



# Dunedin Methodist Parish

*Finding Good in everyone Finding God in everyone*

[www.dunedinmethodist.org.nz](http://www.dunedinmethodist.org.nz)

<b>Presbyters:</b>	Rev. Siosifa Pole	455 2923
	Rev. Dr. Rod Mitchell	477 3700
<b>Parish Stewards:</b>	Dr George Davis	453 6540
	Mrs Hilda Hughson	487 6226
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## PARISH BULLETIN

### 22<sup>nd</sup> December 2013

#### WORSHIP FOR SUNDAY 29<sup>th</sup> December

	Mornington	Combined at Wesley
	Mosgiel	Combined at Wesley
	Glenaven	Combined at Wesley
10.00 am	Wesley	S Pole
	St Kilda	TBA

#### COMBINED PARISH SERVICE

A combined Parish service will be held on Sunday 29<sup>th</sup> December 2013 at 10am in Wesley Hall, Wesley Street, South Dunedin. The service will be conducted by Rev S Pole and morning tea will be served following the service. Contributions of food for this would be appreciated. Thank you.

#### ANNUAL HOLIDAY

I will have my annual holiday from the 7<sup>th</sup> to 28<sup>th</sup> of January 2014. While I am away, Rod Mitchell will take care of the administration of The Dunedin Parish. Thank you, Rev. Siosifa Pole.



**THE CONGREGATIONS HAD BEEN WARNED** to expect an alien invasion last Sunday and that is exactly what they got. But it was anything but hostile. Actually, like, FRIENDLY. Ginny Kitchingman resurrected her 2003 Christmas production with a few minor changes, and of course, a change of cast. Five



intrepid researchers from the Inter-Galactic Space Station for Exceptional Young Aliens paid successive visits to planet Earth in an attempt to find out what the strange earthly custom of CHRISTMAS is all about. It proves to be no easy task, and the researchers bring back reports of peculiar phenomena such as Shopping and gift giving; a Santa figure who brings presents to children by sleigh, descending down every chimney in the land in one night; environmental care as



trees are decorated; a national food-eating fetish as huge quantities of fattening food are consumed; a retreat into churches on Christmas eve where a baby

is worshipped; and the final piece of research, the most conclusive of all, that Christmas is a festival of LOVE. Indeed this is the only clue that satisfies Her Supremeness, supreme ruler of the galaxies. It was a great show, thanks Ginny and [Y@M](#) - fun, humour, relevance, full of spontaneity and joy. Pictures show (1) Her Supremeness briefing the intrepid researchers and (2) the full cast get into a snappy dance number.



*Taieri Christian Care Trust*



On behalf of the Taieri Christian Care Trust/ Mosgiel Community Food Bank.

I would like to thank you all so much for the continued support we have received throughout this past year.

We have handed out over 600 food parcels this year. Without the generosity from our local churches our food bank would not be as successful as it is.

We have received almost daily a supply of vegetables, eggs, jam, and canned food. The list goes on.

For this help we are extremely grateful .

I trust you all have a Very Merry Christmas and Restful New Years.

God Bless you all.

Michelle Kerr

Mosgiel Community Food Bank Coordinator

Isaiah 9 :6 For unto us a child is born, to us a son is given, and the government shall be upon his shoulder, and his name shall be called Wonderful Counsellor, Mighty God, Everlasting Father, and Prince of Peace.

## STORY FROM THE MISSION

One of the highlights for parents and children at Little Citizens is the food we provide. The middle of the day is very popular for enrolments as parents appreciate the cooked lunches we provide for their children. We are participating in the healthy heart award and so we are re visiting our menu to ensure we continue to provide the best healthy, nutritious and yummy meals to our children. The older children in the Kotuku room often bake & prepare sandwiches too for the individualised lunch boxes they have made.



### HAPPY BIRTHDAY TO:

Christopher Gray who turns 5 on 6<sup>th</sup> January  
 Simmone Sarup who turns 11 on 9<sup>th</sup> January

## BRAND MANDELA / BRAND JESUS



We're hearing much, already, about "Brand Mandela." Indeed, even before the great man was buried in his native village of Qunu, tens of thousands of opportunistic South Africans had given thought, and action, as to how to cash-in on what currently is the most famous brand in the world.

Stories are legion on the internet as to how those opportunities are being grasped, from the inspired to the tacky. At a junction in one of Johannesburg's affluent leafy suburbs two young men were seen to weave among cars waiting at a traffic light, hawking shiny, hologram-style portraits of Mandela that change colour as they move. The asking price is 100 rand, ( \$10.50 NZ) "After Mandela passed away we bought these so people can have a memory of him," says Tshepo Mabaso, 21,

one of the street vendors. What he didn't say was he was making a profit of almost 90 rand on each sale. In South Africa today, the face and name of Nelson Mandela is used to sell toiletries, kitchen aprons, campaign buttons, stationery and all manner of electronic gadgetry.

In the upmarket shopping malls of Johannesburg, the Nelson Mandela Foundation's official clothing brand, 46664 ( his Robben Is prisoner number ) sells the colourful batik shirts favoured by the late president for R449.95. In Pretoria, as a 90,000-strong crowd queued to view Mandela as he lay in state, vendors were selling unofficial rugby shirts with his image, fist raised in his famous pose, for R150.

It's well known that during his presidency Mandela himself took steps to protect and preserve the integrity of what was clear, to him and his advisers, was going to be a powerful and wealthy legacy. The Nelson Mandela Foundation was to benefit the nation, especially its children. It was to combat and raise awareness of and combat HIV Aids. It was to fund the reform programmes of ANC in perpetuity. It was to provide for the great man's family, and the education of grandchildren. It may have appeared at that time to be wise and reasonable provision, but how does one provide for the staggering growth of a living legend, and how does one guard against a family lusting and squabbling after what it perceived to be its rights to natural inheritance, and a once robust political party suffering loss of vision, failure to deliver on key social policies, and leadership dogged by scandal and corruption. Inevitably, the genie got out of the bottle, and took on a life of its own.

Official Mandela brands, copyrights and trademarks have been eluded by those seeking numerous loopholes to exploit the great man's magic name for commercial gain, and as the ODT reported last Monday there are at least 40 companies officially registered with the government, shamelessly using the Mandela name. The list includes the Gandhi-Mandela Nursing Academy, Mandela Truck Shuttle Services, the Mama Mandela Marketing Company, and Mandela's Shed, a restaurant chain. The "Madiba" name has been used by more than 140 registered companies, including Madiba Truck Stop, Madiba's

Driving School, Madiba Chickens, Madiba Cash and Madiba Bottle Store.

The Foundation may own the website "nelsonmandela.org", but "mandela.org" belongs to a Brazilian, who uses it to sell computers. And the family have been no less enterprising. Mandela's daughter Makaziwe and one of her daughters have launched a "House of Mandela" range of wines, despite that Mandela himself is on record saying he did not want to be associated with alcohol or tobacco.

Much of which, in an ideal world, could be seen as the tawdry cheapening of the name of one who for 27 long years embraced principle above worldly pleasures and profits, and emerged from his prison ordeal intent on reconciliation and unity. His friend and fellow reformer Desmond Tutu said as much earlier this year when he and the nation were reckoning with the eventual death of Madiba. " The best memorial to Nelson Mandela would be a democracy that was really up and running; a democracy in which every single person in South Africa knew that they mattered, and where other people knew that each person mattered. "

But it is not an ideal world, and Mandela was pragmatic enough to know that his wider legacy to the rainbow nation would not be pure reform or perfect change, and if some of his countrymen bettered themselves by deploying his image in ways that gave others the impression of belittling his legacy - so be it. For him, it was the big picture that mattered.

And for some of us, tempted to wring our hands at the evidence of the degradation of brand Mandela in so short a time, think what 20 centuries of wear and tear have done to brand Jesus. This thought was powerfully brought home to Judy and me as we skipped our way through a recording from last Sunday's TV3 condensation of the annual 'Christmas in the Park' from Auckland's Domain the previous night. An extravaganza of song, dance, beat, glamour, noise, celebrity, colour and exploding colour in the night sky. The Jesus story was somewhere

in there if you listened hard enough, but so romanticised, sentimentalised, and sanitized as to be beyond the recognition of those who still happen to believe that a refugee baby born in the Judean village of Bethlehem in the reign of Caesar Augustus, noticed only by a handful of scungy shepherds and mysterious travelling astrologers - and almost missed in the census, - is a source of life and light that has permeated humankind ever since, with the most profound of consequences.

Yet that is what happens to even the best of brands, and brand Jesus is no exception. Even worse, by comparison, is what the Church itself has done to the Jesus brand. Turned a simple story of a self-effacing man of peace into a messianic lord demanding homage, and Galilean teacher of love and inclusion into the subject of creeds and dogmas that have defined, judged and excluded succeeding generations.

Tis Christmas again. What better Christmas commission for today's Church than to join the world-wide community using heart and mind, intelligence, intuition and imagination to recover the integrity of brand Jesus. It's a daunting task, but no beyond us.

*Ken Russell*

*The light has always shone; the faith we lodge our hope in will seek a door to open, a star to light us on, and draw a shining thread through all the year ahead.*

*Shirley Erena Murray*

**From political posters to bottles of wine and kitchen aprons, the face and name of Nelson Mandela make a potent commercial and political brand.**

The scramble for control of the Mandela legacy - both financial and moral - will involve his family, the ruling ANC, and the Nelson Mandela Foundation.

At stake is the inheritance that will go to Mandela's more than 30 children, grandchildren and great grandchildren, some of whom already use the Mandela name and image to market everything from clothing to reality TV.

There are also the Mandela brands and trademarks that help fund the foundation. And for the ANC, Mandela's reputation as an anti-apartheid hero is worth votes for years to come.

There are no available public figures of Mandela's wealth.

Maintaining control over the copyrights is already a difficult business; protecting the Mandela brand may now be harder.

"The beauty of the Nelson Mandela brand is that it has been lived by him exactly as it has been presented by him. His behaviour is his brand," said Jeremy Sampson, the executive chairman of Interbrand Sampson de Villiers.

"In the rush to commercialise it, we run the risk of watering down or destroying the good that the brand stood for purely with the crassness of finance," he added.

Mandela divided the management of his legacy between a series of trusts to handle his finances and the foundation.

He set up about two dozen trusts, mostly to pay for the education of his grandchildren and great grandchildren.

It hasn't all been straight-forward.

A legal tussle between Mandela's long-time friend, advocate George Bizos, and two of Mandela's daughters became public this year as the daughters sought to have Bizos and other Mandela associates ousted from companies set up to sell his handprint for use in art and memorabilia.

The foundation was set up as the official custodian of Brand Mandela. It had net income of R22-million last year and assets of R290-million. In 2011, net income totalled R33-million and assets came to R262 million.

It paid Mandela R2.8-million in 2011 and R2.9-million last year for the book it published with his help called *Conversations with Myself*, which was a follow-up to his autobiography *Long Walk to Freedom*.

The Nelson Mandela Children's Fund has rights to use the Mandela name for fundraising. Between 1995 and 2012, the fund brought in R1.2-billion in income and paid out R462-million in grants.

But not everything that uses Mandela's name was sanctioned by him. There are at least 40 companies officially registered with the government that use the Mandela name. The companies appear to have no link to either Mandela, any of his relatives or any geographic area that has the Mandela name.

The list includes the Gandhi-Mandela Nursing Academy, Mandela Truck Shuttle Services, Mama Mandela Marketing Company, Thanks Mandela Toiletries and Mandela's Shed, a restaurant.

The "Madiba" name has been used by more than 140 registered companies, including Madiba Truck Stop, Madiba Wines, Madiba's Driving School, Madiba Chickens, Madiba Cash and Madiba Bottle Store.

The foundation may own the website "nelsonmandela.org", but "mandela.org" belongs to a Brazilian, who said he was using it for a personal project, which is a tool for computers.

The foundation picks its battles with care, only rarely suing firms that use his name or image.

"The brand Nelson Mandela is not like the brand Coca-Cola.

"It's huge, it's complex, there are many sub-brands within that brand. We implement protections in a relatively small space," said Verne Harris, the director and archivist at the foundation.

Trademark lawyers also say there is little to stop family members using the Mandela name, as long as they link the name to themselves and not exclusively to Nelson Mandela.



Mandela's daughter Makaziwe and one of her daughters have launched a "House of Mandela" range of wines, even though Mandela said he did not want to be associated with alcohol or tobacco.

Two of his US-based granddaughters starred in a reality television show called Being Mandela .

The ANC needs Madiba magic more than ever.

"The ANC made the brand and the brand became bigger than the ANC," author and political analyst William Gumede said.

Donald Phillipps supports South African RONA PRESTON for whom the photo of her late husband, the Rev Geoffry Preston and herself, with NELSON MANDELA, is particularly significant and poignant at this time. Precious memories. Thanks for sharing, Rona.

**WORSHIP SERVICES  
CHRISTMAS 2013 AND JANUARY 2014**

**CHRISTMAS EVE, Tuesday 24<sup>th</sup> December**

11.00 pm - Combined service at Glenaven,  
with supper at 10.00 pm, prior to the service

**CHRISTMAS DAY, Wednesday 25<sup>th</sup> December**

9.00 am - Mosgiel (combined with Wesley)

9.30 am - Mornington (combined with Glenaven)

**SUNDAY 29<sup>th</sup> DECEMBER:**

10.00 am - Parish Combined Service at Wesley

**SUNDAY 5<sup>th</sup> JANUARY:**

9.30 am - Mosgiel

9.30 am - Mornington

11.00 am - Wesley

11.00 am - Glenaven

**SUNDAY 12<sup>th</sup> JANUARY:**

9.30 am - Mornington (combined with Glenaven)

10.00 am - Mosgiel (combined with Wesley)

**SUNDAY 19<sup>th</sup> JANUARY:**

9.30 am - Mornington (combined with Glenaven)

10.00 am - Mosgiel (combined with Wesley)

**SUNDAY 26<sup>th</sup> JANUARY:**

9.30 am - Mornington (combined with Glenaven)

10.00 am - Mosgiel (combined with Wesley)