAN ZYL	Yes thank you. The research was actually done as an in-house project specifically for the college of economic and management sciences. And as such the results were not really shared with the other institutions because it was commissioned for our college and as such, a lot sort of has happened since the results came out and there are various interventions and incentives available for women and I am going to name some of them on the list: there is for instance the AQIP program which is the Academic Qualification Improvement Program therefore all Masters’ and Doctoral staff can apply for this program for a Doctors degree, you get three years and for a Masters’ two years full time paid replacement in your job position whilst you can do your research at home in your own time.
DR. MALKA	That’s wonderful. So you don’t have to take time out and try and negotiate workloads. You are given this time to go and study and to acquire a qualification.
PROF. CINA VAN ZYL	Exactly and very, very successful. In our department we had two staff members that the one obtained her Doctorate and the other one, just my Masters’ student just submitted now, so it is really, really a very, very successful program. Then we also have the Women in Research Support

	<p>Program which all women can apply for with quite a significant financial support for that program and only women can apply for that. Then we have got things like the Master's and Doctoral Support program which is open to all but it is very high in demand and it helps everybody to conduct their research. We have got the Vision Keepers which allows you to go to an overseas university for three years, a month per year, fully paid – go there, come back, share with your institution the knowledge that you gained there – so I must say our institution since that program a lot has happened and we are reaping the benefits of that.</p>
DR. MALKA	<p>And do you foresee the opportunity of being able to roll out or share these learnings with other academic institutions? You have in fact run these pilots they have proven successful that there's opportunities to reapply these learnings in other areas?</p>
PROF. CINA VAN ZYL	<p>I think definitely. I think that is so important that we go out and share what we have done. I was actually talking to some of the other colleagues that did this research project and said that we must make something out of it, we must go out and present it and share it.</p>
DR. MALKA	<p>Now staying with the women's theme, every year on Women's Day, we hear the same conversations about the importance of advancing women in the workplace. But these strategies I feel are increasingly stale. Don't get me wrong, Women's Day is an important occasion to recognize women's achievements in our country as well as around the world. But it is also an opportunity to address challenges and hidden obstacles in terms of reaching gender parity which should be a common goal for all of us. In your opinion given your experiences, what do you think needs to be done to break out of this same cycle and give women more than just the promises of an equal opportunity in the work space?</p>
PROF. CINA VAN ZYL	<p>I want to argue that every day should be Women's Day and we have to celebrate our achievements and we have to implement this attitude on a daily basis. In the words of Barack Obama "It took us nearly 100 years that women broke down the barriers to the ballot box, moving us closer to equal nation, let's finish what women started". So more promises for an equal work place is also happening in a way at our institution at Unisa and we are so grateful for that. Prof Melinde Coetzee did ground breaking research on Graduateness and Employability. Various key leadership positions are held by women at Unisa - about four of our deans are women. In our top management structure, women are well represented and doing an excellent job so to me it's a question of an attitude and have it every day.</p>
DR. MALKA	<p>I think that you are so right and that seems to be something that happens, that there will be days which are marked on the calendar and there is a huge focus around this theme and then we move on to the next theme that happens in the subsequent calendar. But the reality is we never stop being a woman, these are the issues that we are confronted with on a daily basis and they affect us for the rest of our lives, it's not just one day in a calendar.</p>
PROF. CINA VAN ZYL	<p>That is exactly true, but what specifically we can do? I think we have to live that. We have to present ourselves as women and be proud of it and have that every day.</p>
DR. MALKA	<p>Now looking outside our borders it seems that we are undertaking a period of change with more women in leadership roles all around us. At the beginning of July this year we had Theresa May being appointed as the new prime minister of the United Kingdom and leader of the Conservative Party, Hillary Clinton won the presidential nomination for the Democratic Party in the United States and I remember from her victory speech she said that it's the first time throughout the</p>

	United States history that a woman has been nominated for a presidential election and that there is no glass ceiling that cannot be broken –and that really moved me. Do you think that something like this could happen in South Africa with a woman nominee for presidency?
PROF. CINA VAN ZYL	That is a very good question. Yes South Africa is ready as we have some competent women in all spheres of life, either at the university and everywhere. So why not a woman for president? To swing over to women and war. Women are less likely to start a war. If we look at Angela Merkel who started hosting refugees or Hillary Clinton wrote a book “It takes a Village to Raise a Child” demonstrating a woman’s approach. My nominee would be Thuli Madonsela. She displays a cool, calm and collective strength and has proven that she can operate under stressful circumstances, she is incredible, she follows the rules of the Constitution with a clean record. To me she is honourable. Gill Marcus was the first woman governor of the South African Reserve Bank. She did a sound a job in running a highly rated institution and she represented South Africa at the Basel Committee. So yes, the time is good.
DR. MALKA	And for both Thuli Madonsela and Gill Marcus who you mention, they both in prominent positions – those are demanding roles and it does give proof in success. Today we are talking to Professor Cina van Zyl from the University of South Africa’s Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management.
AD BREAK	
DR. MALKA	Today we are talking to Professor Cina van Zyl from the University of South Africa’s Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management department. We would love to receive your comments on Twitter @Womanity Talk . In our previous segment we were speaking about the developments from a woman’s point of view in terms of properties and dynamics to look at various intervention strategies to help achieve gender parity and equality in the workplace. Professor we are now going into the last segment of the show and one of the issues that is on the agenda is the South African Women’s Empowerment and Gender Equality Bill. In the previous segment we were talking about some of the measures and interventions for equality and one of the areas that I think has helped support the drive for equality is about legislation. Now this bill is one that we have been waiting for. It seems to have hit a wall of administration; it came from National Assembly only to be returned back to the Department of Women for revision. But one of its principal aims is to promote and achieve equality for women across the board. What are you perspectives on this?
PROF. CINA VAN ZYL	There are two sides to this, like a commercial transaction. The notion of the willing and able buyer and seller. Legislation might create the enablement of the gender equality but it is up to the organization to turn this into action. I am referring now to Corporate America. In a study in 2016 done by the PWC, they found that women account for 20% of all Standard and Poor’s directors despite making up 47% of the US work force and controlling or influencing nearly three-quarters of household spending and more than 50% of personal wealth in the US. Furthermore the research revealed that a mere four of Standard and Poor’s 500 CEO’s are female and only 14% of the top 5 leadership positions at the companies in Standard and Poor 500, are held by women.
DR. MALKA	These are the American stats and interestingly they are actually really representative of what we have seen in South Africa. Business Woman South

	Africa did a study in 2012 and they also showed that you got the 4% of Standard and Poor's representation in Corporate America, they showed that we had 3.6% of CEO's on JSE listed companies were women. So it is quite sad that those statistics in the corporate space are being repeated across jurisdictions both in South African context as well as in the American context. When we're on the topic of legislation, do you think it will help improve gender gaps so that we can get to this magic 50/50?
PROF. CINA VAN ZYL	Yes I definitely think it could help. From my point of view if I could do some recommendation for women to be in senior management or on various boards in South Africa, I would like to give them a little bit of advice. I believe that good networks are key; women need to start building their own networks early on in their careers. They need to meet with senior executives and ask them for introductions to other senior executives and board members. They need to continue to foster and improve those relationships so that when the time is right they can use them. That is all I can answer in a way that we start with women in these positions.
DR. MALKA	And what I find value there is also – it's not just looking at the hard numbers but it is about developing these softer skills
PROF. CINA VAN ZYL	So true and so important and we can do that. It is there, we can do it. I would just like to mention if we turn to pay-
DR. MALKA	There is always this gender gap in terms of pay parity and I think the global average is around 23% difference between men and women
PROF. CINA VAN ZYL	Definitely, again I want to turn to the Obama administration. They have promoted an equal pay pledge and inviting all private sector employees to do their own part to narrow the pay gap. This is quite important that ten oil companies was fined in the US for gender pay discrimination, and according to a joint report the gender gap pay varies drastically per region in America, from roughly 10% low in the District of Columbia to a 35% high in the area of Louisiana – on average the report found that the earning disparities stretched the widest in the States with the weakest gender anti-discrimination laws.
DR. MALKA	So it's almost as if there's this causal link the way women are perceived, their rights, their values and how they are remunerated in the workplace.
PROF. CINA VAN ZYL	Exactly and that just shows that we need legislation and it should be implemented. All of which is to say the gender pay gap like gender equality remains a much political issue in 2016 as it is a cultural one. In South Africa I think our compensation laws and our patenting system and approaches to housework and childcare, certainly influence how we approach gender. I want to propose effective change should begin with children; we need to set the expectations when children are young that anyone – boys and girls of any race and background can be leaders. As they grow up we need to support their advancement equally. As a society we will be much better off and closer to gender equality when men can be kind and supportive, women can be more directive in executive leadership and girls around the country can visualize themselves as the future CEO's of the country.
DR. MALKA	So it's a socialization approach and looking at it from a political sense, economic sense, social and cultural values. Thanks for sharing Prof. van Zyl. One of the questions that I ask all my guests on this program who have made tremendous achievements in their respective field of expertise is about the factors that they consider to have contributed to their success. Some talk about hard work, others talk about perseverance, some speak about their moms or other people who have

	been significant in their lives. In your opinion what had been the key drivers to your success?
PROF. CINA VAN ZYL	Well it is called that something deep inside yourself. A desire, a dream – everybody has to work it out for himself and dreams do come true, have confidence in yourself, motivate yourself and that is actually you have to display a passion with whatever you are doing. If you are going to the gym, you have sacrificed the time to go to the gym – do it good, do a good job and that counts for gardening, writing whatever you do, do it with passion. Another one is work while other people are sleeping.
DR. MALKA	That’s an interesting one, I haven’t heard that before.
PROF. CINA VAN ZYL	Well that worked and I would say in summary for a job in academia, you will have to have the intellect, the emotional intelligence, again the passion and integrity. That’s what it takes.
DR. MALKA	And can you share with us some of the pivotal moments in your life growing up, what influenced you in those years?
PROF. CINA VAN ZYL	Thank you that is always my favourite question. I grew up on a farm in the Karoo in Cradock in the Eastern Cape and I went to boarding school at the age of six. I had a happy childhood life, I loved playing outdoors, was not very fond of books ended up in the academia. Animal lover, cats, dogs, every animal and I still am today. I matriculated at the local high school and was head girl at the time. Not a significant school, small average Karoo school. In a way I think I won the parent lottery as I was born with fortune and able to achieve my childhood dreams. My parents were my role models and they expected a lot of my brother and me. He usually out performed me in anyway and still maybe does today. But I remember bringing my report home and showing him my results and then he would say even though you did better than me, tongue in cheek, I am still cleverer than you. So being that, I was hard on myself. I had hard- I had high expectations was a low developer but I knew what it took to get to the top. The greatest impact I would say was the unconditional love and support from the family. That is something that I pass on and display to not only my children, but to everybody in my immediate community. At the gym they will always ask me for advice either to write a leadership speech or help them with a proposal and I do it to the best of my ability.
DR. MALKA	So it’s extending out, reaching out to the community and for them to know that there is a contact, there is a source there is somebody who will assist and help them.
PROF. CINA VAN ZYL	Definitely. And that is something that I want to thank my parents for because they taught me to give to others what money cannot buy. I must say I quote my father to people almost every day and I always find it nice to talk in the third person. And some of his quotes might be “Never say something about another person’s children until your own children are 80 years old, Never give advice if you are not asked for it” so that in a nutshell I would say is what drove me and you have to work hard at your own career.
DR. MALKA	Well thanks for sharing some of the components which have contributed to your success and also not just to your success but how you are now enabling others to succeed too. Now lastly in closing our conversation today, could you please share a few words of inspiration which you would like to pass on to all the women who are listening to us today?

<p>PROF. CINA VAN ZYL</p>	<p>I just with the Rio Olympics fresh in our minds, I want to say we all know that the best athletes never started as the best athletes. Life is 10% of what happens to you and 90% of how you respond to that. I have got three key things that I want to mention: Firstly all women in Africa have potential to succeed in life no matter who, what or where you are. You can start from any base at any age, low, middle, high. Work yourself up the corporate ladder. Success isn't measured by money, power or social rank. Success is measured by your inner discipline and inner peace. Secondly, create your own style or brand. Let it be unique for yourself. Anna Wintour the editor of the Vogue magazine said "I am not interested in the girl who walks up in my office dressed in labels from head to toe. I am interested in the girl who puts herself together in an original, independent way". The last one, follow the principal of competing against yourself. It is about continuous self-improvement, about being better today than you were the day before and then once you have obtained that dream job, make yourself irreplaceable in the work place.</p>
<p>DR. MALKA</p>	<p>Those are wonderful words of advice. Thank you so much for sharing them. It's been a pleasure having you on our show today.</p>
<p>PROF. CINA VAN ZYL</p>	<p>Thank you so much for the opportunity and I wish all women in Africa the best for their careers and future.</p>
<p>DR. MALKA</p>	<p>Thanks Prof. van Zyl. You have been listening to Womanity – Women in Unity on Channel Africa the Voice of the African Renaissance and we have been talking to Professor Cina van Zyl from the University of South Africa's Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management Department.</p>
<p>END OF PROGRAM</p>	