

June/July 2007

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Western Cape Craft Sector Newsletter

Craft Sector Meeting – Naming and Branding

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It's one thing to produce fabulous craft. It's another thing to sell the products into the correct markets at rewarding prices. It's yet another thing to build a healthy craft business. And it's altogether another thing to create the right image and identity for your business. These elements are all intricately interwoven. Without a healthy strategy in one area, the others will not work.

Have you ever considered what impression a **business name and the branding** of your business projects and how much that contributes to, or hampers, your success in the market? The choice of the correct name and a

sensitively created, unique branding could make all the difference to how buyers and retail outlets receive you.

We have invited **Sharon Rushton, CCDI's corporate designer**, to share some case studies with us on how a branding is built and how the choice of the right business name is made. Don't miss this fascinating and dynamic presentation at the **next Craft Sector meeting** - Wednesday 4 July 2007, 3rd floor, 75 Harrington Street, East City Cape Town, from 13:30 to 15:00.

Competitions and exhibitions

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The winning entry of Jeff Mwhaza in the 2004 FREEDOM [ten years] exhibition.

CALLING ALL MASTER WIRE ARTISTS - CAN YOU REFLECT THE RICHNESS OF THE CAPE THROUGH WIRE ART?

The Cape Craft & Design Institute has launched an exciting wire art competition to all master wire artists who live and work in the Cape. The competition is a collaborative initiative between the CCDI, Cape Town Tourism and the V&A Waterfront.

The theme for the competition is **Wire+plus [this is my Cape Town]**. The contest provides an opportunity to showcase the talent of creative wire artists and recognizes their contribution to the growing craft sector in the Western Cape.

To enter the competition interested parties must submit a drawing proposal on an A3 page and a wire scale model about an A4-size. The closing date for entries is **4 July 2007**. A professional selection panel will judge the submissions. The ten best submissions will produce their artwork on site at the Waterfront, with a minimum size of 1X1 meter. Final artworks can be made of just wire, or of wire plus beads, recycled can, paper or anything else that will complement the wire art.

The ten artworks will be exhibited for a month at the V&A Waterfront. The art pieces will then be auctioned for sale to large corporate businesses. For the competition guidelines and the entry form, go to www.capecraftanddesign.org.za/

OLD MUTUAL VUKANI FASHION AWARDS 2008

THE South African Fashion Design Academy invites designers from across South Africa to submit their designs for the Fourteenth Annual Old Mutual Vukani Fashion Awards 2008. The theme is 'Youth Brands' Culture - a simple solution for Success. All design collections should be a simple solution for expressing

South African youth culture and yet be able to successfully compete on an international design stage. The closing date for the receipt of entries is November 23, 2007. Entry forms and information are available at design@sabs.co.za.

FAI-QAH ABRAHAMS EXHIBITS BATIK ART

Fai-qah Abrahams will be exhibiting a collection of her batik fine art textiles at the Alliance Francaise du Cap from 28 June to 11 July 2007.

CAN YOU DESIGN A T-SHIRT WHICH IS UNIQUE AND QUINTESSENTIALLY SOUTH AFRICAN?

The BIG BLUE MAKHULU POLANE Design Competition is now open for entries. This T-shirt design competition aims to discover new, original, South African talent. 'Makhulu Polane' loosely translated means 'Big Idea'.

The 2007 competition with the theme 'What's your interpretation 'AfroKaaner?' is open to anyone with a T-shirt design which is unique and quintessentially South African. Aspiring designers must submit their designs via the Big Blue website by 15 July 2007. The winning designer will receive R20 000 in cash and their T-shirt design will be sold in all Big Blue and Kitsch & Kool stores for two months. For competition details and guidelines see www.bigblue.co.za.

AFRICA REMIX EXHIBITION - UNIQUE AND EPIC

If you happen to be in Johannesburg, visit the Johannesburg Art Gallery (JAG) for probably the greatest art exhibition in Africa. The Africa Remix exhibition opened its doors on 24 June 2007 and runs for three months. The exhibition features 137 artworks and more than 85 artists from 25 countries on the African continent and in the Diasporas. This includes paintings, sculptures, installations, videos, drawings, photography and design, produced by the artists over the past 10 years.

Africa Remix explores the themes of city and land, urban and rural life; identity and history, tradition and modernity and the relationship of the individual to the community; and body and soul, encompassing religion, spirituality, emotion and sexuality. Fifteen South African artists feature in the exhibition, including Jane Alexander, Willie Bester, Wim Botha, Andries Botha, Tracey Derrick, Marlene Dumas, David Goldblatt, Jackson Hlungwani, William Kentridge, Moshekwa Langa, Zwelethu Mthethwa, Santu Mofokeng, Tracey Rose and Guy Tillim.

One of the main reasons the organizers brought the exhibition to Africa was because of the need to showcase what Africa is today and what Africans are today. The exhibition was first exhibited in 2004 in Dusseldorf, Germany, and was considered to be the largest exhibition of contemporary African art ever seen in Europe. From there it toured to London, Paris, Tokyo and Stockholm. For information visit http://www.southafrica.info/what_happening/arts_entertainment/africaremix-040607.htm.

ICONIC [craft]

The CCDI will be staging a signature exhibition, which will take place from mid-November to mid-January at the Spier Estate, alongside the Spier Contemporary exhibition.

The exhibition will call on crafters to submit an Iconic item epitomising their work as innovators and designers. In particular the group of Western Cape Icons will be invited to submit items for display. The CCDI is seeking to honour other Icons in the WC craft industry, and will therefore also put out a wider invitation to all crafters in the province.

The competition and exhibition will be announced shortly.

Crafters' voice

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Sue Kingma of Nuno has participated in a number of CCDI programmes over the past 4 years. She wrote to offer valued comments, suggestions and insights gained from staying afloat in the craft industry. **We would like to invite contributions from other crafters;** your views are valuable to aspiring and growing craft enterprises, and provide the CCDI with insight on what your needs are, and how to assist you. She writes:

Production Methods Consultations

As crafters we need technical help with regard to chemicals, methods - often in areas that no one has tackled, or few know about. We also need help to design an efficient production line flow - also in the field of ergonomics, i.e. how to use your hands efficiently; how to keep the paperwork to the minimum, etc. Assistance with the design of specialized machines would speed up production and improve methods. A link with the Industrial Design department of CPUT would be very useful. *[CCDI would welcome all queries of this nature. We will help you find the right assistance and links. Please direct your queries to Mano Reddy at redm@cpuc.ac.za | 021 460-3811].*

Raw Materials

It would be useful if the CCDI could provide information about suppliers for certain things. *[A recent study on Raw Materials has been completed; the database of suppliers will shortly be available on the CCDI website].*

Marketing Consultations

What has made a huge difference was a 1-hour consultation I requested with the CCDI regarding tags and branding. The result was a jewellery tag, a scarf wash instruction tag, and a calling card with the same look - this made a major difference to our branding. Suggestion: Maybe Marketing Consultations would be as helpful as product development sessions. *[You are welcome to direct all queries of this nature to Nicola Dolby, our new Market Access facilitator, on dolbyn@cput.ac.za | 021 460-3944].*

Agents

We all need to increase sales and many of us need agents. *[Perhaps crafters could recommend agents whom they have found to understand craft. The CCDI will build up a Local Agents list and make it available on request].*

Crafters' Bag Sale

We develop from product to product and don't use all our stock. Sometimes the customer places an order and then cancels and you have '1000 red roses' and no use for them. What about a Crafters' Bag Sale - everyone can bring their excess supplies, put a discount price on, and sell to each other? *[This might turn out to be the greatest end-of-year party!]*

Market Day

Product improvement and Design input is helpful - but by itself it does not get you there. Without sales, we don't exist. The market day at the end of last year has been the most useful market access exercise arranged

by the CCDI. *[Crafters were invited to display their goods, and retail buyers, local agents, and corporate gift buyers were invited to interact personally with the crafters. A marketing day of this nature will be staged again; watch for the announcement].*

Market Access

It was not CCDI's idea, but the 'Beautiful Things' craft event last November was not the right kind of market access for crafters. *[CCDI is aware that critical problems were experienced by crafters during this project; however, these critical issues are being corrected. CCDI is still committed to supporting the Beautiful Things project, and would invite crafters to see it as a good opportunity to showcase their craft and promote the image of Western Cape Craft].*

GIFT is a good idea. What about gifts that reflect South Africa for conferences; spoiling the wife of the MD or senior executive; Christmas gifts for a business' top customers? *[This is exactly where GIFT aims to serve the market: targeting the tourist MICE market (meetings, incentives, conferences and events). The GIFT corporate gift warehouse is only 2 months old; watch it develop].*

Retailers & Export Market

The large retailers' market is extremely challenging to break into. They are not truly committed to corporate responsibility and working with crafters – who are in

essence small, with production runs that are special and small.

I think it would be fair to crafters to tell them what I have learnt from 'The Gap Experience' (Sue was approached by GAP to develop specific products for their stores) - it costs money to make samples and I have learned to charge for everything and add in development costs. But I feel as if big business is too big for us; it is difficult to work with them - I got caught between the designers in New York and the buyers in Singapore, who couldn't agree on what they wanted! (It would be interesting to see if they take my designs and have someone else make it!)

An official at SEDA advised me that GAP was building a bad reputation; it is not the first story she has heard. She also cited a case of another large USA corporate who ordered furniture – the SA factory tripled in size to accommodate the order, took on new partners - and one year later the order was cancelled. The factory folded. It is not a good idea it seems, to enlarge your business to service just one customer.

Regards,

Sue Kingma

Crafter news

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NEW ECO-LIGHTING RETAIL SPACE LAUNCHED

Magpie design studio in Barrydale has opened a revamped exhibition store space at 27 Van Riebeeck St, Barrydale. They have also launched their latest design product - the Magpie Reclaimed Plastic Ampoule Couture! The retail space is open Tuesdays to Fridays and on Sundays and will showcase Magpies latest design and concept pieces, as well as stock their range of handcrafted homeware. These are produced through the studio with a growing pool of crafters from the district, trained by Magpie. For information, contact Magpie on (028) 572 1997 | www.barrydale.co.za.



+NQF2'S GRADUATE

This group of crafters followed the NQF2 course since February 2006, which consisted of classroom training in drawing and design, language and life skills, business skills, marketing skills, and computer training. The course is accredited by the MAPPP Seta.



Know the CCDI staff

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The Cape Craft & Design Institute was established in 2001 with just two staff members. A year later four more staff members were added. During the last year, since May 2006, the staff component has exploded to 20. At the same time the CCDI's programmes and services have increased. We would like to introduce you to the staff, particularly the new members - please contact them with your queries on 021 460 3982 or ccdi@cput.ac.za.

Erica Elk, the executive director, is on a well-deserved 3-month Sabbatical and will be back in the office mid-September. In her absence Khanya Mpuang, the new Programmes Manager, will be officiating.



Khanya Mpuang
Programmes Manager &
Acting Executive Director

As Programmes Manager, **Khanya** ensures synergy between the various CCDI programmes and services, and reports to funding partners.

Mandisi keeps the CCDI databases current, and offers a matchmaking service between retailers, buyers and crafters.



Marjorie Naidoo
Communications &
Sector Promotion



Mandisi Kibito
Database



Noukie Kaveturua
PR Intern



Ann Weyer
Enterprise Development
and Training



Lyndon Metembo
Rural Outreach

Lyndon services three regions with CCDI programmes and tracks new crafters in the West Coast, Eden and Central Karoo.

Mano offers a dynamic innovation workshop programme and product development clinic.

Deepuck tests the limits of what can be achieved with digitalized production, as applied to craft.



Mano Reddy
Centre for Innovation



Deepuck Chunilall
AMTS FabLab



Nicola Dolby
Market Access
Retail & Exports



Xoliswa Phenya
Market Access
Local and National

Nicola assists crafters who can produce for retail stores & exports.

Lynne ensures efficient office management.



Lynne Taylor
Office Management



Mandisa Dambile
Finances



Zanele Donker
Reception



Rose Reddy
GIFT Manager



Layla Johnson
Sales Executive



Mbulelo Nkonyana
Supply chain manager



Nicola Scott
Administration

Rose's team in the new GIFT corporate gift warehouse is here to ensure that this Old Mutual Foundation sponsored venture proves its value, in linking corporate business with SMME craft businesses.

Make an appointment for **Layla** to visit you and show the range, while **Mbulelo** ensures quality control and tight delivery dates. **Nicola** assists with Admin.

WHAT IS BEE? AND WHAT IS BBEE?

Broad-Based Black Economic Empowerment (BBBEE), often referred to simply as 'BEE', is a key element to doing business in South Africa – your business empowerment credentials, as it were. As businesses engage with each other, whether large or small, it is important for them to know the BEE status of the other, as it contributes to their own BEE rating.

As an entrepreneur in the craft sector it is as important for you to determine your status and acquire a certificate to verify it. It is not as daunting as it may seem.

To ensure countrywide synergy and standardization, the dti has appointed the South African National Accreditation Systems (SANAS) to devise BEE accrediting criteria for verification agencies. Businesses fall into different income categories:

- An Exempted Micro Enterprise (EME) with a turnover of less than R5 million per year
- A Qualifying Small Enterprise (QSE) with a turnover of R5 to R35 million per year

- A Medium to Large Enterprises (M&L), with a turnover of above R35 million per year

According to the new BEE codes released on 9 February 2007 an Exempted Micro Enterprise (EME) is exempt from having to complete a scorecard. These businesses are automatically recognized as level 4 BEE contributors. However we would encourage craft enterprises to obtain their BEE certificate from an auditor or accounting officer – it will open doors for them when engaging in business with big companies.

A Qualifying Small Enterprise (QSE) is required to do a small enterprise scorecard through a rating agency or by self assessment, based on any 4 of the 7 elements stipulated in the table below. The BEE level determines the level of recognition for preferential procurement from a QSE.

A Medium to Large Enterprise (M&L) is required to do a medium to large enterprise scorecard through a rating agency, based on all 7 elements stipulated in the table below.

Below is the BEE scorecard for QSE's and M&L's:

	Element	What does it mean?	QSE Scorecard	M&L Scorecard
1	Ownership	The % of shares held by black people	25 points	20 points
2	Management Control	Directors and senior management positions held by black employees	25 points	10 points
3	Employment equity	Implementing an affirmative action plan	25 points	15 points
4	Skills Development	Money spent on up-skilling black people	25 points	15 points
5	Preferential Procurement	Purchases from BEE-compliant companies	25 points	20 points
6	Enterprise Development	Developing small, black-owned companies	25 points	15 points
7	Socio-economic development	Social investment initiatives	25 points	5 points

(Insert from the BEE Charter 2007)

DOES THE SMALL BUSINESS INDUSTRY ENGENDER CONFIDENCE?

A recent survey by Scott Cundill from SA Business Hub on small business in South Africa reveals shocking results on the realities of small business in the country. The survey shows that small businesses are not helping each other. The survey also indicates that 8% of small businesses are deliberately unethical. That doesn't seem a great deal, but it is still too much. Just one bad experience will taint a consumer's future perceptions. Small businesses need a 99% honesty ratio, not a 92% one.

Furthermore 60% of consumers indicated that they do not have confidence in small businesses; and 61% of consumers felt that small businesses do not deliver good service to consumers. What has swayed consumer confidence in South Africa to the dark side?

The reasons given for the loss of confidence is that 26% of consumers had a significantly bad experience with a small business in the past 30 days and 52% had a bad experience in the past three months!

What if we could win back the trust of consumers? Based on these findings (and sure, this is just a run of the mill survey), the market for small businesses could double! Can you imagine what that would do to the small business economy and therefore the lives of so many in this country?

From the survey, small businesses themselves overwhelmingly believe that the two solutions for their future success are:

- i) Collaboration with other small businesses to form a united front (39%)
- ii) A bigger / fairer slice of the sales pie (31%).

BUSINESS WORKSHOPS

The Business Place Ekapa are running their usual business workshops at their premises at The Business Place Ekapa, 1st Floor, 7 Anton Anrieth Arcade, Foreshore, and The Business Place Phillippi, 1 Cwango Crescent, Phillippi. Contact 021 425 7816 for details.

CCDI BUSINESS MENTORING CLINIC

Have your business assessed. Find out what the essential next steps are that you need to take to grow your business. Determine what mentoring needs you have. Contact Ann Weyer on 021 460 3724 | weyera@cput.ac.za if you are from the Cape Town area; or Lyndon Metembo on 072 849 5090 | metembo@cput.ac.za if you are from the regional areas of West Coast, Central Karoo and Eden.