

# GARDEN ROUTE SKILLS SUMMIT PROJECT PROPOSALS

Presentation on Pragmatic Socio-Economic Skills Development  
Proposal: Employment creation skills development projects  
linked to Garden Route Growth and Development Strategy.



**ZUTARI**  
IMPACT. ENGINEERED.



**HBF**  
Horticulture Business Forum

**STILBAAI**  
BUSINESS CHAMBER | SAKEKAMER





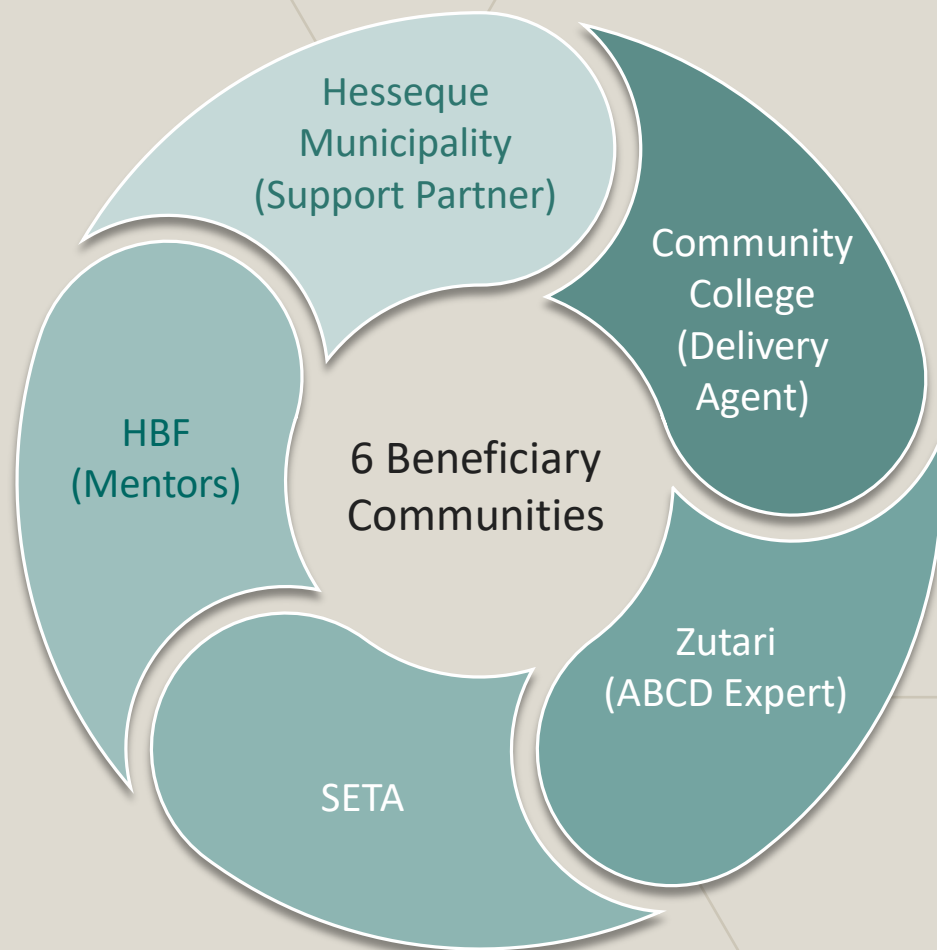
## PURPOSE OF THE PRESENTATION



Multi-Stakeholder approach linked to the WC Community Education and Training Colleges to deliver the Asset-Based Citizen-Led Programme as an on formal programme that is then integrated into the QCTO accredited New Venture Skills Programme.

# MULTI-STAKEHOLDER IMPLEMENTATION PLAN

Multi-stakeholder holistic approach to skills development in the Hessequa Municipal area



THE TARGETED TOWNS IN HESSEQUA ARE:

SLANGRIVIER

HEIDELBERG

RIVERSDALE

STILBAAI

ALBERTINIA

GOURITSMOND

# WHAT IS ABCD?

## WHAT IS DIFFERENT?

- Initiating a project from **“inside – out”** NOT **“Outside – in”**
- Holistic approach with the community NOT Working in a vacuum
- Concept of self-help NOT serving which is vitally important for sustainable development
- Ownership lies with community NOT other role players
- Focus on assets and strengths RATHER THAN deficiencies

“  
WHAT DO YOU **NEED!**  
WHAT DO YOU **HAVE!**  
”





# MELKHOUTFONTEIN'S ABCD SUCCESS STORY

- The **Still Bay Business Chamber** is on an ongoing basis involved in numerous endeavours to promote and support the development and the growth of business in wider Still Bay and Hessequa area (including Melkhoutfontein)
- In the same vein, during 2022, a diverse group of interested parties from Stilbaai and Melkhoutfontein, expertly facilitated through the support of the SBBC, have met when dreams, ideas and suggestions were shared and the realisation of the past and present interventions and activities within Melkhoutfontein were reflected upon
- It is in this context then that the idea of the **'ABCD'** process which was later introduced and strongly supported as a possible fresh **"enabling strategy"** identified.

# MELKHOUTFONTEIN ABCD INITIATIVE



## The aim of the initiative:

- To build the capacity of the leaders to use the 'ABCD' approach, tools, and methodologies, so that maximum impact can be made in the local community.
- To identify the gaps, opportunities, and challenges of the community so that engagement can commence using an 'ABCD' approach to development.

**TOGETHER WE WILL SHARE, EXPLORE AND PLAN OUR ENVISIONED FUTURE**



## Programme

- One day workshop were initiated.
- During workshops, the group will examine success stories, complete asset inventories and using conventional 'ABCD' tools for mapping human, social, physical, natural, and financial assets as well as a vision and action plan.

# MELKHOUTFONTEIN ABCD INITIATIVE

## FIRST WORKSHOP

### PROGRAM

VERWELKOMING

BEKENDSTELLING

WHAT IS ABCD?

HISTORIESE TYDLYN VIR MELKHOUTFONTEIN

KOM ONS DROOM SAAM

BEPLANNING VIR PAD VORENTOE

### WORKSHOP OUTCOMES

HISTORICAL TIMELINE

IDENTIFIED ASSETS

NEEDS ANALYSIS

The background features a light beige color with several geometric shapes. There are several triangles of different sizes and orientations. Some are solid teal, while others are outlined in a light beige. One large triangle on the right side is filled with a pattern of many thin, parallel lines. The overall design is minimalist and modern.

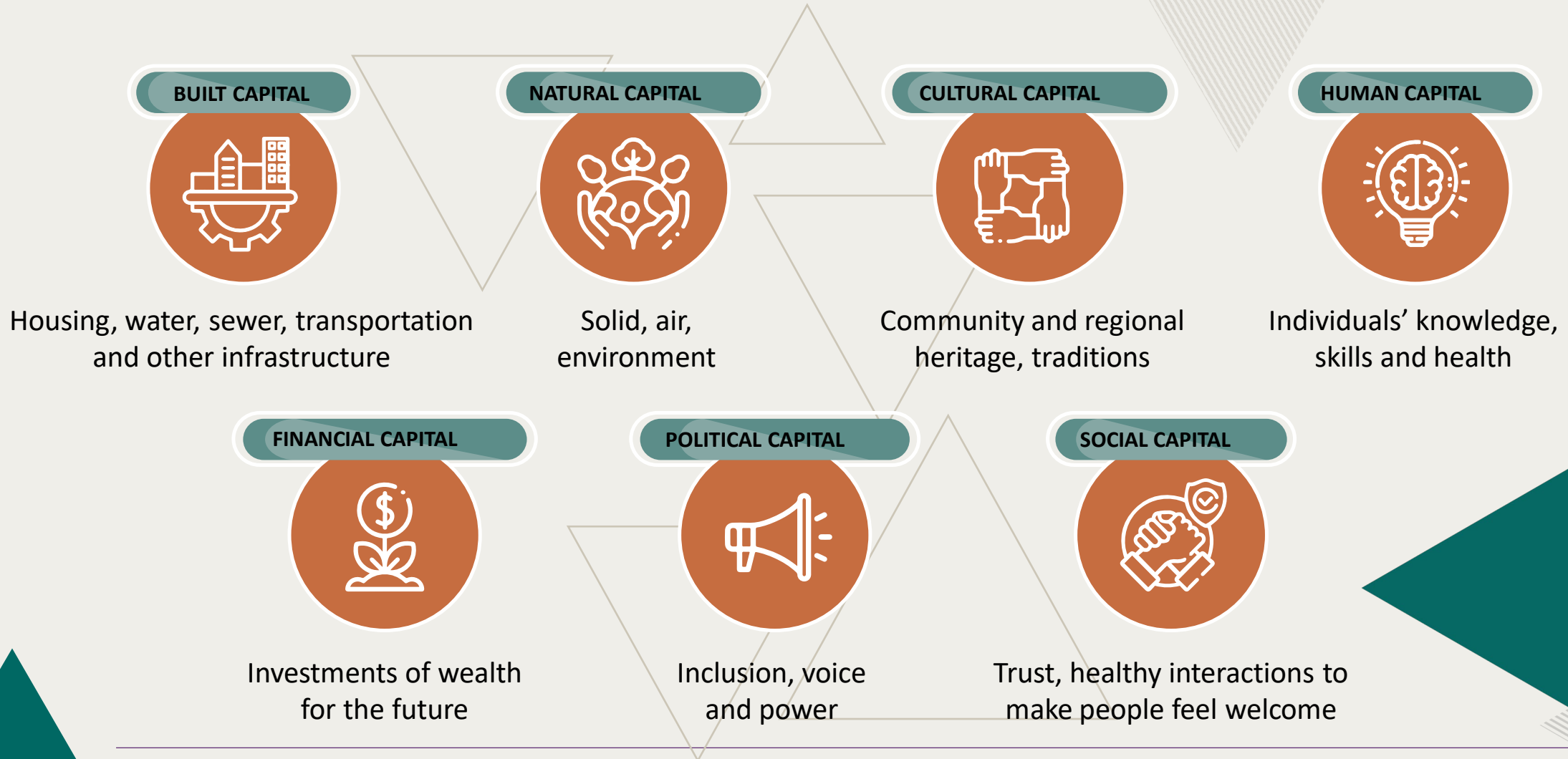
## WHAT IS ABCD?

**Methodology and Tool for Change and Sustainable Development that ignites the spark that are already in all of us!**

IMPACT. ENGINEERED.

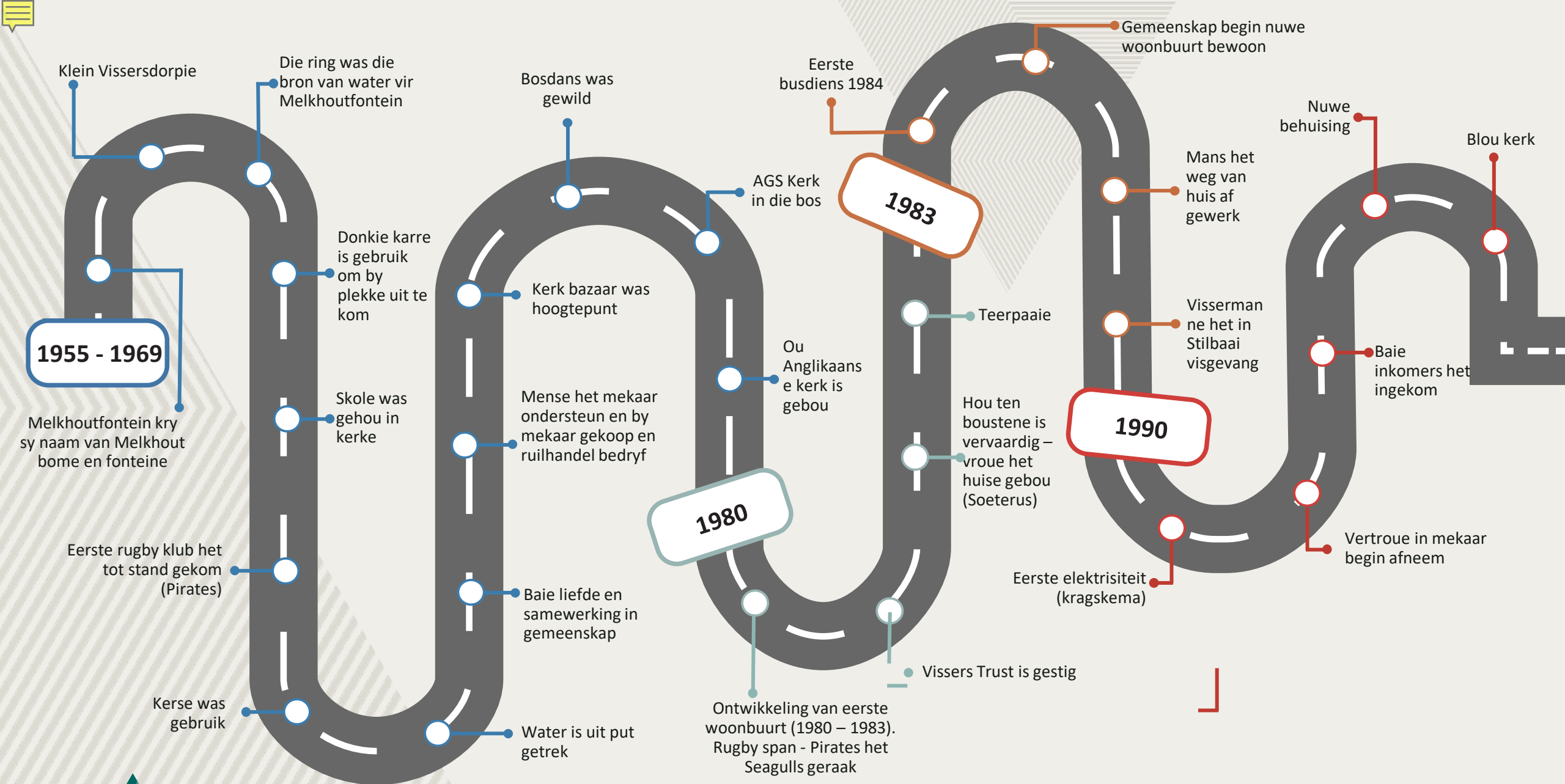


# ASSETS – HOW TO CREATE A WORKING LOCAL ECONOMY



# MAPPING OF ASSETS





# ACTION PLAN FOR NEW VENTURE CREATION



# HESSEQUA MULTI STAKEHOLDER PROPOSAL

To implement ABCD in 5 Towns in Hessequa Municipal Area as part of the New Venture Creation Programmes

## **Objective:**

To integrate the ABCD methodology with all future programmes aimed at job creation and job placement opportunities within the Hessequa Municipality footprint.

## **To train 20 trainers at 6 WC Community Colleges in**

- ABCD (Asset-based Citizen-Led Development)
- Assistant Life Coach : Communication, Integrity and Confidence Coaching
- New Venture Creation

## **Focus of this proposal:**

Training linked to the WC Community Education and Training College to deliver the ABCD Programme as an on formal programme that is then integrated into the QCTO accredited New Venture Skills Programme

## **The specific focus area of the GDS for this proposal is aligned to the following priority areas:**

- Supporting Wellbeing and Resilience
- A connected economy: transport and rural-urban integration and ICT



# WHAT IS ABCD

## Introduction to Asset-Based Citizen-Led Development (ABCD)

- Asset Based Community-led Development (ABCD) is a globally adopted approach that recognises and builds on the strengths, gifts, talents and resources of individuals and communities to create strong, inclusive and sustainable communities.
- ABCD is a powerful approach to community engagement and development that focuses on abilities and potential, rather than problems and deficits by discovering the resources that are already present in a community.
- Discovering community strengths is a powerful and productive way to address challenges and issues and to realise a collective vision.
- ABCD is at the center of a large and growing global movement that considers local assets (people, local organisations, place, stories, history) as the primary building blocks of sustainable community development. By building and strengthening relationships and creating the space for opportunities to emerge, community members realise their potential and become powerful advocates of their own decision making.
- The outcome of the training programme results in the development of an action plan.
- The action plan consist of identified programmes, initiatives, projects and business that the community takes ownership and will drive.



# NEW VENTURE CREATION

The purpose of the skills programme is to prepare candidates to operate small business.

## THE PROGRAMME WILL HELP THE TRAINEE TO:

**Start, manage, grow and sustain a small business.**

**Know him/herself**

**Know his/her industry**

**Identify market opportunities**

**Create business innovation**

**Manage finances**

**Price goods and services**

**Plan and set business goals**

# ABCD IN ALIGNMENT WITH NEW VENTURE CREATION

Do what you can. Where you are. With what you have.

Our programmatic philosophy is one that recognizes that genuine, sustainable change happens only when it comes from within an individual and within a community.

SOUTH AFRICAN QUALIFICATIONS AUTHORITY				
REGISTERED QUALIFICATION:				
Further Education and Training Certificate: New Venture Creation				
SAQA QUAL ID		QUALIFICATION TITLE		
66249		Further Education and Training Certificate: New Venture Creation		
ORIGINATOR				
Task Team - New Venture Creation				
PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY			NQF SUB-FRAMEWORK	
SERVICES - Services Sector Education and Training Authority			OQSF - Occupational Qualifications Sub-framework	
QUALIFICATION TYPE	FIELD	SUBFIELD		
Further Ed and Training Cert	Field 03 - Business, Commerce and Management Studies	Generic Management		
ABET BAND	MINIMUM CREDITS	PRE-2009 NQF LEVEL	NQF LEVEL	QUAL CLASS
Undefined	149	Level 4	NQF Level 04	Regular-Unit Stds Based
REGISTRATION STATUS		SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE
Reregistered		SAQA 06120/18	2018-07-01	2023-06-30
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2024-06-30		2027-06-30		

*In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.*

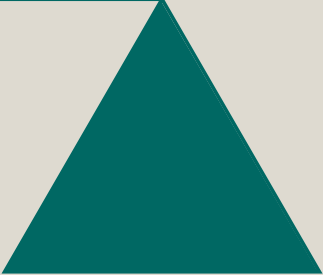
This qualification replaces:

Qual ID	Qualification Title	Pre-2009 NQF Level	NQF Level	Min Credits	Replacement Status
23953	Further Education and Training Certificate: New Venture Creation (SMME)	Level 4	NQF Level 04	162	

# BUDGET

## Estimated Budget

Project Delivery	Description	Stakeholder
Project Management	Finalising Agreement, Design workshop with stakeholders, development of engagement plan, and project management throughout the lifecycle of the programme.	Zutari
Community and Stakeholder Engagement	Community and Stakeholder Engagement throughout the lifecycle of the programme.	Zutari
Training in New Venture Creation, Asset-based Citizen-Led Development (ABCD) and Coaching Skills.	Training of 120 ABCD Facilitators, New Venture Creation and Coaching skills at six (6) Community Colleges (Slangrivier, Heidelberg, Riversdale, Stilbaai, Albertinia and Gouritsmond)	Zutari
Mentoring	12 Mentors mentoring New Venture Creation businesses in the six identified areas within the Hessequa Municipal area.	Stilbaai Business Chambers
Disbursements, Consumables and Equipment, Traveling, Accommodation, Printing and Tools of the Trade during the lifecycle of the project.	Upskilling of stakeholders, workshops, meetings, administration, designing of mentoring project, digitalization of processes, training and trainee manuals, tools of the trade for 120 trainers, traveling, wi-fi connections, and related costs.	Zutari
TOTAL: 12 MONTH BUDGET VAT EXCLUSIVE		R 33,446,491.69



Go to the people.  
Live with them.  
Learn from them.  
Love them.  
Start with what they know.  
Build with what they have.  
But with the best leaders,  
when the work is done,  
the task accomplished,  
the people will say  
**“we have done this ourselves”**

*- Lao Tzu*

