



## Western Cape Crafters' Newsletter 2006

March|April

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## products, price & productivity

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Design and product development was a critical driver behind the establishment of the CCDI. The motivation being to help crafters be more competitive – and therefore more profitable – with more market-driven products.

But our competitiveness doesn't just depend on design... it also depends on **price** and **productivity**...

Having the right product is important for a sustainable business - but it's no guarantee of success. If we really want to be part of the global - and the local - marketplace, then we must get everything along the supply chain right - from the supply of raw materials, to distribution. While we can't pay a dollar a day in wages – and rightly so – there have got to be other ways we can reduce our input costs and improve our production efficiencies to make us an attractive alternative.

There are many factors to consider, and many variables, such as public transport, are out of our control. Sometimes the challenges feel larger than the solutions. But we're not going to run away and hide ... we are starting to engage in initiatives to find solutions. Some of the more obvious are:

- **Production cluster initiative** – this is moving along steadily and is underpinned with the need to create affordable, accessible and well-resourced space for emerging producers – this will help them be more productive and do business more efficiently and cheaply
- **Raw materials initiative** – we are commissioning research to find out who is using which raw materials, from where, at what price – to see if there is something that can be done to ensure cheaper, more efficient supplies of raw materials
- **Value chain interventions** – a workshop in June will look at the distribution side to see how we can

### MEMORIAL BOOK FOR SHAHIDA

We are keeping a Book of Remembrance for Shahida Hendricks, for her sons to read when they grow up. If you have memories of her, worked with her, got to know her as an individual - please send us your contribution, we

will include it into the book. Send your emails to [naidooml@cput.ac.za](mailto:naidooml@cput.ac.za).

grease the cogs of the wheels to make things more efficient

- **Counselling & mentoring programme** – we are working with the GSB, Red Doors, Cape Mac and NPI to develop a mentoring programme to provide support to producers, to deal with their business and production issues systematically.

We're exploring right now, doing lots of thinking, talking, sharing ideas. We hope through this process to catalyse new projects and approaches – and be able to meet the challenge of efficient productivity. If you have any thoughts or ideas please share them with us.

*Erica Elk*



### THIS COULD BE YOU!

The NQF4 graduation class of 2005, armed with knowledge of how to run their businesses, with new exciting products to present to shops and markets, and with the confidence of knowing the right things to do to make a success of their craft businesses.



**DON'T MISS YOUR OPPORTUNITY TO BE PART OF  
THE - CRAFT PRODUCTION LEARNERSHIP 2006**

**See page 3 for details of the course.**



## Craft Partnership

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The Craft Partnership meeting of 9 March was attended by over 70 crafters. Crafters get to know of the meeting by word of mouth, and we had quite a number of new attendees. Two crafters who have had a long-standing relationship with the CCDI shared their experiences with Product Development.

**Willard Musururwa** was part of the 2005 Aid to Artisan programme and was privileged to have a New York designer, Steven Burke, work with him to develop his sensational new wire tables and stools. Willard told of the quantum leap it took for him to work on large objects, rather than on his usual small corporate gift range. It took a great deal of perseverance to stick with the programme – many prototypes down the line, a winning product emerged.

**Duncan Clews** was experimenting with very small, fragile wire sculptures, and no way of knowing how to grow his market. After a number of sessions with Amanda Youngleson from the Product Development Clinic, they developed a framed, lit-up wire artwork – and Duncan moved from Memorabilia to Craftart. So did the price of his product.

**Next Craft Partnership meeting** : Wed, 5 April 2006, 1pm, Seminar Room 2, Admin. Bldg., Cape Peninsula University of Technology, Keizersgracht, District Six.

Crafter **Thobeka Mdiza** :  
**Producing without testing the market – the benefits of Product Development intervention in this process.**

**Cathy Wijnberg**, CCDI Manager of Market Development, (with years of experience, and three years intensive experience in CCDI marketing programmes) :

**You need a market; but what does the market need from you?**

**PLEASE NOTE; An open forum will be held at 12pm in Seminar room 2 on Wednesday 5th April before the Craft Partnership meeting, to give a briefing of the next training Learnership (see announcement on page 3) and to answer any questions regarding Learnerships or Skills Programmes.**

### DESIGN TIP 1

#### Design can Add Value

Your product needs to sell for a good profit. If the consumer sees value in the product, they will be willing to pay more than just the cost of materials, labour and the mark-up! For example, if your product can be presented as Art rather than Craft you can add a higher mark-up – people will pay more for the creation of an artist. Likewise, beautiful packaging and interesting branding can add value to your product.

## Product Development

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Are you stuck with a product that is not selling? Do you want help in developing your products?

If your answer is YES, then get connected to the **Product Development Clinic**.

This expertise product development is offered to crafters through the Product Development Clinic which takes place on the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Wednesday of every month. The cost is R50 for 3 one-hour sessions. Thereafter each session costs R50.

Bookings are absolutely essential, as this is a very popular service. Call Ann on 021 460-3724 or Amanda on 084 880 4319 for an appointment.

### DESIGN TIP 2

#### Design to Produce

To reduce the cost of your product, production must be as efficient and as cost-effective as possible. The way your product is designed makes the difference when it comes to producing it. If you don't think 'production' when designing your product, you could end up with a product that is difficult to make, and difficult to replicate. A product that is designed for mass production must be easy to replicate quickly and cost-effectively.

### DESIGN TIP 3

#### Design for your Market

You design a product to sell it – so you have to consider what the consumer wants. The consumer is more likely to buy a product that is fashionable. So, you need to research market trends and use these trends as inspiration for your product. But you must go one step further – now that you have created products that are fashionable, you need to research or test the market – get feedback from shops; compare your products with those of competitors.  
**A warning:** friends do not give objective feedback – this is not good market research. Don't launch into production because they like what you make. Producing products that don't meet broader consumer needs can lead to disappointment and is costly. Do good market research before you start!

### COSTING & PRICING

**Roselle Frasca-Burman** offers a 1-hour training course, where she teaches a simple, easy-to-use formula to cost and price your product. She has already trained more than a dozen crafters, and references are available. You need never be unsure whether you are under- or over-pricing again. For further information about costs and to make an appointment, contact her on 082-556-4074.



# Training & Workshops

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## CRAFT PRODUCTION LEARNERSHIP 2006

Thirty crafters successfully completed a NQF4 learnership in 2005. There is place for 20 creative crafters to be part of a **NQF2 learnership in Craft Production**, starting in May.

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 May 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](mailto:weyera@cput.ac.za) to apply. **Closing date:** 10 April 2006.

## CRAFT FOR EXPORT - Q&A Sessions

If you are wondering how to export your craft, need information on exporting craft, or have queries from customers to send craft overseas and don't know how to go about it...

Wesgro, together with the CCDI and Red Door, will be holding Question and Answer sessions for crafters who want to know more about exporting their craft. These sessions will take place on the following dates:

Wed 5 April, 9:00 - CCDI meeting room- Seminar room 2, CPUT

Tues 11 April, 9:00 - RED Door - Knysna

Wed 19 April, 9:00 - RED Door - Khayeltisha

For more information, please contact Ann Weyer on 021 460 3724 | [weyera@cput.ac.za](mailto:weyera@cput.ac.za)

## SA LEATHER GOODS WORKSHOP – Wed 12 April 2006

Cape Town Regional Chamber Of Commerce & Industry, together with the Trade & Investment Network Switzerland-Southern Africa (TINSSA) and the Swiss Import Promotion Programme (SIPPO), invites you to a workshop to explore opportunities for South African companies to market to Switzerland & EU.

The workshop will address the following topics:

- European Market Trends
- Overview on European Retail Systems
- European market approach
- The concept of Integrated Quality System (ISO,SA8000,BSCI)
- Leather Fashion Forecast European Winter 06/07
- Identifying unique position in the market
- Analysis of critical success factors and weaknesses
- SIPPO promotion activities in the leather sector

**VENUE:** 1<sup>st</sup> Floor, Council Chamber, Cape Chamber House, Foreshore

**COST:** R200.00 per person (includes finger lunch)

**TIME:** 08:30 (registration) for 09:00 -12:00

Contact Zelda Sassman | 021 402 4370 |

[Zeldas@capechamber.co.za](mailto:Zeldas@capechamber.co.za).

## CAPE TOWN REGIONAL CHAMBER OF COMMERCE – April 2006 Training Events

Date	Event	Topic & Speaker	Venue	Cost	Contact
05 April 09h30	Training Session	<b>ISO 9000 for Micro &amp; SMME's</b> Wolfgang Huber - ISO Logic	Atantis Foundries	R 20	Eileen   4024300   <a href="mailto:eileen@capechamber.co.za">eileen@capechamber.co.za</a>
06 April 18h00	Helderberg Presentation	<b>Harmony Flats Tourism Development</b> Shahid Solomon - Project Manager - Ishabi	Lourensford Wine Estate	R40 – members R50 – non- members	Tom   8512886   <a href="mailto:tom@capechamber.co.za">tom@capechamber.co.za</a>
11 April 08h30 - 13h00	Seminar	<b>Telephone Etiquette &amp; Manners</b> Tania Goosen - Business Development Centre of Excellence	Chamber Boardroom, Tygerberg Centre	R 495	Helga   9489800   <a href="mailto:Helga@capechamber.co.za">Helga@capechamber.co.za</a>
19 April 14h15 - 16h00	BEE Forum Meeting		Chamber House, Foreshore	none	Estelle   4024300   <a href="mailto:estelle@capechamber.co.za">estelle@capechamber.co.za</a>
19 April 08h15 - 16h00	CONFERENCE NOT TO BE MISSED!	<b>Opportunities for Women in Business -06</b>	Belmont Square Conference Centre, Rondebosch	R500 – members R650 - non- members	Lesley   4024339   <a href="mailto:lesley@capechamber.co.za">lesley@capechamber.co.za</a>



## Market Access news

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### MARKET ACCESS STRATEGY DAY – Wed 21 June 2006

Date: **Wednesday 21 June 2006**

Venue: **CCDI** (location to be confirmed)

Time: **08.30 registration – 15.00 close**

#### Opening – Overview of CCDI Market Access Strategy

The work of the CCDI over the past 4 years has highlighted the importance of supporting the entire value chain in the quest to develop an economically sustainable craft sector. Preliminary research into needs of enterprises higher up the value chain was conducted in 2005 - specifically investigating the craft retail, intermediary and e-commerce sectors.

These results highlighted potential areas of need, and possible routes through which CCDI support could be used for best benefit. These include a proposal for a retail accreditation system, supported by a craft retail map & marketing strategy, a collaborative e-commerce programme and an intermediary Association.

These ideas will be sketched as part of a broad overview of planned support along the value chain, which will set the scene for discussions in the detailed workshops that follow

Time: **08.30 – 09.30**

#### Retailers Accreditation Workshop

CCDI invites all interested W. Cape **craft retailers** to this workshop to assess the level of need (if any) for strategic support for the craft retail sector. This will be an ideal time for retailers to share their opinions on the potential (& challenges) in the sector. A draft branding & accreditation system & associated collaborative marketing strategy will be presented for interactive discussion.

Time: **09.30hrs – 11.30**

#### E-commerce Strategy Workshop

Individuals & Businesses interested in improving the commercial success of **e-commerce in the craft sector** are invited to a workshop to develop a broad strategy. Results of a preliminary survey of current e-commerce and on-line retailing activity will be presented for discussion. Participants will be invited to pool their knowledge with a view to finding ways in which CCDI funding can be utilized to support e-commerce and IT solutions, to greatest commercial benefit.

Time: **11.30 - 13.30**

Light lunch for delegates: **13.30 – 14.00**

#### Intermediary & Agent Association

Interested W Cape craft **intermediaries, marketing & export agents** are invited to discuss ways in which they can work together to strengthen their economic viability in the craft sector. Results of a preliminary survey of needs will be discussed including the suggestion for an **Intermediary Association**. Participants will be invited to share their experiences with a view to finding ways in which to collaborate for greatest benefit.

Time: **14.00 - 15.00**

All Interested individuals and enterprise representatives are requested to register their attendance with Cathy Wijnberg | [wijnbergc@cput.ac.za](mailto:wijnbergc@cput.ac.za) | 021 460 3944 | fax: 021 460 3553. **DEADLINE:** 31 May 2006.

### OPPORTUNITY: INTERNATIONAL MARKETING AGENT/S

The Aid to Artisans producers require the services of an experienced international marketing agent to drive long term market growth in Europe and USA. These producers are participating in a 2-year product development programme that supports their production, quality management and product marketability processes. As small producers they lack the resources to develop their own internal export marketing department and would like to outsource this service.

This position is ideal for an established professional with a deep passion & commitment to W. Cape craft, and the drive & resources to make things happen. This will be a commercial arrangement between producer and agent. However CCDI is keen to support the initial development phases of the relationship, leading in the medium term to a fully self-sustaining collaboration.

Qualified agents are invited to present a proposal outlining suitable terms under which such a sustainable arrangement could be developed. It is envisaged that this will be a combination of commission, retainer and market support.

For more details and the full brief, contact Cathy Wijnberg | [wijnbergc@cput.ac.za](mailto:wijnbergc@cput.ac.za) | 021 460 3944.

### WATERFRONT SHOP FOR SALE

An upmarket fashion retail shop has become available in the Waterfront. Interested retailers should contact **Esti Swartz**

| [esti@gka.co.za](mailto:esti@gka.co.za) | 021 - 464 2963 .

### VOLUNTEER

Neela Rajendra from USA is looking for an organization to assist during this year. She has experience in project management, marketing, community outreach and teaching. For more information call or write to 2310 Wrightsville Ave, Wilmington, NC 20403 | tel: 910.470.6356 | [neela\\_rajendra@hotmail.com](mailto:neela_rajendra@hotmail.com).

### VISITING INDIAN SILK MANUFACTURER

Apsara Silks is a leading silk manufacturer with additional capability to produce exclusive Hand & Machine embroidery in current & future trends. They will be Visiting South Africa on May 2006 & would like to meet retailers and importers of fabric. Contact Rahul Goenka | [rahul.goenka@apsarasilks.in](mailto:rahul.goenka@apsarasilks.in).



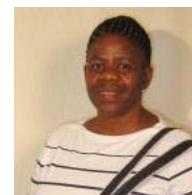


## Crafter News

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### LULU GRADUATES

Lulu Nonceba Tshoeute from the craft enterprise, Umzi Kantu, graduated this year and now holds a B.Tech degree in Public Relations Management from the Cape Peninsula University of Technology! Well done, Lulu.



### FIRST LADY MEETS WITH MOTHERS TO MOTHERS-TO-BE



Laura Bush meets with, from left, Babalwa Mbono, Aunt Manyongo 'Kunene' Mosima Tantoh and Gloria Ncanywa from the Mothers to Mothers-To-Be programme, on 13 Monday 2006 at the White House.

A 31-year-old South African mother with HIV, Babalwa Mbono, held First Lady Laura Bush and an East Room audience of 200 spellbound on Monday 13 March 2006, as she told how she had turned an abusive marriage into a happy one by confronting her husband about her diagnosis, despite the shame that she felt. "He was shocked," she said. "I was so angry." She said he went straight to a clinic and discovered that he, too, had the virus. "He was ashamed of himself," she said. "He apologized. After that, we had a good life, me and him." Their baby was born HIV-negative.

Mbono is one of six South African women who went to Washington for the week to return the visit the First Lady made to their Mothers to Mothers-to-Be program in Cape Town, South Africa, last July. Mothers 2 Mothers is a Cape Town-based mentoring program for HIV-positive pregnant women and new mothers. They describe Laura Bush as the group's 'grandmother.'

### W.CAPE CRAFTERS HOLD THEIR OWN

Clementina van der Walt and Hennie Meyer achieved great sales and even greater publicity while attending the CERAMIC ART LONDON 2006 show, at The Royal College of Art – ceramicists from around the world are selected to attend.

## Events, Shows & Expo's

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### UNUSUAL FURNITURE – DECOREX CAPE - 30 Apr – 2 May 2006

We are putting out a call for unusual handcrafted furniture, to be used on the CCDI stand at Decorex Cape. If you are a producer of such, please urgently contact Marjorie Naidoo | 021 460-3982 | [naidooml@cput.ac.za](mailto:naidooml@cput.ac.za).

### ROOMS ON VIEW 2006 - 25-28 May 2006, Sandton Convention Centre, Jhb

Exhibitors of this prestigious event will be expected to create room settings with style and creativity, going beyond the 'ordinary' to give the public new and innovative ideas about decorating. Companies might be required to present a plan on what their particular stand will look like before the organizers will agree to them participating. This is to ensure that the standard is kept at the highest level.

Shellscheme will be provided, purely as a backdrop without fascia panels, in order to give you, the exhibitor, uninhibited freedom for creativity. The floor plan has been designed to enable all shapes and sizes of exhibits to be accommodated without imposing upon each other. The standard height of Shellscheme walls is 2.5 metres,

however, higher walls can be supplied in certain areas upon request. This will only be permitted if there is agreement with neighbouring stands.

**Costs** are R1 350 per square metre (excluding VAT) - This includes Shellscheme made of 16mm chipboard at a height of 2.5m, three spotlights and one 15-amp plug point per 9 square metres. Each exhibitor will also receive two signs per stand. The smallest stand one exhibitor may occupy with a complete room setting is 9 square meters. To apply, contact Andrew Humfries on 082-225-2351 or access [www.roomsonview.co.za](http://www.roomsonview.co.za).

### ONE OF A KIND - 9 – 13 August 2006, Gallagher Estate, Jhb

**Apply now for the trade show that will open new markets for your business**

Craft producers, owners of craft businesses and craft marketing agents cannot afford to miss the unique marketing opportunity that the business-to-business trade show, One of a Kind, offers their businesses. One of a Kind has earned the reputation as the craft industry's leading marketplace in South Africa.



## One of a Kind will move your business ahead of your competition

You have the opportunity to market your products and accept orders from local and international trade buyers during the two days of the show that have been allocated as **trade days**. You also have the chance to sell your products **directly** from your stand during the three subsequent **consumer days**.

- This is not just another craft show - it offers you the chance to market your best designer homeware, décor items, corporate gifts, jewellery, curios and fashion accessories to **15 international buyers** from countries such as Japan, France, Germany, Australia, the United Kingdom and America.
- One of a Kind is held alongside the top décor and design show, Decorex Jhb, giving your products exposure to more than **2 500 members of the local trade**, representing businesses such as retail shops, boutiques, corporate gift retailers and tourism establishments, and to more than **50 000 consumers** who attend Decorex.
- You will receive the **contact details** of the international trade buyers and the Decorex exhibitors before the show opens, allowing you enough time to liaise and secure appointments.
- You will have the chance to liaise and network with potential local and international buyers during a **networking breakfast** that will be held during the show.
- Your company's contact details and information about your product will be placed on the **One of a Kind website**, giving you additional and on-going exposure before and after the show.
- Your company's contact details and information about your product will be included in the **One of a Kind Exhibitors Directory**, which will be distributed to the local and international trade buyers at the show.
- Attending One of a Kind will give you the opportunity to be selected by the Department of Trade & Industry (DTI) to exhibit at the international pavilions of **Ambiente** and **Kaufhof**.
- The Tourism Enterprise Programme (TEP) is offering **financial assistance** on a cost sharing basis to exhibitors who have been selected to exhibit at One of a Kind.

For more information contact Princess Tsotetsi at Thebe Exhibitions | 011 549-8348 | [princess@thebeexhibitions.co.za](mailto:princess@thebeexhibitions.co.za) | [www.oneofakind.co.za](http://www.oneofakind.co.za). **One of a Kind** is supported by the Department of Trade and Industry (DTI), the Tourism Enterprise Programme (TEP), the Johannesburg Tourism Company, Thebe Exhibitions and Gallagher Estate.

## ART FOR ALL - 7-9 July 2006

All those interested in all art forms – this is your opportunity to demonstrate your art, exhibit finished work for sale, promote membership of guilds and societies, and advertise classes. There is no cost involved; however, if you sell finished works we will charge a 15% commission plus bank charges for credit card sales (a card facility will be available). The event is being promoted to the public to meet the great interest in hands-on art. This event is being organised by the Rotary Club. The venue : Good Hope Junior Seminary School, Vredehoek Avenue,

Contact Piers or Penny | 685 6105 | [steynor@mweb.co.za](mailto:steynor@mweb.co.za).

## WASTE AT WORK CORPORATE GIFT EXPO & MARKET OPPORTUNITY

### PAPER CRAFTERS TAKE NOTE! Respond right away!

WASTE AT WORK is looking for 20 crafters to produce prototypes for promotional products and corporate gifts. Craft products should incorporate paper as the medium. A Craft Expo of these products will be held in conjunction with the WASTE AT WORK Visual Art/Corporate Exhibition in which twenty Corporations and twenty Fine Artists will collaborate to reduce paper waste in the workplace. The prototypes will be presented to corporate buyers as fresh, Proudly South African alternatives to imported gift ranges.

The expo offers crafters the opportunity to develop a relationship with specific corporates that can be sustained over a longer period. Products will be ordered in large quantities and participating crafters should be well established in the marketplace, show a good understanding of their medium and be able to consistently produce crafts of good quality.

Crafters will pay a once-off participation fee of R800 towards installation, promotion and illustrated order form for the Craft Expo. WASTE AT WORK will also promote the products on the website. Corporate buyers will order directly from crafters and WASTE AT WORK will not take any commission on orders. For more information contact Mboni Mabunda | 073-8998-567 | [craftmboni@gmail.com](mailto:craftmboni@gmail.com).

## EXHIBIT AT POSI+IVE 2006 – 9-11 Jun 06

A celebration of Art, Fashion and Music If you would like to support the raising of funds for HIV/AIDS in South Africa, POSITIVE is an event being staged at Sun City. The themes for the art and craft exhibition are "hope, healing and compassion." Contact Craig Kilford | 082-556-0275 | or Fran Cox | 021 689 7085 or the event website for information [www.positivecollection.co.za](http://www.positivecollection.co.za).

## Coffee-table book

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## INNOVATIVE THREADS, A decade of South African Fibre Art

This hardcover, full colour, 136-page book will feature all exhibiting artists at the Innovative Threads exhibitions over the past 10 years, with short write-ups from each artist. Please contribute by:  
a) making a donation (by 28 April 2006); either R250, or R500 or more (these donors will be listed under 'Acknowledgements'). All donors will receive a complimentary copy of the book.  
b) writing a short piece on how you've seen fibre art develop over the past 10 years (by 31 March 2006).

All donations must be made by 28 April 2006 to the following bank account: L Gillespie, Standard Bank, Claremont (branch code: 025109), Account: 072556498. (Please mark your name as reference and fax proof of payment to 021-7944798). For more details, contact Liza Gillespie | 083 6300 962 | [info@inno.co](mailto:info@inno.co).