



enterprise ilembe
ECONOMIC DEVELOPMENT AGENCY

SEPTEMBER 2017

Newsletter

DESTINATION OF CHOICE FOR INVESTMENT, BUSINESS AND TOURISM

QUARTER 01



Message from the CEO

The mandate of Economic Development in our District is probably one of the most critical mandates in the district IDP. A recent Stats SA report on unemployment has shown an average official unemployment rate of circa 25% for non-metro areas like our district with expanded unemployment rate of circa 48% in KZN.

Our district of iLembe is one that is highly affected by high levels of unemployment. According to the recent mid-year business confidence report, our district has shown the composite iBCI recovery from its lowest level recorded at the year-end 2016, with the combined hybrid index (i.e. both the survey and activity indices) for the 1st half of 2017 gaining 4 index points compared to the 2nd half of 2016. It is unfortunate that this slight recovery has had no impact on the job creation and improving lives of the citizens in our district.

The role played by Enterprise iLembe in local economic development remains pivotal in delivering tangible progress on the betterment of the lives of our people. To deliver on its mandate of economic development, the Agency's board of directors and senior management held a one day strategy session towards the end of June 2017 to outline the new strategic direction for the new financial year of 2017/2018.

The board of directors endorsed the strategy planning for Enterprise iLembe with specific focus on three pillars:

Pillar 1 – Financial Sustainability of the Agency
Pillar 2 – Business Development
Pillar 3 – Stakeholder engagement



I would like to convey my sincere gratitude to the management and staff of Ei for hitting the ground running during the first quarter of this financial year in ensuring that the above-mentioned strategic pillars are actually implemented. On the first pillar of financial sustainability, the Agency has endeavored to change the financial reporting with specific focus on activity based accounting whereby projects like the NSNP are closely monitored for efficiency. We believe that the focus on procuring fresh produce locally, currently sitting at circa 60%, is a step in the right direction towards financial sustainability of the entity. Furthermore the Agency has prioritized collection of debt as a way of maximizing its networking capital.

The implementation of key projects like the hydroponic tunnels in Mandeni and the finalisation of the issue of rental by a service provider in the Bulwer tunnels is also a means to ensure that the Agency improves on its cash flow to be able to implement programs aimed at skills and SMME development. The Agency has further finalised its ownership model and is currently awaiting council's resolution on the recommendation.

We believe this will go a long way towards ensuring financial stability of the entity. The Agency has focused on the first phase of implementation of the second pillar of business development by ensuring that its mandate aligns with national, provincial and regional economic development programs and initiatives.

As Enterprise iLembe, we have participated in provincial and national projects that includes RASET, AgriParks, Aerotropolis Development, development of Nonoti beach resort, TKZN events like the Lilizela Tourism Awards, etc.

We continue to participate in these initiatives for or on behalf of the District. The Agency has also implemented the self-directed work teams as part of its best practices exercise. Stakeholder engagements is the third pillar in the strategic planning of the Agency. The engagements of the Technical Support Forum on LED alignment were successfully completed and presented to the Mayors Forum in addition to the shareholding and ownership model of Enterprise iLembe.

These are awaiting endorsements by council. During the first quarter, various stakeholder engagements have been conducted by the office of the CEO. These engagements include presentations at various forums particularly in the Local Municipalities of Ndwedwe and Mandeni & Maphumulo. These engagements have led to tangible alignment projects for the two municipalities. In Ndwedwe, the project of Farmer Production Support Unit is underway and in Mandeni the Skills Development and Incubation Program has been identified as the first project that needs to be prioritised.

Through LED alignment, KwaDukuza Municipality and Enterprise iLembe have partnered in various projects that includes the Chief Albert Luthuli Legacy Week and Tourism Exhibitions. The Agency also partnered with local municipalities as well as provincial and national partners in the hosting of a Tourism SMME Workshop.

The Agency has identified the following projects and programs as important in local economic development within the district:

- District Business Incubator
- Farmer Production Support Units
- Skills Audit and Development
- Tourism SMME Development

This quarterly newsletter is aimed at highlighting Enterprise iLembe's business activities during the first quarter of the financial year.

“However beautiful the strategy, you should occasionally look at the results.”

Sir Winston Churchill

Go! Team Ei!

Nathi Nkomzwayo
CEO

CHIEF ALBERT LUTHULI WALK LEGACY WEEK

Enterprise iLembe was one of the proud partners of the Chief Albert Luthuli Legacy Week, that took place from 17 - 23 July 2017.

The 11,5km walk commemorates Chief Luthuli's final walk to the railway bridge where he had an accident that led to his untimely death. The walk took place from the Chief Albert Luthuli Museum to the accident site returning via the gravesite at the Groutville United Congregational Church to the Museum. This year marks 50 years after the tragic train accident on 21 July 1967 that killed Chief Albert Luthuli.

Other activities included a SMME Workshop that was held in Groutville and a Golf Day at the Prince's Grant Golf Course.



Chief Luthuli's Walk



Chief Luthuli's Walk



Chief Luthuli's Walk



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Smme Workshop



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Golf Day



Golf Day



Golf Day

TOURISM EXHIBITIONS

Enterprise iLembe participated at the KZN Travel & Adventure Show in Durban and the Star Getaway Show in Gauteng which are domestic consumer shows targeting tourists who are in the process of planning their holidays. The key aim of Ei's participation is to showcase and promote the tourism offerings, activities and attractions in the region, Over 5000 visitor guides were handed out to visitors.





This flagship project provides much needed nutrition to more than 159 000 children in some four hundred rural primary, secondary and special needs schools in the District and Enterprise iLembe is responsible for supplying the fresh vegetables that is required for the programme by the Department of Education.

Local farmers are the biggest beneficiaries of the National Schools Nutrition Programme.

About 63% of the produce supplied for the NSNP comes from local iLembe farmers.

Linked to this are the Agri-hubs situated in all local municipalities where produce is stored before collection by the panel of transporters to the 406 schools in the district.

LED UPDATE

HYDROPONIC TUNNELS



Renovations at the Bulwer site was completed and the tunnel was leased to Njinji & Bozini. The commodity grown is tomatoes and these are supplied to the National Schools Nutrition Programme. The renovations at the Mandeni site is nearing completion and will be leased to Farley Farms. Renovations at the Maphumulo site has been budgeted for in this financial year and will commence once SCM processes have been finalised.

LED UPDATE

OPERATION VULA RASET ROADSHOW



In the quest for inclusive growth, the RASET Programme (Operation Vula) aims to create a platform, whereby Previously Disadvantaged Individuals (PDI) are given a market for their produce and are able to access the entire food value chain. At its inception phase, PDIs will access the food value chain through the supply of food items to government departments.

This programme was officially launched by President Jacob Zuma at Ixopo's Morningside. The MEC for Economic Development, Tourism and Environmental Affairs; Mr Sihle Zikalala and his counterpart MEC for Agriculture and Rural Development; Mr Themba Mthembu together with District and Local Mayors and local stakeholders attended the RASET Roadshow which took place in iLembe district, Mandeni Municipality on 28 September 2017.



The Vineyard Project consists of 10 hectares of the vines planted in Maphumulo, Ndwedwe and Mandeni. The cultivar is Villard Blanc and the wine brand is called 1787 (the year of King Shaka's birth). Harvesting takes place in February & March annually.

The vineyards are currently undergoing pruning, spraying and tightening and repairs of trellis wires on all sites. Brush cutting and site maintenance is also ongoing. Grapes that were harvested in February & March were delivered to the iLembe Winery at Sugar Rush and is currently undergoing the winemaking process.

The team recently participated at the Sustainable Living Exhibition that took place at the Durban Exhibition Centre promoting the Seventeen Eighty Seven wine which was well received by attendees to the show.

STAKEHOLDER ENGAGEMENTS

CO-OPERATIVE AND SMME DEVELOPMENT

The Community Development Unit with Enterprise iLembe is entrusted with the registration and development of co-operatives within the district. The unit assists with pre-cooperative training; registration; business plan development and funding applications. The unit also serves as a key linkage between the entity and community stakeholders especially in areas where Ei projects are based.

During the past quarter the team registered seventeen (17) co-operatives and conducted twenty-seven (27) pre-cooperative training sessions. Seven (7) cooperatives were also assisted with funding applications to the DTI Co-Operative Incentives Schemes Grant.



THE ILEMBE ENTREPRENEUR COMPETITION

Enterprise iLembe is proud to be associated with the iLembe Entrepreneur Competition since its inception 6 years ago. As an Economic Development Agency that is mandated by government to drive economic development and promote trade & investment in the region we believe and are confident that initiatives such as these only serves to further enhance and support growth in the local economy.

The Entrepreneur Competition not only provides a platform for small and emerging entrepreneurs from across the iLembe District to showcase their businesses but also allows them access to invaluable mentorship and training which they otherwise would not have had easy access to. The Competition was launched in May 2017 and a total of 103 entries were received, seventeen (17) finalists are currently undergoing the mentorship and training programme after which there will be an exhibition and the announcement of the winners on 27 October 2017.



TOURISM SMME WORKSHOP

Enterprise iLembe in partnership with local municipalities hosted a Tourism Workshop on 28 September 2017 at the KwaDukuza Town Hall.

The workshop targeted tourism SMMEs from across the district with the theme 'Tourism Month – Inclusive Growth'. The objective of the summit was to create a platform for structured dialogue on issues facing SMMEs in the tourism sector and to provide knowledge and information for sustainable economic growth.

The delegates received presentations from the National Department of Tourism on the Enterprise Development Incubation Programme and the National Tourism Incentives Scheme, from the South African Tourism Grading Council on the advantages of Star Grading as well as Driving Service Excellence and Access to Markets from Tourism KwaZulu Natal. Enterprise iLembe and local municipalities also presented on their tourism strategies and plans.



TRADE AND MEDIA ENGAGEMENTS

As part of its marketing and promotion strategy Enterprise iLembe works closely with media and trade partners to profile the iLembe District as the destination of choice for investment, business and tourism.

INDABA WITH GAGASI FM,
ALEX MTHIYANE AND
KWADUKUZA MUNICIPALITY



TOURISM MONTH
WE DO TOURISM WITH
SPHECTACULA
& NAVES



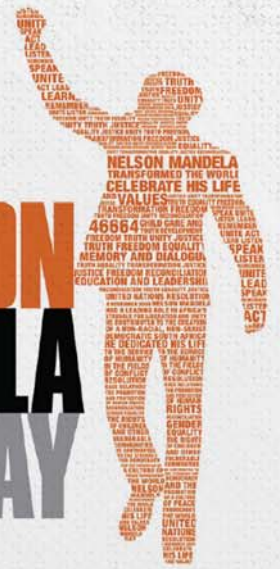
LILIZELA TOURISM AWARDS

The Lilizela Awards is a national program that recognises and rewards tourism players and businesses who work passionately and with pride to deliver a world class product and service and whose delivery grows South Africa's global destination competitiveness. Congratulations to the Vineyard on Ballito for first place in the 4star Guesthouse Category and Ezulwini Guesthouse for winning the Eteya Awards (which recognises BBBEE SMME's).





NELSON MANDELA DAY



“There can be no greater gift than that of giving one’s time and energy to help others without expecting anything in return.”

- Nelson Rolihlahla Mandela



Some of the team from Enterprise iLembe joined Project Build as well as other companies which included; Metropolitan, Power Water Coopers, Altec Multi-Media, Chief Albert Luthuli Museum, Master Builders amongst others to paint the Aldenville Primary School in Groutville. Due to the immense team work, the entire school was painted within a few hours.

“ What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.”

- Nelson Rolihlahla Mandela



“ A good head and a good heart are always a formidable combination.”

- Nelson Rolihlahla Mandela

WOWZULU *Market place*



The WowZulu Marketplace at the Sangweni Tourism Centre which was launched in June is progressing well. It has become a popular spot for locals and tourists who enjoy the freshly prepared local cuisine prepared by local chef Jacob Mthembu. Visitors can also purchase hand-made crafts made by local crafters from the District.



STAFF MATTERS

MEET THE MANAGEMENT TEAM

CHIEF EXECUTIVE OFFICER

Nathi Nkomzwayo

CHIEF FINANCIAL OFFICER

Sinegugu Mthembu

MANAGER:

TOURISM INVESTMENT AND MARKETING

Cheryl Peters

MANAGER:

LOCAL ECONOMIC DEVELOPMENT

Thuthu Ngcobo



Congratulations
Nkule & Emmanuel Ngcobo
on the birth of their baby girl
Yandisa



July – September

Sne Ntuli
Daniel Maerkl
Victor Malusi
Krissy Naidoo
Thuthu Ngcobo





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