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DESTEA BULLETIN



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department of
Economic, Small Business Development,
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FREE STATE PROVINCE

MEC LEADS A SPIRITED CHARGE TO FIGHT SUFFERING



In a true indomitable spirit of a woman, MEC Limakatso Mahasa literally defied her doctor's orders and abandoned her sick bed to personally lead the charge to solve service delivery challenges in Metsimaholo. MEC Mahasa responsible for Economic Development, Small Business, Tourism and Environmental Affairs in the Free State lead a team of senior economists, trade experts, tourism practitioners, environmentalists, conservationists and managers from state owned entities accountable to the department, the Free State Development Cooperation (FDC) and Free State Gambling, Liquor and Tourism Authority

(FSGLTA) to engage with Metsimaholo Local Municipality Councilors and officials.

The Metsimaholo Local Municipality was led by the Acting Mayor, Cllr Mosioa Poho and MMC for Local Economic Development Cllr Lucas Fisher.

Despite being the country's Petro Chemical heartland, Metsimaholo continues to experience capital outflow to Gauteng leaving huge disparity and inequalities in the Municipality controlling Sasolburg, Danesysville and Oranjeville.

Unemployment, lack of modern commercial shopping facilities, full

landfill sites, inadequate conferencing, banqueting, accommodation facilities and land were just few of the challenges the Municipality is grappling with. This highly industrialized area providing job opportunities, uncharacteristically still faces challenges of less developed areas with visible inequalities and misery for the people.

"We may not be able to reach everybody, due to budget constraints, but there is no reason why in a small way we can't make a difference in this area. If we change one life at a time, we will be making a difference in this stubborn poverty challenge" committed MEC Mahasa.

Each official, had to make a commitment on how they will make a contribution within the shortest possible time to address some of these challenges. Waste pickers, car wash, spazashop and chisanyama owners could be some of the business owners who will benefit from what could be the most impactful township revitalization initiative in Refengkgotso.

Capacity building and skills transfer will happen in a very big way in order to ensure that municipal officials are equipped to turn the situation around at the shortest possible time. Speeding up of approval of environmental impact assessments will also receive added attention in the department as a catalyst

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towards development in the area. Management and marketing of tourist attractions in the area were also under spotlight. Metsimaholo is on the doorstep of Gauteng and on the shores of the Vaal River. This Municipality could leverage the mobile community of Gauteng for weekend getaways as well

as the nearby Vredefort Dome World Heritage Site. MEC further instructed that all available information on once popular Jim Fouche' resort be searched and proposals of refurbishment be dusted and all legal ramifications be addressed in an effort to resuscitate this hospitality facility that could unlock job creation and other

economic activities in the area. Strict timelines for visible and tangible signs of improvements were set. Indeed MEC Mahasa is taking no prisoners on her strong desire to see change in the lives of the people of Metsimaholo. She challenged the Municipality, business community and other sectors

to work together with the Department to unlock potential of this area which is part of the Free State Tourism Lions Route. The business community should be alive to downstream opportunities presented by the Petro Chemical industry and its proximity to Gauteng, the industrial hub of South Africa.

DESTE SMALL BUSINESS SUPPORT A RUNAWAY SUCCESS



Launched in June 2018, the small business support programme of DESTE is fast gaining popularity amongst small businesses in the Free State. In her 2018/19 budget vote speech, the MEC for the department of Economic, Small Business Development, Tourism and Environmental Affairs, Limakatso Mahasa mentioned that "In pursuit of development of an entrepreneurial spirit and enhancement of township economy, we will continue to roll out the innovative 'business talent search' programme called "Tabalaza" with a particular focus on youth entrepreneurs

throughout the villages, towns and cities of the Free State which we launched last year. Not only will this programme stimulate entrepreneurship within the Free State, but also attract investors from all corners of South African as well as international investors". The DESTE small business support programme is intended to intensify funding support initiatives to SMMEs in order to assist them with sustainability and growth of their enterprises. Working in partnership with its partners like Central University of Technology (CUT), Eskom, NYDA, SAMTI, Harmony, Motheo TVET College, Black

Management Forum, FNB and FDC. The small business support programme focuses on businesses in mining, agro-processing, transport, manufacturing, tourism and ICT. To participate in this programme, businesses should present the following:

- The business must be registered;
- The business must have a business plan;
- Sustainability of business;
- All the necessary documents must be attached;
- Estimated jobs created;
- Employment of women and youth will be prioritized.

So far the two episode of this programme has taken place. First part of the process took place on the 28 June 2018 at CUT where total of R1 million worth of support was made to 3 winning businesses. Botebo Wines operating in Jacobsdal, was announced as the overall winner and walked away with first prize of R450 000.00 worth of equipment. Agro Solution from Bloemfontein came second and received R350 000.00,

third place was Timeless Tomatoes from Bethulie with R200 000.00 and a special youth award went to Amity Development Solutions from Bloemfontein who received R100 000.00. Tebogo Ditsebe, the founder and owner of Botebo Wines, said, "Destea is making sure that radical economic transformation becomes a reality and that women and black people in particular play a major role in the previously white dominated sectors of economy".

The second episode of the programme under the incubator support was also held at CUT on the 7th August 2018. Seventeen (17) enterprises exhibited their products and services. Three of this companies won prizes ranging from R300 00.00 to R100 000.00. These are Isbusiso Holdings, Working Climate and Success Paints. They will receive eighteen (18) to 3 years incubation with big companies. These prizes cover productive equipment, marketing support, training and other non-financial support.

Economic development & Environmental Affairs Denneysville Programme



Lilizela Awards



Tabalaza Winners



Long Service Awards



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“My goal is to contribute to the provincial economic growth and participate in the economic mainstream paint manufacturing industry, it is an untapped industry particularly by black youth. The reason I choose this sector is because, I am very passionate about paint and want to be a black industrialist whilst creating job opportunities for the youth and leaving footprints for others to enter into the untapped industries” said Mr. LefaMathe from Success Paints which won 1st prize at the Tabalaza Incubator Support Expo. Success Paints is a startup company that manufacturers’ paints using high quality chemicals and raw materials, the products are PVA

waterproofing, enamel roof paint, metal primer, super acrylic and velvet sheen.

Another progressive programme of the department is the Black Game Rancher Programme. One of the crucial elements of this programme is to assist emerging black game farmers to establish game farming enterprises by donating game to owners of suitable properties. Towards this end, the department has already screened 29 applicants to determine their suitability as well as the suitability of properties owned by them for inclusion in the Black Game Rancher Programme. Through this programme the department is dedicated

towards transformation of the game industry in the Free State Province.

A total of 1570 different game species to be donated ranges from sprinbok, eland, zebra, ostrich, buffalo, kudu, red hartebeest and blue wildebeest. These empowerment programmes of DESTEA give expression to President Cyril Ramaphosa’s commitment towards small business in his 2018/19 State of Nation Address when he said, “ultimately, the growth of our economy will be sustained by small businesses, as is the case in many countries. It is our shared responsibility to grow this vital sector of the economy. We will work with our social partners to build

a small business support ecosystem that assists, nourishes and promotes entrepreneurs. Government will honour its undertaking to set aside at least 30 percent of public procurement to SMMEs, cooperatives and township and rural enterprises. We will continue to invest in small business incubation. We encourage business to do the same”.

These Interventions of the Department include Tabalaza, Cooperatives and Incubator Support Programmes. Free State enterprises are urged to take these opportunities in order to move from a survivalist status and play a meaningful role in the economy of the Free State.



ENTREPRENEURS CHALLENGED TO ENGAGE PRIVATE SECTOR AND BE INNOVATIVE



Innovation, partnering with the private sector and localisation were at the forefront of the MEC Road Show that saw small, micro, medium enterprises (SMMEs) and emerging entrepreneurs gather in numbers at the Bohlokong Community Hall in Bethlehem. This was yet another successful Road Shows 2018/19 that commenced in June 2018.

The Department of Economic, Small Business development, Tourism and Environmental Affairs (DESTE) partnered with its entities, strategic partners and Dihlabeng Local Municipality to bring services and government to the people. The purpose of the Road Show was to engage Municipal leaders on issues relating to economic development, tourism and environmental management, and to have a dialogue with the general public on services and

products provided by DESTE, Free State Development Corporation, Free State Gambling Liquor Tourism Authority and its strategic partners and to provide relevant on-site services to the general public.

Amongst DESTE strategic partners present were VBK an Agricultural Company, Old Mutual, Standard Bank, Dihlabeng Local Municipality LED (Local Economic Development), Department of Trade and Industry, Tourism and Environmental Affairs. They shared presentations, inspiring entrepreneurs not to forget the private sector when seeking new business opportunities. Speakers highlighted on how entrepreneurs should make use of all available resources and be in dialogue with both government and private sector to start and grow their businesses. Entrepreneurs should also invest in themselves by constantly

improving their skills through training. After the presentations, stakeholders had an opportunity to engage DESTE Acting HoD Dr. Mbulelo Nokwequ and the speakers of the day about their challenges and as well give inputs on what was presented. Challenges such as funding for emerging entrepreneurs and lack of transformation in certain sectors were raised. Responding to issues raised, Dr. Nokwequ challenged the audience to diversify their businesses and income streams by looking into sectors that are not yet transformed and start by registering their businesses

on databases of big organisations in their towns and be part their suppliers. He further encouraged them to be innovative and not only focus on catering, cleaning services and making uniforms as some of these industries are seasonal.

The event was informative and touched on all the aspects that emerging black entrepreneurs face difficulties in. It also emphasised the role that the private sector plays in achieving localisation, developing and empowering of SMMEs as it is not only a government responsibility.



DESTE CHORISTERS HARD AT WORK FOR THE CHOIR COMPETITIONS



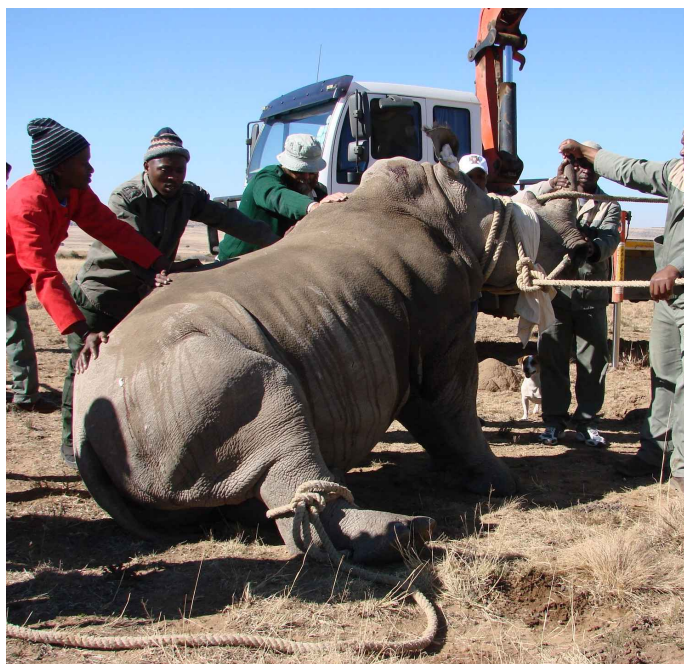
From generation to generation, in sorrow and in happiness, music has proven to serve the troubled, wasted and even upbeat souls. For as long as man has walked the earth, music has been a vital part of our culture, lifestyle and collective memory. It has proved to be a medicine that can ease the pains, lower anxiety or lift a depressed person's spirit. In view of this and towards creating a caring government, the Free State Executive Council took a decision in 2014 that all departments must have choirs and these choirs must assist government on issues of social cohesion, nation

building, uplift staff morale and also make sure that employees have some extra activities apart from their normal duties. The DESTE choral enthusiasts were more than happy to come together and form a strong and vibrant choir which now has a membership of about 39 talented choristers from head office, resorts and reserves and entities. The choir is now practicing in full force every Friday at 15h00 so that they can be able to compete with their counterparts like the South African Police Service (SAPS), Department of Agriculture, Department of Education, Department of

Social Development and Department of Sports, Arts, Culture and Recreation who have already been in this singing game for the longest time. The Premier of the Free State Me. Sisi Ntombela and the MEC for Department of Sport, Arts, Culture and Recreation Me. Mathabo Leeto invited all the departments to participate at the annual inter-governmental choral music competitions that will take place on the 14 September 2018 at Civic Theatre in Bloemfontein to celebrate the heritage month. The Premier and all MEC's will grace the competitions with

their presence. In preparation of this competition, enthusiastic DESTE choristers are currently attending a camp (choir workshop) from the 10-14 September 2018. The choir conductor, Meks Letolo said the choristers have shown much interest and commitment to the choir especially because they have the support of the executive management. MEC Me. Limakatso Mahasa, the Acting HOD, the executive management and all staff of DESTE would like to wish its vibrant choir the best going forward. Make us all proud!!!

WILDLIFE ECONOMY IS BIG BUSINESS



The transformation of game industry in the Free State took a step closer to reality with the Wildlife Economy Transformation Programme workshop on the 03rd July 2018. This gives expression to the commitment made by the MEC during the Budget Vote earlier in the year. The MEC said “we have introduced policies and empowerment initiatives aimed at transforming the wildlife economy, promoting private public partnership for the management of resorts”.

To this end, 45 black emerging game farmers were invited to a workshop which is prelude to the donation of game to qualifying game farmers and were informed about the game quota determination and allocation procedures and how to handle wildlife. While a National Game Donation Policy Guideline is still being developed, Department of Economic, Small Business Development, Tourism and Environmental Affairs aims to fast-track the process in

the Free State Province by streamlining and updating the existing game donation and loan scheme policy that has been in place since 2007. A system of quota determination for game donations for the Black Game Ranchers will form an integral part of the updated DESTEA Black Game Rancher Policy.

Some of the key critical issues that were discussed were:

- Sustainability
- Target driven: Revenue Generation and Transformation
- Promote Growth of the Wildlife Economy
- Animal Welfare
- Consistency and Transparency
- Enhancement of existing Conservation Initiatives
- Compliance with Legislative Requirements

Different game species that will be donated ranges from springbok, eland, zebra, ostrich, buffalo, kudu, red hartebeest and blue wildebeest. Great care was taken to ensure that the number of game would not exceed the estimated carry capacity of every property, by involving the Departmental Wildlife Ecologist in the game allocation process.

A total of 33 applicants were screened to determine their suitability, as well as the suitability of the property owned by them, for inclusion in the BGR Game Donation Program. Of the 33 applicants that were screened, 28 qualified for the program. A total of six of the successful applicants are female black ranchers. The next step will be the donation of these animals to the 28 applicants who have been selected.



MINISTER HANEKOM CHAMPIONS FOOD SAFETY IN THE HOSPITALITY INDUSTRY



Food Safety in the hospitality industry was today brought into a positive spotlight as Minister of Tourism Derek Hanekom conferred qualification to 29 youth graduating from one-year training programme as Food Safety Assurers in the Free State and Northern Cape provinces respectively.

As part of the skills development programme of the Department of Tourism, 29 learners from the two provinces received Food and Beverage Seta (FoodBev Seta) accredited qualification with specialisation in Goods Manufacturing process, which carries an NQF level 1, Personal Hygiene and Food Safety Practices NQF level 2, as well as Good Storage and Distribution Process in Food Environment which is a NQF level 3. The modules consist of a total of 203 credits. The programme consists of 30% theory and 70% practical training where learners were

introduced to the fundamentals, core and electives unit standards which are particular to food safety. This qualification is recognised by all cookery or food related sectors in South Africa, from small restaurants to large scale hotels. It promotes career development for the beneficiaries. The highest accreditation in the programme was for certificates in Food Processing Environment, NQF level 5 focusing on conducting audits and optimisation of product and process quality within a quality management system. “Our graduates are a living symbol of hope that we can bring for our people, by creating opportunities through training. This training programme proves just how much can be achieved when government, the private sector and communities work together to make our country a better place to live in”, said Tourism Minister Derek

Hanekom during the graduation ceremony. The programme is one of the priorities identified in Tourism Sector Human Resource Skills Development initiative and is aimed at putting into action, the improvement of Visitor Experience pillar of the 10-year National Tourism Sector Strategy 2016-2026. “It was a challenge to find host employers to take in trainees, but hospitality establishments in the region opened their hearts and their doors. For that, I thank every one of the establishments who made training possible. We trust that you will reap the overall benefits of a better trained workforce in the long term,” said the Minister.

Speaking on behalf of the host employers Clinton Potgieter of Sun International indicated that as part of their training, students performed their own audits and provided feedback on specific areas of

improvement as a testament to the training that they have received and the integrity that they will eventually contribute to the tourism industry. “The latest outbreak of Listeriosis should serve as a constant reminder of Food Safety and its importance and impact it has on tourism in South Africa and the daily food risks”, said Mr Potgieter.

The graduation was followed by a Tourism community imbizo where the Minister together with the provincial department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA), emphasised the role of the tourism sector in supporting the National Development Agenda, and answered to various community challenges and proposals for growing the local tourism value chain and offering.

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“Tourism offers opportunities to create and support jobs, to put food on the table, to develop communities and grow our economy, and eventually to give all people in our country an equal chance to make the best of their lives”, highlighted the Minister. The programme with a total of more than 500 learner

enrolment has reported competency pass rates of more than 90%, and a majority of the learners getting permanent employment with various acclaimed hotel and accommodation establishments. The final rounds of graduations will be held for the provinces of

the Eastern Cape and Western Cape on the 11th and 31st June respectively. All the speakers and stakeholder emphasised that collaboration between the three spheres of government and business as a key tool to ensure the successful delivery of the tourism product as well as the overall government services to the

people of South Africa. As part of the Youth Month activities, the Department of Tourism will host a workshop on the 14th of June with the industry, on Energy Resource Efficiency training, which will be rolled out in the Free State, targeting 20 youth from across the province.

DOING TOURISM THE KASIE WAY



As part of Free State Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) commitment to empower and ensure participation of SMMEs in the tourism value chain for job creation, DESTEA is creating a platform for tourism stakeholder interaction and linkages between tourist guides, tour operators and kasie tourism products by hosting series of events in different townships in the province known as kasie tourism. The purpose with these events is to ensure transformation of tourism industry then endorsing

involvement of previously disadvantaged communities whilst showcasing tourism destinations and attractions in different townships and creating economic opportunities. It further gives an opportunity to kasie tourism products owners to showcase their products and services. The end results of kasie tourism is to see the tour guides packaging the tourism attractions in various locations. On the 18th August 2018 tourists from different parts of Xhariep District and Bloemfontein visited the agricultural town of Zastron to explore it. The event commenced with a tour from Bloemfontein via

Trompsburg, Springfontein, Smithfield and Rouxville to the final destination Zastron at Tsipe's Car Wash where various activities took place.

Local exhibitors displayed and sold their products to tourists, DESTEA presented different funding models available as well as the concept of kasie tourism in an effort to encourage previously disadvantaged communities to tap into this industry and also benefit from opportunities presented by government. “Through kasie tourism the department wants to create economic opportunities for township residents and local entrepreneurs. We want to bring out the jewels that people don't know about in our towns” said Me Keke Ntsala, Acting Director Tourism Support when talking to tourists.

Opportunities created by this project include, creating access to areas that are often not visited by tourists because of their location, offering the potential to involve a wide spectrum of

the community. Exposing tour operators to these areas will also encourage them to include kasie tourism destinations as part of an experience in their packages and itineraries. In Zastron, tourists got an opportunity to tour the township learning about the history of the town and other interesting features about Zastron. After the kasie tour, tourists were served true kasie food which consisted of dombolo, beef stew, samp, tripe, salads and skopo. Other tourists washed their cars at the car wash ensuring that businesses are supported in the township. Kasie Tourism started in the current financial year 2018/19, in June the event was hosted in Mangaung at K-LA-K Carwash in Bloemfontein, and the next tour is in Thaba Nchu in September.

Tours will be hosted in all five districts of the province. All Free Staters are encouraged to tour their own province and locations before going to other provinces as this is beneficial to the economy of the province.

SEED PLANTED FOR SUCCESSFUL AGRO-PROCESSING IN THE FREE STATE



Agro-Processing in the Free State took centre stage in an exciting competition as part of Enterprise Development and Support Programme of the Department of Economic, Small Business Development, Tourism and Environmental Affairs. Twelve (12) entrepreneurs vied for the top three spots in the Agro-Processing Funding Programme in a highly competitive pitching programme. DESTEA has intensified its funding support initiative to SMMEs in order to assist them with sustainability and prospect of their enterprises. Working in partnership with the Central University of

Technology, Destea developed a programme to able aspiring Agro-Processing enterprises to present their business plans in front of a five member panel. The panel consisting of experts in different fields and looked at the following issues:

- The business must be registered;
- The business must have a business plan;
- Sustainability of business;
- All the necessary documents must be attached;
- Estimated jobs created;
- Employment of women and youth will be prioritized.

The agro-processing development fund will be beneficial to businesses interested into processing of their own agricultural products. Botebo Wines operating in Jacobsdal, was announced as the overall winner and walked away with first prize of R450 000.00 worth of equipment.

Agro Solution came second and received R350 000.00, third place was Timeless Tomatoes with R200 000.00 and a special youth award went to Amity Development Solutions who received R100 000.00. Tebogo Ditsebe, the founder

and owner of Botebo Wines, said, “Destea is making sure that radical economic transformation becomes a reality and that women and black people in particular play a major role in the previously white dominated sectors of economy”.

Other interventions of the Department include Tabalaza, Cooperatives and incubator support programmes. Free State enterprises are urged to take these opportunities in order to move from a survivalist status and play a meaningful role in the economy of the Free State.



Parys SMME Hub was full of activity as the community of Parys supported SMMEs by buying their products (arts and craft, traditional wear, beauty products and food) during Parys Heritage Flea Market.

Parys Heritage Flea Market was established in order to attract traffic into Parys SMME Hub for the

sole benefit of container park beneficiaries and SMMEs. Seeing that Bree Street is the mecca of tourism in Parys, the flea market is used for networking, retailing and displaying of products through exhibition stalls. This was also an opportunity to celebrate heritage month through African music, dance, African cuisine, kids

PARYS HERITAGE FLEA MARKET

entertainment and fashion show. The aim of the flea market is to expose SMMEs to a wider clientele and access to markets. It further aims to provide them with a platform for potential business growth and to develop a client retention strategy. 25 year old Mally Matlaletsa, founder of Mally M a makeup line business praised the flea market for the exposure it grants upcoming entrepreneurs and SMMEs. Mally believes that SMMEs play a huge role in fighting unemployment and wants young people not to be afraid to approach relevant organisations including government for assistance

when they are faced with challenges in business “entrepreneurship is not an easy journey but it can be done, young people should take advantage of government opportunities such as this one to expand their network and mingle with other entrepreneurs” she said. For the Parys Heritage Flea Market DESTEA formed partnerships with stakeholders such as Ngwathe Municipality, SEDA, FDC and Tumahole Arts Market seeing that they all are striving for a common goal which is to develop, support and mentor entrepreneurs.



PROMOTING TOURISM AS A CAREER OF CHOICE



Bloemfontein: DESTEA recently selected 5 learners to represent the Free State Province for schools competition during the National Tourism Career Expo (NTCE) to take place in North West, Sun City from 28th – 29th September 2018. NTCE is a platform initiated by National Department of Tourism (NDT) in partnership with CATHSETTA, and the host province. It is a platform that seeks to promote among others growth and development of the tourism sector by promoting tourism as a valuable and vibrant career of choice mainly to youth.

20 learners representing various schools from the province competed at Navalsig High School in

Bloemfontein for an opportunity to represent the province in North West at the NTCE. The learners contested in the following categories; Tourism Public Speaking, Hospitality and Consumer Studies.

The Grade 11 learners showed their amazing skills in the different categories and the following were chosen as winners, Tamara Alberts from St Michaels School For Girls in Bloemfontein won in the consumer studies category (cupcakes), Lesenyehlo Matshidiso from Nkgopoleng Secondary School in Sasolburg won in the consumer studies category (doll dress making), also from Nkgopoleng Secondary School is Bontlenyane Majoe who won in the

consumer studies category (design), Moiketsi Moloja from Bodibeng High School in Kroonstad won in the Public Speaking category and Kgalalelo Mothobi from Weiveld Agricultural and Hotel School in Parys won in the consumer studies category (cake baking). Moiketsi Moloja winner in the public speaking category could not contain his emotions when he was announced as an overall winner,

“every day after school and on weekends I practiced my presentation, I did not want to miss an opportunity to represent my province in North West. I am so proud of myself and want to thank my teachers, school mates and DESTEA for this opportunity”

he said. Moiketsi further encouraged other learners to take tourism as a subject because of the opportunities in the sector. Schools competition start at district level and continue to provincial level where learners compete to represent the province during the National Tourism Career Expo.

Platforms like these encourages participation of previously disadvantaged communities in this growing sector. It further creates a platform for tourism curricula experts to share information and knowledge with academic institutions creating job opportunities for unemployed tourism graduates.