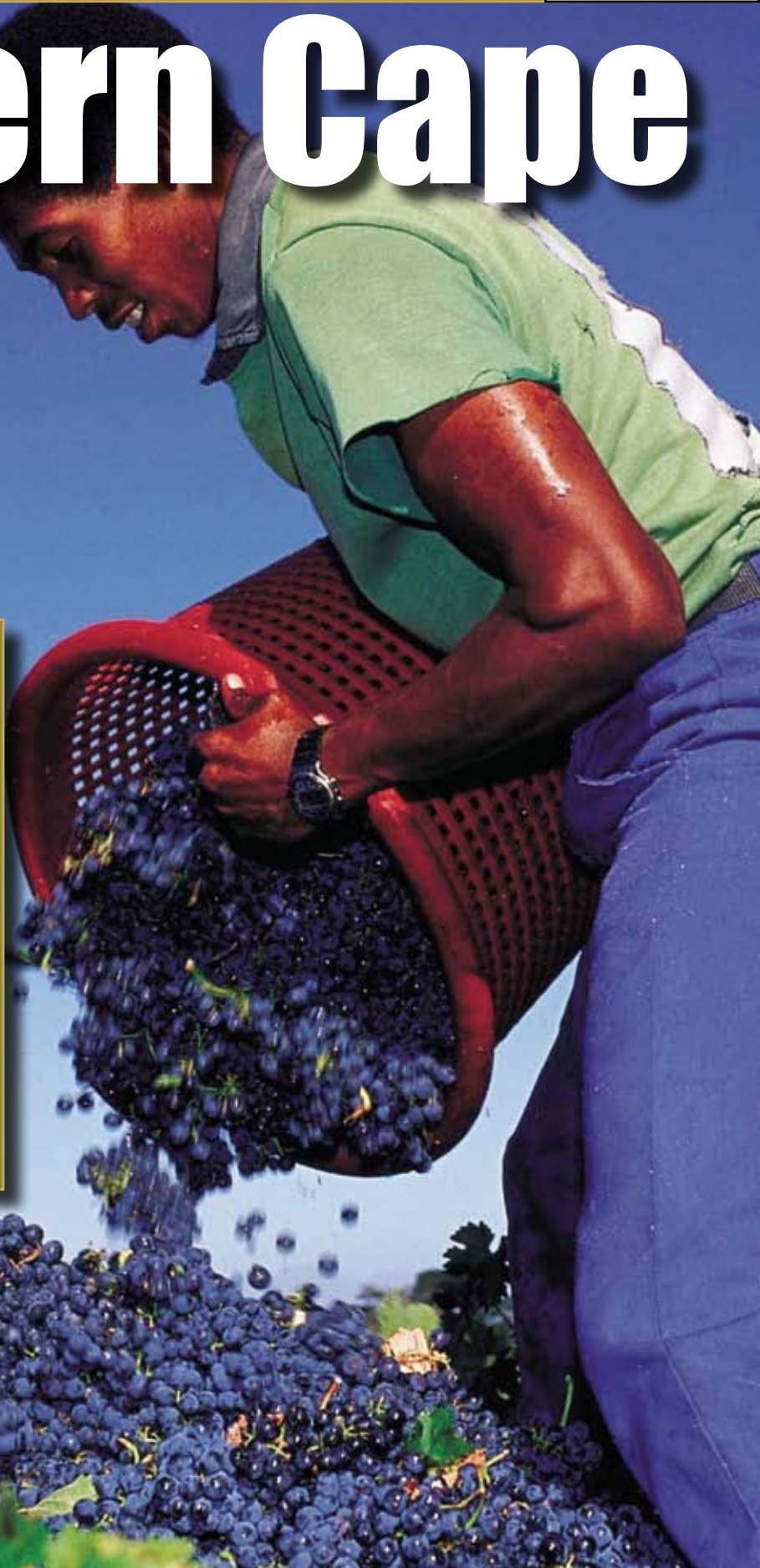


Read about the programmes and opportunities that are available to you in your province, the Western Cape.



# Western Cape

- Women in Construction
- Tourism Business Development
- Bontebok PEP
- Agricultural Business Support
- Young Professional Programme
- Agri-Renaissance Project
- Arts and Culture Projects
- The Red Door Small Business Advice Centres
- Useful Contacts



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

## AGRICULTURAL PROGRAMMES

### Agricultural Business Support Service



The Agricultural Business Support Service gives support, training and information to all farmers. It will also help you to start a cooperative.

**Contact the Agricultural Business Support Service:**

**021 808-5111/808-5013**

### Young Professional Programme



Honours students from previously disadvantaged backgrounds, who have a degree related to Agriculture, are welcome to apply to this programme. Successful applicants will be given the opportunity to gain valuable research and practical experience and training in Agriculture, while earning themselves a Masters degree.

**Contact the Young Professional Programme: 021 808-5213**

### Agri-Renaissance Project

This project was started to build up small farms in the Cape Winelands District. It is a programme in which a group of committed people share their various resources with one another — whether it be knowledge, technology or maintenance of technology — in order to grow their businesses.

**Contact the Agri-Renaissance Project: 021 888-5808**

**Contact the Department of Agriculture: 021 808-5004**

### Useful Government Contact Numbers

Department	Telephone
Western Cape Information Officer	021 483-6036
Department of Social Development	021 483-3083

# TOURISM AND CULTURAL PROGRAMMES

## Tourism Business Development Unit

The Tourism Business Development Unit gives advice and support to people from historically disadvantaged backgrounds wanting to start their own tourism business. The services they offer include:

- Training, guidance, mentoring and skills transfer programmes
- Help in reaching business goals by linking people with possible tourism, finance, and partnership opportunities
- Help by linking people to the greater tourism industry.

**Contact the Tourism Business Development Unit:  
021 483-8726**



## Bontebok PEP

This project focuses on the improvement of the Bontebok National Park by the upgrading of its outer fence, the existing rest camp, the camping and caravan site, as well as the construction of a new road to the park. The project is also aimed at rehabilitating previously disturbed lands by removing unwanted structures and carrying out erosion control measures.

**Contact Bontebok PEP: 021 685-2016/028 514-1432**



## Arts and Culture Projects

### Project Funding for the Development of Cultural and Heritage Tourism:

Cultural organisations are welcome to apply for grants from this fund. Yearly grants are available for ongoing projects, while once-off grants are given for projects that run for a limited period only.

**Contact: 021 337-8001  
0860 142 142**



## More Useful Contacts

Department	Telephone
Department of Environment, Planning and Economic Development	021 483-4282
Department of Finance, Economic Development and Tourism	021 483-4709
Department of Sport and Cultural Affairs	021 483-9501/3

**Funding for Arts and Culture projects focusing on the development of material dealing with local issues and history is available from the following organisations:**



**The Artscape Resource Centre**

The Artscape Resource Centre is there for people starting out in the arts industry. It is an internship/mentoring programme which offers skills and knowledge in arts management.

**Contact: 021 410-9917**

**The Western Cape Cultural Commission (WCCC)**

**Contact: 021 483-9717**

**Jikeleza**

Jikeleza teaches children from historically disadvantaged backgrounds to dance. Dance forms taught are African, Spanish and Contemporary dance, as well as ballet.

**Contact: 021 434-3100**



**Funding for projects that promote, preserve and develop culture and heritage**

Funding is given yearly to cultural organisations. Applications are to be handed in by 31 March of each year.

**Contact: 021 337-8001**



**Brawam-Siswam (Brother-Sister project at UWC)**

This programme is run in the Cape Flats of Cape Town. It is a life-skills programme, which involves the mentoring and coaching of 400 Grade 9 high school learners from 24 different schools by 200 students of the University of the Western Cape.

**Contact: 021 959-3589/90**



**Support for musicians in the Western Cape**

In the field of Music and Arts it can sometimes be difficult to make a living. This organisation helps musicians in need with funding and training.

**Contact: 021 483-9722**



**To find out more about any of these projects, call:**

**0860 142 142**

## SMALL BUSINESS SUPPORT

### The Red Door Small Business Advice

The **Red Door Centres** help new and existing businesses with all aspects of small business development by providing **business advice and mentoring**, such as how to:

- Write a business plan
- Identify and fix the weak points in your business
- Find access to finance
- Get affordable support from a network of business service providers
- Find accountants and lawyers
- Apply for and win government tenders
- Find out about government incentives
- Find out about client relations, marketing and research
- Import and export.

They also offer **facilities** such as:

- Internet access
- Small conference rooms
- Ongoing access to mentors
- Community entrepreneurship outreach programmes to the youth, women, emerging farmers and people with disabilities.

**Contact Red Door: 021 483-2628**    **Contact the Department of Trade and Industry: 021 480-8050**



### The West Coast Business Centre (Red Door)

There are areas along the West Coast which are still under-developed, but which have much potential for economic growth. The West Coast Business Centre helps people living in these areas with **information on training, mentoring and procurement** in order to address development.

**Contact Red Door: 022 714-1731**

### South African Women in Construction (SAWIC)

SAWIC helps women to get involved in construction, specifically in road construction and maintenance, and in public works. The programme also offers bursaries and development learnerships for contractors.

**Contact SAWIC: 021 387-4878 or 0800 778-226**

**Contact the Department of Transport and Public Works: 021 483-8956**



### Useful contacts to promote small business

Organisation	Contact
Business Opportunities Network (Procurement)	021 419-9641
Cape Mac (Information)	021 596-1300
Clotex Business Linkages Project (Information, Training and Procurement)	021 686-0522
Industrial Development Corporation (Finance)	021 421-4794
Khula Thuso Mentorship (Finance, Mentoring)	021 671-9057
Library Business Corner (Information)	021 425-7384
New Business Finance (Finance)	021 671-6263
Nicro Business Centre (Information and Finance)	021 397-6063
Tshumisano Programme	021 460-5911
ABET (Adult Basic Education Training)	021 467-2611/13
Cape Agency for Sustainable Integrated Development in Rural Areas	021 863-5000

# 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.

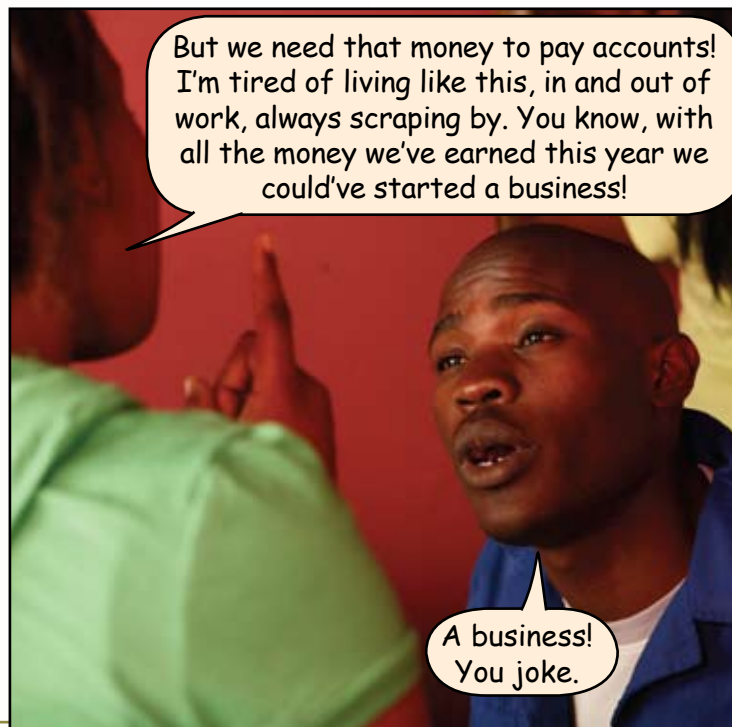


Where is he?



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."



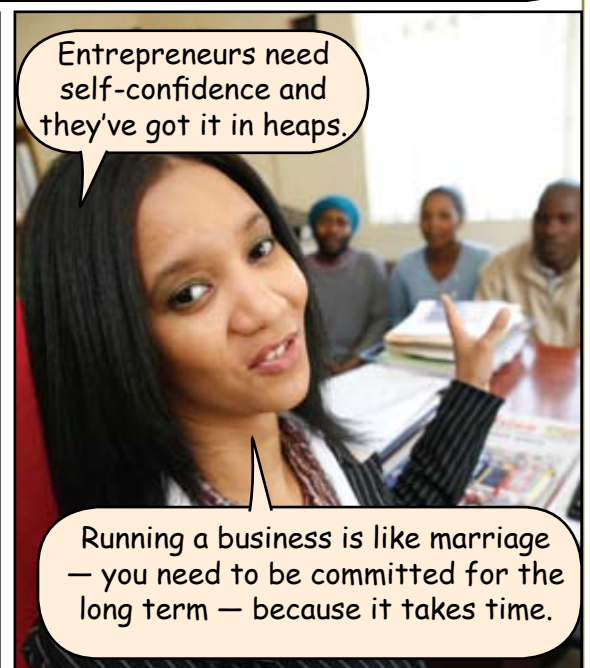
I am going to refer you to an organisation that specialises in helping businesses write clear and specific business plans.

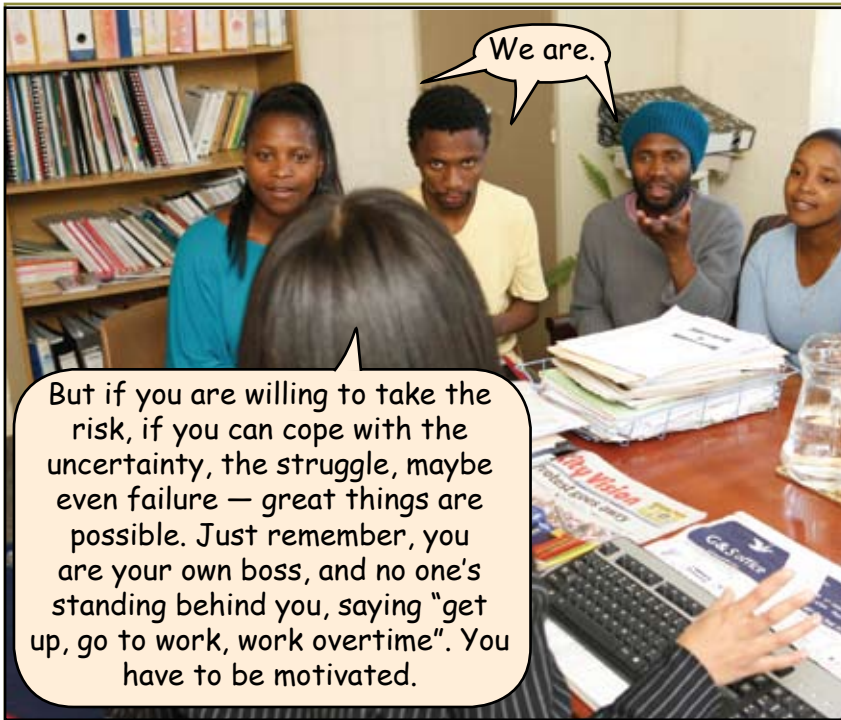
Let's start there then.

## 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.

## Thusong Centres



**Thusong Centres** are one-stop government offices and community facilities. They used to be called Multi-Purpose Community Centres. In fact, "thusong" means a place to get help or assistance!

Sounds like I might need to spend some time there!

Thusong Centre	Address	Contact Details
Langebaan Centre	No.7 Antonio Sieni Street, Langebaan	022 772-2622
Vredendal Centre	Bultweg Street, Vredendal North	027 201-3311
Van Rhynsdorp Centre	1 Mandela Street, Van Rhynsdorp	027 219-1917
Beaufort West Centre	3 Devries Street, Rustdene, Beaufort West	023 415-3144
Laingsburg Centre	Cnr Main & 3rd Avenue, Goldnerville, Laingsburg	023 415-3144
Unobuntu Centre	Cnr Nketza & Mtwazi streets, Zwelethemba, Worcester	023 345-2737
Simunye Centre	Sishuba Street, Kwanokuthula	044 880-1174
Riversdale Centre	Van Der Berg Street, Riversdale	044 880-1174
Themba lethu Centre	Cnr Jeriko Street & Sandkraal Road, Themba lethu	044 880-1174
Waboomskraal Centre	Main Road, Waboomskraal	044 880-1174
Bonteheuwel Centre	Cnr Jakkalsvlei & Elder streets, Bonteheuwel	021 695-5425
Atlantis Centre	1 Nottingham Street, Atlantis	021 421-5070
Zolani Centre	Sithandathu Avenue, Nyanga East, Cape Town	021 421-5070
Illingelethu Centre	Illingelethu Sports Field, Malmesbury	022 486-4593
Citrusdal Centre	Bohemia Street, Citrusdal	027 482-8000