

CITY OF JOBURG ECONOMIC RECOVERY REPORT – RESPONSE FROM THE ROODEPOORT CHAMBER OF COMMERCE AND INDUSTRY (ROCCI)

IT HAS BEEN ROCCI'S LONG STATED VIEW THAT SMALL MEDIUM AND MICRO ENTERPRISES (SMME'S) SHOULD BE RENAMED GROWING BUSINESS TO GIVE IT THE DIGNITY IT DESERVES IN THE ECONOMY AND AS SUCH ROCCI WELCOMES THE JOHANNESBURG CHAMBER OF COMMERCE AND INDUSTRY'S (JCCI) CALL FOR A SHIFT ON EMPHASIS FROM "small" to "enterprise, "AS SUCH BUSINESSES ARE CREATED TO GROW OUTPUT, EMPLOYMENT AND INCOME AND CONTRIBUTING TO A VIBRANT ECONOMIC SECTOR.

ROCCI ALSO WELCOMES AND SECONDS THE SIX INTERVENTIONS RECOMMENDED BY JCCI AMONGST WHICH ROCCI WOULD LIKE TO FURTHER COMMENT ON BUT TWO, VIZ:-

- IMPROVE DATA COLLECTION ON THE SMALL BUSINESS SECTOR
- RECOGNIZE THAT SMALL BUSINESS OPERATES IN DIFFERENT SECTORS AND SECTOR - SPECIFIC FACTORS NEED TO BE TAKEN INTO ACCOUNT.

A DATABASE , SECTORIZED AND MAINTAINED BY THE CoJ IS AN IMMEDIATE IMPERATIVE, TO WHICH ALL SMME'S OPERATING IN THE GAG AREA MUST SUBSCRIBE TO,SO THAT A FULL AND COMPLETE RECORD CAN BE MAINTAINED AT ALL TIMES.

- A LINK MUST BE CREATED BETWEEN THIS DATABASE AND THE CoJ'S TENDERING AND PROCUREMENT PROCESSES, SO THAT THESE ENTERPRISES ARE OFFERED THE OPPORTUNITY OF ENGAGEMENT AT ALL TIMES.
- AN SMME (ENTERPRISE) DESK MUST BE CREATED AT THE CoJ OFFICES, AT THE BUSINESS PLACE AND AT SOME OF THE LARGER CHAMBER OFFICES IN THE GPG, TO ACT AS MENTORS, FACILITATORS IN ACCESSING FINANCE, CASH FLOW MANAGEMENT AND IN A GENERAL ADVISORY CAPACITY.

IN RESPONSE TO THE PRESENTATION BY MS.BARBARA ZIYANE,DED,GAUTENG PROVINCE - ROCCI ACCEPTS THE SINCERE INTENTIONS OF OPERATION BHADALA,(GIVEN THAT THERE HAS BEEN NUMEROUS SUCH LIKE INTERVENTIONS IN THE PAST AT VARIOUS LEVELS OF GOVERNMENT) ANNOUNCING THE PROVINCE'S INTENTION TO IMPROVE EFFICIENCY BY CHANGING THE WAY IT DOES BUSINESS, AND SUPPORTS ITS PRINCIPLES WHOLEHEARTEDLY.

THE PROPOSED INFRASTRUCTURE-LED RECOVERY STRUCTURE MUST CONTRIBUTE TO ALLEVIATING THE HIGH UNEMPLOYMENT FACTOR IN THE PROVINCE.

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CONTRACTORS SHOULD BE COMPELLED TO USE 60% LOCAL LABOUR CONTENT WHILST THE BALANCE OF 40% TO REMAIN SPECIALISTS.

ONE OF THE WAYS THE ECONOMIC PUBLIC WORKS PROGRAMME CAN BECOME A MAJOR STIMULUS IS TO LOOK AT OUR EXISTING INFORMAL SETTLEMENTS (ALREADY ESTABLISHED) AND HOW THIS CAN BE UPLIFTED TO A SECOND TIER OF HOUSING THROUGH THE PROVISION OF SMALL SIZED INDIVIDUALLY OWNED PLOTS ON WHICH A CORE BUILDING CAN BE ERECTED WITH THE REQUIRED FACILITIES. EXISTING RESIDENTS ONCE AGAIN SHOULD BE ENGAGED (IN THE RATIO MENTIONED ABOVE) IN DEVELOPING THIS SECOND TIER OF HOUSING, INCLUDING SECONDARY ROADS AND LIGHTING.

THE FINANCIAL AND BUSINESS DEVELOPMENT SUPPORT CREATED BY THE CPG, SHOULD ALSO LOOK AT AGRI DEVELOPMENT INCLUDING STOCK FARMING ON A MEDIUM TO LARGE SCALE, ONCE AGAIN USING THE LOCAL POPULUS, PROCEEDS OF WHICH CAN BE FOR LOCAL CONSUMPTION AS WELL AS SUPPLYING GOVERNMENT INSTITUTIONS.

WITH REGARD TO YOUTH SUPPORT, IN ADDITION TO WHAT IS ALREADY PROVIDED AND AND WHAT IS PROPOSED IN THE SECOND PHASE OF THE ECONOMIC PUBLIC WORKS PROGRAMME 11, THE GPG SHOULD TAKE THE LEAD IN DEVELOPING / ENHANCING TECHNICAL COLLEGES, WHICH CATER FOR THE MATRIC SCHOOL LEAVER UNABLE TO GET INTO TERTIARY INSTITUTIONS. THIS SHOULD BECOME THE POOL FROM WHICH INDUSTRY, BOTH SMALL AND LARGE DRAWS ITS FUTURE RESERVES, AND SHOULD BECOME THE 8TH DIMENSION IN THE BEE CHARTER.

TECHNICAL TRAINING SHOULD ENCOMPASS A WIDE RANGE OF SKILLS DEVELOPMENT TO RETURN SA TO A PROUD NATION OF HIGHLY QUALIFIED PERSONNEL.

THE EXPANDED PUBLIC WORKS PROGRAMME'S CREATION OF TEMPORARY JOBS ,THOUGH UNSUSTAINABLE IN THE LONG TERM, HAS TO BE COMMENDED FOR PUTTING MEASURES IN PLACE OF PUTTING FOOD ON THE TABLE OF HOUSEHOLDS IN THIS TIME OF HIGH ECONOMIC CRISIS. WE DARESAY THE LEVELS OF UNEMPLOYMENT RESULTANT POVERTY WOULD NOT BE MUCH DIMINISHED BY THE YEAR 2055 GIVEN THE CONSEQUENTIAL RISE IN POPULATION GROWTH BY THAT TIME.

WE WOULD FIND OURSELVES IN THE SAME POSITION OR WORSE, IF WE DO NOT START TO ACKNOWLEDGE OUR WEAKNESSES AND START DOING THINGS DIFFERENTLY FROM THE PAST.

TO CREATE LONG TERM SUSTAINABLE GROWTH – THE FOLLOWING, AMONGST OTHERS, IS A MUST;-

1. IMPROVE OUR SERVICE DELIVERY AT ALL LEVELS OF GOVERNMENT, WHICH IN TURN WILL LEAD TO GREATER PRODUCTIVITY.
(IT IS A SAD POINT TO MOOT THAT EVEN "OPERATION BHADALA" COULD NOT MEET ITS CHALLENGES, AS RESOURCES GOT DEPLETED BEFORE THE FINANCIAL YEAR.) THERE WERE MANY MUNICIPALITIES ALSO NOT ABLE TO SATISFY AND PROVIDE THE BASIC SERVICE LEVELS TO THEIR CONSTITUENTS – DO WE KNOW WHY?
2. THE MEETING OF SERVICE DELIVERY REQUIREMENTS MUST LEAD TO GREATER AND MORE PERMANENT EMPLOYMENT WITHIN LOCAL MUNICIPALITIES AND A RESULTANT GREATER SATISFACTION AMONGST RESIDENTS. THE PROVISION OF BASIC SERVICES FOR WHICH CERTAIN SECTORS OF THE COMMUNITY ARE CRYING OUT ALOUD AND HAVE RESORTED TO VIOLENCE TO MAKE THEIR VOICES HEARD.
3. IF WE ARE TO IMPROVE SERVICE LEVELS ACROSS THE BOARD – THEN MEASURES MUST BE PUT IN PLACE FROM THE HIGHEST LEVEL DOWNWARDS TO –
 - MANAGE MANPOWER
 - MANAGE RESOURCES(MONEY)
 - MANAGE PERFORMANCE
4. OPTIMIZE THE RESOURCES WE HAVE TO CREATE MEANINGFUL EMPLOYMENT – SUCH RESOURCES BEING, OUR
 - GOLD AND COAL MINES THROUGH BENEFICIATION PROJECTS SUCH AS JEWELRY AND ROAD SURFACING TAR
 - POWER SUPPLY - EXPLORING AND OPTIMIZING ALTERNATE RENEWABLE ENERGY SUCH AS SOLAR, NUCLEAR AND WATER. IT HAS BEEN ESTABLISHED THAT ONE MILLION SOLAR PANELS INSTALLED IS EQUIVALENT TO THE COST OF BUILDING A NEW COAL FIRED POWER STATION.
 - VAST AREAS OF VACANT LAND - ESTABLISH THE GAUTENG REGION AS THE LARGEST AGRI AND STOCK PRODUCING BASIN IN SA EMPLOYING THOUSANDS OF PEOPLE (SMALL ENTERPRISES TO FORM THE CORE)
 - PEOPLE – LET'S GET A LIST OF GOODS THAT ARE IMPORTED INTO SOUTH AFRICA FROM THE DEPT.OF TRADE AND INDUSTRY (DTI).WE WILL BE PLEASANTLY SURPRISED HOW MUCH OF IT CAN BE PRODUCED LOCALLY, THEREBY NOT ONLY CREATING FURTHER

EMPLOYMENT AND BUSINESS OPPORTUNITIES BUT ASSISTING IN THE REVERSAL OF OUR CAPITAL OUTFLOW.

- NATURAL RESOURCES – LETS EXPLOIT THE KRUGER NATIONAL PARK AND THE MANY GAME RESERVES DOTTED AROUND THE COUNTRYSIDE AND MAKE GAUTENG THE DESTINATION OF CHOICE FOR OUR INTERNATIONAL TOURISTS. LET'S POSITION OURSELVES AT EVERY EMBASSY, INTERNATIONAL AIRPORT INCLUDING ORT, CAR HIRE COMPANIES AND OUR TOURISM WEBSITE IN SUCH A WAY THAT WE MAKE GAUTENG ATTRACTIVE FROM THE POINT OF ENTRY AT ORT TO ACCOMMODATION INCLUDING IN TRANSIT NEEDS.THE POTENTIAL THAT LANSERIA AIRPORT HAS SHOULD BE FURTHER DEVELOPED IN CONJUNCTION WITH OTHER CHARTER AIR PLANES.

Above are the opportunities (amongst many others) which will create a growing and sustainable economy. Our growth rate currently standing at 1.6% has been revised to reach 2,5% for 2010 and 3,6 % by 2011 from the previous 6% forecast before the global crisis.

By Managing the 3 Ms (mentioned above) of CoJ's Growth and Development Strategy – there is little doubt in the mind of ROCCi, that a 9% growth rate can once again be attainable by 2015.

Thank You

Roy Panday

Executive Member – Roodepoort Chamber of Commerce & Industry (ROCCi)
26th February 2010.