

# Western Cape Craft Sector Newsletter

March | April 2007



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## What is success?

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**What is success and how do we measure it?** I've been thinking about this after a conversation I had with a crafter who was telling me about how busy they were; how many orders they had to fulfill; and how hard they were working. It was said with a mixture of pride and despair. As if it should be different... it should be easier. We should not have to work so hard...

But has it ever been different?

I think the dot.com boom in the early nineties – which created so many instant millionaires – got us thinking that the road to riches does not have to be a very long and hard one. That with luck and good karma a great deal will fall into one's lap. Now I don't mean to be a pessimist but I actually think that the best things don't come that easily - that to truly achieve success you need to put in the hard work and passion. If you look at all the South African business success stories – Nandos, Kalula, Discovery, Internet Solutions, Carol Boyes, Tiger's Eye – these are all businesses that started with a good idea, a unique selling proposition – and were driven by an individual or a team with passion and vision. And they worked hard – and very long hours!

I could be wrong – but I'm not sure that they were **driven** by the desire for fame and wealth – but rather by **passion and the love of what they were doing...**

In our sector we've got oodles of that... In all my meetings, interviews and discussions with people about the craft sector – the challenges and opportunities and how we can contribute to economic development and growth – I increasingly find myself describing one of the 'problems' being that the driving and motivating force is not to make money – but is usually social or creative. People get into craft because they are creative and want to make beautiful things – or because they have a skill or an idea they think can help create jobs, empower people and contribute to social change.

Actually this isn't a problem – it's our unique selling proposition! And it's a good thing because maybe success to us in this sector is about much more than money. In the impact study that we commissioned last year (more about that in the next newsletter) the following were some of the definitions of success.

- Capital to start and equipment to create with
- A product range
- Ability to supply products on a monthly basis
- Job creation and growth
- Sustainability (not to panic every month)
- Money management and not living hand to mouth
- Having a unique product that sets me apart
- Having my own shop
- Having more clients more regularly

At a broader level people identified the following social indicators of success:

- Developing my community
- Spreading the wealth I have to my community
- Staff development
- Collaboration
- Business as a tool to help others

And at an individual level people identified the following emotional indicators of success:

- Feeling proud of my product and getting the right price
- Personal development
- Taking care of my responsibilities
- Giving what I have and who I am to others and watching them succeed
- Happiness
- Showing compassion

I did a quick round in the office and got similar responses: 'happiness'; 'staying in business', 'having a goal – working towards it – seeing it achieved'; 'happiness, money, reputation'.

There was no consensus – clearly success means different things to different people – but where there does seem to be commonality is in the fact that it doesn't seem to be about money, money, money...

We want to start a series in the newsletter that looks at **success stories** – so that we can acknowledge the progress we are making. Please let us know what you think – and tell us your story.

*Erica Elk*

Executive Director, CCDI

## Craft Sector meetings

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A crowd of more than 100 crafters gathered at the 75 Harrington Street premises to hear about plans for the 2010 World Soccer Cup. Fifa holds all copyright to words such as "2010" and "World Soccer Cup, South Africa" and there is strict legislation in place which will enforce this copyright ownership; in addition the various official sponsors have bought certain rights which they alone may exploit. The Craft Sector will have to move in tandem with provincial and local government to create and gain access to retail opportunities for crafters. Andrew Borraine, CEO of Cape Town Partnership, however, firmly put our vision on the many developments that are being implemented for Cape Town inner city, which would offer more long-lasting opportunities.

The **next Cape Town Craft Sector meeting** will focus on **Technology and Craft** – Mano Reddy, manager of the Centre for Innovation, will share case studies of how the technology available in the AMTS FabLab has been

### The first round of regional Craft Sector meetings have been held!

Crafters and government officials of supporting organisations gathered in Citrusdal, Beaufort West and George respectively. The George meeting also included craft retailers and craft trainers. Marjorie Naidoo, manager of Communications for CCDI, shared about the growth of the Cape Town Craft Sector meeting over the past 5 years; how it grew from just a small handful, to

now being regular gatherings of an average of 70 people; she shared about the various topics that had been covered over the years, which had addressed issues such

as product development, how to build and run a business, how to define, understand and reach markets, the government assistance available on various levels, and, most important of all, hearing from crafters themselves about the lessons they had learnt and the progress they had made. According to a survey done among the Cape Town crafters, the Craft Sector meetings have become one of their most vibrant networking platforms, drawing them out of the isolation of working at home alone.

Crafters shared their expectations and needs of the regional meetings with Rural Outreach Officer, Lyndon Metembo; this will be taken into account in structuring the regional craft sector meetings, which will inevitably take on their own character. As the regions cover a number of towns, and transport is the real challenge for many crafters, the venue will shift from town to town.



Crafters, Vellomina Jooste, Susan Hofmeester and Paul Pakatita, Lyndon Metembo and Amos Post of the Tourism Helpdesk, at the Central Karoo craft sector meeting in **Beaufort West**.

applied to various media of craft to improve and enhance the products. And the services of the AMTS FabLab are free! Don't miss this fascinating talk.

**Venue Cape Town** : 3<sup>rd</sup> Floor, 75 Harrington Street  
**Date & Time** : Wednesday, 4 April 2007, 1:30

### AMTS FABLAB FANMAIL

'Thanks to all the staff at FabLab for helping me to increase my production. I would encourage all CCDI crafters to make use of the AMTS FabLab technology to explore new ways to design quality crafts.' So writes crafter Lionel Smith, who spent time in the Fablab trying to improve his product quantity and quality through the use of technology. Lionel was blown over when he realized that, with the help of computer software and a laser cutter, he could increase the cutting of neat coke tin tops by up to 100 per hour.

Contact Deepuck Chunilall | AMTS Fablab | +27 (0)21 460 3813 | +27 (0)82 968 8192 | F +27 (0)21 461 5101 | [chunilald@cput.ac.za](mailto:chunilald@cput.ac.za)



A group of enthusiastic crafters and government officials gathered for the first West Coast craft sector meeting in **Citrusdal**. Crafters came from as far as Lamberts Bay.



The Eden craft sector meeting in **George** drew an excellent representation of crafters, retailers, trainers and government officials. Eden includes the Oudtshoorn/Uniondale area and the towns from Plettenberg Bay down to Heidelberg.

### Date & Time:

Regional craft sector meeting West Coast : 2nd Wednesday of each month, 1:00

Regional craft sector meeting Central Karoo : 3rd Wednesday of each month, 1:00

Regional craft sector meeting Eden : 4th Wednesday of each month, 1:00

**Venue:** Notification will be given through SMS messages, through the Red Door, Ceda and Casidra offices and Tourism Helpdesks; or contact Lyndon Metembo on 072 849 5090.

## Photo-shoot

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CCDI will be photographing products and crafters from **16-18 April 2007**. These pictures are reflected, together with your contact details, on the much-visited CCDI website, and will also be used on the GIFT website, for those crafters participating in the GIFT-programme. It is vital that we have a visual record of your newest products. At a cost of just R25 you will also be supplied with a **CD of images**, which you will be able to

use for brochures, business cards and marketing purposes.

**Contact** Mandisi Kibito on 021 460 3662 | 082 889 5950 | [kibitom@cput.ac.za](mailto:kibitom@cput.ac.za) to make your appointment.

If you have good quality, high resolution pictures of your products, you are invited to email these to Marjorie Naidoo on [naidooML@cput.ac.za](mailto:naidooML@cput.ac.za) | 021 460 b4245.

## Training & Mentoring

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### NQF5 TRAINING COURSE IN CRAFT OPERATIONAL MANAGEMENT – EXHIBITION MANAGEMENT



Fifteen crafters are sharpening their skills in more than just crafting; they are learning how to participate at shows, conferences and events professionally, and how to display products to the maximum benefit. Skills trainer John-Anthony Boerma, assisted by Sandile Cele, presented this particular module of their training course. Erica Elk, executive director, CCDI, opened their exam exhibition (*see pic*) and, expressing the amazement of all those present at their progress and professional style, encouraged other crafters to link with this group to participate more pro-actively at various events.

In particular the MICE tourism market (meetings, incentives, conferences and events) present many opportunities; the CT International Convention Centre is booked up for many

months in advance, and there are many other events around town. Organisers of events and conferences often approach the CCDI for crafter representation, which the CCDI is not able to personally handle, due to capacity constraints. This group of crafter-stylists is adding a much-needed dimension to the craft sector; the attractive and professional display of products lifts the profile and quality of craft to a higher level of beauty, desirability and price.



*LEFT: A 'first' for the CCDI was the participation in this course of a craft retailer – Herna Adams owns and runs a shop in Velddrif; this dynamic lady has progressed by leaps and bounds and will be able to add so much more value to the craft sector in the West Coast.*

### 2007 CCDI WINTER SCHOOL

Over the past 2 years the **CCDI Winter School** has proved to be hugely successful - last year 78 participants attended the workshops and 94 participants the seminar programmes. Twenty-three entrepreneurs attended from outside the Cape Metro. The Winter School also provides essential networking opportunities for the craft entrepreneurs.

The 2007 Winter School will consist of weeklong business and design skills programmes, as well as short 1-day seminars. All the workshops are accredited and aligned to unit standards for learnership qualifications: NQ2 Craft Production and NQF4 Craft Micro-Enterprise. This year the programme has been expanded to include workshops for emerging and start-up businesses. The Winter School runs during the winter school holidays, from **2-20 July 2007**. Space is limited, so book early.

The full programme and application forms can be collected at the CCDI's reception desk at 75 Harrington Street or contact Ann Weyer on 021 460 3724 | [weyera@cput.ac.za](mailto:weyera@cput.ac.za) to have these emailed to you.

### GROWTH VOUCHER PROGRAM TO GROW WESTERN CAPE ECONOMY

**Swisscontact South Africa's** Business Development Project aims support suitable business initiatives - SME's that have potential to grow and create jobs - by subsidising the development of their expansion plans.

SME businesses planning to expand, but not sure how to proceed, how to approach financial institutions for additional resources, or how to implement their expansion plans, will benefit from this project.

They will be linked to qualified consultants, who will coach them through these steps, thus providing additional security to the SME to invest. The participants of this project will be armed with a valid business plan for business expansion, ready to be submitted to a commercial financial institution, and the knowledge of how to efficiently and effectively (in terms of time and finance) use the loan funds for business expansion.

Details about your business needs to be provided; for further information contact: Rozandi Louw | [rl@swisscontact.co.za](mailto:rl@swisscontact.co.za) | 021 417 3506 | F: 021 425 3711.

## FIBREWORKS TEN (INNOVATIVE THREADS): EXHIBITION WORKSHOPS

As part of their TEN Fibreworks Exhibition at Nova Constantia, Innovative Threads are presenting a number of workshops: (See Exhibitions for details on TEN).

**Promises and Possibilities, Design in Action** - 10, 11, 12 April | R200/day | Contact Rosalie Dace | +27 (0)82 789 0978 | +27 (0)31 201 0819.

**Fabric Dying & Paper Making** - 19, 20 April | R360pp + R100 for kit | Contact Helga Beaumont (or Sue Physick) | +27 (0)31 764 0854 | helga@adoptimise.com.

**Creative Knitting** - 19th & 20th April | R400pp | Contact Annette McMaster | +27 (0) 33-346-1260.

**Connections in a Series** - 16, 17 April | R400pp | Contact Odette Tolksdorf | +27 (0)83 628 3326 | +27 (0)31 266 2978 | odetteT@iafrica.com.

**Bookings & requirements for all workshops** - Contact Sheila Walwyn | +27 (0)21 683 5497 | +27 (0)82 887 8266 | [sheilaq@telkomsa.net](mailto:sheilaq@telkomsa.net).

## BUSINESS PLACE EKAPA WORKSHOPS

The **Business Place Ekapa** will be running a series of exciting and empowering business workshops, at a cost of just R15, including tea/coffee and material, from 10:30-12:30, see dates below.

Contact 021 425 7816 to book your attendance.

### The Business Place Ekapa - 1<sup>st</sup> Floor, 7 Anton Anrieth Arcade, Foreshore

05 Apr Developing the Business Idea  
10 Apr Pricing and Costing  
12 Apr Tax For your Business  
13 Apr The Start Up Phase  
14 Apr Managing the People  
16 Apr Who are your customers?  
17 Apr Managing your Business  
19 Apr I am in Business  
20 Apr Being a Business Owner  
21 Apr Raising finance for your Business  
23 Apr Tax for your Business  
24 Apr Financial & Legal Requirements  
26 Apr Basic Recordkeeping

### The Business Place Philippi, 1 Cwango Crescent

04 Apr Managing your Business  
11 Apr Tendering  
18 Apr How to Grow your Business  
25 Apr Writing a Business Plan  
02 May Financial Management  
09 May Sales Skills  
16 May Being a Business Owner / Entrepreneur  
23 May Pricing and Costing  
30 May Market Research and Marketing

## E-BAT AT YOUR SERVICE

To have your business assessed, to determine what mentoring needs you have, and to find out what the essential next steps are that you need to take to grow your business, you might need to complete our **E-Bat** form (electronic business assessment tool). This dynamic tool was developed in conjunction with top British business mentoring expert, Richard Bankart, and tailor-made for the craft industry.

To complete this form, contact Ann Weyer on 021 460 3724 | [weyera@cput.ac.za](mailto:weyera@cput.ac.za) if you are from the Cape Town area, or Lyndon Metembo on 072 849 5090 | [metembo@cput.ac.za](mailto:metembo@cput.ac.za) if you are from the regional areas of West Coast, Central Karoo and Eden.

## BUSINESS MENTORING CLINIC

The **Business Mentoring Clinic** runs each Wednesday at the CCDI offices in 75 Harrington Street. Contact Zanele on 021 460 3982, to make your booking for business mentoring assistance.

## DEVELOPMENT OPPORTUNITIES FOR SMME'S

With the financial assistance of USAID, the **Cape Regional Chamber of Commerce & Industry** is launching a programme to assist SMME's to grow their businesses through a structured mentoring process. For more information contact Ivor Manual | 021 402 4354 | [ivor@capechamber.co.za](mailto:ivor@capechamber.co.za) or Brian Adams | 021 402 4300 | [brian@capechamber.co.za](mailto:brian@capechamber.co.za).

## CALL FOR FUNDING PROPOSALS

The provincial **Dept of Cultural Affairs & Sport** invites craft enterprises, that comply with the following criteria to put forward proposals for funding:  
Projects must be arts and culture related (Crafts, Dance, Drama, Music, Visual arts, Literary arts, Theatre) • contribute to economic growth, job creation and poverty alleviation • strong emphasis on youth development • focus on gender balance, disability and cultural diversity • specific in terms of training and developing the art form • Should operate within the boundaries of the Western Cape • a fully constituted non profit organisation • a bank account in the name of the organisation • indicate how the project will be monitored and evaluated • effective financial systems.

For more information please call: Lizahn Claasen, Head Office | 021 493 9688 | Fax: 021 493 9711 | [lclaasen@pgwc.gov.za](mailto:lclaasen@pgwc.gov.za) or Maréve Biljohn, Oudtshoorn regional office | 044 279 1766 | Fax: 044 272 0693 | [mbiljohn@pgwc.gov.za](mailto:mbiljohn@pgwc.gov.za).

# Retailing

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## CAPE TOWN INTERNATIONAL JAZZ FESTIVAL

CCDI set up a co-operative shop of Cape Crafters at the CTIJF. The shop was as vibey as the jazz and a favourite spot to visit during the two nights of the festival. Sales topped the R45000 mark.

## FEEDBACK FROM BUYERS @DESIGN INDABA

About 60 international buyers attended the Design Indaba Expo 2007; the feedback from the majority of them has been sobering - local designers, they say, should come to the show equipped with wholesale and retail pricing structures, an indication of their production capacity, and export ready in terms of custom duties and shipping. 'If you don't



have these in place, you won't be able to trade with the global market' one buyer spelt it out.  
Contact Wesgro +27 (0)21 487 8600 | TEP +27 (0)21 461 5735 | or the Cape Chamber of Commerce | +27 (0)21 402 4300 if you need export access advice.

#### **FEEDBACK FROM THE CCDI VISITORS' BOOK @ DESIGN INDABA**

Beautiful, original, inspiration - Karin Stemmet  
Fabulous and necessary! - Tanya Golding  
Amazing, wonderful, love your stuff! - Tony Brutus, Dept of Water Affairs  
Your reputation goes before you, and a stunning stand & work!!! - Hillel Braude, retailer|buyer  
Fabulous! - Amina Essop, Trendgear  
Really, really nice, one of the most interesting stalls, a lot to look @. - Caragh Barwise, industrial design student  
Awesome stand - Mandi Davis, corporate  
Impressed - Caro Macdonald, wholesaler

#### **CALL FOR PSA FASHION ACCESSORY EXHIBITORS**

To coincide with the Cape Town Fashion Festival, Cavendish Square Shopping Centre is inviting Proudly South African crafters and designers to exhibit clothing or fashion accessories from 24-29 April. There are 8 court spaces available to exhibitors at no cost. Exhibitors will however have to pay for carpeting and cleaning services. Exhibitors must supply a clear, printed/professional sign for their stand, and their own equipment such as tablecloths, chairs, screen boards, extension cords etc. E-mail Xoliswa Phenya on [phenyax@cput.ac.za](mailto:phenyax@cput.ac.za) for the complete document of information and mention 'Cavendish' in the subject line.

#### **CAPE CRAFTERS INVITED TO US GIFT SHOWS**

Over the past 10 years many South African craft and gift producers have been introduced into the US market through participation in either the New York International Gift Fair or the California Gift Show. This year the shows are being held on 20 - 23 July (California Gift Show), and 11 - 15 August (New York International Gift Fair). The New York International Gift Fair is the US's leading gift fair, attracting visitors from across the USA, and the world. South African exhibitors will be located in the Handmade Division of the fair. The California Gift Show is the leading gift fair on the USA West Coast. South African exhibitors will be located in the World Style Division of the show, which presents a range of gift and decorative accessories from around the world.

The SA marketing agent for the US-based firm, George Little Management Inc, is inviting participation from

crafters who are export-ready and willing to travel. Contact David Graham | +27 (0)11 486 0585 | F +27 (0)11 486 0530 | [david@tradeprojects.co.za](mailto:david@tradeprojects.co.za) or visit [www.glmshows.com](http://www.glmshows.com) for more information.

#### **WEB-SELLING OPPORTUNITY FOR CRAFTERS**

All in Africa are setting up a website that will feature and promote everything that is African to the European market. The site will be translated into English, French, German and Spanish, and would be an ideal platform for crafters. Crafters will need to provide pictures of their products for advertising on the site. Once the product is sold, All in Africa will collect it from the crafter and will pay on collection. For this service, All in Africa will charge a handling fee.  
Contact Bill on +27 (0)82 829 9958 or John on +27 (0)83 228 2681 | [johnfroneman@yahoo.co.uk](mailto:johnfroneman@yahoo.co.uk) | +44 785 508 3657 (international number) if you would like to place your products on the site.

#### **BUSINESS PLACE EKAPA BIZ SHOP**

The Business Place eKapa is opening a "Biz Shop". This space will display their clients' products for sale, run networking events and display sector information relevant to small businesses. Shelf space may be rented by any craft enterprise. Their premises are in close proximity to some major hotels in the city, and crafters who struggle to access markets, could benefit. Contact 021 425 7816.

#### **GREENHOUSE SOURCING CRAFT**

The GREENHOUSE in Pringle Bay is a high-end store specialising in homeware, home textiles, interior deco & outdoor/patio products. The clientele is affluent given that residences in this area are predominately 2nd & 3rd homes! The GREENHOUSE is sourcing suitable fresh & innovative merchandise from Western Cape designers & crafters on sale or return consignment. Those interested contact Milly Jones on 084 770 9552 I 028 273 8853 I [milly@millyjones.co.za](mailto:milly@millyjones.co.za).

#### **CAMPS BAY VILLAGE MARKET**

This is a new once-a-month art-and-craft market, situated in the grounds of Camps Bay Preparatory School, The Drive (behind Pick n Pay), Camps Bay. Of special interest at this market will be The Birdman, at noon, with an array of birds, from raptors to parrots, and authentically-made Mexican pinatas. The next market is on Sunday 22 April 2007, 10 - 3 pm.

Artists, crafters and food producers of South African-made products, please contact Juliet on 072 215 6228 | [amaza@telkomsa.net](mailto:amaza@telkomsa.net) for information and to book. Cost is R60 for pre-paid stalls, R80 if paid on the day (towards school funds).

## **Exhibitions & Competitions**

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#### **INNOVATIVE THREADS: FIBREWORKS TEN EXHIBITION 9 - 28 April 2007**

Innovative Threads, an official participant of the X-Cape | Trans Cape exhibition, invites you to celebrate a decade of fibre | textile art at Nova Constantia Cellars. The gallery is open from 10am - 4pm (except Sundays) with safe parking. Jill Joubert will open the exhibition at 6pm on Saturday, 7 April 2007. Contact Sheila Walwyn | +27 (0)21 683 5497 | +27 (0)82 887 8266 | [sheilaq@telkomsa.net](mailto:sheilaq@telkomsa.net). (See Training for details on accompanying workshops).

#### **HELEN VAUGHAN @ THE POTTERS' SHOP**

An exhibition of the work of Helen Vaughan (see pic), entitled "simply elegant" will be held during April at the Potters' Shop, 6 Rouxville Road, Kalk Bay, 021 788 7030.



### **CAPE 07: A MULTIMEDIA, MULTI-VENUE AFRICAN ART EVENT: MARCH - MAY 2007**

**The Cape Africa Platform**, an NPO company, established to encourage and facilitate contemporary African creativity is presenting **CAPE 07**, a unique artist-led programme and exhibition of contemporary African art. There are over 280 participants from across the continent taking part in this multimedia, multi-venue African art event. Their work will be showcased at 8 venues across Cape Town. Maps are available in the SA Art Times, from Cape Town Tourism Information Centres and from the CAPE Africa Platform offices. A series of presentations and workshops, aimed at creating new networks, and providing opportunities for participation and exchange between artists and audiences, will take place throughout the 5 weeks.

**X-CAPE**, an independent, artist-led fringe programme (in partnership with The Visual Arts Network of SA) will run in conjunction with the event. X-CAPE is being presented in over 90 venues across Cape Town, which include galleries, public spaces, bars, studios and websites, as well as three recommended open day circuits. Contact Deborah Weber on +27 (0)21 488 3064 | [deborah@capeafrica.org](mailto:deborah@capeafrica.org) or visit [www.capeafrica.org](http://www.capeafrica.org) for more information.

### **2007 AFRICA SMME ANNUAL CONFERENCE AND AWARDS CEREMONY**

The Africagrowth Academy, in partnership with NORSAD Agency, Momentum Fundsatwork, and XSTRATA SA, will present the 2007 Africa SMME Annual Conference and Awards Ceremony on 25 October at the Crown Reef Convention Centre, Jhb. The conference and aims to showcase Africa's finest entrepreneurial achievements in the SMMEs sector, will present the latest trends in SMME development, and award successful SMMEs by sector.

Your business is eligible to enter if it has grown in a responsible and sustainable manner over the last few years, has a turnover between R40000 and R10 million, and is contributing to the African and local economy. There will be extensive media coverage as well as prize

money of R25000, R20000 and R15000, for 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> winners. An overall winner (2007 Africa SMME of the Year) will be awarded R30000.

Closing date for entries is 30 June 2007. E-mail Marjorie Naidoo on [naidooML@cput.ac.za](mailto:naidooML@cput.ac.za) for complete documents and put 'Africa SMME' in the subject line; or visit [www.africagrowth.com](http://www.africagrowth.com) for more information.

### **INTERNATIONAL CO-OPERATIVE FAIR - MAURITIUS: 7 - 11 JULY 2007**

The Mauritian Ministry of Industry, Small and Medium Enterprises, Commerce and Co-operatives is organizing an International Co-Operative Fair from 7 - 11 July 2007 at the Swami Vivekananda International Convention Centre in Mauritius. The Fair will have 100 sales/exhibition stalls and is expected to attract 25,000 visitors. Foreign and local co-operative societies and organizations dealing with co-operatives are invited to participate.

The fair aims to provide a platform to explore and market products and services; to develop inter co-operative linkages; to share experiences, ideas and know-how for mutual benefits; to inspire existing co-operatives as well as potential co-operators to adopt the co-operative way of doing business; and acknowledge the significance and contribution of co-operatives in today's world. Deadline for application

forms is 30 April 2007. E-mail Marjorie Naidoo on [naidooML@cput.ac.za](mailto:naidooML@cput.ac.za) for complete documents and put 'Mauritius' in the subject line; or visit <http://cooperatives.gov.mu>.

### **ACADEMY OF GUILDS CALL FOR DESIGN EXHIBITS**

The Academy of Guilds in Cape Town is offering to showcase interesting, creative, designer work. Anyone interested can contact Fadiel Simmins | [ctquilds@gmail.com](mailto:ctquilds@gmail.com) | 082 350 2594 | 086 650 0453 | [www.ctquilds.blogspot.com](http://www.ctquilds.blogspot.com).

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## **The 'don't-miss' billboard**

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### **CALL FOR 2010 ACCOMMODATION REGISTRATION**

MATCH, the industry body responsible for accommodation arrangements for 2010, has finalised new agreements for hotel and non-hotel accommodation for 2010. The most significant changes to the agreements are those for **SMME accommodation**; a completely new non-hotel accommodation agreement has been developed.

The agreement allows non-graded establishments to be contracted. These establishments will have one year from the date the contract is signed, to become graded. Self-catering accommodation has also been included. MATCH and the Tourism Grading Council SA will embark on road shows between June and November to all 9 host cities to address all questions regarding grading and accommodation agreements.

Establishments interested in being contracted can **download** the relevant documentation from

[www.tourismgrading.co.za](http://www.tourismgrading.co.za) or call MATCH on 0860 72 2010. Contracted properties will be showcased on the FIFA.com website.

Adam Brown, senior executive manager of MATCH, said they currently have 25 000 rooms contracted and that this needed to be increased to 55 000.

SMMEs will submit their preferred 2007 net rates, instead of their published winter rates, plus the average inflation increase of 16% as their 2010 rate. MATCH will pay 100% of the rate to the establishment, and not 70% as stated on the previous agreement. MATCH will then add its own commission, which could be up to 30%, onto this amount to determine the amount quoted to clients. Eighty percent, instead of 100%, of the room's inventory will be contracted to MATCH and it will pay a 100% penalty on reservations cancelled with less than 15 days' notice.



#### **AID TO ARTISANS SOUTH AFRICA TRUST SEEKS PROJECT MANAGER**

Aid to Artisans South Africa Trust, is looking for a Project Manager to manage the Trust's SA portfolio, namely to lead and inspire project stakeholders (public and private – craft sector) and staff, and to create a results-oriented, solution-focused and participatory atmosphere.

**Requirements:** Tertiary qualification in relevant field, business background, marketing and/or crafts experience preferred, demonstrated ability in project management, proposal writing skills, budget preparation skills and oversight with five years work experience in related field; and excellent writing and communication skills. The individual should be highly organized, independent, flexible, efficient and have an entrepreneurial attitude.

The post is located in Johannesburg, South Africa. The closing date for applications was 30 March 2007, but mention that this notice was published in the CCDI newsletter, which was circulated on 2 April 2007. Send your application, cover letter and CV to Lorraine Johnson | Regional Representative for Africa | [lorraine@tv cabo.co.mz](mailto:lorraine@tv cabo.co.mz). For more details visit [www.aidtoartisans.org](http://www.aidtoartisans.org).

#### **GEOGRAPHICAL NAME CHANGES AND APPROVALS**

The Western Cape Provincial Geographical Names Committee (WCPGNC) invites all persons, agencies, and interested groups with an interest in geographical 'place' names to apply for geographical name

#### **DEAR STREETWIRES ...**

As many of you know, Liesel Rutherfoord, export manager for Streetwires, left for Germany in January to represent Streetwires' export interests. Love caught up with her there, and Luciano carried her off to the registry.

'We met in 2004 during Ambiente - he owns a restaurant close to the fair, which I visited, and, as they say, the rest is history!' Liesel has left Streetwires to return to university, further her studies and improve her German and Italian. 'I am just the happiest person in the world!' says Mrs Giordano. CCDI, and the entire WC crafter community wishes her all the best for her future.

You can contact Liesel on [lieselrutherfoord@gmail.com](mailto:lieselrutherfoord@gmail.com).

approval/changes – such as towns, suburbs, human settlements, post offices, railway stations, highways, government dams and natural landforms - if the name is considered to be blasphemous, indecent, offensive, vulgar, unaesthetic, embarrassing, discriminatory or derogatory, or may be regarded as an advertisement for a commercial product, service or firm. Contact Ms Y. Lee | +27 (0)21 483 9715 | F +27 (0)21 483 9711 | [y lee@pqwc.gov.za](mailto:y lee@pqwc.gov.za) for information.

#### **PRODUCT DEVELOPERS & DESIGNERS NEEDED**

The CCDI Centre for Innovation requires the services of suitably qualified and experienced Designers & Product Developers to A. consult with the Product Development Clinic, and B. to conduct a series of Creative Workshops. Service-providers are expected to work in the following Craft Mediums as specialities and/or combinations thereof:-

- \* Wire-work: wire & beads; wire & paper
- \* Textiles & Sewing
- \* Knitting & Crocheting
- \* Ceramics & Pottery
- \* Paper-making & Paper products
- \* Recyclables
- \* Woodwork
- \* Surface decoration: Beadwork; Applique; Embroidery; Smocking; Fabric Painting; etc
- \* Felting
- \* Leatherwork
- \* Accessories
- \* Etcetera

Contact Mano Reddy for Expression of Interest on 021 460 3811 | [redm@cput.ac.za](mailto:redm@cput.ac.za).

