



**Petrusville
Humanitarian
Economic
Development**

Join hands to Thrive. Not just Survive.



The Job Club



The **purpose of The Job Club** is to:

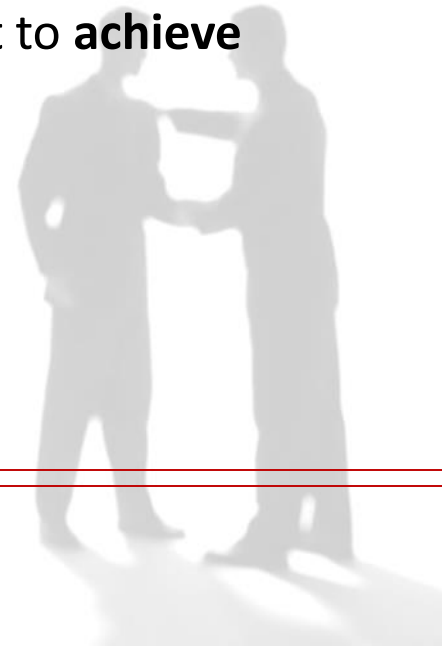
- **Practically assist communities, business and government**
- **to holistically address their challenges**
- **by creating sustainable platforms and support structures**
- **through collective participation.**



The Job Club



- **SMME's receive practical guidance & support**
- The Job Club provides **Entrepreneurs** and SMMEs with the opportunity
- to **establish viable businesses**
- within a **structured environment.**
- Our **infrastructure, network, service providers** and **partners** provide the necessary support to **achieve long term success.**



The Job Club



- **Selection criteria**
- Passionate, motivated & driven entrepreneur
- Majority black owned entity
- Practical, viable and sustainable business or initiative
- Focus industries: retail, manufacturing, agriculture, tourism & construction
- **Advantages**
- Practical support & guidance
- Industry specific mentorship & coaching
- Access to potential financial support
- Market access opportunities



Platform to facilitate Transformation



- We provide a platform for both **Public & Private sector**
- to **collective** play a role in **sustainable economic development** in Western Cape
- Aligned with **BEE legislation** and **Government's National Development Plan**.
- **Entrepreneurs, SMMEs, NPO's and Social initiatives** are assisted
- through a **facilitation process**
- Successful Partnerships with **CPT Bookings, SEDA, SARS, DET, CTGA, CTT, Stellenbosch Municipality, Travelling Media Team, Studico Video Journalists and public enterprises.**

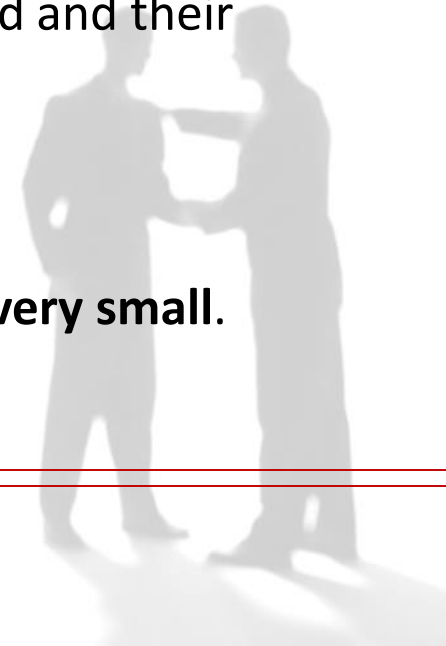


SMME Focus Groups



Survivalist Enterprises

- Operates in the **informal sector** of the economy.
- Mainly undertaken by **unemployed** persons.
- Income generated **below the poverty line**, providing minimum means to keep the unemployed and their families alive.
- **Little capital invested**, not much assets.
- **Not much training.**
- **Opportunities** for **growing** the business **very small.**

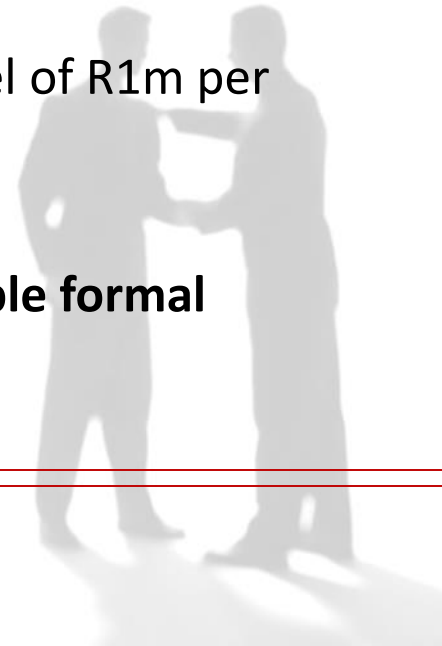


SMME Focus Groups



Micro Enterprises

- Between **one to five employees**, usually the owner and family.
- **Informal** - no license, no formal business premises, no labour legislation
- **Turnover below** the **VAT** registration level of R1m per year.
- **Basic** business **skills** and training
- **Potential** to make the transition to a **viable formal** small business.



SMME Focus Groups



Very Small Enterprises

- Part of the **formal economy**
- **Use technology**
- **Less than 10 paid employees**
- Include **self-employed** artisans (electricians, plumbers) and professionals.

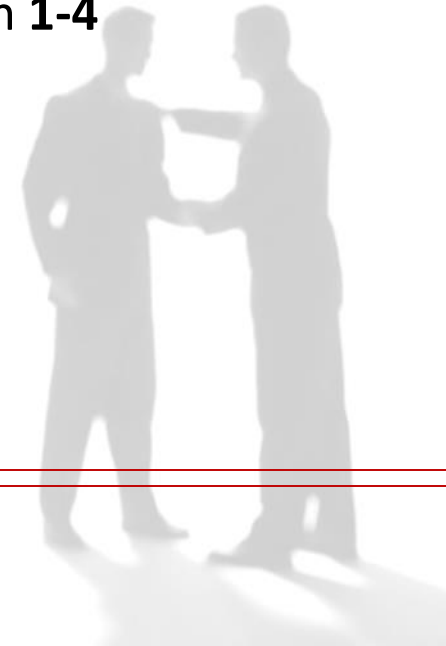


SMME Focus Groups



Women in Enterprises

- Women represent approximately **56 percent** of the **survivalist** enterprise category
- **38 percent** of **micro-enterprises** with **no employees**
- and **15 percent** of **micro-enterprises** with **1-4 employees**.

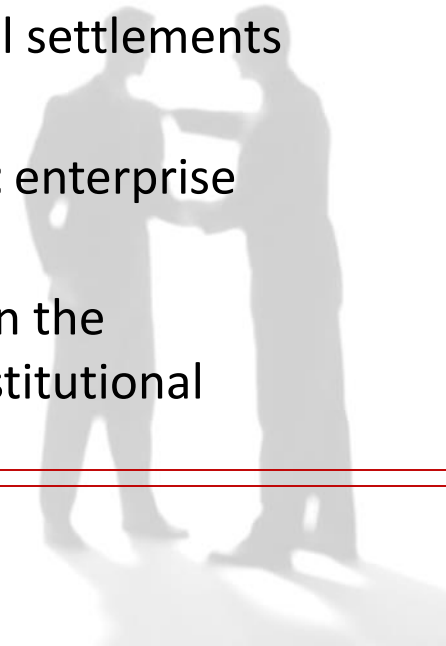


SMME Focus Groups



Important Facts

- Small business can also be divided between ***established formal SMMEs*** (mainly white and some Indian ownership) in predominantly urban settings
- and **emerging SMME** economy (mainly African and Coloured) situated in townships, informal settlements and rural areas.
- By far the **largest sector** is the **survivalist** enterprise sector.
- This means that most people are active in the informal sector where they have little institutional support.

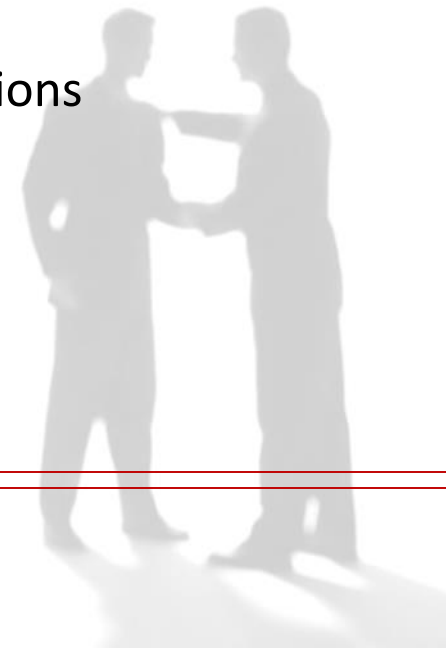


SMME Focus Groups



Common Problems

- **An unfavourable legal environment**
- **Lack of access to markets** and procurement
- **Lack of access to finance** and credit
- **Low skills** levels
- **Lack of access to information**
- **Shortage of effective supportive** institutions

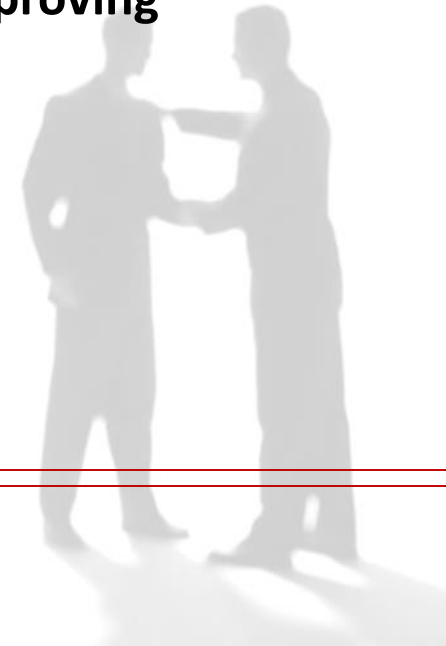


SMME Focus Groups

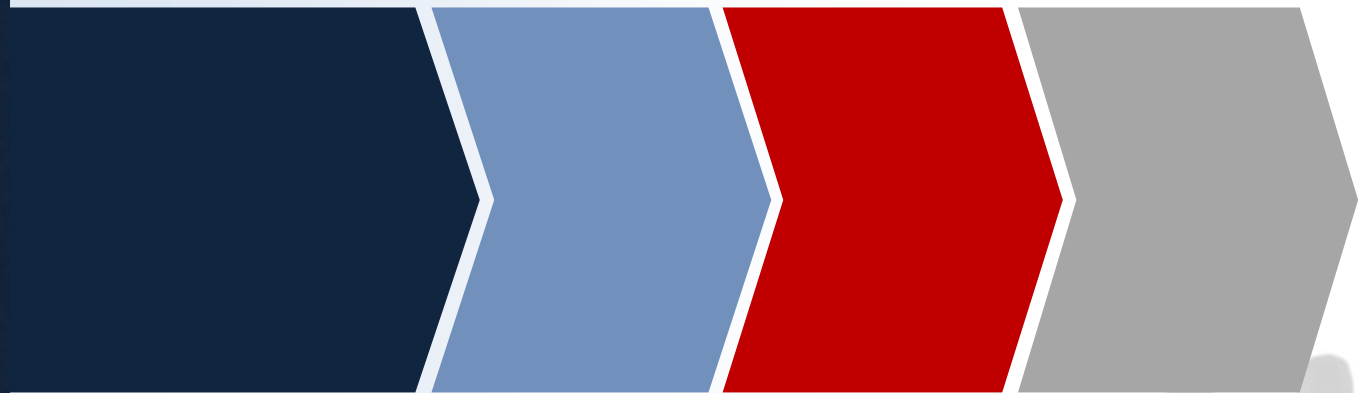


Intended Outcome

- **Alleviating poverty**, by making it possible for poor people to generate income to meet basic needs
- Reducing poverty through **employment creation**
- **Redistribution of wealth**, income and opportunities
- Contributing to **economic growth**, by **improving innovation** and thus **competitiveness**.



Project Steps



Step1

Begin or
continue
process

Step2

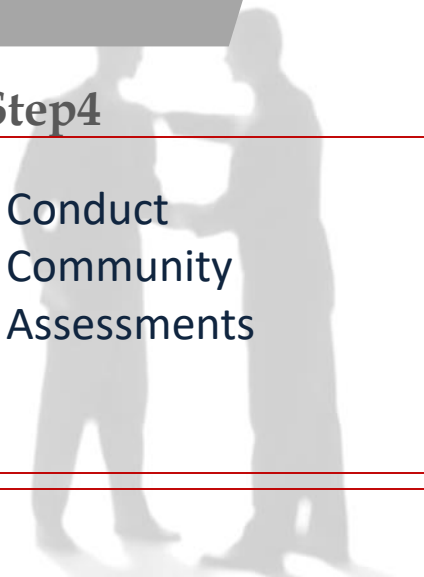
Engage
Community
Legitimize
process

Step3

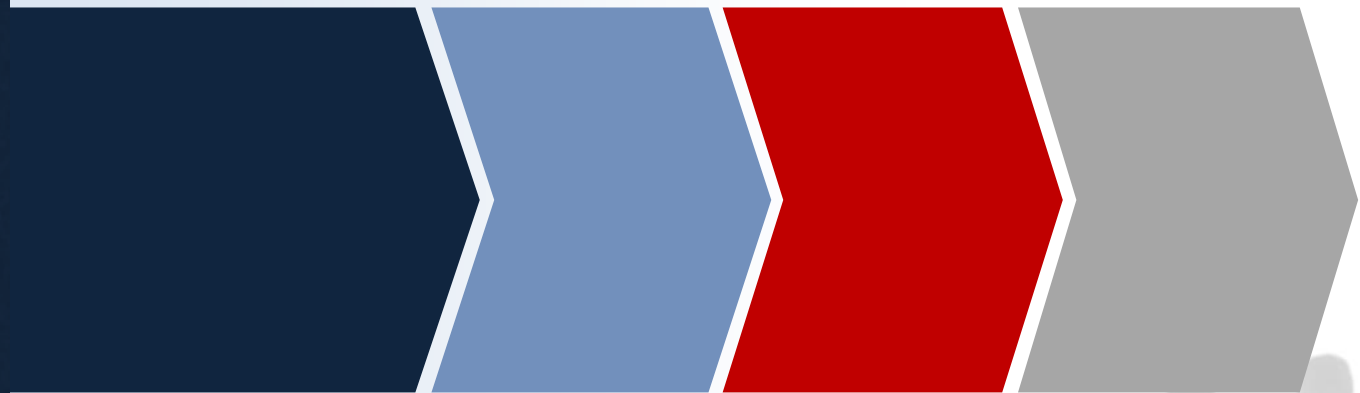
Form
Organization
Structure.

Step4

Conduct
Community
Assessments



Project Steps



Step5

Develop
Vision &
Action Plan

Step6

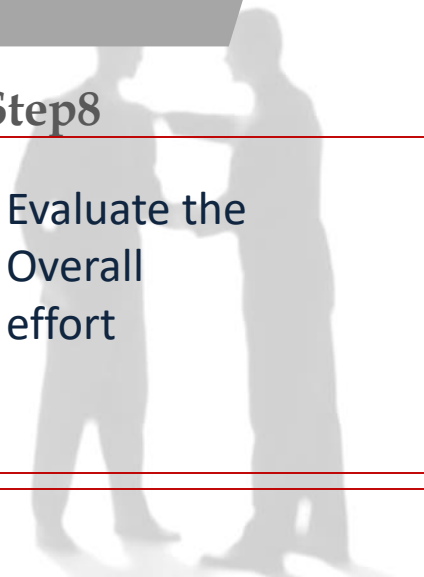
Feedback &
Commitment
from
Communities

Step7

Implement
the Plan

Step8

Evaluate the
Overall
effort



Project Steps

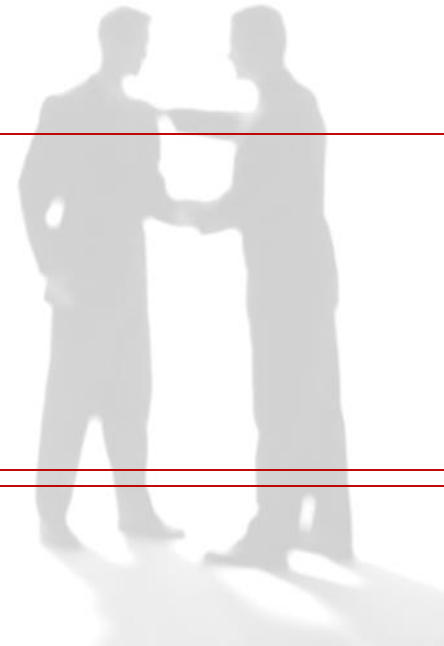


Step9

Celebrate
Successes

Step10

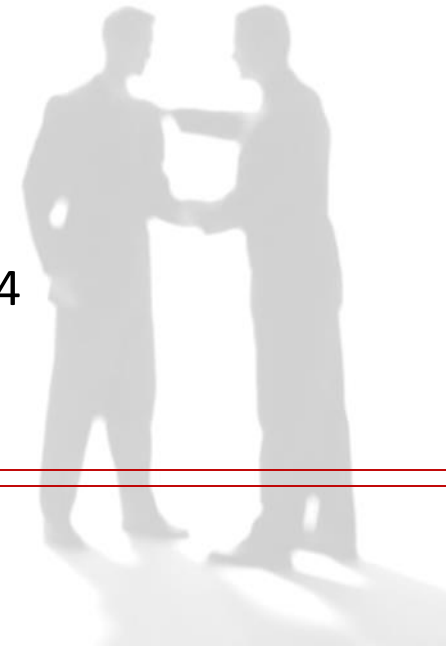
Create
ongoing
Development
Process



CPT Bookings Pty Ltd t/a Socially Unforgettable



- In operation since 2013
- Marinda Holtzhausen as Director
- Marius de Vos as Operational Manager
- Compliant with all legal requirements
 - Registered as Pty Ltd
 - Tax Clearance
 - Registered on CSD
 - Level 4 BEE Certificate
- Service Provider for SEDA since 2013
- Associated with The Job Club since 2014



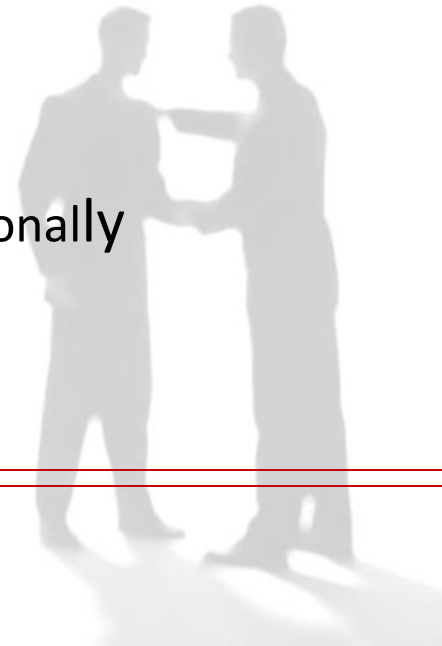
Marinda Holtzhausen

- 32 years experience
 - All aspects of Tourism & Hospitality
 - Strategic Development
 - Staff leadership & Management
 - Stakeholder & Partnerships
 - Operational Management
- Received the international award for Outstanding Achievement in Community Bridge Building in Africa from “The Voice” in 2015
- Member of Skal International
- Past Chair for Stellenbosch Chamber of Commerce
- Past Chair for South African Council for Business Women in Stellenbosch



Marius de Vos

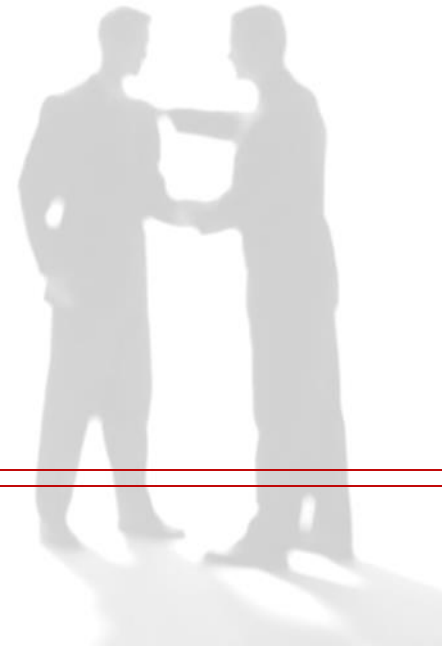
- 32 years experience
 - Agriculture
 - Aquafarming
 - Agri-Processing
 - Sustainable Energy
 - Information Technology
 - Operational Management
 - Project Implementation
 - Supplier Procurement
 - 1 of 20 SEDA Mentors trained Nationally



Practical Workshops



- Legal Requirements
- Assistance & Associations
- Mentorship Program
- Computer Literacy & IT Audit
- Corporate ID & Branding
- Marketing – Traditional, digital, social media, expo
- Business Plan
- Business Diagnostic tools and Finances



Economic Development Toolbox

1. Legal Requirements
 - Registered Company
 - Tax registered & Le clearance
 - Registration on CSD
 - Assistance to register with SEDA
2. Bank Account
3. Trade Licences
4. Association Membership
5. Branding – Logo, website, collateral
6. Business Plan
7. Marketing Plan
8. Social Media Marketing Course
9. Industry Skills & Knowledge
10. Participation in Local & Regional Expos



Cape Winelands Tourism Expo



CWTE

- 20 Product Owners
- Selected Genres
- 6 Workshops
- 3 months
- 2 days Expo
- Tourism month
- Sponsored by Stellenbosch Municipality
- Strategic Partnerships

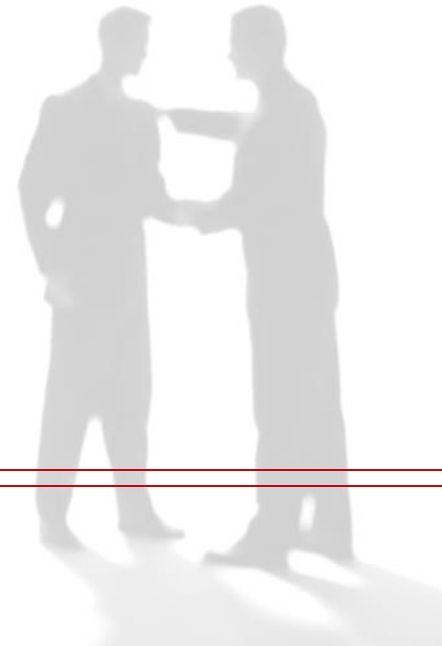


Sir Lowry's Pass Project



CWTE

- 17 Product Owners
- Selected Genres
- 9 Workshops
- 9 months
- Empowerment Den
- International Tourist Guide Day
- Sponsored by CPT Bookings Pty Ltd
- Strategic Partnerships
 - The SEDA, SARS, CAPITEC



Wilderness Lakes Area

CWTE



THE WILDERNESS LAKES AREA
my village, my valley

- Destination Marketing Company
 - Jonel Ackerman of Wilderness Hotel
- CPT Bookings was appointed as consultant
 - Developing Strategy
 - Facilitating process
 - Manage Implementation Plan
- **Strategy included possibilities of The Job Club projects in the area.**





National Tourism Career Expo

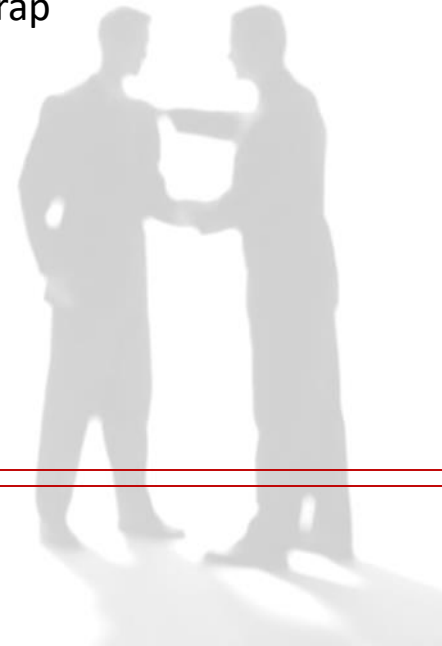
- September 2017
- 15 Exhibitors
- 22 Schools
- 1,464 learners
- Expo focused on careers available within Tourism Industry
- CPT Bookings focused on
 - event management
 - and social media marketing
 - Information was given regarding The Job Club and how they can assist start-ups





Alusani Youth Outreach

- Registered NPO
- Marius de Vos and Marinda Holtzhausen are Directors
- Operating in Atlantis
- Educating children aged 10 to 15
 - Building Values
 - Based on Young Lions Program of SANDF
 - To prevent them from falling into gangsterism trap
- Planning the building of the **Centre of Hope**
 - **Vocational Skills Training Centre**
 - In Klein Dassenberg Area
 - Skills Development Training in:
 - Hospitality
 - Agriculture
 - Handcraft



Destination Marketing as Access to Market

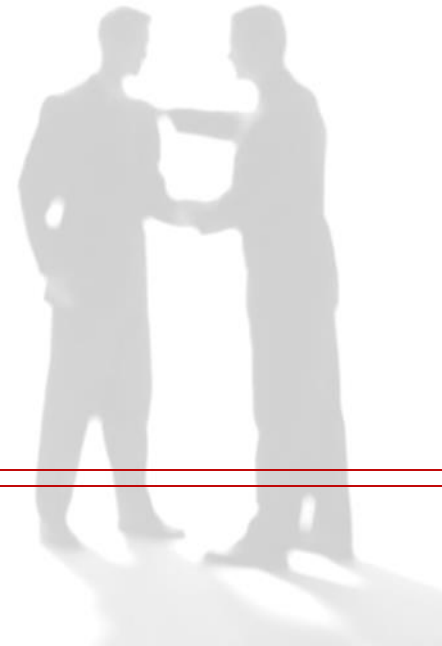
CWTE

- CPT Bookings embarked on a series of Educational:
 - #ElginEscape
 - #DiscoverWorcester
 - #PureTulbagh
 - #ProudlyPorterville
 - #MakadasFees Touwsrivier
- International Tourist Guide Days
- World Tourism Days
- #GoGreenWeskus
- Africa Responsible Tourism Awards
- Strategic Partnerships
 - DET, Wesgro, Metrorail, PRASA, Stellenbosch Municipality, CTT, CTGA, Private Companies such as HGTS, Protea by Marriott, Better Tourism Africa and many more.



Links to Media

- [#ElginEscape](#)
- [#First Thursday with DET and SA Food](#)
- [#GoGreenWeskus](#)
- [#ProudlyPorterville](#)
- [#TouwsrivierTour](#)
- [Cape Town Pass](#)
- [Cape Whale Coast Mini Indaba](#)
- [Cape Winelands Tourism Expo](#)
- [Empowerment Den JobClub](#)
- [Gift of Sight Trust](#)
- [Responsible Tourism Awards](#)
- [Sir Lowry's Pass Village](#)
- [Steintal Children's Home](#)
- [The Voice Awards 2015](#)
- [Warrior on Wheels Foundation](#)
- [#WildonWilderness](#)



Summary

- **The Job Club**, through their partnership with **CPT Bookings**,
- find **innate Talent** within **each region** in the **Western Cape** In the **designated industries**
- Together, they are **transformed** from **Informal to Formal**
 - Through a **series of Interventions & Workshops**
 - In **Partnership** with **Public** and **Private Stakeholders**
- We organise **Participation in Expos**
- We give **Continued support** through **Wisdom in Action Mentorship program**





Thank you!

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