



Western Cape Crafters' Newsletter January 2006

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No longer an experiment

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It's another year ... and we can no longer consider ourselves an experiment – but a reality. The CCDI is into its 5th year – and many people tell us it feels like we've always been around. So how do we make sure we don't just become part of the furniture and keep being relevant and raising the bar?

The first way is for us to keep asking questions about what we are doing; why we are doing it; and if we are making a difference.

In this vein we will soon commission a research study into the impact we have had over the last four years. We will be drawing a sample of craft enterprises from our database (now over 640 craft enterprises listed). Some of you might be asked to participate – please do – the process will be very valuable and will inform our programmes going forward.

Another way is to keep looking at the bigger picture to see how we can impact on it... and because we are a very ambitious bunch with a big vision, we have some very exciting projects on the boil for 2006...

- The first is to establish a **Centre for Innovation**, with the **CSIR** and the **Provincial Government**, which will be a site for a **Fabrication Laboratory** and should give the **CCDI** a better resourced space to provide more systematic product development support to craft enterprises and designers. We're in the process of writing Business Plans, raising funding, signing MOUs – and securing space in the heart of the East City...
- We are refining our **Enterprise Development Programme** and during the course of the year will launch a **three tiered programme** which will consist of:
 - **A Counseling & Mentoring Service** to establish enterprise needs. To do this we are using a craft enterprise assessment tool that we developed last year with BESO volunteer, Richard Bankart¹.
 - **An Emerging Entrepreneur programme** which will integrate Skills Development & Training through the Seta's; with a Raw Materials Source book; Market Access events and opportunities; and the establishment of **shared resource and production facilities** – a process we are facilitating with township based producers;

¹ In another vote of confidence for CCDI methodology, this tool is now being used by the **dti** & **TEP** nationally to assess craft enterprises for participation in One-of-a-Kind

- **A Competitive Advantage programme** aimed at established businesses to help with production efficiencies; business development and expansion into national and export markets.

- We will be working with other business development support organisations operating in the Western Cape – the Red Door, CapeMac and the UCT Graduate School of Business – to provide seamless support.
- We will continue to put lots of energy into developing **new market access opportunities**, such as the Mutual Heights Craft & Design District, an e-commerce strategy; a retail outlet route map national events/exhibitions; international shows; local events and craft markets; competitions and exhibitions; expanding our Icons Programme; an NQF2 Craft Production learnership; and a series of practical booklets for craft enterprises.

So... put your hard hats on and get ready for another year of breaking new ground... glad to have you on board!

Erica Elk, executive director, CCDI

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CCDI WINS IMPUMELELO AWARD

At a glittering function on 10 December 2005, the CCDI was awarded a Silver Impumelelo Award for its work in the craft sector. These awards, silver, gold and platinum, are allocated annually as a recognition of **innovation** in any field of work. The Cape Craft & Design Institute was honoured for its pioneering work in the craft sector, in terms of training programmes, craft marketing programmes, niche market development, mentorship, matchmaking of retailer-to-crafter and craft exhibitions. Erica Elk, executive director, and Mel Hagen, chairperson of the CCDI Board, were there to receive the Award.





Craft Partnership programme for the year...

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We would like to stay vibrant and interesting with our speakers and presentations at our monthly Craft Partnership meetings. We know that you love coming to these meetings. One of the primary reasons you drop everything and rush to the CCDI on the first Wednesday afternoon of every month, is to NETWORK - to meet with other crafters, exchange stories, tips, moans, and be encouraged.

Do you have any specific topics that you would like us to address? Do you have anything to share?

Some suggestions we've had so far:

- Approaching a craft outlet with your product
- presenting that product (packaging, labeling, its 'story') and catching a retailer's attention with a product's Unique Selling Points
- Creating and designing products that sell
- Staying in touch with market and colour trends
- Focusing on the Quality and Finish of a product
- A presentation by the RED DOOR on the services they offer
- Sharpening one's business skills: writing a business plan; keeping accounts and records; applying for finance; making business decisions
- A meeting of crafters working with recycled material.
- Packing your craft for transport to a show, market or for overseas

- Displaying/styling your space/table/stand to stand out from the rest
- Different aspects of Product Development, such as designing a product for functionality and distinctiveness, designing with the production process in mind, developing the marketing process and tools

Are there other topics you would like to hear about? Please let us know. Or, if you have had any good experiences in any of these fields, come and share your insight and knowledge at a Craft Partnership meeting. This is YOUR meeting. Contact Marjorie Naidoo on 021 460-3982 | naidooml@cput.ac.za

The next Craft Partnership meeting:

Wednesday, 1 February 2005 | 13:30 – 16:30 | Seminar Room 2, Admin. Bldg., Cape Peninsula University of Technology.

Speakers:

Erica Elk, executive director, CCDI, on **Plans for 2006**
Lorin Strieman, crafter and retailer, on **A wake-up call: what Crafters don't know about Retail**
Marjorie Naidoo, CCDI, on **Sanlam 'Think Ahead' LIGHT Competition**
Lindsay Fisher of Bili Beadwear, on **Setting up a craft production line, and what NOT to do**
Amanda Youngleson, product developer, on **This can only be GOOD for you...**

Competition & Exhibition

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LIGHT YEARS AHEAD!!

Sanlam will be featuring the 'Thinking Ahead' décor design programme at Decorex again this year. The **theme is LIGHTS**, which is right up a crafter's street! You stand the chance of winning **R5000** from Sanlam, and have **pre-show publicity** in Visi Magazine.

The CCDI is one of only three institutions that have been invited to participate in the Cape competition and exhibition. 1. Craft producers are invited to submit their designs and new products to the CCDI's selection panel. 2. The best six products will be selected and submitted to the Decorex/Sanlam panel for selection and display on the Sanlam stand – a 'lounge with home office' environment. 3. The best crafter's lights that are not selected for the Sanlam stand, will be displayed on the CCDI stand at Decorex Cape.

Details - read carefully -

THINK MATERIAL & PURPOSE - recycled materials, multi-purpose, practical, functional, energy-saving, next generation of home lighting.

THINK TYPE OF LIGHT - table lamps, floor lamps, ceiling lights, wall lights, chandeliers, spot lights, floor lights, garden lights, lampposts.

THINK INSPIRATION - fresh, energetic, creative, futuristic.

THINK COLOUR - white and blue (Sanlam colours), or transparent material, silver, crystal.

Process

- 24 February Notify Marjorie Naidoo of your interest to participate, on 021 460-3982 | naidooml@cput.ac.za
- 15 March Submit your completed product and a 100-word description of your lighting project to the CCDI
- 16/17 March CCDI will take photographs of the lights and the crafters (you are also welcome to submit your own photographs)
- 24 March Selection of CCDI winning entries
- 31 March CCDI winning entry photographs submitted to Sanlam selection team
- 30 Apr-2 May Sanlam-selected winning entries on show on Sanlam stand – other entries on show on CCDI stand

Invitation & Inspiration

Don't miss this amazing opportunity! Lights are BIG on the design and décor scene this year. Be part of this exciting, innovative competition and exhibition. **NB:** If you would like to enter, send an email to naidooml@cput.ac.za expressing your interest. Marjorie will email you 7 pages of sensational lights that were on display at EuroLuce 2005, one of the largest lighting shows in the world. You may not copy, only be inspired. Jump to it!



This is the market access department

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There are **two main strategies** to assist craft enterprises to gain access to existing markets and to develop new markets – **events** and **market development**. Cathy Wijnberg manages market development and Xoliswa Phenyha manages events. Additional short term service providers are used to assist with service delivery.

Why we do events

Events have a range of intended outcomes, which vary according to the event and craft enterprise / audience profile. These include

1. Sales – both retail and trade
2. Hands-on training – eg. selling & marketing, costing & pricing, labelling, packaging & merchandising, and delivery of goods/logistics
3. Marketing – of the Cape Craft sector, the CCDI and individual businesses
4. Market intelligence – gathering information on existing and new markets
5. Product testing – enabling crafters to test new products directly with consumers

Our **event strategy** takes into account:

- That the craft enterprises on the CCDI database are at different levels of business experience and sophistication
- That existing markets are different; and
- That different events have different objectives

We **assist** craft enterprises to take part in:

- **Local consumer shows** such as the Cape Town International Jazz Festival and Decorex Cape which are ideal for emerging and more established enterprises
- **National trade shows** such as One-of-a-Kind & SARCEA Johannesburg, for established enterprises, ready for wholesale trade
- **International trade shows** through the dti's national pavilions for export-ready enterprises; and

- **International consumer shows** such as the Sante Fe Folk Art Market and Chelsea Flower Show that are important growth and exposure opportunities for emerging crafters

Through a selection process, we **match** the appropriate product/producers to the various market opportunities, and recommend additional training for producers who want to grow to the next level.

It is vital for us to keep up with craft enterprise needs and consumer demand; we therefore always welcome feedback and suggestions. In 2006 we will **measure the impact** of events and marketing opportunities on a formal basis. This will track:

1. the value of the market exposure
2. the value of training & sales compared to the cost of the marketing opportunity
3. the impact on individual businesses (sales & subsequent orders) - a criteria of participation will be a willingness to provide the information post-event

The **2006 calendar of events** is attached.

Market Development is focused on expanding existing markets, and opening new markets. In 2006 the CCDI intends to support:

- Local Craft **Retailers** – through a craft route map and a retail promotion programme
- **Agents & traders**– supporting a drive to create a Craft Agents Association
- An **E-Commerce** strategy – supporting collaboration between craft enterprises who use e-commerce
- **Export-ready** and advanced producers – through a **Competitive Advantage** programme
- **Developing & micro-businesses** - through a strategy of local events and craft markets
- **Craft Showcase & exhibition** – we are hoping that the go ahead will finally be obtained for this exciting city development. Watch this space for details
- **Fairtrade in Craft** - supporting the drive to create a strong South African Fairtrade organisation

Events – 1st quarter

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Please see the **Events Calendar** at the end of the newsletter, for the full year's events.

DESIGN INDABA 2006, Cape Town: 24 – 26 February 2006

This year's Design Indaba will be showcasing the products and producers who participated in the Nokia CT Fashion Week Programme (fashion accessories) and the Aid to Artisans Export programme (décor). Both these programmes produced exceptional crafted products and represent some of the best of the CCDI's efforts in product development last year. Participation will provide the enterprises with valuable trade and market exposure.

CAPE TOWN INTERNATIONAL JAZZ FESTIVAL: 31 March – 1 April 2006

This is your opportunity to be part of a winning formula. For two days the CTICC will host one of the world's

largest music extravaganza's, the Cape Town International Jazz Festival, previously known as the SA leg of the North Sea Jazz Festival. This world-class festival has established South Africa's position on the international jazz circuit, drawing music enthusiasts from all over Africa and further afield.

Since 2002, the CCDI has organised the craft market within the CTIJF. Each year has shown growth in product range and sales. Last year's sales topped R52 000 in just two days! This year we are again looking for outstanding, innovative, high quality, exciting products from all categories to be exhibited and sold at the CTIJF.

'New' crafters (those that have not participated in previous CCDI events) **need to register** and might be required to bring in samples of their work. There is an exciting programme to assist you obtain maximum benefit from this event. Contact Xoliswa Phenyha on 021



460-3562 | fax 021 4603553 | phenyax@cput.ac.za
before 14 February 2006.

For more information or to book your stand, contact T
+27 (0)46 603-1182 | F +27 (0)46 603- 1183 |
greenfair@foundation.org.za

NATIONAL ARTS FESTIVAL, Grahamstown: 29 June – 8 July 2006

The Transnet Village Green Fair is one of the main attractions at the annual National Arts Festival in Grahamstown, attracting capacity crowds each year with its colourful display of stalls. The majority of goods are hand-crafted; each year a wide variety of the best art and craft is selected. The Village Green Fair will also be open for trading on Sunday, 9 July 2006 to ensure an extended shopping experience.

HERZLIA HIGH SCHOOL CRAFT MARKET - Sun 5 March 2006

Herzlia High School is holding a crafts market/fun day on Sunday, 5 March 2006, to raise money for charity. The market commences at 10 am. The school will take no commission on sales – only the rental of the tables will go towards charity (R150/table). It will also be a fun day for the children, with different forms of entertainment and many food stalls. Contact Marion Stein on 021 712-2677 | 083-708-9333 to book a table.

Fair Trade News

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LINK YOUR PROJECT TO A FAIR TRADE TOURISM COMPANY

A Fair Trade Cape Town-based tourism company, operating in Southern Africa, seeks to link with art & craft projects to include in their travel itineraries. If your project qualifies as a tourist stop-over for shopping (i.e. products for sale, toilet facilities, bus parking, etc), please contact Nathi Tshabalala for details on 083 431 2167 | nathi.tshabalala@gmail.com. This same company could channel foreigners who volunteer in community work from 1 month to a year. Nathi will also be your contact if you are interested in hosting such volunteers.

FAIR TRADE IS:

- An internationally recognised movement started in the 1960s
- It supports social justice and alleviation of poverty found in many developing countries
- In 1988, the first fairtrade label was established in The Netherlands
- Products bearing this label stand out among ordinary products offered in the marketplace
- The label allows any company to get involved in Fair Trade
- In 1998, the Fairtrade® Labelling Organisation (FLO) was established
- It sets and monitors global standards for fair trade products
- Currently it certifies products like coffee, tea, wine, fruit and soccer balls
- Craft and tourism are working towards part of Fairtrade © Certification
- Nonetheless, crafts are traded in 'fair trade' manner around the world through the shops like the Network of European World Shops (NEWS)

Sensational new products

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Announcing an exciting new column in our newsletter!

Each month we will be showing exciting new products developed by Western Cape crafters. There are a number of benefits –

First, this could be a way of 'registering' your product in the public domain;

Second, we will be sending the newsletter to décor and other magazines to encourage them to pick up on new products to feature in their publications;

Third, craft retail outlets can pick up on unique products for sale in their shops.

The product needs to be quite different to anything that

has been made before; just changing the colour of a product, for example would not be sufficient to qualify. The products could have been developed with the help of a product developer.

Two of the products shown this month were featured in the latest 'revamp' issue of Elle Decoration. Willard Musarurwa's sensational wire tables hit the front cover!! and is reflected on page 66/67. The mosaic vases from Mandela Park Mosaics were featured on page 64/65. Well done, crafters.

If you have new products to show, submit pictures and details to Marjorie Naidoo on 021 460-3982 | naidooml@cput.ac.za



Sensational felt bracelets by **Nuno Designs**, developed for CT Nokia Fashion Week



Sensational wire table by **Willard Musarurwa** of Feeling African, developed as part of the Aid to Artisans programme



Sensational safety-pin cushion by **Kholiswa Mhlope**, developed during the NQF4 Learnership



Sensational mosaic bend-a-bowl, by **Mandela Park Mosaics**, developed as part of the Aid to Artisans programme



Training & Development

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PRODUCT DEVELOPMENT CLINIC

Tip for the month: When designing your product remember what your goal is! The word **design** means - making a plan to achieve a goal. See that you have a clear goal and plan around that.

At the **Product Development Clinic** we develop your product with the goal being sales - at the best possible price! We consider the **form** of the product such as the colour, shape, texture, decoration, aesthetics and whether it is in line with **market trends**. Products that are **functional** and **distinctive** will sell best, so we look at use, purpose, and what the product contributes to the consumer's lifestyle and surroundings.

We look at the **production or manufacturing process**: what technology is needed, is the product durable, what materials is it made from, and can it be replicated. And always we consider how to **market the product**: price, position, competition, distribution and branding.

The Product Development Clinic is offered each Wednesday of the month. Book an appointment with Ann Weyer on 021 460-3724 | weyera@cput.ac.za. The cost is R50 for three fifty-minute appointments (highly subsidized!).

This is your opportunity to gain professional product development assistance - it will change the life of your craft business.

DON'T MISS THIS!

CRAFT PRODUCTION LEARNERSHIP 2006

Thirty crafters successfully completed a NQF4 learnership in 2005. CCDI is now looking for 20 creative crafters to be part of a **NQF2 learnership in Craft Production**. If you:

- are committed to learning and improving your business
- are currently earning most of your income from craft
- own your business, or work in a craft project | business
- are prepared to spend time in training to improve your craft business
- can attend training between Feb and Nov 2006
- live on the Cape Flats and surrounding Townships

... then this learnership is for you. What you learn will be directly linked to what you are working with every day, i.e. the production and marketing of craft. The learnership consists of the following modules: Craft Design, Craft Production, Marketing, Business, Maths, and Communications. You need to complete all the modules to get your qualification.

Contact Ann Weyer on 021 460-3724 | weyera@cput.ac.za to apply.

Closing date: 15 February 2006.

GLASSBLOWING WORKSHOP

Ngwenya Glass in Swaziland is offering a unique glassblowing and design workshop - the first of its kind - from 20-24 February 2006. See the [attached document](#) for full details.

Part-time Contracts & Expression of Interest

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Craft shop stylists/designers wanted

The CCDI extends an invitation to stylists and shop designers to submit proposals and quotations for our upcoming events. CCDI craft stands have been noted and awarded for excellent design. Our shops have attracted thousands of visitors annually. This has translated into wonderful sales for the participating crafters. We are looking for innovative, fresh, and exciting ideas that will take the use and decorativeness of craft to another level. If you think you have or can come up with a concept that answers this need, then you are the person we're looking for! For more details on the specific requirements and stand information, contact Xoliswa Phenya on 021 460-3562 | phenyax@cput.ac.za.

Calling all corporate gift agents and producers

We have an increasing number of enquiries from corporate buyers and Government for corporate gifts. We would like to create a register of socially responsible agents and producers. If you would like to be registered on this list, please contact Roselle on 021 460 3662 | tempccdi2@cput.ac.za

Part time: Product Development Trainees - Aid to Artisans programme : Feb-Jun 2006 with short periods of intense time activity

The ideal candidate will be someone who is committed to product development, with an interest in the craft sector.

Ideally candidates should hold a design or product development qualification (Level NQF6 and upwards) and be keen to learn more about practical and applied product design. Both entry level and more experienced product developers are invited to apply. Hourly rates will be market related. Contact Cathy Wijnberg on 021 460 3944 | wijnbergc@cput.ac.za for full Terms of Reference

Part Time: Project Manager - Advanced Enterprise Development programme Feb-July 2006

Project manager needed to coordinate and run a multi-faceted programme. Meticulous, well organized individuals with a good working knowledge of craft, and excellent interpersonal skills. are especially invited to apply. Contact Cathy Wijnberg on 021 460 3944 | wijnbergc@cput.ac.za for full Terms of Reference

Notice

The DTI is inviting Export-Ready companies who manufacture **textile based hand-made folkloric goods** who may qualify for duty-free rating as part of the African Growth & Opportunity Act (AGOA) to send in applications for consideration by **28 February**. You may be eligible if your goods are hand-loomed fabrics; hand-made and/or traditional folkloric goods; or ethnic printed fabric. For more information contact: Cathy Wijnberg on wijnbergc@cput.ac.za | 021 460-3944



Notices

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The Business Place offers business assistance

Are you 18-35 years of age? The Umsobomvu's Voucher Programme is for you.

Are you over 35? The City Voucher Business Support Programme is for you.

Contact The Business Place on 021 422 2797 for more information. Or find out more about the Umsobomvu's voucher programme on www.uyf.org.za; and the City voucher programme on www.capetown.gov.za/econdev

Kidzpositive Beadwork offers beaded corporate gifts on-line

You can design your own product on the website of Kidzpositive Beadwork, www.kidzpositive.org/beads

Design is limited to 16 rows of 16 beads each. For further assistance, contact Kate Grey on 021 671 2904 | bgray@mweb.co.za

Sales consultant for handmade art

Do you want to make a difference? Are you both creative and organised? Award-winning Cape-based company specialising in African art seeks a young and dynamic Sales Consultant to handle incoming orders and custom work.

At least 2 years sales experience, an interest in art, a proven track record and own transport necessary. Creativity and the ability to work as part of a team is essential. An attractive basic plus commission will be offered to the right candidate.

Fax your CV (max 3 pages) to 021 - 426-0860 or email to info@streetwires.co.za, for attention Anton Ressel.

EVENTS CALENDAR 2006			
Date	Event Name	Focus	Venue
Local & National Events facilitated by the CCDI - These events fall under the banner & management of the CCDI.			
24 - 26 Feb	Design Indaba	Graduates of Fashion Week and Aid to Artisan programmes	<i>CTICC, Cape Town</i>
3 - 24 Mar	Cape Town Festival (TBC)	Curios, Gifts, Homeware & Decor	Various venues all over CT
16 - 19 Mar	Decorex KZN (TBC)	Homeware & Décor	<i>Durban</i>
17 - 19 Mar	SARCD A JHB	As per programme strategy	<i>Gallagher Estate, Jo'burg</i>
31 Mar - 1 Apr	Cape Town International Jazz Festival	All categories	<i>CTICC, Cape Town.</i>
30 Apr - 2 May	Decorex Cape	Homeware & Décor	<i>CTICC, Cape Town</i>
24 - 27 May	Export & Import Africa	Export-ready producers	<i>Gallagher Estate, Jhb</i>
12 - 16 Jul	Cape Town Fashion Week	As per programme strategy	<i>CTICC, Cape Town</i>
3 - 6 Aug	Cape Tourism Showcase	Tourist destination craft producers	<i>CTICC, Cape Town</i>
9 - 13 Aug	One of a Kind	As per programme strategy	<i>Gallagher Estate, Jhb</i>
17 - 19 Sep	SARCD A CT	As per programme strategy	<i>CTICC, Johannesburg</i>
Craft Markets			
Weekly	Company's Garden Craft Market	As per programme strategy	<i>Company Garden, CT</i>
16 - 30 Dec	Adderley Street Night Market	All categories	<i>Adderley Street, CT</i>
Local & National Events not facilitated by the CCDI - individual crafters might wish to participate under their own banner. For information of the organiser's details, contact Xholiswa Phenyha on 021 460-3562 phenvax@cput.ac.za			
21 - 28 Apr	Design for Living	Homeware & Décor	<i>Good Hope Centre</i>
26 - 28 May	Rooms on View	Homeware & Décor	<i>Johannesburg</i>
6 - 9 May	Tourism Indaba 2006	Tourist destination craft producers	<i>Durban ICC, Durban</i>
28 - 30 Jul	SA Fashion Week	Fashion, & Fashion Accessories	<i>Johannesburg</i>
24 - 27 Aug	KFM Homemakers Expo	Homeware & Décor	<i>CTICC, Cape Town</i>
24 - 27 Aug	SARCD A Christmas - JHB	Christmas Gifts	<i>Gallagher Estate, Jhb</i>
26 - 29 Oct	Cape Town Flower Show	Homeware & Décor, Garden & Outdoor	<i>CTICC, Cape Town</i>
Craft Markets			
1 - 8 Apr	Klein Karoo Kunstefees (KKNK)	All categories	<i>Oudtshoorn</i>
29 Jun - 8 Jul	Grahamstown National Arts Festival	All categories	<i>Grahamstown</i>
22 - 25 Sep	Hermanus Whale Festival	All categories	<i>Hermanus</i>
International Events - These are dependent upon CCDI obtaining funding.			
TBC	Santa Fe International Folk Art Market	Traditional and uniquely SA craft	<i>Santa Fe, USA</i>

Please Note: This calendar provides a glimpse of key events in 2006, and will be updated as the year progresses. Please ensure that you obtain copies of the newsletter to keep abreast.