



This project is funded by the European Union

Project: Kwa Sani Local Municipality Hand Crafted Souvenir Decorative Materials Development

Minutes: **Steering Committee Meeting 1**

The 1st Steering Committee Meeting was held on 8 October 2007 at Drakensberg Gardens Hotel, Underberg

1. Welcome

Sue McAlister, Corporate Services Manager, KwaSani Municipality welcomed the members to the first steering committee meeting and especially thanked Nanana Sabela of Gijima for attending.

2. Attendance:

Sue McAlister
Maggie Bather
Michael Dlamini
Nanana Sabela
Lesley Schroeder
Zama Khumalo
Kate Wells

Chairman (Kwa Sani Municipality)
Consultant to the Tourism Sector
Kwa Sani Tourism
Gijima
PR Africa
PR Africa
Siyazama/PR Africa

Craft Group Representatives:

Khangezile Mtolo
Dorothy Madondo
Nomasonto Zuma
Lillian Chagwe
Solie Msomi
Sizeni Cule
Thandazile Mncwabe
Olga Mkhize
Victor Ndlangisa
Sbongile Mkhize

Sidlangoludala
Vukuzithathe
Ikhwezi
Sakhokuhle
Sizanayo
Indonsa Women's Club
Isibani Solwazi
Maqoqa
Masithuthukisane
Izandla Ziyagezana

3. Apologies:

Helen and Rob Gooderson
Cathy Knox

Gooderson Leisure Corporation
Underberg Spar

4. Project Progress Report

Lesley Schroeder gave a project progress report:

Stakeholder Mobilisation:

- 77 Crafters attended the Show and Tell on 17th September 2007
- 26 Crafters were chosen by 12 craft groups to participate in a pilot training programme
- Crafter Database established
- Training of the pilot groups took place on:
 - 21 September 2007
 - 24 September 2007
 - 27 September 2007
 - 8 October 2007

Business Plan:

- Current level and standard of production assessed by Kate Wells at the Show and Tell held on 17th September and at subsequent training sessions with the pilot group. These are the key findings:
 - Evident that there is crafting talent but end products are not saleable / would not be attractive to the tourist or corporate market
 - Materials used are inferior because crafters lack access to good quality materials mainly available from Durban suppliers
 - Most of the items displayed targeted the local community and there is a clear lack of design sense that is both artistic and functional for the sophisticated craft buyer
 - Very few of the crafters make a viable income from their craft production
- Zama Khumalo of PR Africa is conducting research amongst the crafters to assess their current household income levels and income from craft making
- Various business models are being investigated and the project team is conducting interviews with other craft producers and the KwaSani hospitality industry in order to assess the market demand and most viable business models.

Implementation of Key Components of the Business Plan:

- Design Specialist, Kate Wells appointed and 5 craft designs selected which are being developed for initial production and market testing
- Development of Website and brand underway. Website: www.kuhle.org.za

5. Project Brand (Kuhle)

Prior to the steering committee meeting, all members and crafters had been canvassed for their opinion on the name of the project brand and the logo. The members agreed to call the project **Kuhle** which means "it is lovely or beautiful". Five possible logo designs were presented to the committee members and the final logo will be finalised after steering committee members have had opportunity to discuss these with others.

6. Closure and Thanks:

Sue McAlister thanked the members for their support and inputs.

7. Date of Next Meeting:

The next meeting of the steering committee was set for 4 December 2007