

Read about the programmes and opportunities that are available to you in your province, Gauteng.



GAUTENG

- Local Economic Development
- Expanded Public Works Programme
- Gauteng Enterprise Propellor
- Gauteng Tourism Authority
- Community Development Centres
- Community Food Gardens
- Arts and Culture Grants
- Thusong Centres

For more information on these and other government programmes, phone 1020 — toll-free from a landline.

The Expanded Public Works Programme (EPWP)

The Gauteng EPWP brings infrastructure to previously disadvantaged areas. Infrastructure includes schools, community centres, local access roads, community markets, and sports facilities. At the same time, the programme provides employment for members of the community in which the facilities are being built, through the use of local labour. There are also opportunities for emerging contractors.

Contact the EPWP: 011 355-9550/355-9559

Contact the Department of Public Works: 011 355-7505/7301

The Gauteng Enterprise Propellor (GEP)

The GEP provides training and loans for small, medium and micro-enterprises. GEP currently has five branches across the province. Trainees attend the GEP offices for the two- to three-day training course, for which a very small fee is charged. After the course, they are helped to write a business plan and apply for a loan. Applicants whose businesses seem viable are granted loans.

Ongoing support, such as help with marketing and tenders, is also given. Those who stand to benefit most are businesses that are already up and running. Businesses must have a bank account, as well as a tax clearance certificate from SARS if they wish to tender for government contracts.

Contact GEP: 011 833-2542

Contact the Department of Trade and Industry: 0861 843 384



Arts and Culture

This programme offers financial support to groups and individuals. Each year, forms are made available in December, and applications must be submitted by the end of January.

Groups must be registered as a CC with SARS or as a non-profit organisation with the Department of Social Development. They must submit a detailed profile of the project, the previous year's financial statements, a policy document explaining their financial management system, and copies of ID documents of the principal members. Students applying for sponsorship must provide proof of registration at an institution.

**Contact the Department of Arts and Culture:
011 355-2591/2504**

**Contact the Department of Social Development:
011 355-7878**



Gauteng Tourism Authority (GTA)

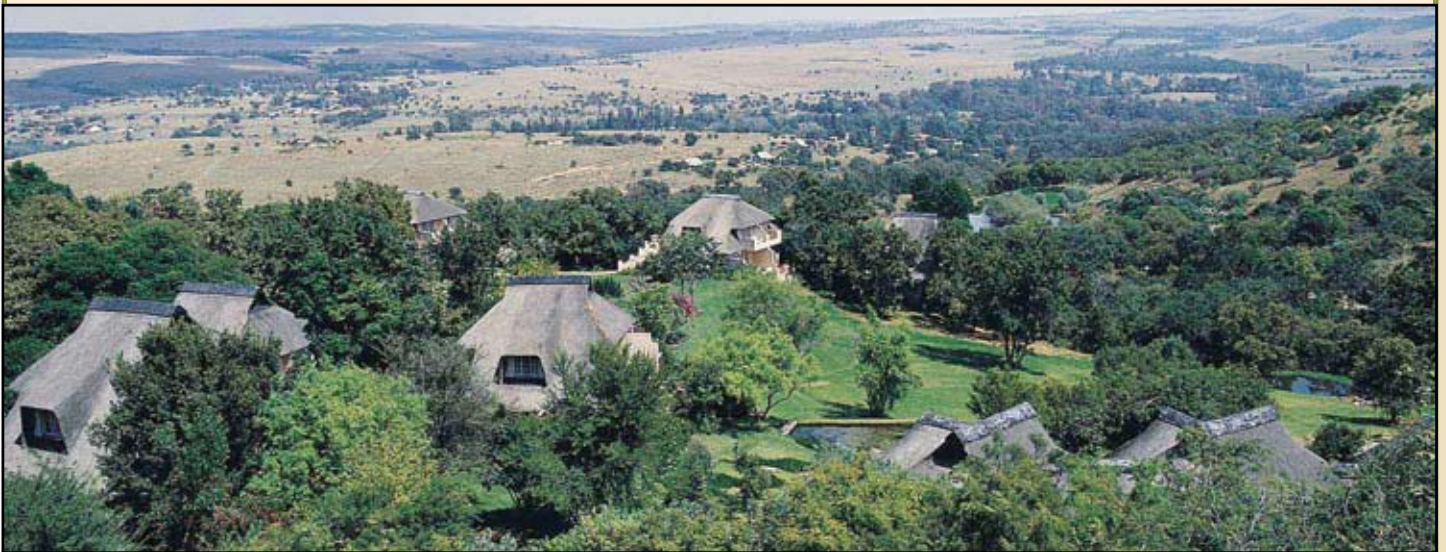


The people of my village realised that tourists love to visit places of natural beauty, like ours. So we began to ask ourselves, "Why don't we turn this into a tourist destination?"

After we had discussed ideas and come up with a plan in writing, we approached the **GTA**. They helped turn our ideas into a reality. But it all started with our ideas, and our planning!

BUSINESS PLAN FOR
RISOKOTI
D AND BREAKFAST

Could you do the same?



Could your area become a tourist destination, and bring income to your community?

Make the most of the tourism potential in your area. Crafts, hiking trails, trips to scenic or historical sites, well-run Bed and Breakfast establishments, a **crime-free environment** and unity amongst the community, will make your area attractive to tourists! To bring them in will take **discussion** and **planning**. The Gauteng Tourism Authority can help.

The Gauteng Tourism Authority (GTA) develops and coordinates sustainable tourism in Gauteng.

Services include:

- A Tourism Infrastructure and Investment Fund, for the development of previously disadvantaged individuals in the tourism industry
- A tourist-guide training programme
- Registration of all tourist guides operating in the province
- Support for entrepreneurs.

Contact GTA: 011 832-2780/639-1600

Community Development Centres



With just a little help, you can do so much! Look at the beautiful food garden that some of the older folks have made together. Young man, you can do the same!

There are Community Development Centres in most rural communities throughout Gauteng. At these centres, you can get help in setting up and running small income-generating projects. Clients include youth, women, the disabled and the aged. To benefit from the help given at a Community Development Centre, you should approach them as an already established group. You should already be registered as a non-profit organisation with SARS, and, preferably, have a constitution and business plan.

For more information, or to find the Community Centre nearest you:

**Contact the Department of Social Development:
011 355-7878**

Community Food Gardens Programme

Some of the women in our community started a vegetable farm with help from the Community Food Gardens Programme. Now we grow our own food and sell vegetables too.



There is a lot we need to know. Most of us have only ever been farm workers. But we are all doing it together!

Community groups can get agricultural training and tools through the Community Food Gardens Programme. All that is required is that members of the community organise themselves into a group of at least twenty members, and have permission to use a piece of land for at least five years. The endorsement of their local municipality and/or local chief will be an advantage.

Contact the Department of Agriculture, Conservation and the Environment (DACE): 011 355-1920
Contact the Department of Water Affairs and Forestry: 012 392 1300

A story of economic development



Hello, friends

Do you long for a better life, a satisfying job and a brighter future for yourself and your children? You're not alone. Many people are striving for a better life.

Help is out there for those who seriously want to make changes.

But to make the most of that help, you've got to get the basics right!

But take the advice of the friends in this story – get organised, start your activity before you approach a programme, and be specific about the kind of help you're after!

Let's follow a group of family and friends as they struggle with the kinds of problems we all face. They started to think differently, and came up with solutions that completely changed their lives.

It's Friday night, and a wife is at home waiting for her husband.



It's pay day today. When Dumisani comes home, we're going to pay all our accounts, and go out for take-aways, maybe buy some meat for the weekend.

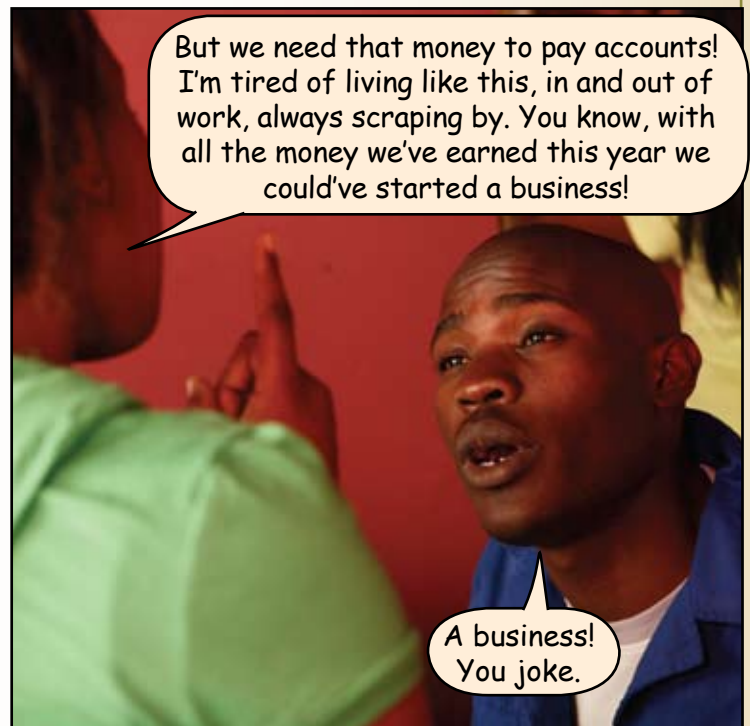


Where is he?



Heh! I don't believe this! Is this what you do with our money?

Give me a break, wife, it's my last day on the job. I've got a right to drink with my friends.



But we need that money to pay accounts! I'm tired of living like this, in and out of work, always scraping by. You know, with all the money we've earned this year we could've started a business!

A business! You joke.



Organised!
That's the last
thing I feel like
being.

She's right, you know. And
there's a lot of help out
there if you want to start
a business - you just need
to get organised!



Look at the roads that are being built
around here! The tourism that's being
promoted! The housing projects ... even the
cultural stuff. The people who benefit from
all this are the ones who get organised.

Then let's do it!

The next day ...



I feel the
same way.

You're right Neli, we need to
make a change. I want our
children to have a future and a
hope, and I want us to live well!



Look at all of
our friends.
None of us
has work, but
we've got a lot
of skills! Let's
invite them to
start a business
with us.

That day, Dumi went to his friends
one by one and invited them to a
meeting at his house.



Later that afternoon, Dumi, Neli and their three friends,
Albert, Oupa and Lulu, the shebeen queen, meet.



Hey! I have an idea!
Why don't we start a
contracting business
together?

You guys could contribute the
contracting skills and I could
help with the accounts, keeping
records and management.

Hmm. It's
worth a try.
Why don't
we put some
ideas down
on paper?

Step One

Approach your local municipality

The five friends have written down a basic business plan and now approach the Local Economic Development officer at their local municipality.

Every District and Local Municipality has a Local Economic and Development (LED) Programme. The purpose of this programme is to create an enabling environment for business, to link businesses with sources of training and loans, and to host workshops and summits that inform people about opportunities in their fields of business.





Running your own business requires you to be multi-skilled. You will need to know how to price jobs by working out all your costs. You will need to know how to manage people, time and money, and on and on.

I'm just a bricklayer.

And I am an electrician.



What can we do?

There are government programmes that will help you get the training and business support that you need.



Yay!

Now, the first thing you need to do is **market research**. This means you need to find out if enough people want the service you have to offer, and how much they are willing to pay for it.

Wait, wait, I want to write this down.

"Find out who your competition will be, and then compare yourselves to them. What advantages do you have over them – and what are their advantages? How is the service that you provide different?

Ask yourself and be honest – what are your strengths and your weaknesses? Your competitors are marketplace "threats", but also think about what opportunities there are in the market.

Finally, list all the factors for your success, and when you advertise, make sure that you make your customers aware of your strengths."



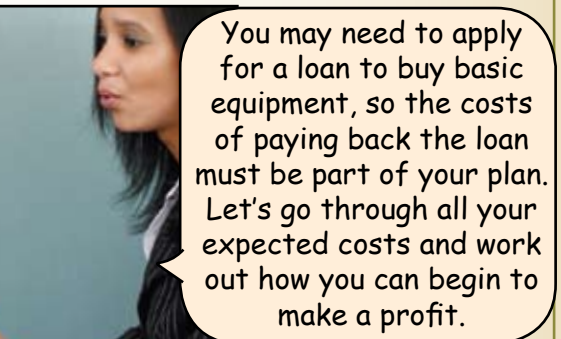
I am going to refer you to an organisation that specialises in helping businesses write clear and specific business plans.

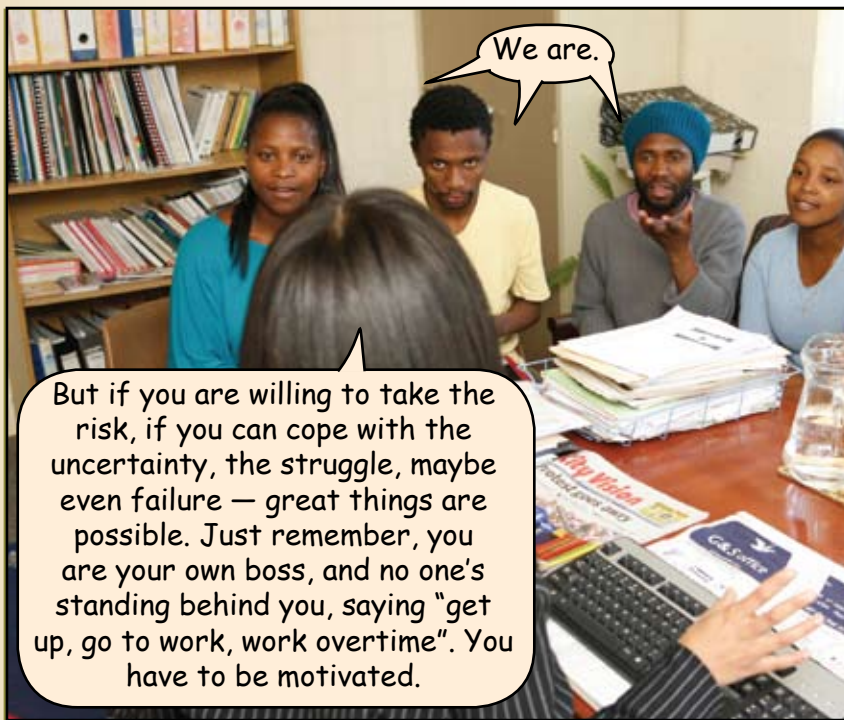
Let's start there then.

Step Two

Talk to the experts

Our friends have received advice from their LED officer at the local municipality and now pay a visit to an organisation that specialises in helping small, medium and micro-enterprises. You can find out about such organisations in the pages of this insert and the national publication.





Know the law

It's important to know the law when setting up and running a business. The first thing Dumi and his friends will have to decide is what the structure of their business is going to be. Will it be a cooperative, a partnership, a close corporation, a sole trader, or a company? To make this important decision, it is a good idea for them to talk to someone who knows and can give expert advice.

The type of structure they choose will affect how the business gets taxed. Some structures are more expensive and more difficult to set up than others. It is also very necessary to keep records of everything in business. Dumi is starting a business with his wife and friends. They need to sign a legal contract before they begin anything.

They need to make sure of the following:

- The business has a bank account.
- Their business is registered with the South African Revenue Service.
- They may need to get a trading licence.
- They are familiar with the labour laws, so that they know their rights as employers, and are familiar with the rights of their employees.

Step Three

Aim for excellence

Another thing, guys, the municipality keeps a database of contractors. For some of the jobs, they don't tender but simply consult their roster. To get on the roster, you must have a tax clearance certificate from **SARS**.

Then make sure your phone is working and that they can reach you when they need you. It may seem obvious, but some people miss out on jobs because they cannot be reached!

At the municipality ...

Hey, here's a transport tender for a cool R3 million.

Nice money!



Walking home ...

I think we've been given some good advice today. I'm glad we went to see our **LED** officer and **SEDA**.

Me too.

In fact, I'm feeling pretty motivated and positive about the future. This is the kick start we needed.

Local Economic Development (LED)

Every municipality has a Local Economic Development programme. Activities of these programmes vary from province to province but, in general, their purpose is to promote economic development in their areas.

Phone your district municipality for more information on their LED programme.

Municipality	Address	Telephone
City of Johannesburg Metropolitan Municipality	Private Bag X1049, Johannesburg, 2000	011 833-2542/ 832-2389
Ekurhuleni Metropolitan Municipality	Private Bag X1069, Germiston, 1400	011 821-2877
Tshwane Metropolitan Municipality	Private Bag X440, Pretoria, 0001	012 358 8755
Sedibeng District Municipality	Private Bag X471, Vereeniging, 1930	016 910-1209
West Rand District Municipality	Private Bag X033, Randfontein, 1760	011 950-9870
Metsweding District Municipality	Private Bag X10579, Bronkhorstspuit, 1020	013 933 3450/3

Thusong Centres



Thusong Centre	Address	Contact number
Alexandra	8th Avenue & Roosevelt Street, Alexandra	011 443-1358
Diepsloot	Stand 381 Diepsloot, West Diepsloot	011 464-7073
Tembisa	238 Igqagqa Section, Cnr George Nyanga Drive & Andrew Mapheto Street, Tembisa	011 926-7171
Daveyton	Daveyton Mall, Eiselen Street, Daveyton, Benoni	011 741-6188
Thokoza	8015 Khumalo Street, Thokoza	011 905-1404
Sebokeng	88 Moshoeshoe Street, Sebokeng	011 988-1505
Orange Farm	15747 Orange Farm Ext. 4 (next to SAPS)	011 211-1100
Ratanda	Cnr Heidelberg and Boshhoek Str., Ratanda	016 988-1960
Fararani	Modjadjie Street, Tsakane, Brakpan	011 566-7777
Duduza	No.1 Nala Street, Duduza	011 738-8516
Orlando East	1425 Sofasonke Street (Next to Kopanong Funerals)	011 935-6492
Ipelegeng	1283 White City, Jabavu, Cnr Phera & Khumalo Streets, Soweto	011 982-1200
Dobsonville	2332 Luthuli Street, Dobsonville	011 986-0036
Bekkersdal	Cnr Godlo and Panyapanya Street, Bekkersdal	011 755-3837
Brandvlei	Stand 64, Ventersdorp Road, Brandvlei	011 982-1200
Mohlakeng	262 Ralerata Street, Mohlakeng, Randfontein	011 414-1888
Kagiso	8740 Kagiso Avenue, Extension 12 (Next to SAPS)	011 951-2304
Soshanguve	Shop 49 NAFCOC, Shopping Centre, Soshanguve	012 799-5005
Atteridgeville	1770 Komane Street	012 358 7326/ 799-5005
Zithobeni	2237 Mothibe Drive, Zithobeni	013 937-0556
Mamelodi	19864 Makhubela Street, Mamelodi West	012 805-0117
KwaThema	54 Luthombo Street, Tornado Section, KwaThema	011 738-8516
Boitshepiville	Stand 2013, Phase 2, Tshepisi,	016 590-5432
Lord Khanyile	Cnr Freedom & Osizweni Streets, Ivory Park	011 261-0249
Vosloorus	No.1 Berry Maree, Vosloorus Road, (Next to SAPS)	011 899-4505