

# The 7% Tribe event supports SA businesswomen

THE 7% Tribe event supports South African businesswomen.

South African women are a force to be reckoned with. Just look at how the 20 000 women who marched against pass laws on 9 August 1956 helped to change the course of history; or how advocate Thuli Madonsela, as then public protector, took a stand against forces far greater than herself in her quest to uphold South Africa's democracy.

The sad fact, however, is that – in spite of their skills, talents, grit and determination – women do not receive the support they require in the workplace.

Perhaps that's why, when Steyn City first planned a Women's Day Event to salute its female residents – enthusiasm for the project propelled it forward until it became a move-

ment; specifically, the 7% Tribe.

Says Tammy Menton, group head of marketing and events at Steyn City, who co-founded the movement with Janez Vermeiren and Yusuf Stevens of Cheeky Media, "The response to the concept was overwhelming. We realised this was becoming something far bigger than we could have imagined. From being a celebratory event, it has become a movement with

potential to effect real change."

Adds Giuseppe Plumari CEO of Steyn City Properties, "We are delighted to co-sponsor this women's event and acknowledge that women have an enormous role to play in our society and workplace."

Why the 7% Tribe? Because, according to statistics from the latest Bain & Company Report on Gender Disparity, which cites the Businesswomen's

#JointheTribe  
Becoming a member of the 7% Tribe entails no applications or membership fees.  
It simply means that you pledge to be accountable to the success of South African women in the world of business.  
Here's how you can help:

Take part in our 'speed dating' mentoring events as a mentor.  
Contribute to our online portal, which will offer advice, referrals and applications.  
Create content that will provide practical information about skills development,

knowledge transfer and mentorship.  
Attend our workshops, where we will discuss issues such as leadership, decision making and how to create a supportive corporate environment for women.

DIARY DETAILS

Date: Friday 31 August 2018  
Time: 6pm  
Venue: The Shed at Steyn City  
Dress: Elegant

Social Media  
Twitter handle @7percenttribe  
Instagram @7percenttribe  
Facebook /7percenttribe  
Hashtag #7percenttribe

were equitably represented, and receive their dues, in the workplace.

The 7% Tribe kicks off with a gala dinner (exclusive to women), hosted at Steyn City by the dynamic and inspiring leaders of the movement, on Friday 31 August 2018.

Tickets sell for R2 200 each or corporate packages from R25 000 for a table of nine, hosted by one of South Africa's leading women.

A portion of ticket proceeds will be donated to charities supporting young women.

To purchase a ticket to the 7% Tribe's gala dinner or find out more about how to join the movement, contact <http://www.sevenpercenttribe.com/> or book with computicket [https://online.computicket.com/web/event/seven\\_percent\\_tribe/1239890888/599713066](https://online.computicket.com/web/event/seven_percent_tribe/1239890888/599713066)

for change, they implement few practical interventions to drive this change. Women – especially those at middle management level – become fatigued by the ongoing battle.

The 7% Tribe is kicking off with outstanding support from South Africa's media, with the likes of Independent Media and The Morning Show signing on to amplify its message: the message that it's time women

Association of South Africa's (BWASA) census on women in leadership, 22% of board directors are women, but only 7% are executive directors.

This is despite the fact that they make up 50% of the working age population. Added to this, the growth in the percentage of female leaders has remained flat for several years.

While most corporates indicate they understand the need