

Doing more for women's empowerment

The DO MORE FOUNDATION with Pepkor Speciality and Buckman Laboratories launched their Township Economy Programme at the USE-IT beneficiation centre in Hammarsdale in September 2022. It seeks to assist 20 young women thrive in their community as breadwinners and astute businesswomen. Local women will be empowered with practical business skills to operate successful businesses and generate sustainable income. The selected women operate businesses including catering, beauty salons and event designing. When the train-

ing is complete, they will be incubated for six months at the DO MORE Business Hub. Here they will be supported to translate the training into practical business operations. The programme will conclude in September 2023 when they will be given the opportunity to pitch to possible investors who could inject funds into their business to accelerate their growth. Thanks to Rainbow Chickens, USE IT, Pepkor Speciality, Buckman Laboratories and all supporters of the DO MORE FOUNDATION for delivering this impactful programme – and the women of Hammarsdale!



The talented 20 young women taking part in the Township Economy Programme.

Local farmers rule the roost



TOP: 27 winners walked away with R10 000, R 15 000 or R 25 000 cheques totalling R 405 000

BOTTOM: Khangelani (left) tends to his layers and Pinky (right) takes delivery of her brand new layer cage from Dynamic Automation

The HCRDA is delighted to report back on the progress made by the beneficiaries of Merlog's first local chicken farmer support programme.

Six months ago Merlog made a call for participants, receiving over 400 applicants for training. More than 100 small scale farmers applied for funding support. Thirty selected applicants then spent a busy week at the KZN Poultry Institute (90% funded by Merlog) refreshing their skills and learning new ones. All passed with great marks and all interested trainees were given free day-old chicks to rear.

A further 27 applicants were then chosen to apply for funding and all were successful. They received R10 000, R15 000 or R25 000 to support their businesses and two walked away with chicken layer cages worth R13 500 from Dynamic Automation. All the applicants received their funding totalling over R400 000 in January. All the beneficiaries have reported back on their progress.

"All business - short and sweet. Built poultry house. Bought 96 layer cage. Bought 90 layer chickens," said Khangelani Mkhize of Hammarsdale.

Pinky Mbili, from Embo said: "The funds from Merlog and cage from Dynamic Automation has helped the business to operate more effectively. The cage is more time efficient, reduces feed spillage and eliminates regular floor cleaning. I have fewer cracked eggs and they are all clean. I have increased the layer hens from 29 to 115, I am rearing 100 broilers and am positive that by June I would have increased to 500 and 1000 by the end of 2023."

Thank you Merlog Foods and Dynamic Automation for supporting local livelihoods.

Conference spotlights opportunities

HCRDA hosted an investment conference in late 2022 to encourage greater investment in the Outer West. Over 100 industry attended.

Government has already begun upgrades to the N3 highway, rail and municipal infrastructure. These upgrades create many short-medium term local construction job opportunities and make development and long term job creation by the private sector possible.

A number of private-sector investments were discussed at the conference, including new warehouse developments in Hammarsdale and Cato Ridge and many parcels of land that are available for development.

Subsequent to the conference planned new investments include the expansion of existing firms on both sides of the N3, a new smelter (over 100 jobs forecast) and the release of over 300 hectares of land for development in Cato Ridge. This large land release will be phased over multiple years but is likely to be a true game-changer for the region in terms of new investments and job creation.

Hi 5! PEP

THE PEP Hammarsdale Distribution Centre (PEP HDC) the second largest facility of its kind in South Africa and measuring in at 28 soccer fields has, necessarily given its size, been under construction for some time. It will start operations in the second half of 2023 and will supply more than 2 500 PEP stores in Southern Africa (which jointly employ over 17 000 people).

Recruitment for PEP HDC and suppliers started in March 2023 with about 400 job opportunities forecast. PEP made the decision to recruit via JOB JACK.

"JOB JACK was the best way to allow applicants to apply cheaply and easily. We will bring some staff with us but look to welcome many Outer West residents to our facility".

PEP suppliers' recruitment processes and further PEP HDC updates will be communicated through www.facebook.com/hcrda. The HCRDA welcomes PEP HDC to the region with a "Hi 5!"



The HCRDA facebook page has become the destination for direct, easily accessible information on company activities, employment and SMME opportunities, Corporate Social Investment (CSI) and general news in the region. In just 19 months (it launched on 23 August 2021) the HCRDA Facebook community has grown from 0 to over 11 000 engaged local followers. We aim to increase the level of information shared with the local community and reach 20 000 followers by year end. Local resident Sthe Duma is tasked with maintaining the page, securing information from all HCRDA members and posting a relevant story every working day! If you want to be "in the know" follow, like and share www.facebook.com/hcrda

The Hammarsdale Cato Ridge Development Association (HCRDA) is an NPC comprising 60 companies which came together in 2021 to support growth, employment and transformation and to make the outer west a better place to invest, work and live in. It aims to work with staff, the community, government partners and other stakeholders to address common challenges, to create a stable climate to retain and grow existing businesses, attract more companies to the area and create more jobs. In an effort to keep the community up-to-date with local developments Hammarsdale Cato Ridge Sebenza will be printed regularly and widely distributed. It will also be available online at www.hcrda.org/sebenza. Send stories or contributions to info@hcrda.org.

Keystone Park

With the first ground broken on Keystone Park in 2015 it is incredible what has been achieved in less than eight years.

Mr Price Group were the first into Keystone Park in 2016, starting operations in 2017. It has been followed by Ackermans, Dromex Globale, Exim, Kerry Ingredients, Malda Pack, ND Engineering, NuDawn Eggs, Sequence Logistics and most recently PEP who will begin operations in 2023.

Thousands of construction jobs have been created and many more will be as the final sites are developed in the coming year. Thousands of permanent direct jobs with occupiers and their suppliers have been created on what was a sugar cane field just a few years ago. Firms in Keystone Park say they pride themselves on the many local jobs created. Currently over 90% of employees within the Park live in the Outer West.



Development at Keystone Park has been rapid with nine firms now in full operation.



The Duma of HCRDA who brokered the agreement with Mr Mduduzi Mchunu from HWSL (above) and Mr Madlala from GCRLFA (below).

Boost for local soccer

THE HAMMARSDALE Worker's Soccer League (HWSL) and the Greater Cato Ridge Local Football Association (GCRLFA) are both well-established organisations which the HCRDA are supporting in the 2023 season. Funding will be provided to host games,

supply referees, uniforms and other equipment. All match results will be posted on www.facebook.com/hcrda so look out for results on Mondays! HCRDA looks forward to this partnership and aims to increase the support given in the future.

Scholars rewarded and connect to careers

HCRDA is working to secure resources for its Trust which will undertake significant community upliftment programmes.

In the meantime, it is small initiatives are making a positive impact on local schools. Recently two programmes aimed to celebrate and reward excellence and encourage learners.

In the first, 11 schools took part in the HCRDA's Smart Stars Programme where the top two academic performers and two most improved students were recognised and rewarded.

Secondly, the 10 top performing schools in the region were invited and supported to attend Kearsney College's Career Expo (the largest in the province).

Eight schools managed to send a group of pupils and teachers who were inspired by the 60-plus exhibitors who opened their eyes to many future study and career options.



More than 80 local learners and teachers spent the afternoon at Kearsney College Career Expo.

Connecting SMMEs and HCRDA members

HCRDA set a goal for 2022 make 10 connections between local SMMEs and HCRDA's "corporate" members. We are pleased to report that we achieved that goal.

- Local safety consultant SMME to two Members
- Local temporary employment service provider SMME to two Members
- Local air condition repair service SMME to two Members
- Local gardening service SMME to one Member
- Local logistics provider SMME to one Member
- Local recycling SMME to one Member
- Local cleaning SMME to one Member
- Three local construction SMMEs were also awarded subcontracts to repair the Mr385.

We have set an ambitious goal of 20 connections in 2023 and are working hard to achieve that. We encourage all local SMMEs to register on www.hcrda.org/smme-directory so when opportunities arise we can "make the connection". If you have a business profile please share it with us. HCRDA is happy to facilitate meetings with its members if we believe there is a chance of a "connection". We are available to support local SMMEs develop their business profiles to improve this chance.

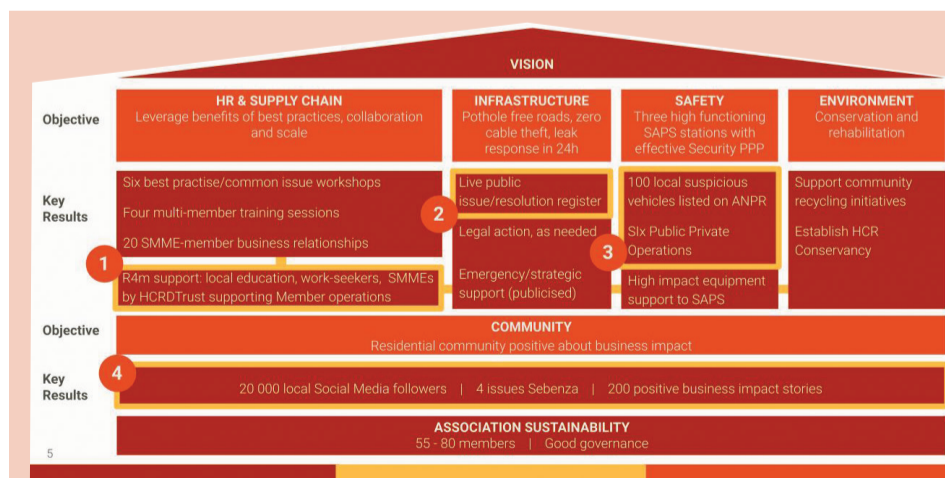
Hammering crime

IT IS INCREDIBLE what one motivated individual can do to significantly change the world. Recently appointed HammarSDale Station Commander is showing just that.

Captain Zulu started his policing journey in 2006, spending six years as a detective before becoming a training facilitator. He was then promoted to a forensic analyst role in crime scene investigation.

In his new role at the HammarSDale Police Station as Station Commander, he is focussed on bringing the best out of his station personnel. He has also built a good working relationship with private security companies to support and reinforce the station given challenges with capacity.

Looking to the year ahead Captain Zulu plans to welcome new members to his station to improve responsiveness and increase SAPS visibility. He is also looking to strengthen the community's involvement in crime prevention via Community Police Forums (CPF) programmes like Community in Blue. He will be seeking support from local businesses and the community to fight crime and make HammarSDale a better place to work and live in.



HCRDA 2023 strategy

THE HCRDA vision is "to advance HammarSDale and Cato Ridge as a desirable place to invest, work and live, thereby supporting growth, employment and transformation". Achieving this vision is organised through its strategy (left). It has a number of objectives and we work towards these objectives through focusing on the key results targeted.

"We know there are many challenges

in the area, specifically massive unemployment and that this strategy will not quickly address the challenges. We are however confident that through working together we can make a positive difference," said HCRDA CEO John White.

If you have other suggestions for high impact activities that can support the HCRDA strategy please share them on info@hcrda.org

