

## Discussions seek to influence public policy, opinion

The first of a series of four *Business Day* Dialogues was held at the end of last month, chaired its editor Peter Bruce. The panel discussions aim to influence South African policy and public opinion widely, through debates featured in its newspaper, website and Summit TV.



Panellists for the first debate included Goolam Ballim (Standard Bank), Itumeleng Mahabane (Brunswick), Miriam Altman (HSRC), Dennis Dykes (Nedbank), Jean-Francois Mercier (Citibank), Edward Kieswetter (Alexander Forbes) and Andile Mazwai (BJM). The panellists tackled issues such as spreading the success of SARS, improving education, taxing "bling" and the cost of tax.

A pre-discussion interview went onto the newspaper's website on 24 January 2011, followed by the debate itself on 28 January. Video extracts of the debate were posted on its website on 1 February, followed a day later by an eight-page supplement in the paper and a broadcast of the debate on Summit TV. The recording was rebroadcast on the morning of 3 February.

"The first dialogue was a success and we look forward to debating a wide range of issues in the forthcoming dialogues. With the calibre of the participants and the relevant subjects that we are taking on, we are convinced that the dialogues will become a feature of the wider South African policy debate," says Bruce.

For more information on the first debate, go to [The Business Day Dialogues](http://www.bizcommunity.com).