



This project is funded by the European Union



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

### Minutes: Steering Committee Meeting 3

The Third Steering Committee Meeting for the Kuhle Project was held on 15 January 2008 at the Kwa Sani Municipality Boardroom.

#### 1. Welcome

Sue McAlister, Corporate Services Manager, KwaSani Municipality welcomed the members to the meeting and asked Lesley Schroeder of PR Africa to chair the rest of the meeting as there were very specific matters around the Business Plan and future structuring of Kuhle that needed to be discussed by the committee.

#### 2. Attendance:

Sue McAlister  
Maggie Bather  
Michael Dlamini  
Cathy Knox  
Lesley Schroeder  
Zama Khumalo  
Chris McLean  
Kate Wells

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

#### Craft Group Representatives:

Khangezile Mtolo  
Pamela Molefe  
Nomasonto Zuma  
Lillian Chagwe  
Solie Msomi  
Sizeni Cule  
Thandazile Mncwabe  
Olga Mkhize  
Sbongile Mkhize

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

#### 3. Apologies:

Helen and Rob Gooderson  
Nanana Sabela  
Rob van den Heuvel  
Victor Ndlangisa

Gooderson Leisure Corporation  
Gijima  
Sani Pass Tours  
Masithuthukisane

#### 4. Project Progress Report

Lesley Schroeder gave a project progress report:

She said that the project is a lot further along with implementation than originally planned because momentum has grown and the interest has been very high. She said that the by having product ready to sell in time for the Christmas season, the group has been able to test the market and gain some valuable feedback. Lesley thanked Kate Wells for being able to move the group forward and produce products in such a short space of time – literally 2 and a half month.

#### **Implementation of Key components of the Business Plan and Stakeholder Mobilisation:**

##### **Distribution and Sales**

- The crafters sold products at the Underberg Xmas Festival on 7 and 8 December. Cathy Knox kindly arranged for Kuhle to have a stall outside the Underberg Spar on 13 December.
- Feedback from these two outings were reported as follows by Zama Khumalo:

The Underberg Festival was fairly successful. Our best sales were on the Saturday and a total of R856.00 worth of product was sold. The Christmas decorations were the most popular.

Sales outside Spar were disappointing but this was mainly selling to locals who were shopping. A total of R340.00 worth of product was sold. Most popular items were the Christmas decorations and jewellery.

Income earned by Crafters to date at all selling outings in Dec are as follows:

Zenzile Mtolo	R146.00
Khangezile Mtolo	R 92.00
Saferia Madlala	R 54.00
Merencia Madlala	R132.00
Dorothy Madondo	R 72.00
Nomasonto Zuma	R 56.00
Phumzile Qwabe	R226.00
Dorah Molefe	R 54.00
Lillian Chagwe	R110.00
Thandekile Chagwe	R144.00
Mduduzi Majozi	R155.00
Solie Msomi	R330.00
Sizeni Cule	R105.00
Zandile Khuboni	R110.00
Albertina Mncwabe	R182.00
Thandazile Mncwabe	R 65.00
Olga Mkhize	R153.00
Ernestine Dlamini	R 90.00
Victor Ndlangisa	R360.00
Sbongile Mkhize	R 68.00
Nomathamsanqa Dlamini	R 84.00
Lerato Khanyane	R144.00
Busisiwe Ngcobo	R272.00
Xaferia Molefe	R 50.00
Kholisile Shoba	R 48.00
<b>TOTAL EARNINGS:</b>	<b>R3302.00</b>

- It was agreed that the group is not yet at the stage where they can go after the corporate gift market although this is definitely the most lucrative. To reach this level, crafters would need to be able to supply thousands of a single item in a very quick turnaround time.
- For now it was agreed to continue focusing on the 500 000 tourists a year who pass through Underberg and Himeville. Maggie Bather volunteered to be the liaison person between the project and the tour operators and hotels who are stocking Kuhle items. Zama Khumalo arranged to hand over the stock inventory lists to her so that she could follow up on the sales made. The group thanked Mrs Bather for her help.

### **Training and Design and exposure to the greater craft sector**

It Visitors are given unique access to the designers themselves, many of whom will be launching their new ranges and products at the Expo.

- It was agreed if at all possible, 2 or 3 crafters would be sent to the Design Indaba in Cape Town on 23 - 26th February. Sue McAlister and Lesley Schroeder to determine where funds could be made available from. The Design Indaba Expo gives everyone the opportunity to be exposed to the hottest contemporary South African design. A wider spectrum of the new generation of talented BEE and PDI designers will also participate, thanks to the Department of Trade and Industry's continued support. The DTI will also be bringing 20 international buyers out to the Expo to encourage the export of South African product.
- The group also pointed out that it would be very beneficial for the crafters in the pilot group to visit other parts of KZN and see craft being manufactured and the type of items that are most marketable. This was not part of the original project plan and limited funding is presently a problem but the project team has saved money on fees and Mrs Sue McAlister and Lesley Schroeder agreed to look at how this could be funded out of the budget and whether it is possible.

## **5. Business Plan**

Lesley Schroeder thanked the committee for inputs received for the Business Plan and took the meeting through a summary of the Plan.

The committee were in agreement with the overall approach of the Business Plan. Specific concerns were around:

- How soon funding would be available for the appointment of a marketing/business manager as this is integral to the ongoing success of the project once PR Africa is no longer funded to perform the project management function.
- Nomasonto Zuma said that it was also important that crafters not involved in the pilot training are brought on board as soon as possible. Pamela Molefe said that if new crafters come in, it would be very difficult to monitor the quality and determine which products can carry the Kuhle label if we don't have a proper constitution and also a central place where the crafters can meet and receive training and support.
- The crafters felt strongly that the purchasing of materials should be centralised and Zandile Khuboni said that there should be controls in place to prevent the material supplier from overcharging them.

- Price Sensitivity – the meeting agreed that pricing was too high for the local market but if we went in with lower pricing, the crafters would not be adequately remunerated for their time and labour. There was discussion about similar cheaper items that are readily available at chain stores and the need to produce products that are attractive to the middle aged, socially aware overseas tourist in the short to medium term, and the corporate gift market in the long term. Maggie Bather said it was very important that overseas tourists clearly understand the nature of the project and how by buying Kuhle products that are helping to empower local crafters because this would make them more inclined to buy.

The key focus for January will be preparing funding proposals for the funders who have been identified. Some of these are:

- Department of Arts and Culture : Emerging Creativity Initiative
- TWIB Women Empowerment
- ABSA
- DEAT Tourism Business Development
- DTI SMEDP Tourism
- First Rand Foundation
- KSN Tourism SMME Support Programme
- Mintek Kgabane Trust
- National Arts Council
- National Development Agency
- National Lotteries Board
- Nedbank Foundation
- Old Mutual Corporate Social Investment
- SPII Matching (IDC)
- USAID
- Eskom Foundation
- The Ackerman Foundation of SA
- Development Bank of SA
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## 6. **Closure**

The next business coaching and report back session for the pilot craft group will be on Monday 28 January. During this time the project team will also visit the communities where the different craft groups are based to take photographs and video footage which can be used to strengthen funding proposals.

## 7. **Date of Next Meeting**

The date of the next steering committee meeting will be in March. Date: to be confirmed.