

# ANNUAL REVIEW 2016

THE ILEMBE CHAMBER OF COMMERCE, INDUSTRY & TOURISM

PRESENTED BY:

DOMINIC COLLETT

PRESIDENT 2015/16 – 2016/17

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## 1. Introduction & Overview

The iLembe Chamber of Commerce, Industry and Tourism (ICCIT) was officially launched in March 2011 with the primary objectives of:

- the effective representation of the views of business to government at all levels, but particularly in the local government sphere;
- and promoting the sustainable local economic development of the iLembe District.

As a business association representing credible, ethical and progressive business throughout the iLembe District of KZN, the objectives of the ICCIT are supported through the following areas of focus:

- being an influential, relevant and viable Chamber;
- institutional partnerships and collaboration;
- promote and influence the provision and maintenance of infrastructure throughout our district;
- investment promotion and
- human capital development, business support and entrepreneurial development.

In pursuit of these objectives, it is the intention of the Chamber is to complement its traditional business-advocacy role with a more strategic role of becoming a respected and dynamic centre of influence within the iLembe business community at large.

Whilst still maintaining a focus on the traditional business issues, the Executive Committee (Exco) of the Chamber believes that the economic potential of our district will only be realised through an understanding, and energising, of the economic pulse of our local economy and its business community members.

Re-iterating my previous sentiments, times are changing and it is imperative that we continuously reinvent the iLembe Chamber. This need for continuous reinvention and transformation should however not be misinterpreted through singular yardsticks – nor occur at the expense of efficiency, effectiveness and competence. The Exco's vision and the CEO's mandate to pursue a multi-faceted and sustainable growth business model remain valid. As a local economic partner the Chamber needs to transition and reposition itself to more effectively serve the needs of the iLembe business community in its widest possible definition and, most importantly, take advantage of the viable revenue opportunities that this transition might offer. As a business community, we have an obligation to ensure that Exco members and the operational management team are up to this intimidating task.

Allow me to highlight of few of the Chamber's noteworthy efforts, in 2016, aimed at enhancing the economy of our district and to make it a better place to live, work, invest and do business in.

## 2. Energising and influencing business

During 2016 the iLembe Chamber continued its efforts to be an influential and authentic centre of influence within the iLembe businesses community, the wider KZN province and South Africa as a whole. The efforts of Exco members and Chamber staff not only promoted the opinions and concerns of the business community to a wide range of stakeholders, but was also aimed at understanding and energising the economic pulse of our business community. The 2016 local government elections proved this aspect of the Chamber's work to be of particular importance.

### **National: SACCI (South African Chamber of Commerce & Industry)**

Dominic Collett, in his capacity as the President of the iLembe Chamber, is a member of the SACCI Presidential Consultative Group. Dominic engaged in closed sessions at national level with, amongst others, the South African Minister of Finance, Pravin Gordhan (12 July 2016) and the Minister of Trade and Industry, Dr Rob Davies (06 October 2016), primarily on issues relating to the performance of the South African economy and also in anticipation of ratings agencies' decision on the country's credit rating.

Cobus Oelofse, the iLembe Chamber CEO, was re-elected as a member of the SACCI Council for 2016/17.

### **Provincial: KZN Economic Council and KBCC (KwaZulu-Natal Business Chambers Council)**

Dominic was elected as the new Chairperson of the KBCC in August 2016. Dominic took over the reins from Akash Singh, the immediate past President of the Durban Chamber of Commerce.

The KBCC is the umbrella body for business associations in KwaZulu-Natal. Current members of the KBCC include the Durban Chamber of Commerce and Industry, the Minara Chamber of Commerce, the Pietermaritzburg Chamber of Business, iLembe Chamber of Commerce, Industry and Tourism, the KZN Growth Coalition, the Zululand Chamber of Commerce and

Industry, the Ladysmith Chamber of Commerce, Kokstad Chamber of Commerce, the KZN Youth Chamber, FABCOS and NAFCOG.

In this role, Dominic, together with Moses Tembe from the KZN Growth Coalition, represents the business sector on the KZN Economic Council.

In his capacity as KBCC Chairman, Dominic lobbied, at the public hearings of the Parliamentary High Level Panel on the Assessment of Key Legislation and the Acceleration of Fundamental Change chaired by ex-President Kgalema Motlanthe, on the deterring economic impact of certain section of the National Water Act 36 of 1998, with specific reference to the processes associated with the application for water use licenses.

### **District and local authorities**

The Chamber's ongoing efforts to institutionalise engagements, as a social partner in South Africa, with both district and local authorities gained momentum towards the latter half of 2016. Post-election engagements with the political and operational leadership resulted in proposals for the establishment of structured and regular Growth & Development Forums being presented to the iLembe District's Intergovernmental Relations Forum on 6 December 2016 and to a full KDM Council Meeting in early January 2017.

The 2016 pre-election period was a challenging time for businesses in the iLembe District. What was described as the worst protests in South Africa's democratic history saw Isithebe, South Africa's biggest Industrial Park, paralysed for weeks, business operations in the Shakashead area severely disrupted and significant damage and threat to agricultural operations - with fully loaded cane trucks being set alight amidst the worst drought in the district in a 100 years.

During this turbulent time, the iLembe Chamber initiated engagement, and was invited to engage, with both political, labour and operational structures at local, district and provincial authority level. Collaborations with Members of the KZN Executive Council, Mayors, provincial labour structures as well as senior management of the SAPS addressed thorny issues, resulting in more significant disruptions to business being avoided. The SAPS iLembe Cluster

was a recipient of the 2016 President's Award for their unwavering resolve and support in safeguarding business operations and our community's people alike.

### **Isithebe Business Cluster**

The impact of the aforementioned disruptions in the Isithebe Industrial Park resulted in an appeal from local businesses for more structured and active engagement from the iLembe Chamber in Isithebe and its surrounding area. In addition to a number of meetings with the executive of Ithala, actions were put in place to establish an Isithebe Business Cluster, an independent NPO which, through the triple helix partnership, will enhance the competitiveness of businesses within the cluster and attract new investment. Stakeholder engagements took place with the Exec from Ithala and the Mandeni Municipality Manco on the 27th of September 2016 and 10 October 2016 respectively.

A well-attended Isithebe Business Cluster launch meeting took place on the 29th of September 2016 at the Whirlpool offices. All attendees indicated, by a show of hands, that they are supportive of efforts to establish an Isithebe Business Cluster based on the objectives stated. The attendees requested the iLembe Chamber to facilitate the foundation phase of the cluster development on behalf of Isithebe businesses. In an effort to ensure that industrialists understand the expectations from the national Department of Trade and Industry (DTI), as a 80% matching funding partner in the cluster initiative, a joint workshop was held on the 1st of December 2016.

### **International Engagements**

As an example of several engagements at international level, the CEO and Executive Committee Member Phillip de Sylva met with the Swiss Ambassador to South Africa, Ms Helene Budliger Artieda, at the Fairmont Zimbali Resort & Hotel.

### **Insight iLembe - Measuring the Business Climate**

The quarterly iLembe Business Confidence Index (iBCI), with significant business participation in the survey component, has established itself as a one in its kind regional business confidence barometer. This public/private partnership initiative with Enterprise iLembe,

which brings together the views of individual businesses through the survey component, provides an accurate picture of how our regional economy is performing. The iBCI gives business members the opportunity to influence policy and raises the profile and credibility of the iLembe Chamber.

The iBCI offers breakdowns by sector, region and size of business, amongst others.

### iLembe Game Changers

In response to an invitation from the KZN Executive Council and the Provincial Planning Commission, the Chamber submitted projects and imperatives that will, in the view of the private sector, structurally change the economy of our district and its sub regions, for possible inclusion in the KZN Provincial Growth and Development Strategy (PGDS).

The projects detailed in the submission were considered key to sustainable economic development and elevated economic growth in the iLembe District, the primary outcome of the activities of the iLembe Chamber.

Kwadukuza	<ul style="list-style-type: none"> <li>• Dukuza Substation</li> <li>• Umhlali College</li> <li>• "M4 Re-alignment"</li> <li>• Ballito Taxi Rank</li> <li>• Beach Node</li> <li>• Maintenance and Upgrades</li> <li>• Woodmead</li> </ul>	<ul style="list-style-type: none"> <li>• Hesto Harnesses Expansion</li> <li>• Zimbali Lakes Resort</li> <li>• Palm Lakes Areta Health Day Hospital</li> <li>• Compensation Industrial, Manufacturing and Logistics Hub</li> <li>• Tinley Manor South Bank</li> <li>• NUMZ Island Resort</li> </ul>
Mandeni	<ul style="list-style-type: none"> <li>• Blythedale Coastal Resort</li> <li>• Isithebe Business Cluster</li> </ul>	<ul style="list-style-type: none"> <li>• Jackalberry Estate</li> <li>• Sundumbili Mandeni CBD Upgrade</li> </ul>
Ndwedwe	<ul style="list-style-type: none"> <li>• Bhamshela Rural Town Regeneration</li> <li>• Bhambatha Rebellion Route</li> </ul>	<ul style="list-style-type: none"> <li>• Nazareth Holy Pilgrimage Route</li> <li>• Ndwedwe/Sukumani Light Industrial Site</li> </ul>
General	<ul style="list-style-type: none"> <li>• Broadband roll-out</li> </ul>	

### Unlocking Golf Tourism Potential

The iLembe Chamber view its mandate extending beyond lobbying and advocacy, into actions and activities that seek an understanding and energising the economic pulse of the iLembe economy.

Recognising the potential of Golf Tourism to the iLembe District's dominant tourism sector, whilst simultaneously acknowledging the limited profile of this niche tourism sector in the district's tourism strategy, the Chamber hosted a Golf Tourism Workshop on the 27<sup>th</sup> of January 2016 at the Umhlali Country Club.

In an effort to showcase the tourist ready golf courses in the iLembe District and thereby promoting iLembe's credentials as a golf tourism destination, a celebrity component was added to the 2016 VirginActive Lifestyle Golf Challenge. Celebrity teams from Prince's Grant, Umhlali Country Club, Simbithi Country Club and Zimbali Country Club, made up of their respective PGA Golf Director and a local celebrity, participated in this event on the 1<sup>st</sup> and 2<sup>nd</sup> of June 2016.

The event was filmed by SuperSport and the four courses played was profiled on SuperSport's SuperGolf programme, creating an awareness that the iLembe district is an international golfing tourism destination throughout Africa.

At the prize giving event it was announced that iLembe will be hosting the International Tour Operators Challenge. The ITOC is an initiative by Ascot Tours, one of the most prominent golf tour operators in the country, Golf KZN and Tourism KZN, with the support of the iLembe Chamber, will feature the four tourist ready golf courses in the iLembe district as well as the iconic Durban Country Club. The tournament, featuring 10 international golf teams from various European locations, will give KZN, and the iLembe District specifically, access to Europe's top golf tour operators and their golfing client bases - creating and growing a new market for international golf tourism. The 2016 event scheduled for December 2016, which secured the partnership support of Turkish Airlines, the Fairmont Zimbali Resort & Hotel as well as Louis Oosthuizen's Major Golf Wines, was postponed following the bombings at the Atatürk Airport in Istanbul, Turkey.

### **Turning mentorship architypes on its head**

As part of the 2016 Rotary International Presidential Conference Series, the CEO of the iLembe Chamber participated as a panellist at the Economic Development Conference on the 27th of February 2016 in Cape Town.

The Conference was aimed at exploring solutions to South Africa's poverty and unemployment crisis by expanding job opportunities and entrepreneurship.

South Africa has one of the highest unemployment rates in the world.

Contributors to the Conference included Ebrahim Patel, the National Minister of Economic Development and Clem Sunter, futurologist and Chairman of Anglo American Chairman's Fund.

The CEO participated in a plenary session that dealt with Best Practice Replicable Models for Small Business Acceleration. His fellow panelists were Adri Marais, CEO of TSiBA Education and Annie McWalter, CEO of The Hope Factory.

### **3. Members Investing in our Economy**

The iLembe Chamber, as an association exclusively for business benefit, representing local business as a social partner in South Africa, is dependent on the engagement and retention of both new and existing business members, spanning industries, geographies and size.

The strategic intention to migrate its member acquisition approach, from direct selling to a marketing approach, commenced in 2016, with an emphasis on marketing campaigns and media coverage to illustrate the role that the Chamber plays in helping local businesses to grow.

2016 was a challenging year for the Chamber.

The Chamber's first accumulated loss in 3 years was not assisted by bad debt write offs of R85 100, with a membership base that remains largely unchanged. Bad debt predominantly occurred in the two smallest membership categories.

The Chambers financial viability remains largely dependent on grant funding, sponsorship and alternative revenue sources – with business membership fees contributing 38% (2015: 37%) of the Chambers 2016 revenue.

### **FundsAtWork**

The taxi accident on the 17th of August 2015 and the subsequent establishment of a Business Support Fund for the dependents of the deceased, highlighted the need for affordable employee risk benefit insurance to be made available to, especially, smaller employers.

The iLembe Chamber collaborated with Momentum and launched the FundsAtWork offer on 9 June 2016. A co-operation agreement between the Chamber and Momentum was signed by Sandy Govender, Momentum's Head of Group Insurance and Xolani Gumede, the iLembe Chamber's Vice President.

FundsAtWork offers a range of insurance and umbrella provident fund solutions, post-retirement benefits, preservation of savings and conversion of insurance benefits on exit solutions to Chamber members.

Through this initiative, the Chamber accepts it as part of its mandate to not only contribute to the viability of businesses in the iLembe District, but also to enable entities to become responsible employers.

## **4. Bridging the gap between business and education**

The iLembe Chamber leveraged its unique position as the only business membership association in the district that works extensively with the education sector. As part of efforts to bridge the gap between the world of education and the world of work, the Chamber engaged extensively with the national Department of Higher Education and Training, the provincial Department of Education as well as local tertiary institutions. These positive calls to action seeks to increase co-operation between the business community, schools and tertiary institutions to ensure that businesses can access the talent they need, and that young people are fully prepared for work and accommodated in the workplace.

### Study trip to Germany

The CEO of the Chamber participated in a week-long study tour to Germany, from the 11th to the 15th of July 2016, to research the renowned German dual vocational education and training model. The delegation, which consisted of representatives from the national Department of Higher Education and Training and the local Umfolozi College, was hosted by the Kreishandwerkerschaft, a trade and business association for the districts of Steinfurt and Warendorf. It was an initiative that formed part of this association and the German Government's "Export of Education" initiative through which they share their know-how abroad.

Although it will be difficult to "cut and paste" the model, amongst others due to the advanced and deeply entrenched industrial economy in Germany, there were significant learning opportunities for the educational and economic landscape in our region.

As many as 95% of businesses within the German economy are considered small to medium enterprises, mostly smaller family owned trade related businesses that have adapted and survived from generation to generation. The far greater majority of these smaller businesses are active in the training and development of trade apprentices. They play an active role in the organized business community to market the allure of an artisan trade as a career, and identifying and nurturing talent at school level already through intern placements.

The challenge for the iLembe business community, and a role for the Chamber to fulfil, is how does the Chamber ensure that, in a district which is dominated by smaller enterprises, SMEs are involved in the training of artisans and the placement of interns.

Apart from visiting a number of technical trade businesses, including a plumbing business with only 10 employees, the delegation also visited the Kreishandwerkerschaft's own training facilities, a technical training college and attended the graduation ceremony of newly qualified artisans.

## 5. Enabling Business

The iLembe Business Support Centre aims to stimulate local and regional economic development by providing free support to small and entrepreneurial businesses, especially within the rural and more remote areas of the iLembe district. Services and offerings include a business help desk, resource centre, seminars, skills trainings and workshops, networking and mentorship.

The services offered by the Business Support Centre in 2016 were made possible by generous partnership support from the following partners:

- Sembcorp Siza Water
- Airports Company South Africa (ACSA) and
- Tongaat Hulett
- Ithala Development Finance Corporation.

Outreach Programme 2016 in numbers:

<b>Ethnicity:</b>	Black: 203 (100%)			
<b>Gender:</b>	Female	121 (60%)	Male	82 (40%)
<b>Region:</b>	KDM: 38 (19%)	Mandeni: 56 (28%)	Maphumulo: 49 (24%)	Ndwedwe: 60 (30%)

Skills for Growth 2016 in numbers:

<b>Ethnicity:</b>	Black: 25(28%)	White: 25 (28%)	Indian: 39 (44%)
<b>Gender:</b>	Female:	52 (58%)	Male: 37 (42%)

Business Club 2016 in numbers:

<b>Ethnicity:</b>	Black: 23 (22%)	White: 55 (52%)	Indian: 27 (26%)
<b>Gender:</b>	Female:	61 (58%)	Male: 44 (42%)

### The Entrepreneur 2016

The Entrepreneur Programme, the Chamber's most high profile event, was initiated with the purpose of providing entrepreneurs and micro-businesses with a platform and vehicle through which to move their business forward to a sustainable level of growth. The programme and attached competition provided the opportunity for the entrepreneurs to

obtain business skills, develop an understanding of their businesses, receive valuable mentorship support and prepare a comprehensive business plan from which they could grow and develop their businesses.

The long-standing involvement of the following sponsors of the programme is acknowledged with gratitude:

- Enterprise iLembe
- Airports Company South Africa King Shaka International Airport (ACSA KSIA)
- The North Coast Courier
- The Litchi Orchard, Salt Rock

The highlight of this annual programme is The Entrepreneur Exhibition which was generously hosted by the The Litchi Orchard, Salt Rock on the 7th of October 2016. The 1st placed winners were Reclite's team of Patricia and Steffen Schroder, 2nd placed winner was Nosipho Phiri from Ubucwibi Agriculture whilst Kerryn Green (nee Tremearne) from the online sensation Kapas Baby received the 3rd prize.

The Entrepreneur 2016 finalists in numbers:

<b>Ethnicity:</b>	Black: 13 (65%)	White: 6 (30%)	Indian: 1 (5%)
<b>Female:</b>	10 (50%)	<b>Youth:</b>	12 (60%)
KwaDukuza: 13 (75%)	Mandeni: 5 (25%)	Maphumulo: 1 (5%)	Ndwedwe: 1 (5%)

The roll-out of the provincial KBCC The Entrepreneur Programme did not take place in 2016 due to the financial support from the KZN Department of Economic Development, Tourism and Environmental Affairs (EDTEA) being withheld.

## 6. Linking Business & Enhancing Credibility

### Business Gala Dinner in partnership with Nedbank and Vodacom

In a continuation of the Chamber's efforts to showcase the significant hospitality products in the iLembe District, it partnered with Nedbank, Vodacom and the Fairmont Zimbali Lodge &

Resort Hotel in presenting the business gala dinner on the 10<sup>th</sup> of May 2016, the premier event on the iLembe District's business calendar. South Africa's Deputy Minister of Tourism, the Honourable Ms Tokozile Xasa, was the guest speaker at the event.

The dinner took place directly after the KZN Tourism Indaba and thus complements the Chamber's strategic priorities and activities around tourism in the iLembe region.

### **Vodacom VirginActive Lifestyle Golf Challenge 2016 – Zimbali Country Club**

Long term partners The Lifestyle Centre and Virgin Active, teamed up with Vodacom and the Zimbali Country Club to present the 3<sup>rd</sup> annual Golf Challenge on the 2<sup>nd</sup> of June 2016.

During 2016, the Challenge established itself as pivotal to Chamber efforts to promote golf tourism in our district, in addition to being a significant fundraiser for the Chamber. The 2016 event included a celebrity component that was broadcasted by Supersport on Supergolf, showcasing all four of our tourist ready golf courses. The announcement of the postponed International Tour Operators Challenge was also made at the prize giving ceremony.

### **Business Leaders Engagements**

The Chamber hosted Dawie Roodt, SA's most referenced economist, as a guest speaker on the 8th of September 2016, at the Orchid House at Collisheen Estate.

The well attended Business Leaders Engagement is an example of the opportunities for business linking that the Chamber engages in – opting for credible and reputable collaborations.

## **7. Batting for Business**

### **Investors in iLembe Business**

The following investors in the iLembe economy and business community are critical to the Chamber being able to deliver on its mandate.

<p><b>iLembe Chamber Vehicle</b></p> <p>AVIS Budget</p>	<p><b>Business Support Centre</b></p> <p>ACSA KSIA</p> <p>Tongaat Hulett</p> <p>Ithala Development Finance Corporation</p> <p>Sembcorp Siza Water</p>
<p><b>The Entrepreneur 2016</b></p> <p>ACSA KSIA</p> <p>Enterprise iLembe</p> <p>North Coast Courier</p> <p>The Litchi Orchard, Salt Rock</p>	<p><b>Business Gala Dinner</b></p> <p>Nedbank</p> <p>Vodacom</p> <p>RoyalHaskoningDHV</p> <p>Fairmont Zimbali Lodge &amp; Resort Hotel</p>
<p><b>Virgin Active Lifestyle Golf Challenge 2016</b></p> <p>The Lifestyle Centre</p> <p>Vodacom</p> <p>Zimbali Country Club</p>	<p><b>Donation of Office Furniture to SMEs</b></p> <p>Avon Peaking Power</p>

### Presidential Awards 2016

The iLembe Chamber recognised the following groups for their outstanding contribution to the iLembe business community during 2016.

#### iLembe Chamber Accredited Business Mentors

The dedication of the Chamber's business mentors has inspired and gained the respect of small business owners across our district. These mentors volunteer their time to visit mentees' businesses in the most remote parts of iLembe, spent their free time at the Chamber in support of SMEs and entrepreneurs and countless hours in coffee shops mulling over sometimes very flimsy business dreams. Their impressive resumes underline the significant contribution of these mentors, often alongside running their own businesses.

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 Jim Wilson

Kim Blevin

Heather Pienaar

Alasdair Yuill

Rodger Stewart

### Supersport

As part of the iLembe Chamber's initiative to promote golf tourism in the district, the Chamber formed a unique partnership with its four tourist ready golf courses. SuperSport, and its SuperGolf programme, featured over four consecutive SuperGolf programmes, these golf courses and thereby promoted to the whole of Africa our district's enormous golf tourism potential.

The Chamber acknowledged Louis Hattingh, Richard Maspero (presenter) and the rest of the team at SuperSport for their contribution and trust.

### SAPS iLembe Cluster

During the instability and business disruption experienced pre and post-election, the SAPS' iLembe Cluster engaged with the Chamber, attended meetings whenever they were required and joined us in engaging with political structures to resolve issues impacting on the economic stability and business continuity, as well as the district's investment reputation. The Cluster's unwavering support was not only a massive ask, but also encouraging amongst all the doom and gloom at the time.

Central to these engagements was Brigadier Zondi, at the time acting Cluster Commander.

### Executive Committee Members 2016/17

Xolani Gumede

Cappeny Estates

Vice President

Jane Wiltshire

Valtrust

Treasurer

Andy Horton

Laurie C Smith Inc

Bruce Rencken

Lifestyle Centre and various

Keith Palmer

Ithala Development Finance Corporation

Phil de Sylva	IFA Hotels and Resorts
Trevor Graham	Whirlpool
Yusuf Vadia	Various
Xoli Shabalala	Tongaat Hulett Development

### **Chairperson of 2016 iLembe Chamber Standing Committees**

Tourism: Rung Button, Director of Inspirations Travel, Provincial Chairperson of SATSA

Woman in Business: Veronica O'Dwyer, partner at Wiesenger O'Dwyer Inc

### **Chamber Team and Professional Partners**

Cobus Oelofse – Chief Executive Officer

Sakhile Khumalo – Business Support Manager

Ntombifuthi Mavundla – Office Administrator and overall enforcer

Anke Ross – Accounting and Administration

Catherine de Lange, Brandbird – Marketing and Social Media Consultants

Chris Voysey – The Entrepreneur's leading wingman

Witthoft Chartered Accountants – Remuneration Administration

C&H Accounting – Financial and Project Auditors

## **8. In closing..**

This brief 2016 Annual Review does not attempt to reflect all the routine and operational activities of the Chamber and the various committed stakeholders that make it happen. I would like to express my sincere appreciation to all the members of the Chamber and their representatives, Board members, sponsors, members of our various steering committees, suppliers, stakeholders and staff of the Chamber for your unselfish commitment to serving the iLembe District's Business Community.