

May/June 2007

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Western Cape Craft Sector Newsletter

How has the CCDI been doing?

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Last year an impact study was conducted and these results are reflected on the last page of the newsletter. The purpose of the research was to measure the impact of the CCDI's programmes during the period November 2001-March 2005 – and to monitor the changing needs of the sector. The first research study into the Western Cape craft – which resulted in the establishment of the CCDI – was conducted in 2000.

The researchers (Impact Consulting) interviewed 122 people – which included producers, retailers, service providers and CCDI staff and partners. Most of the survey participants were female, and the majority black.

The researchers encountered a few challenges in gathering the data. It was very difficult to get craft producers to attend focus groups – the main reason being the pressure of work and orders to fulfil. Also, research participants were being asked to recall data over a long period of time. Nevertheless the process has provided useful feedback for us to use in planning ahead.

Expectations

The general expectations of beneficiaries align to CCDI programmes, these being that the CCDI:

- facilitate partnerships and market access
- assist with sales, marketing and product diversification
- provide new ideas, designs, skills and workspaces.

However, the way the CCDI and beneficiaries interpret these activities – what we do, how we do it, and who we do it for – differs. A big challenge flowing from this study is for the CCDI to communicate more clearly in this respect.

Impact

The impact on people in a range of areas is very affirming. For example, 94% of people said they'd learnt new skills from the CCDI; 86% said we'd helped them understand markets better and 85% have experienced a positive change in access to markets; 63% have improved their products – of which 53% have increased sales as a result; 37% have moved from working at home to a formal workplace; 38% have a higher income; 63% have experienced positive growth in personal income since receiving support from the CCDI; and 84% said their working life had improved.

A third said our support had helped them sustain their businesses while two-thirds have experienced a

positive growth in sales and have moved to a higher income bracket.

Interestingly, 74% said they would not accept regular, equivalent-paying jobs in place of their own craft work. This tells us two things – firstly, that the majority of the people we are servicing have a strong entrepreneurial drive; and secondly, that we are targeting the right people.

See summary results on pg 8 of the newsletter.

Further needs

Respondents didn't hold back when it came to identifying further needs and suggestions for improvements. The list is as long and varied as the people interviewed. We are already dealing with some of the suggestions – and we will need to investigate solutions for others more thoroughly. They included: facilitating access to finance, revamping the product development clinic, assisting with access to raw materials, further export assistance, further support to identify and access more markets, better security and stock management at events, facilitating communal workspace – and possibly retail space, developing a 'Western Cape' signature in craft, expanding our services and support ... and lots more ...

The results definitely show that we are 'meeting many needs for the bulk of the sector – and that crafters who have made use of our services have experienced many positive impacts in a wide range of areas, including market access, product development, skills transfer and enterprise development'. However it is also clear that we have less impact on the two extremes of the spectrum - the least-developed and the best-developed.

So while we are on target – we are reaching the people we consciously target – there is an expectation across the spectrum that we will be of service to everyone. Herein lies our biggest challenge – we can't be everything to everyone – but it seems we need to find creative ways to engage and involve everyone across the spectrum... Watch this space for some interesting solutions...!

Erica Elk

Executive Director, CCDI

GIFT officially launched

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Erica Elk, Executive Director, CCDI, Mike Harper, MD Retail Affluent, Old Mutual South Africa and Premier Ebrahim Rasool cut a soda-can ribbon to the new premises of the GIFT corporate gift warehouse in 75 Harrington Street.

but also aims to also replace the dominant mass-produced, imported corporate gifts with locally hand-crafted ones. Importantly, GIFT underscores an increasing conviction in the private and public sectors that the creative industries – design, craft, film, music and so on – can make a valuable contribution to income generation, job creation and sustainable economic development. Rose Reddy, GM of GIFT, says communication between corporate buyers and craft producers has until now been a major obstacle to trade, and has often led to buyers sourcing elsewhere.

“Craft producers, often based in townships or remote rural areas, have limited logistical know-how and support and corporate gift buyers are understandably concerned about their orders being fulfilled. This creates an impasse, where local crafters are unable to get access to a lucrative market and buyers can’t access this wealth of BBBEE compliant suppliers. Buyers recognise the value of locally produced crafts, but they lack the time and resources to ensure fulfilment.”

GIFT will break this logjam by providing crafters with logistical support and access to product development and training while offering buyers an efficient, reliable point of contact through which bespoke gifting solutions can be developed, ordered and delivered on time and to specification. In addition, the GIFT showroom will provide a last minute solution with ready-made gift items off-the-shelf.

As a market access programme of the Cape Craft & Design Institute, GIFT will be able to draw on the other programmes of the Institute to ensure this service. The CCDI’s Product Development Clinic and AMTS Fabrication Laboratory is on tap to support



Rose Reddy, Manager of GIFT corporate gift warehouse.

product development and bespoke solutions; while its Enterprise Development programme – incorporating skills development and a business mentoring service – is available to support the development of craft entrepreneurs.

Erica Elk, CCDI’s Executive Director, notes that the research behind the establishment of GIFT indicated huge potential for craft items as a corporate gifting solution, particularly in the conference industry and the government sector: “There is a window of opportunity in South Africa – and probably globally too – where public and private sector companies

are increasingly seeking sustainable ways to ‘give back’ to communities. GIFT provides companies with a socially responsible gifting solution that will help them meet CSI and BBBEE targets while at the same time supporting the development of indigenous design and the creative and social capital of South Africa. And its not charity – the products are beautiful and hold their own in the marketplace.”



Harper, Premier Rasool and Winston Rangwane, founder member of Streetwires share the satisfaction of a plan coming together - the opening of the GIFT corporate gift warehouse.

A new initiative in the Cape Town CBD’s East City precinct will provide a link between South Africa’s formal and informal economies, giving corporate gift buyers access to local handmade products and providing the country’s many talented crafters with an entrée to this major niche market.

GIFT, an initiative of the Cape Craft & Design Institute and the Old Mutual Foundation was officially opened on 7 May 2007 by the Premier of the Western Cape, Ebrahim Rasool. GIFT will bring the makers and this market together by bridging communication and interaction, facilitating design, managing economies of scale and ensuring the timely and efficient fulfilment of orders.

GIFT will not only direct the significant revenue from corporate gifting to the mostly informal and under-resourced micro-businesses,

‘GIFT is an opportunity to create economies of scale and improved logistical efficiency for otherwise dispersed small producers, and provides solutions to corporate buyers seeking innovative, customised, high quality, locally-made gifts that support their broad-based BEE and CSI mandate.’ **WC Premier, Ebrahim Rasool.**

‘GIFT is the bridge that links this emerging and vibrant Second Economy to the First Economy in a manner that is holistic, innovative, sustainable and profitable for all participants in the value chain.’ **Mike Harper, MD Retail Affluent Old Mutual.**

‘There is a window of opportunity in South Africa – and probably globally too – where public and private sector companies are increasingly seeking sustainable ways to ‘give back’ to communities.’ **Erica Elk, executive director, CCDI.**

The project is being funded by the Old Mutual Foundation. OMF head Kate Miszewski says: “This project will help provide a sustainable living for people in the most economically depressed and marginalised communities in our country. The GIFT project is exciting for so many reasons - it is important from a creative perspective, but even more so from the point of making a tangible difference to the lives of South Africans who need it the most.”

SAQA OFFERS ROAD TO LIFELONG LEARNING

As Nelson Mandela has so often emphasized, South Africans should become a nation of lifelong learners. This has become entirely possible through the National Standard Bodies (NSBs), who promote twelve major learning areas, of which Arts and Culture is one.

Improving one's education, module by module, empowers one to improve one's skill, employment and economic productivity. However, it could be daunting territory for someone unfamiliar with the way the system works.

At the recent Craft Sector meeting, Mpumi Kubheka of KG Business Development described the education and training framework laid out in the The South African Qualification Authority Act of 1995 (SAQA). To gain more understanding of how this works, and how you can benefit from it, see the article on the CCDI website - <http://www.ccdi.org.za/articles/training/Skills%20Development.pdf>.

2007 CCDI WINTER SCHOOL

The Winter School has been so successful over the past 2 years that we have expanded the programme this year to include a workshop programme for emerging and start-up Businesses. Last Year, we had 78 participants in the workshops and 94 participants on the Seminar programmes. The Winter School also provided essential networking opportunities for the craft entrepreneurs. 23 entrepreneurs attended from outside the Cape Metro.

The 2007 Winter School has 5 programmes, 4 of which are week-long business and design skills programmes. These workshops are accredited and aligned to unit standards for the craft qualifications: NQF2 Craft Production and the NQF4 Craft Enterprise. The programme also offers short 1-day seminars/workshops for more advanced businesses addressing issues such as marketing, business and design.

The full programme and application forms are available at the CCDI reception, or contact Ann Weyer on 021 460-3724 or e-mail weyera@cput.ac.za for programme and registration forms. Workshop space is limited, so please book early. Please note that a subsidy application is available.

DESIGN COURSES

The Academy of Guilds is offering full time FETC training courses in design foundation and part time classes in AutoCAD 2, basics and fundamentals. The courses are MAPPP Seta accredited.

Applications for July in-take are welcome. Contact Fadiel Simmins @ Academy of Guilds, 443 Main Road, Observatory, Cape Town | 082 350 2594 | 021 447 8692 | f 086 650 0453 | ctguilds@gmail.com | www.ctguilds.blogspot.com.

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 Philippi, 1 Cwango Crescent, Philippi. Contact 021 425 7816 for details.

GLASS DESIGN WORKSHOP - 31 July to 4 August

A glass design workshop is taking place from 31 July to 4 August 2007 at Ngwenya Glass, Swaziland. World renowned Dutch glass designer, Peter Bremers, will be facilitating the workshop, together with master glassblowers, Richard Price, Gareth Williams (both British artists working in Amsterdam, Holland) and Sibusiso Mhlanga the master glassblower at Ngwenya Glass Swaziland.

The workshop aims to introduce SA designers and artists to the wonders of molten glass. Also, Ngwenya Glass is always looking for new products to create and manufacture. Designers participating in this *free* workshop are encouraged to share their ideas and so form a "partnership" that will benefit both Ngwenya Glass and themselves. To book contact Chas @ Ngwenya Glass, P.O.Box 45, Motshane H104, Swaziland | (+268) 442 4053/442 4151/442 4142.

ILLUSTRATORS' COURSE

The Centre for the Book is offering an innovative full time programme from 1 August to 30 November 2007 to bring practicing and potential black illustrators together with publishers, established illustrators and experts on childrens' literature. The outcome will be the production of commercially publishable children's books for the 0-6 age group. A group of distinguished black writers have been invited to submit manuscripts for illustration. Participants will be offered a monthly grant of R2000 for the duration of the course. Studio and workshop space will be offered at the Centre for the Book in Cape Town. For further information contact: Nokwethu Khojane on 021 423 2669 | illustrators.SA@gmail.com. **Deadline** for applications: 20 June 2007

DESIGN CAREER DAY

The CCDI was invited to participate at a Design Careers Day held on 19 May at the Cape Peninsula University of Technology (CPUT). The Careers day is an annual event held by CPUT to inform school learners about the possible careers they can follow through the various courses offered by the Design Faculty. CCDI was invited because of the potential that the craft sector has in offering career opportunities to prospective graduates. About 380 learners, 70 parents and teachers attend the event.

Two of the NQF5 Learners currently on the CCDI Craft Operational Management Learnership were contracted to set up a display of products and to manage the exhibition. They put together a visually stunning and interactive stand. The Fablab also took part of the CCDI exhibition – the presence of the lino-cutter made the stand an exciting interactive space. 'I hope that some aspiring designers will have come to see the craft sector as an exciting area to work in,' says Ann Weyer manager enterprise Development at CCDI.

AFRICA DAY

The CCDI was invited to take part in Africa Day celebrations, which is celebrated annually across the Continent on 26 May. The Faculty of Management Studies at the University Of Cape Town marked the day with festivities at the faculty and CCDI joined with other crafters in showcasing the craft of the Western Cape.

Retailing

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TAKE YOUR BUSINESS TO EXPORT LEVEL

Wesgro is offering an Exporter Development Programme for established businesses seeking to expand their business operations. This highly-subsidised series of workshops consists of five full-day and two half-day modules, held over a three-month period.

The cost is R1400 with a refundable deposit of R1000 on completion of the course. Participants will be subject to a preliminary interview. To attend, contact Cheryl Damons before 18 July 2007 on 021 487 8633 | edp@wesgro.org.za.

OPPORTUNITIES TO ENTER THE EU MARKET

The European Union offers many opportunities for producers and exporters from the developing countries. CBI's product survey on paper boxes and photo albums, ceramic gifts and decorative articles for this market offers you all the information you need: size of the

market, trends, trade, distribution channels, websites of buyers, prices and doing business.

Click on

<http://www.cbi.eu/marketinfo/cbi/?action=showDetails&id=2950> to download the survey on ceramic gifts and decorative articles. _ Click on

<http://www.cbi.eu/marketinfo/cbi/?action=showDetails&id=2951> to download the survey on paper gifts and decorative articles - free of charge - from CBI's website.

CRAFT RETAIL OPPORTUNITY

The Business Place eKapa has opened a 'Biz Shop' to display clients' products for sale and also to run networking events and display sector information relevant to small business. Shelf space is available for rental to anybody who has products specific to the craft industry. Their offices are surrounded by some major hotels and are therefore in an ideal position to offer market access to crafters who struggle with location. Contact: 021 425 7816.

Crafter news

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CREATIVITY AND INSPIRATION

Design Indaba 2007 has been the birthing ground for a formidable partnership. Johannesburg-based jewellery designer, Beverley Price, an exhibitor at the show and winner of the AngloGold Ashanti competition, has been approached by the Nobel Peace Centre in Oslo to develop a special series of jewellery for the center, portraying famous Nobel Peace Prize Laureates: Martin Luther King Jr, Nelson Mandela, Mother Theresa, Dalai Lama, Aung San Suu Kyi and Wangari Maathai.

Her range of jewellery, which included a piece portraying Nelson Mandela, caught the attention of the Norwegian trading company, Isandi, who brought her to the attention of the Peace Centre. As a result, Beverley and her team of women, now have a special assignment to honour these world-renowned leaders through the art of jewellery.

TEN YEARS OF SOCIAL DEVELOPMENT BEARS FRUIT

'In trying to develop leadership among the women in my community, I was forced to become a leader myself,' says Thobeka Nkohla from New Crossroads.

Ten years ago, Thobeka attended a leadership and community development training course, offered by the Development Education and Leadership Teams in Action (DELTA). Delta specifically aims to develop leadership in women, to increase their self-esteem, encourage them in various projects, and so contribute to social upliftment.



The workshop offered by Delta became instrumental to Thobeka and a few other women who had attended the course, to form their own Leadership and Development Training organization, Nolutkhanyo. Under this banner, the knowledge they had received has been passed on to many other women in the community. 'Skills development and the emancipation of women drove me,' says Thobeka. 'Our community has a dire need for transformation, and this needs to start with the development of leadership skills among the women.' The demand for Nolutkhanyo Leadership and Development training has increased and today it offers training to women's organisations around the Western Cape.

Nolutkhanyo also runs a beading project and a sewing project. 'It is through such self-sustaining projects that South Africans can develop and contribute to the socio-economic growth of the country,' says Thobeka.

CRAFT PRODUCTION LEARNERSHIP GRADUATION

19 Craft business owners have completed the NQF Level 2 National Certificate in Craft Production learnership and are ready to graduate! Their course in Craft Production covered the following topics: communicating in a variety of ways; using mathematics in practical applications; interpreting a client specifications for craft products and finding ideas for the design; producing marketable craft products; functioning in a craft enterprise; planning one's own career path; and using computers.

Please join us in congratulating these learners in this achievement at the Craft Sector meeting at 1:30 on Wednesday, 6 June.

Competitions and Exhibitions

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WIRE-ART [this is Cape Town] – CCDI IS LOOKING FOR TOP WIRE-ARTISTS !

The CCDI, in partnership with Cape Town Tourism and the V&A Waterfront, is looking for the top wire-artists in the Cape. During the next few months these master crafters will be invited to interpret their impressions of the Cape in large wire-art pieces, on site at the Waterfront.

The 10 winning pieces will be displayed in a joint exhibition during September Tourism Month; the pieces will then be auctioned to large corporates as art installations. This competition and exhibition will offer wire artists the chance to be recognised for their contribution to the field of art, working in this unusual and challenging medium.

Look out for the invitation to attend a briefing and inspiration session. You will be informed by SMS and by leaflet. For more details contact Marjorie on 021 460 4245 | naidooML@cput.ac.za.

SPIER CONTEMPORARY CALLS ALL ARTISTS!

The Spier Contemporary is inviting all artists permanently living in South Africa and over 21 years old to submit **any kind of artwork**, made from any material, of any expression, including that which can be displayed in a landscape, to this national Exhibition and Award. The artwork must not endanger anyone, and must not have been exhibited in a public space before.

One hundred works will be selected for the exhibition. It will opened at Spier in December 2007, be on show for 3 months, and then travel to the Johannesburg Art Gallery, the Durban Art Gallery, and other museums and art centres around South Africa in 2008. Seven award winners will have their choice of career development financed. Up to R700000 will be awarded. Each of the winning 100 entries will receive R3000.

Contact 021 881 3116 | info@africacentre.net or download entry forms from www.spiercontemporary.co.za. You may also enter at the Spier Contemporary Office, Africa Centre, R310 Lynndoch, Stellenbosch, 7599.

Artists must submit artworks, or a proposal for an artwork online, or to Spier Contemporary Office, Box 137, Stellenbosch, 7603, or to one of the 9 selection centres, TBA. The **deadline for submission is 31 August 2007**. The exhibition will be curated by Clive van den Berg and the judging panel will consist of 2 local and 1 international judge.

CLEMENTINA IN NEW YORK

Clementina van der Walt is exhibiting in New York from 1-3 June 2007 at SOFA, the 10th International Exposition of Sculpture Objects and Functional Art. For more on this see

<http://www.sofaexpo.com/NY/2007/galpgs/reece.htm>.

DESIGN 21: SOCIAL DESIGN NETWORK

UNESCO and Felissimo in 1995 conceived the Design 21: International Design Award to encourage young designers to showcase their talents internationally. Four exhibitions have been staged to date offering young designers the chance to display their works of art to a worldwide audience.

Now UNESCO and Felissimo have set up Design 21: Social Design Network, an online community, open to anyone around the globe (basic membership is free) where designers, socially-conscious individuals, governments, businesses and non-profit organizations (NPOs) can connect to share resources, inspire each other, take action, explore and address contemporary social, cultural and environmental concerns.

"Design It" is one of the key areas of the network where an ongoing series of contests will be held. Using a variety of media, designers will be asked to reflect on global issues such as climate change, emergency relief and water scarcity and provide solutions to improve the quality of life of people around the world. "Heated Issues", "Child's Play" and "Shelter Me" are already open to competition and the deadline has been set for 17 June 2007.

Selection will be on-line and processed by a jury panel composed of influential figures who have made significant contributions to global causes, and opinion leaders in the fields of design, education, business, media and public affairs who will form part of an advisory board. Celebrities and community members will also play a significant role in the selection process.

See www.design21sdn.com info@design21sdn.com for more information.

BALL SPORTS TO BE SHOWCASED ON ART EXHIBITION - CALL FOR ENTRIES

Art and sport are commonly perceived as polar opposites, drawing different audiences, engaging with different notions of culture. In the run up to the 2010 World Soccer Cup the Association for Visual Arts (AVA) is taking an innovative approach, and calling on artists to engage with sport in reflecting serious and not-so-serious social dynamics.

Artists' and crafters' submissions are invited for the curated exhibition, Ball Sports, which will fill all four AVA gallery spaces in 35 Church Street, Cape Town. All works will be for sale.

All proposals must be accompanied by relevant details, i.e. name of artist, title of work, medium, date, and selling price which must include AVA's commission of one third of the selling price, artist's CV and images of the proposed work. Closing date for submissions is 15 October 2007. Send submissions to avaart@iafrica.com or post to Box 15218, Vlaeberg, 8018. For more information contact 021 424 7436 | 021 423 2637.

Craft Sector meeting

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Don't miss the presentation on **Heritage and Indigenous Knowledge** at our next Craft Sector meeting. Mano Reddy, manager of the Centre for Innovation, will discuss how you can draw on these sources of inspiration to produce articles that bear the stamp of the Western Cape's 'sense of place' and still meet the demands of the international marketplace. **Date & Time:** Wednesday, 6 June, 2007, 1:30 – 3:00 **Venue:** 3rd floor, 75 Harrington Street, East City Cape Town.

STAND DESIGNER AND STYLIST SOUGHT FOR ONE OF A KIND

CCDI invites suitably qualified and experienced service providers to submit proposals & quotations to design and style the Western Cape Provincial stand (single stand) on **One of a Kind**.

This trade event takes place in Johannesburg from the 9 -13 August 2006 and is co-hosted with Decorex Johannesburg. CCDI will be taking 18 craft enterprises to exhibit on the stand, with each enterprise having its own individual space. For more information contact Xoliswa Phenya on 021 460 3562 | phenyax@cput.ac.za.

MARKETING MANAGER NEEDED FOR ZAMBANE POTATO PRINTS

Zambane is seeking a dynamic and committed marketing manager to market their products, represent Zambane at shows and process their orders. Contact Sharon or Elizabeth for full details on 021 783 3578 | zambane@gmail.com.

DAC CALLS FOR COMMUNITY APPLICATIONS

The national Dept of Arts & Culture has issued a call to pdi communities working in arts, culture or heritage, to submit applications for funding before 11 June 2007. The Investing in Culture Programme **application forms** are available at your nearest Local Municipality, at Red Door offices at the CCDI office in 75 Harrington Street, and on the website www.dac.gov.za. For more information call Salphinah Ubisi-Mkhatshwa on 012 441 3438; Tshepiso Selokela on 012 441 3104 and Siphon Ndlovu on 012 441 3437.

BUSINESS SUPPORT CLINIC

Is your business stuck in a rut? Are you working hard but not getting anywhere? Do you need to access resources, but don't know where to go? Every Wednesday, CCDI is running a business support clinic to assist you on making these decisions.

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 may need to complete our E-Bat (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 get assistance or book an appointment, contact Ann Weyer on 021 460 3724 or e-mail weyera@cput.ac.za. The Business Mentoring Clinic runs each Wednesday at the CCDI offices at 75 Harrington Street. If you live outside of Cape town, contact Lyndon Metembo on 072 849 5090 or metembo@cput.ac.za

PROJECT MANAGER : WESTERN CAPE FURNITURE MANUFACTURING INDUSTRY

A dynamic project manager is required to assist in initiating key projects in the furniture manufacturing industry as well as the potential establishment of a furniture initiative. Initial 6-month contract. The incumbent will be responsible for co-ordinating and facilitating a wide range of interventions that will transform and develop the Western Cape Furniture Manufacturing Industry into a leading and internationally competitive industry.

For full information, contact Marthinus van Wyk on 021 483 3907 | fax: 021 483 4616 | mavanwyk@pgwc.gov.za.

FUNDS FOR BUDDING ENTREPRENEURS

The Multi-Agency Grants Initiative (MAGI) has been established as a collaborative venture between a few funders to support specifically community-based organisations. MAGI aims to enhance the development of civil society at community level in Southern Africa by providing increased access to financial resources and by building organisational capacity. The fund will support potential entrepreneurs in the following fields: capacity building and training; direct programme and activity costs; workshops; events; small infrastructure development; exchange visits and peer learning; small items of equipment.

For information contact 021 419 7571 | f 021 419 7595 | andrew@breadlineafrica.org.za | PO Box 6, Greenpoint, 8051.

SILICONE GOING @ CRAZY PRICES

Global Sealants is selling silicone at crazy prices to promote the use of this product. Are there creative crafters who want to use this opportunity? Contact John Van Rooyen on 021 511 7740 | f 021 511 3777 | johnvr@globalsealants.co.za | www.globalsealants.co.za

Events Calendar

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EVENTS CALENDAR: June - December 2007			
Date	Event Name	Event Type	Venue
Local & National Events facilitated by the CCDI – Stands within these events fall under the banner & management of the CCDI. Crafters will be required to submit samples or retail stock.			
8 – 13 August	One of a Kind	Trade Show	Gallagher Estate, Johannesburg

OTHER EVENTS: June - December 2007			
Date	Event Name	Event Type	Venue
Local & National Events not facilitated by the CCDI – Individual craft businesses might wish to participate under their own banner. For specific event organisers' details, contact Xoliswa on 021 4603562 or email phenyax@cput.ac.za			
16 – 19 June	Cape Town Book Fair	Consumer Show	CTICC, CT
28 June – 7 July	National Arts Festival	Craft Market	Grahamstown
26 – 29 July	SA Fashion Week	Trade Show	Sandton Convention Cntr, Johannesburg
30 Aug – 2 Sept	Homemakers Fair Cape Town	Consumer Show	CTICC, CT
23 – 24 June	Toys, Gadgets & Frills for Boys & Girls	Consumer Show	CTICC, CT
3 – 5 Aug	Baba Indaba	Consumer Show	CTICC, CT
5 – 7 Sept	Winex	Consumer Show	CTICC, CT
30 Nov – 2 Dec	Your Baby Show	Consumer Show	CTICC, CT
15 – 30 Dec	Adderley Street Night Market	Craft Market	Adderley Street, CT

Glossary of Terms:

Trade Show = Only samples are displayed on the stand, to interest buyers, with the intention of securing medium- to large-scale orders.

Consumer Show = Stock for retail within the stand - direct sales to the public.

Trade/ Consumer Show = A mixture of the above.

Craft Market = Normally outdoors - direct sales to the public.

Conferences

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ACM DIS 2008: The Conference on Designing Interactive Systems

DIS 2008 is the first main SIGCHI conference to be held in Africa. It is being held in Cape Town in conjunction with the **annual African design conference – Design Indaba** – from 25 to 27 February 2008. The conference aims to bring together creative people from all over the globe.

Scope of the Conference

Presentations at DIS 2008 will address all varieties of interactive systems – digital books, e-commerce websites, home entertainment systems, hand-held shopping appliances, geographic information systems, immersive games and other environments, medical and health-care systems, and networked communities. The science of design will be explored, defined and developed. Researchers, designers, educators, and students from all relevant disciplines are invited to participate, including anthropology, art and architecture,

business, cognitive science, communication studies, computer science, ergonomics, design studies, education, graphic design, information systems, industrial engineering, interaction design, journalism, law, linguistics and semiotics, psychology, requirements engineering, sociology, software engineering, technical communication, and user experience design.

DIS 2008 welcomes papers on design analysis, design representations, design methods, design rationale capture, presentation and use, on innovation in design, and on tools and environments for designing interactive systems. DIS 2008 welcomes empirical studies of design practices, including comparative studies, experience-based studies and lessons learned from design projects, investigations and development of formal notations and models, and new theoretical perspectives. Consult the website <http://www.sigchi.org/dis2008> or details on the submission of papers.

Summary of Key Findings of Impact Research

The table below shows a summary of some key findings of the evaluation, expressed as percentages of the research participant sample:

Key Areas	Findings
Enterprise Development	<ul style="list-style-type: none"> • 94% learnt new skills • of the 43% who did NOT have a costing and pricing strategy, 92% now do • 76% now know what their product cost to make • 73% know what they make on each product • Almost 77% who experienced an increase in sales felt that CCDI had contributed to this increase in (53% said yes and 24 % said somewhat) • 70% of those who felt CCDI had contributed to their sales increase stated it was because of greater market access, 17% attributed it to having better products, 13% because of access to information sharing • 85 % have maintained a profit, moved from making no profit or not being in craft previously to making a profit, or realized they are making a profit since being involved with CCDI
Market Access	<ul style="list-style-type: none"> • 85 % have experienced a positive change in market access • 86% say CCDI has improved understanding of their markets • 56% have experienced a growth in regular customers
Product Development	<ul style="list-style-type: none"> • 63% have improved their product • 58% with new products indicate an increase in market access • 66% have been helped to make new products
Employment /Jobs	<ul style="list-style-type: none"> • 37% have moved from home to a formal work place • 45% attribute increase or change in staff numbers to CCDI support
Personal Income	<ul style="list-style-type: none"> • 38% have a higher income since CCDI intervention • 63% have experienced positive growth in personal income
Personal Impact	<ul style="list-style-type: none"> • 84% felt that their working life had improved since attending CCDI programmes and activities
Entrepreneurship	<ul style="list-style-type: none"> • 73% said they would NOT accept regular, equivalent-paying jobs in place of their own craft work
Sustainability	<ul style="list-style-type: none"> • 31% claim CCDI has helped sustain their businesses, and would not be running without CCDI • 31% claim CCDI has helped them manage their money better • 68% have experienced a positive growth in sales • 60% have moved to a higher income bracket after CCDI intervention • 70% of those who have moved to a higher income bracket cite the Market Access programme as a contributing factor
Collaboration	<ul style="list-style-type: none"> • About 50% of service providers who responded thought that their general networks in the craft sector had increased on the whole