

# FDC

Free State Development Corporation  
Growing the Free State

## NEWSLETTER FDC INSIGHT 1ST EDITION 2024



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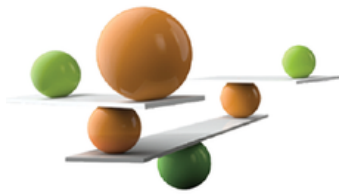
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## FDC INSIGHT NEWSLETTER 2024 1ST EDITION

**" Together we grow the Free State"**

### EDITORS NOTE

Welcome to the 1st edition of the FDC Newsletter 2024. In each edition we will take a look at the highlights of the quarter and have a sneak peek at some of the events and activities.

We would like to create a culture of engaging through dialogue, so that everyone will participate in ensuring that we publish this newsletter on a quarterly basis. By so doing, we are hopeful that all the Department's inputs will be included in the next issue.

We have carefully selected the articles and profiles to inform, excite and inspire our internal and external stakeholders, who, on a daily basis, make a difference in the corporate environment.

During month of June, which commemorate Youth month, held under the theme "Actively advancing socioeconomic gains of our democracy," a special effort was made to target the youth nationally. Enthusiastic youngsters came in their numbers to information sharing sessions arranged by both the province and stakeholders whereby the FDC played a major role in ensuring that the youth receive much needed business information and intervention.

To add on we have decided to take a leap and include two new sections under the HR Corner which covers the health and wellness of our employees, and other activities that promotes good health and culture of the FDC.

Enjoy this edition of FDC INSIGHT and if you have any comments or suggestions on how we can improve this newsletter you may contact the editor at [nana@fdc.org.za/](mailto:nana@fdc.org.za)  
[lopangt@fdc.co.za](mailto:lopangt@fdc.co.za)



# CEO'S DESK

Mr Tau

Greetings to all colleagues in the FDC, our second home as we endeavour to serve the people of the Free State. This is the first in a series of letters from the Chief Executive's Office to foster communication and transform the FDC into a listening and learning organization.

We must work tirelessly towards effective stakeholder management with our internal and external stakeholders to help this institution rediscover its soul.

In my first month at the Corporation, I visited and engaged with colleagues in Bloemfontein, Botshabelo, and Phuthaditjhaba, with visits to Sasolburg and Welkom pending. I am encouraged by colleagues' openness and commitment to saving our organization from possible demise.

#### **Four major issues have been identified:**

- Worrying financial health of the organization
- The governance environment
- The labour environment
- The image of the organization
- 

We must collectively turn the FDC's fortunes around to improve stakeholder and shareholder confidence. Building a cohesive and inclusive team of dedicated and capable workforce is essential.

#### **The pillars of this team are:**

- Trust among team members
- Unfiltered conflict around ideas
- Commitment to decisions and plans of action
- Accountability for delivering against those plans
- Focus on achieving collective results

The turnaround of the FDC relies on effective management of its property portfolio, enhancing revenue through portfolio optimization. Failure to do this will result in harsh judgment from history.

Embrace the 101% Principle: find 1% to affirm and give it 100% of our attention. Leadership assumes responsibility, and good things happen when leaders create a positive organizational atmosphere and culture. Each of our individual 1% contributions will make a significant difference.

Embrace the 101% Principle: find 1% to affirm and give it 100% of our attention. Leadership assumes responsibility, and good things happen when leaders create a positive organizational atmosphere and culture. Each of our individual 1% contributions will make a significant difference.

We must create a sense of family, believing we are in this together, and cultivate a militant spirit to get the job done at any cost. Thomas Sankara once said, "You cannot carry out fundamental change without a certain amount of madness... I want to be one of those madmen." I challenge each of us in the FDC to be one of those madmen!

Yours in service,  
Kgotso Tau  
Acting CEO



# Congradulation

PREMIER OF THE FREE STATE

MEC: DEPT OF FINANCE, TOURISM, &  
ECONOMIC DEVELOPMENT



*HON. Letsoha-Mathae*



*HON. Ketso Makume*



## **FDC EMBARKED ON COMPREHENSIVE DEBT COLLECTION DRIVE TO SECURE FINANCIAL STABILITY**

The FDC acknowledges with concern the debt spiral that is currently facing our clients and the wider community. In response to this pressing issue, the FDC has ramped up its collection drive, focusing specifically on large to small industrial factories, commercial properties including FDC SMME loan clients. The corporation recognize the high rate of default among those who have previously received loans, rental spaces at our factories and FDC is committed to addressing this challenge head-on to ensure the financial stability and sustainability of the corporation.

The FDC has journeyed on a comprehensive debt collection drive aimed at improving the Corporation's cash flow by actively engaging with clients who have neglected to pay their accounts on time. This initiative targeted defaulting clients whose accounts with the FDC are in arrears. The corporation goal is to instill a culture of timely payment and to ensure the consistent implementation of the FDC's Debt Collection.

During this drive, our dedicated team visited defaulting tenants and loan recipients to understand their situations better and to encourage them to make suitable payment arrangements. FDC urges all clients who know their accounts are in arrears to promptly contact the FDC's credit control department within their district office to avoid any inconvenience and to make necessary payment arrangements. Adherence to payment due dates is crucial, as failure to do so will necessitate the enforcement of our debt control policies across the board.

The FDC also wants to acknowledge and extend our gratitude to those clients who have been diligent in honouring their payment obligations. Your commitment helps us continue to support others in need and maintain the services that benefit our community. FDC remain dedicated to fostering a cooperative relationship with all our clients and ensuring that the principles of financial responsibility and mutual support are upheld.

The FDC is determined to be at the forefront of encouraging responsible financial behaviour and ensuring that we can continue to provide loans to those in need. Together, we can overcome this challenge and build a more financially stable future for everyone involved.



## CIPC SELF-SERVICE TERMINAL RE-ACTIVATED: EMPOWERMENT OF FREE STATE SMMEs



The Free State Development Corporation (FDC) is pleased to announce the reactivation of the Companies and Intellectual Property Commission (CIPC) Self-Service Terminal System (SSTs) at our head office in Bloemfontein. We invite the Issue Newspaper to cover this significant development, reflecting our ongoing commitment to supporting Small, Medium, and Micro Enterprises (SMMEs) in the Free State province.

### SUCCESSFUL PARTNERSHIP ENHANCING SMME GROWTH

In partnership with the CIPC, the FDC has empowered 1043 SMMEs, providing a suite of services designed to foster growth and sustainability. This collaboration offers:

- Business Registration and Licensing
- Access to Funding and Financing
- Business Development and Training Programs
- Mentorship and Coaching
- Market Access and Networking Opportunities
- Intellectual Property Protection and Registration

### SIGNIFICANT IMPACT ON LOCAL BUSINESSES

The partnership has resulted in enhanced business performance, increased revenue, and job creation among SMMEs. This initiative highlights our dedication to creating a thriving environment for small businesses, contributing to the economic vitality of the Free State province.

The MOU between the FDC and CIPC enables the reactivation of the Self-Service Terminal Centre, offering SMMEs access to a range of online transactions, including:

- Business Registration
- Password Reset
- Name Reservation
- Private Company (Pty) Ltd Registration
- Annual Returns
- BBBEE Certificates
- Address Changes
- Electronic Disclosure Certificates
- Financial Year-End Changes

## SKILLS DEVELOPMENT AND TRAINING

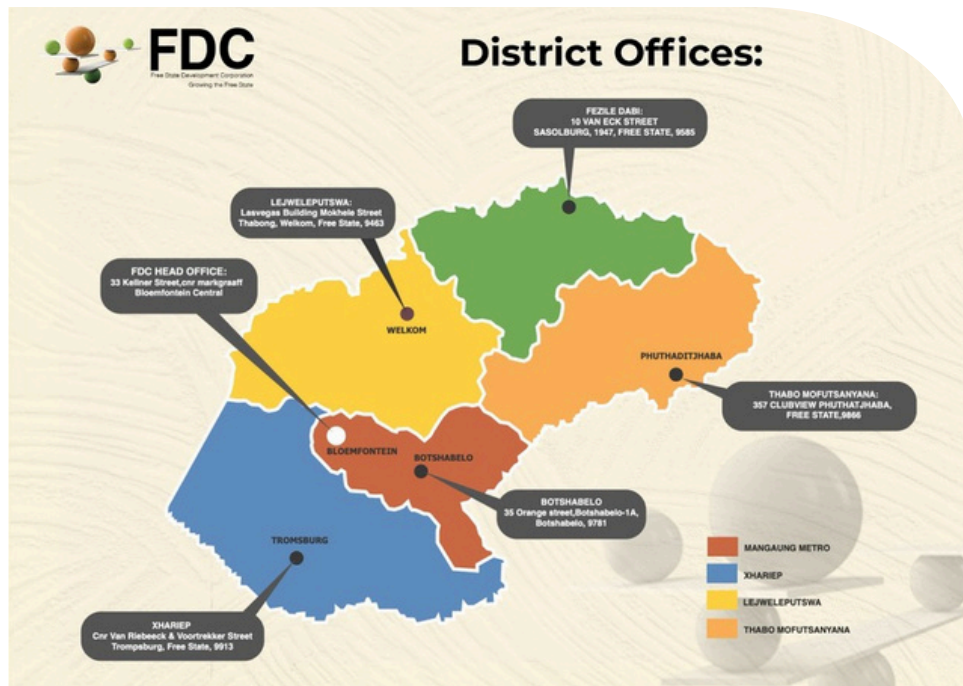
- **FDC Efforts:** The Free State Development Corporation (FDC) focuses on enhancing skills development to boost employability and enterprise readiness.
- **Training Achievements:** 2,000 learners received training in various fields (assistant chefs, construction & roadworks, environmental practice, plumbing) funded by the UIF with R38 million, culminating in certificates.
- **Future Plans:** Building on this success, 6,500 additional unemployed beneficiaries will be enrolled in a new programme funded with R189 million through the labour activation programme by UIF.

## UPCOMING PROGRAMMES

In our continuous effort to stay ahead of industry trends and address emerging needs, we are excited to announce the addition of the following programmes:

- Potholes & Construction Management
- Renewable Energy
- Digital Transformation
- New Venture Creation
- Environmental Management
- Information Technology
- System Development
- Quality Management System
- Water & Wastewater Reticulation





## GEOGRAPHIC REACH

Our programmes are accessible throughout the Free State province, ensuring that opportunities for growth and development are within reach for all communities. We proudly serve the following districts:

- Mangaung
- Thabo Mofutsanyana
- Lejweleputswa
- Fezile Dabi
- Xhariep

## QUALITY AND ACCREDITATION:

Quality is at the heart of everything we do. All training provided by the FDC's SBU is delivered by accredited training service providers and is fully accredited by the South African Qualifications Authority (SAQA). This ensures that our programmes meet the highest standards of education and training, providing participants with qualifications that are recognized and valued across South Africa.

## PARTNERSHIPS FOR SUCCESS

We believe in the power of collaboration to drive meaningful change. The Free State Development Corporation partners with various funders and stakeholders to achieve our key objective of skills development and socio-economic upliftment. Together, we are building a brighter future for the Free State province.

Join us on this journey of growth and transformation. Whether you are an individual looking to enhance your skills or an organization seeking to contribute to community development, the FDC's Training and Skills Development Strategic Business Unit is here to support you every step of the way.



## A COMMITMENT TO COLLABORATION AND GROWTH.

At FDC, we recognize the profound impact of active participation in community events. Each engagement serves as a testament to our values of collaboration, innovation, and community enrichment. Moving forward, we remain dedicated to leveraging these experiences to cultivate enduring relationships, drive meaningful change, and champion initiatives that empower individuals and businesses alike.

In the realm of marketing and communications, these events have not only expanded our professional horizons but have also reinforced our belief in the transformative power of collective action. As we look ahead, we are excited about the possibilities that lie ahead and remain steadfast in our commitment to making a positive impact, one event at a time.

Join us as we continue to explore new avenues of growth and collaboration, guided by our shared vision of a prosperous and interconnected community. Together, we can shape a future where opportunity abounds and success knows no bounds.





Zanele's story is one of determination, resilience, and a relentless pursuit of her dreams against all odds. Originally from Virginia Meloding, her family's move to Bloemfontein in pursuit of job opportunities marked a pivotal moment in her life's journey. Despite facing challenges, Zanele's unwavering spirit propelled her forward.

From a young age, Zanele harbored dreams of becoming a doctor. Although circumstances made that path seem impossible, she persisted and ultimately rewrote her matric exams, achieving success against all odds. This achievement not only highlighted her academic prowess but also her tenacity in overcoming obstacles.

Driven by a passion for learning and a desire to carve her own path, Zanele seized the opportunity to join a plumbing skills program under the Free State Development Corporation. This program not only equipped her with technical skills but also ignited her entrepreneurial aspirations. Upon completion, Zanele envisions expanding her expertise and ambitions by establishing her own plumbing company—a testament to her determination to succeed in the face of challenges.

Beyond her professional pursuits, Zanele finds joy and solace in her role as a lead singer in her church choir—a testament to her devotion to faith and community. Her journey has been marked by personal challenges, including becoming a mother at a young age. However, through sheer perseverance and the support garnered from her skills program, Zanele emerged stronger, proving that with determination and opportunity, anything is achievable.

Looking ahead, Zanele's aspirations extend beyond technical expertise. She aims to gain comprehensive knowledge in business management to effectively steer her future company. Recognizing the importance of mentorship in making informed decisions, Zanele seeks guidance to navigate the complexities of entrepreneurship and ensure sustainable growth.

Zanele's story exemplifies resilience, determination, and a steadfast commitment to turning obstacles into opportunities. As she continues to forge her path, Zanele serves as an inspiration to others, demonstrating that with courage, perseverance, and the right support, one can achieve their dreams against all odds.



## KEAMOGETSWE MORALLANE: A RISING STAR IN LOGISTICS AND CONSTRUCTION ROADWORK

Keamogetswe Morallane, a native of Turflaagte Phase 2 in Bloemfontein, is making significant strides in the fields of logistics and construction roadwork. Born and raised in the heart of Bloemfontein, Keamogetswe's journey into the world of logistics began at Motheo TVET College, where she pursued an NCV Level 4 in Transport and Logistics. This specialized course focused on honing her skills in logistics and transportation functions within the supply chain.

During her studies, Keamogetswe delved into critical areas such as demand management, customer service, information technology, reverse logistics, and international logistics. This comprehensive training equipped her with the knowledge and expertise needed to navigate the complexities of modern supply chains effectively.



Keamogetswe's commitment to continuous learning and skill development became evident when she embarked on a skills development program in January 2024 under the Free State Development Corporation. This intensive four-month short course focused on construction road-work a field closely related to her logistics background.

The program commenced with theoretical modules covering essential aspects of road construction environments and mathematical calculations for quantity assessments. Practical training followed, where Keamogetswe gained hands-on experience in preparing roads for construction. From measuring potholes and preparing surfaces for asphalt to the meticulous leveling and finishing with rollers, Keamogetswe immersed herself in every stage of roadwork construction.

Her dedication and proficiency in both logistics and construction roadwork underscore Keamogetswe Morallane's potential as a versatile professional with a promising future. As she continues to expand her skills and knowledge, Keamogetswe remains a beacon of ambition and capability in her chosen fields.

## SUCCESS STORY

### Deedee Hygiene Solutions: A Beacon of Innovation and Growth in Botshabelo

In the heart of Botshabelo's Industrial Park in the Free State, a remarkable business is thriving and making a significant impact on the local economy and beyond. Deedee Hygiene Solutions, founded and led by the dynamic Naledi Phahlo, is a shining example of entrepreneurial success in South Africa's manufacturing sector.

#### THE VISIONARY BEHIND THE SUCCESS

Naledi Phahlo, an MBA graduate specializing in manufacturing, envisioned a business that not only addressed the growing demand for high-quality household and industrial detergents but also contributed to job creation and economic development in her community. With her academic background and a keen understanding of the manufacturing industry.



#### CRAFTING EXCELLENCE IN HYGIENE

Deedee Hygiene Solutions specializes in the manufacturing of a wide range of household and industrial detergents. Their products, known for their exceptional quality and effectiveness, have quickly gained a loyal customer base. From surface cleaners and disinfectants to industrial-grade detergents, the company ensures that each product meets stringent quality standards, catering to both domestic households and large-scale industrial clients.

#### A SOURCE OF EMPLOYMENT AND EMPOWERMENT

At the core of Deedee Hygiene Solutions' success is its commitment to creating job opportunities. The company currently employs 16 people, providing direct and indirect employment to individuals in the Botshabelo area. This not only helps in reducing the local unemployment rate but also empowers the community by providing stable and meaningful employment.

#### CHALLENGES AND FUTURE ASPIRATIONS

Despite its impressive growth, Deedee Hygiene Solutions faces challenges typical of a growing business. The need for a larger space, reliable electricity supply, and advanced machinery are critical for scaling operations and meeting increasing demand. Addressing these needs will be pivotal in ensuring the company can sustain its growth trajectory and continue to thrive.

#### A TESTAMENT TO RESILIENCE AND INNOVATION

Deedee Hygiene Solutions stands as a testament to the power of resilience, innovation, and community spirit. Naledi Phahlo's vision and leadership have not only built a successful business but have also fostered a sense of pride and purpose in Botshabelo. As the company continues to expand, it remains a beacon of hope and a model for other aspiring entrepreneurs in South Africa and beyond.



## LEJWELEPUTSA INFORMATION SHARING SESSION

The Free State Development Corporation (FDC), in partnership with the Central University of Technology (CUT) Welkom and various stakeholders, recently hosted an impactful workshop aimed at empowering Small, Medium, and Micro Enterprises (SMMEs). This event was designed as an information-sharing session where SMMEs could gain valuable insights and resources to enhance their business operations.

The next phase of this collaborative initiative promises even greater support for small businesses. Students from CUT will be given the opportunity to apply their academic knowledge in real-world settings by assisting these enterprises with critical services. These services include bookkeeping, budgeting, filing SARS returns, and other essential tasks. This hands-on experience will not only provide students with practical skills but also offer SMMEs the professional assistance they need to thrive and grow.



## SAITEX 2024: SHOWCASING INNOVATION AND OPPORTUNITY

- **FDC and DESTEA Partnership:** The Free State Development Corporation (FDC) and the Department of Economic, Small Business Development, Tourism, and Environmental Affairs (DESTEA) have long supported SMMEs in showcasing their businesses at SAITEX.
- **SAITEX Event:** For 29 years, SAITEX has been a premier trade exhibition, highlighting a wide range of products and opportunities in the region.
- **Networking Platform:** SAITEX serves as a key platform for international and local businesses to connect.
- **Business Opportunities:** Attendees, including buyers, retailers, distributors, and wholesalers, benefit from innovative products, cutting-edge solutions, and tailored services, fostering meaningful connections and business growth.



### SAITEX 2024 EXHIBITORS

Among the standout exhibitors at SAITEX 2024 was Devoni Natural, represented by Matsheliso Achilonu from Bloemfontein. Specializing in the manufacturing of cosmetics, Devoni Natural exemplified the innovation and entrepreneurial spirit of the region.

TEM Africa, another notable participant from Bloemfontein, showcased their expertise in manufacturing fireplaces and fire pits. Led by Thomas Tsingsing, this youth-driven enterprise attracted significant attention for its unique and practical products.

Warona Motoho, hailing from Welkom and represented by Bokang Lehloenya, brought a taste of tradition to the exhibition with their manufacturing of traditional sorghum-based porridge. This enterprise highlighted the blend of cultural heritage and modern business practices, appealing to a broad audience. Lastly, Black Ethiopia, under the guidance of Phila Mfinci from Virginia, also made a significant impact. Their focus on manufacturing cosmetics demonstrated the diverse range of industries present at the exhibition.

These exhibitors represented a fraction of the diverse and innovative enterprises present at SAITEX 2024. Attendees had the opportunity to explore these and many more businesses that are driving growth and development in our region.



## HR CORNER

### OUR COLLEAGUES SHINE AT THE CAPE PENINSULA MARATHON.

In a remarkable display of determination and teamwork, four of our esteemed colleagues recently participated in the Cape Peninsula Marathon and Comrades Marathon. These events not only tested their physical endurance but also highlighted the vibrant spirit of the Free State Development Corporation (FDC).

### THE SIGNIFICANCE OF THE TWO OCEANS MARATHON AND COMRADES MARATHON.

Renowned as "the world's most beautiful marathon," the Two Oceans Marathon took place in Cape Town on April 13 and 14, 2024. This celebrated event showcased an Ultra Marathon of 56 km and a Half Marathon, both traversing the picturesque Cape Peninsula. The marathon attracted many international participants, who had to qualify through an IAAF-affiliated race. Besides the main events, there were various fringe races available. The primary races commenced and concluded at the University of Cape Town's rugby fields in Rondebosch.



## **CELEBRATING ACHIEVEMENTS: RECOGNIZING SUCCESS.**

At FDC, we celebrate the achievements of our employees with great enthusiasm. This past year, we rejoiced with those who passed important milestones in their careers, recognizing their hard work, dedication, and contributions to our collective success. These celebrations not only acknowledge individual accomplishments but also inspire others to strive for excellence.

## **PRIORITIZING HEALTH AND WELLNESS: A COMPREHENSIVE APPROACH.**

The well-being of our employees is paramount at FDC, and this year saw a concerted effort to promote health and wellness across the organization. We hosted a health screening conducted by visiting nurses, focusing on HIV testing and blood pressure checks, ensuring that our employees have access to vital health information and support.

To further enhance wellness, we organized a rejuvenating Spa Day at Montebello, offering a serene retreat for relaxation and rejuvenation. Additionally, our partnership with Sliq Beauty Rehab introduced body sculpting sessions, providing insights into achieving personal fitness and aesthetic goals.

## **PROMOTING PHYSICAL AND MENTAL FITNESS:**

Active Living Encouraging an active lifestyle, FDC organized aerobics and meditation sessions, providing opportunities for employees to de-stress and enhance their overall well-being. Moreover, our weekend soccer matches have become a cherished tradition, promoting teamwork, camaraderie, and a healthy dose of friendly competition.

## **LOOKING AHEAD: CONTINUAL GROWTH AND SUPPORT.**

As we look forward, FDC remains committed to nurturing a workplace where employees not only excel professionally but also thrive personally. Through ongoing initiatives and innovative programs, we aim to continue fostering a supportive environment where everyone can reach their full potential.

In conclusion, the past year at FDC has been marked by meaningful engagements, celebrations of success, and a steadfast dedication to the well-being of our employees. We are excited about the journey ahead as we continue to evolve and grow together as a dynamic and caring community.

Join us in celebrating our achievements and looking forward to a future filled with promise and possibility at FDC.

**CHEERS TO A BRIGHT FUTURE AND THRIVING COMMUNITY AT FDC!**



## ENHANCING EMPLOYEE WELL-BEING: A YEAR IN REVIEW AT FDC.

In the bustling world of Human Resources, our commitment at FDC goes beyond just managing the workforce; it extends to nurturing a culture where employees thrive both personally and professionally. As we reflect on the past year, we are proud to highlight the diverse initiatives that have enriched the lives of our team members and strengthened our community spirit.

## EMPOWERING THROUGH EDUCATION: BURSARIES AND LOANS.

Under the auspices of our HR department, we have continued to support our employees' educational aspirations through bursaries and loans. These initiatives are designed to alleviate financial barriers and empower our team to pursue their academic goals, fostering lifelong learning and career advancement.

## HR GALLERY



## FDC STAFF MEMBERS COMMEMORATING YOUTH MONTH IN SCHOOL UNIFORM





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