



## Female breadwinners celebrated at PSA's 2023 Women's Day event in North West

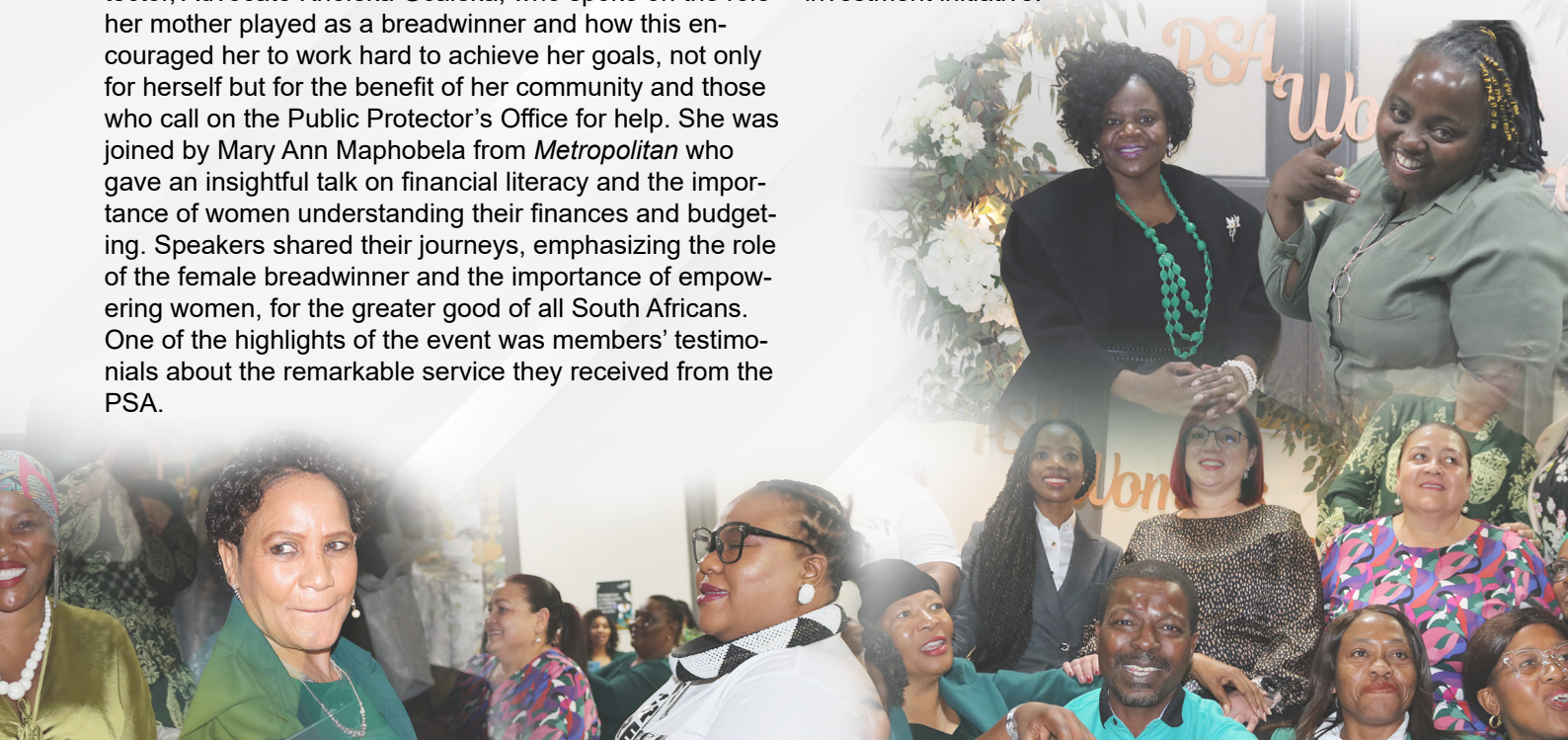
**O**n 9 August 2023, the PSA hosted the Union's Women's Day event in Mahikeng in North West, where women from PSA branches across the province gathered to celebrate their achievements. Under the theme of "*The Female Breadwinner*", speakers touched on the evolution of families and watching women take on bigger roles in ensuring that their families' needs are met.

In South Africa, Women's Day is more than just a holiday and is evidence of the strength of women, inspired by those who took their pleas to the Union Building in 1956, demanding that women's voices be heard. It is also a celebration of the remarkable contributions, achievements, and strength of women in society.

The keynote address was delivered by acting Public Protector, Advocate Kholeka Gcaleka, who spoke on the role her mother played as a breadwinner and how this encouraged her to work hard to achieve her goals, not only for herself but for the benefit of her community and those who call on the Public Protector's Office for help. She was joined by Mary Ann Maphobela from *Metropolitan* who gave an insightful talk on financial literacy and the importance of women understanding their finances and budgeting. Speakers shared their journeys, emphasizing the role of the female breadwinner and the importance of empowering women, for the greater good of all South Africans. One of the highlights of the event was members' testimonials about the remarkable service they received from the PSA.

PSA Board members also joined in the festivities with Nondumiso Mvubu and Anadele Coetzee who inspired attendees and called on them to reach for their dreams and goals. PSA Interim President, Justice Shiburi, and PSA acting General Manager, Madelain Müller, also provided motivational messages to attendees, calling on women to be the leaders they want to see.

The PSA would like to take this opportunity to thank its business partners, *Bramley*, *Mahala*, *Metropolitan*, and *Old Mutual* for their contribution towards the success of the day. PSA provincial business partners in North West, *Glow with Amy* and *Masdu Beauty Bar*, also made the day extra special with their contributions. Proceeds of tickets sold for the event were used to support *Coverdale Interim Home for Cancer Patients*, as part of a corporate social investment initiative.



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