iSimangaliso Rural Enterprise Programme:
Biodiversity Economy Indaba

KOSI BAY  COASTAL FOREST  LAKE SIBAYA  SODWANA BAY  UMKHUZE  FALSE BAY  CHARTERS CREEK  LAKE ST LUCIA  CAPE VIDAL  MAPELANE

environmental affairs
Department:
Environmental Affairs
REPUBLIC OF SOUTH AFRICA
iSimangaliso Wetland Park

South Africa

KwaZulu-Natal
The aim of the programme is to support rural enterprises to improve their businesses and to participate in the tourism industry linked to the iSimangaliso Wetland Park.
Rural Enterprise Programme

- Started 2008.
- 248 enterprises: ‘necessity based’ and entrepreneurs
- 106 received grants amounting to R7.8m

Structure programme

- Training (business skills)
- Personal development
- **Ongoing** Guiding & mentoring
- Access to Finance
- Incubation
Range of rural enterprises

248 SMMEs supported: tourism, catering, events management, tuck-shops, construction, fashion design and hair salons.

NOT all directly linked to conservation and tourism.
Rural enterprise programme structure

- **Technical support and Training:**
  - The classroom based learning, focusing on technical skills such as financial management, bookkeeping, marketing and production

Daniel Shange, Mbazwana (Brick Making) & Khulekani Khumalo, Nkundusi (Tuck Shop)
Rural enterprise programme structure

- **Mentoring support:**
  - Individual site visits are conducted to provide mentoring support, focusing on individual businesses and their progress.
Rural enterprise programme structure

• **Business Hub:**
  – Allows enterprises to have access to a telephonic business hub where participants can access business related advice and assistance from their guides
Access to finance

– After completion of the support and development programme, participants are able to apply for a grant
– To date 106 Grants have been awarded
Rural enterprise programme structure

• After ~10yrs.....
• Differentiate between ‘necessity based’ businesses and entrepreneurs:
  – Light support for necessity based enterprises
  – Incubation programme for enterprises – some entrepreneurs (includes computerised bookkeeping (SAGE), fundable business plans, assistance with tenders)
  – Specialised incubation programme for tourism enterprises (includes computerised bookkeeping, fundable business plans, assistance with concessions, marketing & social media)
Part of the transformation strategy

- Concessions awarded to community based operators
- Reserved concessions: game drives, boat trips, wilderness trails, turtle tours and bird tours.