



ALFRED DUMA LOCAL MUNICIPALITY
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MAYORAL ADDRESS:
THE HONOURABLE MAYOR: CLLR MV MADLALA
ON THE OCCASION OF:
THE SRSA LEARNING ACADEMY LAUNCH & INAUGURATION
DATED: 10 MAY 2018

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PROGRAMME DIRECTOR

LEADERSHIP OF THE ALFRED DUMA MUNICIPALITY

OUR BUSINESS ASSOCIATES

THE BUSINESS SECTOR

MANAGEMENT OF SUMITOMO RUBBER SOUTH AFRICA

EMPLOYEES OF SUMITOMO

ORGANISERS OF THE EVENT

GREETINGS TO THE PARTICIPANTS

GREETINGS TO ALL STAKEHOLDERS PRESENT

GUESTS PRESENT

MEMBERS OF THE MEDIA

LADIES AND GENTLEMAN

As the Local Municipality we attach a high level of importance to business development as a means to contribute to Local economic growth, development and job creation.

The Government has established a number of national, provincial and local level institutions and programmes to support businesses growth across the country.

We are working collectively to ensure that we achieve the following:

- To facilitate the building of sustainable and competitive companies and enterprises;
- To facilitate the promotion of entrepreneurship;
- To facilitate the creation of an enabling environment for all business trade;
- To facilitate access to financial resources,
- To facilitate capacity-building services and products
- To facilitate, develop, co-ordinate and foster partnerships across all spheres of government, the private sector and relevant stakeholders that may assist companies to achieve their objectives;
- To promote a service delivery network to facilitate access and outreach to development support;
- To facilitate and co-ordinate research relating to support programmes;
- To improve the understanding of the public regarding the contribution of established companies to domestic economic growth, job creation and general welfare and wellbeing of the society within which we serve.

Working together, we will achieve all the above mentioned objectives.

“Radical economic transformation should be about building a more equal society” – President Cyril Ramaphosa

What has the South African Government done to overcome challenges faced the businesses:

- We have seen the allocation of funds aimed at the development of businesses.
- The funds are for provision of skills needed by businesses, start-up grants for operational, functional businesses, infrastructural development etc.
- Government has enforced policies such as Preferential Procurement Policy to ensure that the previously disadvantaged communities also make part of the economy.
- Government has partnered with the private sector e.g. EDTEA, Ithala and ABSA to ensure that red tape of acquiring funds is removed.

What can the private sector do to assist:

As per legislation all businesses are required to have CSR initiatives for either environmental sustainability, to address social issues for certain communities or to support emerging businesses in any form (training, incubator-ship etc.).

Through the CSR initiatives some of the big businesses have intervened and the emerging businesses have benefited a great deal such that they have created more than 100 sustainable jobs for our community are playing their role in economic development.

How can the private sector and government work together in ensuring that the emerging businesses form part of the main stream economy:

- **Supply of products**

An example would be the detergent manufacturing businesses that have been trained by Mangosuthu University of Technology in Detergents Manufacturing.

They have access to manufacture their detergents at Mangosuthu, they have been given business practice training also to ensure that they run their businesses effectively.

SEDA together with the Municipality is assisting in the branding of their detergents, they have also been introduced to the cleaning companies in most of the government departments.

The private sector also has cleaning companies who also use detergents, the request is that they stipulate to their cleaners that all their detergents must be procured from the local emerging businesses.

- **Subcontracting**

In all companies, there are minor products or services that can be sub-contracted to the emerging businesses e.g. cleaning, deliveries while this is a way for the businesses to have cash flow, it's also building their portfolio, experience for when they obtain bigger contracts or will need to access funding.

The Municipality holds a database of all these emerging businesses, working together they can be identified and exposed to these opportunities.

- **Incubator-ship or mentorship programmes**

Some of the companies especially in the textile industry have intervened in assisting textile co-operatives to penetrate the extremely tight textile market.

They have incubator-ship programmes which are aimed at developing the skills and business practice methods.

As extreme as this seems, the relationships created can be very beneficial than detrimental.

Today co-operatives have access to markets, quality affordable raw material.

Today co-operatives have created sustainable jobs and contributing positively towards the economy of the town.

Sumitomo Rubber South Africa through programmes like these has complied with what is expected from them as an established company.

Let me congratulate the Management and Leadership of Sumitomo.

Through the Learning Academy and Training Centre facility, SRSA will:

1. Offer accredited qualifications – Industry specific,
2. Contribute towards the National Skills Development Programme,
3. Develop skills in leading technology and manufacturing facilities,
4. Create a competitive advantage through people development.

In conclusion, it should be placed on record that having the company based in Ladysmith is a remarkable benefit to our community and economy.

We place pride and dignity for having the company in our jurisdiction.

We value your commitment and contribution.

We appreciate all the support we receive from Sumitomo.

On behalf of Council, we are honoured to be your partners.

I thank you

**ALFRED DUMA LOCAL MUNICIPALITY
THE HONOURABLE MAYOR**

CLLR M.V MADLALA