

## Confidential

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# LANGUAGE POLICY



### Review Tracker- History of the Policy

Date of review (Month/yyyy)	Version	Details of review
Aug 2019	2	<p>List the changes made</p> <ul style="list-style-type: none"> <li>- Removed the 1<sup>st</sup> page on the old policy in order to align with new policy template.</li> <li>- Added new definitions to the list of definitions; business unit, division, business language, official language.</li> <li>- Added new sections from the Use of Official Languages Act that were not included in the previous version of the policy, 4.3, 4.3.1, 4.3.2.</li> <li>- Included a section which explains the languages that the Land Bank Group has adopted 5.1.3.</li> <li>- Moved scope to page 4 in the new policy and included stakeholders in the list of people who the policy is applicable to.</li> <li>- Included a section that shows the languages for both internal and external communication and the relevant platforms.</li> <li>- Changed Marketing and Corporate Affairs to Marketing and Communication since the business unit name has changed.</li> </ul>

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## 1. PURPOSE

The purpose of this policy is to:

- Establish an acceptable and equitable operational language dispensation for the Land Bank Group, taking into consideration the constitutional imperatives related to the Land Bank Group;
- Provide all the Land Bank Group employees with clear guidelines regarding the use of official languages when administering service to clients and other stakeholders;
- Facilitate equitable access to services and information of the Land Bank Group; and
- Promote sound language management by the Land Bank Group for efficient public service administration and to meet the needs of the public.

## 2. SCOPE

This policy is relevant and applicable to all Land Bank Group employees appointed at all levels of the organisation, including part-time staff, learners, as well as stakeholders.

## 3. DEFINITIONS

Land Bank	The Land and Agricultural Development Bank of South Africa as defined in the Land and Agricultural Bank Act 15 of 2002
Land Bank Group	Land Bank and its subsidiaries
Employee	Any person other than an independent contractor, who works for another person and who receives, or is entitled to receive any remuneration or who assists in conducting business of an employer.
Official language	Means an official language referred to in terms of section 6(1) of the Constitution of South Africa;

Working/business language	Means an official language chosen by the Land Bank Group as the language most practicable to use in a particular communication event.
Business Unit	A function managed by a General Manager
Division	A function managed by an Executive Manager
NCA	National Credit Act

## 4. CONTEXTUAL BACKGROUND

4.1 The Land Bank Group recognises its constitutional responsibilities, under the Constitution<sup>1</sup>, to promote multilingualism, language equity and contribute to the usage of the eleven South African official languages.

4.2 Language is an integral driver of economic and social transformation in South Africa and therefore an integral component of the Land Bank Group's business.

4.3 This policy is developed after taking into consideration provisions of Section 4 of the Use of Official Languages Act, 2012 which provides that:

4.3.1 Section 4(1) Every national department, national public entity and national public enterprise must adopt a language policy regarding its use of official languages for government purposes.

4.3.2 Section 4(2) A language policy in terms of subsection 1 must:

- i. identify at least three official languages that the national department, national, public entity or national public enterprise will use for government purposes;
- ii. describe how the national department, national public entity or national public enterprise will effectively communicate with members of the public whose language of choice is not one of its chosen official languages; and
- iii. describe how members of the public can access the language policy.

4.3.3 Section 3(1)(a)(ii)/(b) which provides that; in order to determine the official languages contemplated in section 4(2) of the Act, every national public entity; must consider the factors stipulated in section 6(3) of the Constitution including expenses associated with adopting official languages for government purpose.

<sup>1</sup> The Constitution of the Republic of South Africa Act 108 of 1996.

4.4 Section 63(1) of the NCA, states that a “Consumer has a right to receive any document that is required in terms of the Act in an official language that the consumer reads or understand, to the extent that is reasonable having regard to usage, practicality, expense, regional circumstances and the balance of the needs and preferences of the population ordinarily served by the person required to deliver that document.”

## 5. POLICY

The Land Bank Group shall:

- Promote an environment that enables all its stakeholders to exercise their right as enshrined in the Constitution regarding language matters.
- Demonstrate proficiency and ability to communicate information accurately.

### 5.1 Language Adoption

5.1.1 Dominant languages in South Africa tend to differ from province to province and from one region to another.

5.1.2 However, some languages are widely understood beyond provincial and regional borders. It is therefore essential to understand both regional and provincial language variations in order to produce communication material that will be appropriate to different people in various contexts.

5.1.3 The Use of Official Languages Act requires the Land Bank Group to adopt a language policy identifying at least three of the official languages of which the Land Bank Group will use for "government purposes". This refers to languages which are mainly to be used when communicating with members of the public. Therefore, the Land Bank Group, has selected the following languages:

- English (business language)
- Afrikaans
- Isizulu
- Sesotho
- Tshivenda
- Xitsonga

5.1.4 When communicating with members of public whose languages of choice are not selected official languages (in terms of this policy, including the use of sign language as and when required), the Land Bank Group shall endeavour to assist members of public by allocating qualified officials that can assist in interpreting what is provided in the documents. Such assistance shall be provided within a reasonable period.

## 5.2 Internal Communication

Land Bank Group has adopted English to be the business and main medium of communication for the Bank, as well as for record keeping and administrative purposes.

## 5.3 External Communication

The Land Bank Group shall use English and/or the adopted official languages stipulated in 5.1.3 above for all external communication on a case by case basis as follows:

No	Means of Communication	Language to be used
1	<b>Communication with regulators</b> – both oral and written: government reports, annual reports, records, transcripts, and any other official publication.	English
2	<b>Communication with members of the public</b> - both oral and written: public notices and announcements, public information signs, signage identifying facilities and services to effectively communicate with members of the public.	English
3	<b>Communication with the media</b> - print, broadcast and online; depending on purpose and platform.	English and/or the adopted official languages.
4	<b>Stakeholder Engagement</b> – stakeholder engagement activities and public hearings/consultations.	English
5	Loan Agreements, and application forms.	English and/or Afrikaans

## 5.4 Translation and Interpreting Services

5.4.1 The Land Bank Group shall, within its means, endeavour to promote and develop its capabilities in order to meet language needs as stipulated by the Use of Official Languages Act where applicable.

5.4.2 Where necessary, the Land Bank Group will outsource translation and interpreting services, with accredited service providers to ensure effectiveness of communication.

## **6 ACCESS TO THIS POLICY**

The Land Bank Group will publish this policy on the website ([www.landbank.co.za](http://www.landbank.co.za)) in English. In addition, printed versions will be available at upon request.

## **7. ROLES AND RESPONSIBILITIES:**

Marketing and Communications business unit shall:

- 7.1 Advise EXCO and Board on the development, adoption and implementation of the Language Policy;
- 7.2 Regulate, monitor and assess the use of the Language Policy;
- 7.3 Compile and submit reports to EXCO and relevant regulatory bodies as and when required to ensure timeous compliance;
- 7.4 Promote equitable treatment of South African official languages and facilitate equitable access to service and information of the Land Bank Group.

## **7. RELATED LEGISLATION AND DOCUMENTS**

The policy principles should be read in conjunction with the:

- The Land Bank Act 15 of 2002;
- Use of Official Languages Act, 2012 (Act No. 12 of 2012)
- PFMA Public Finance Management Act, 1999 (Act No. 1 of 1999);
- The Constitution of the Republic of South Africa Act 108 of 1996;
- National Credit Act 34 of 2005

## **8. COMPLAINTS MECHANISM**

Any person, who is dissatisfied with the use of official languages by the Land Bank Group, may lodge a complaint in writing addressed to the Marketing and Communications business unit as follows:



Telephone: 0800 00 52 59

Email: [info@landbank.co.za](mailto:info@landbank.co.za)

Postal: P O Box 375  
Pretoria  
0001

The complaint must:

- Be lodged within three (3) months from the date of the issue arising;
- State the name, address and contact information of the complainant, and
- Provide a full and detailed description of the complaint.

## **9. APPROVAL AND REVIEW PROCESS**

The Language Policy will undergo governance approval in respect of the below mentioned committees:

Policy and Process Change Committee (PPROCC)  
Executive Committee (EXCO)

The policy will also undergo a two-year cycle review.

## **10. APPROVAL OF THE LANGUAGE POLICY**

This document was approved by the Board and Executive Committee, it's effective from 11 December 2019.