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Rustenburg Businesses on the Go!!

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Nurturing entrepreneurship in communities

Rustenburg/ Phokeng – Entrepreneurship is the single most important activity for the creation of employment and wealth, a major contributor towards the alleviation of poverty and the growth of self-sustainability in communities.

Portia Mhlongo, Branch Manager of 'The Business Place' in Phokeng said, "South African communities have a large number of talented young people who have entrepreneurial ideas and skills ranging from arts and crafts, agriculture, tourism and services, to technological innovations. The challenge is that most young people do not realise that their skills can nurture the entrepreneurial industry and, as a result, we have a lot of unemployed youth seeking non-existent employ-

ment instead of focusing on the skills they have to develop businesses."

She also added that, "Most of the youth today still have not embraced entrepreneurship as a career path – most graduates in South Africa focus on seeking employment as the only option available, instead of exploring opportunities where they can make contributions towards employment and wealth creation in their communities."

However, as much as entrepreneurship is important, there are a number of challenges that have contributed towards its lack of growth in South Africa namely a lack of access to information and appropriate technology; inadequate preparation and education; a lack of training and planning know-how for the operational running of a business; lack of institutional ca-

capacity; non-existence of business networks, a lack of role-models and mentors and most importantly a lack of access to finance.

She also emphasises that a well-developed business plan is the most important component for entrepreneurs to initiate their business. An entrepreneur need to identify gaps in the market (not just replicate what their neighbour is doing) and bring innovative services and products in response to the needs of the communities.

The Business Place provides start-up and existing businesses access to facilities to help small businesses set up and grow. In addition, through their consultation and referral services they are able to identify the gaps and ensure there is a match between those identified needs of the entrepreneurs and the service providers geared to provide the necessary skills, all at no

charge to the client.

Visit The Business Place Phokeng at Suite 32, Bafokeng Plaza. Old Sun City Road, Phokeng or contact (014) 566 3010 or visit www.thebusinessplace.co.za for more information.



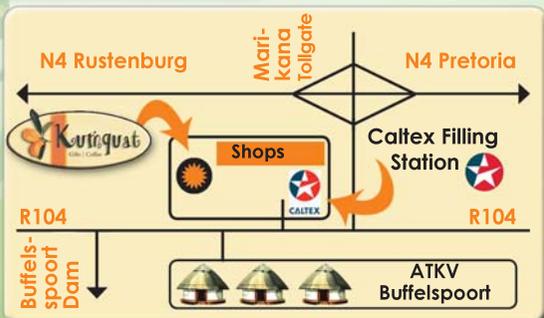
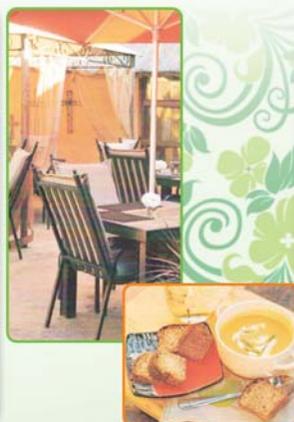
Portia Mhlongo



Monday - Friday: 9h00 - 17h00
Saturday: 9h00 - 13h00
Sundays & Public Holidays: Closed

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Contacts:

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Buffelspoort – The Buffelspoort area and surroundings, known to us 'our Valley', is a beautiful, unique and fairly unspoilt part of the Magaliesberg. It is rich in history and biodiversity, and forms an important part of South Africa's natural and cultural heritage.

The assets of the area and its close proximity to the urban areas of Gauteng make it very attractive from a tourism- and residential point of view. So much so, that as far back as 1970 the top of the Magaliesberg was designated as a 'Protected Environment' in order to save it from destruction and inappropriate development.

In 2006, a formal proposal was put forward to have the Magaliesberg proclaimed a Biosphere under the United Nations Educational, Scientific & Cultural Organisation (UNESCO) under the 'Man in the Biosphere' programme.

By 2010 a consulting company, Contour Project Managers, was appointed to prepare and manage the Biosphere application process. Allot has been done since and meetings have been conducted to raise public awareness and support.

Therefore a committee was appointed on the 20th of July 2011 to implement, monitor and maintain the process. Those appointed were:

- Hermien Van Schalkwyk (Owner of Buffels Park, where the offices has since been erected),
- Lorraine Patton (Member of the Buffelspoort Valley Conservancy & Dam Operational Committee),
- Tommie Du Plessis (Manager of the

Buffelspoort ATKV Resort),

- Johan Van Der Walt (Owner of Edu-land),
- Karen Harmse (Manager & Creator of the Valley Market), and
- Rei Engels (Co-opted member & co-owner of Sparkling Waters Hotel).

This committee has met often and has compiled a working document which will hopefully take this project further. The suggested area to be covered is between Marikana and Maanhaarrand to the south and from Kroondal to the west and Groenkloof to the east. This area will also be demarcated on the Magaliesburg Map.

Next Meeting:

If you know of anyone that would be interested in our efforts, please invite him/her to our meeting on the 15th of November 2011, at the ATKV Impala Hall (10h00). Please bring all interested and affected parties, as well as any promotional material for your business e.g. visitor's card, brochures, maps and websites.

Vacancies Available:

We are also planning to appoint two people to run the office. The proper candidate must be interested in tourism in general, be enthusiastic about our valley and must get to know all the members of the Forum. All applications will be considered and CVs must be handed in to a committee member or emailed to hermien@buffelspark.co.za.

Additional Information:

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