

Cape Craft & Design Institute **Annual Report**

Mirror - Light Metal

2009/10



2011 CALENDAR *on reverse side*

01 / Chairperson's Report

The CCDI's key objective for the period under review was to consolidate and grow, with an increased budget signalling organisational realignment, programme reviews and a more focused offering and service.

Executive director Erica Elk's inspiring leadership and performance management have made the CCDI (established in 2001) one of the largest and most successful Special Purpose Vehicles in the Western Cape. The craft sector has been identified as a key priority sector to drive industry development and trade promotion in the Province, and the CCDI has partnered seamlessly with national, provincial and local government to develop the craft sector into a competitive, world-class innovation and manufacturing sector.



REUBEN KADALIE
CCDI Chairperson

The CCDI's demand-driven projects are fully aligned with the provincial government's aim to improve the global competitiveness of the Western Cape by identifying and tackling constraints to investment, marketing the destination, cutting red tape, encouraging a fair business environment, and promoting the participation of citizens in the economy, particularly small and emerging enterprises.

Preparation for the soccer mega-event was a key focus of this financial year. The CCDI's strategic planning and networking exemplified the strong, visionary leadership and commitment of the dedicated, efficient and highly skilled staff as they geared up for this mega-event.

Continuous improvement and an innovative culture have become a way of life at the CCDI. Despite the many challenges and obstacles that are part of a growing organisation, it always empowers people and strives for excellence. The achievements and growing successes have become a record of governmental efficacy and innovative thinking.

The CCDI has become a catalyst for sustainable enterprise development, resulting in more support and economic benefits for craft producers who have for years plied their trades outside the mainstream economic environment. The CCDI is making a real difference to the socio-economic landscape of the Western Cape, and I would like to congratulate and thank the CCDI staff who are always enthusiastic, passionate and committed in their work.

I would like to express our sincere appreciation to our key funders, the Department of Economic Development & Tourism, the Department of Trade & Industry, the City of Cape Town, the MAPPP-SETA, the Kellogg Foundation and other stakeholders who enable the CCDI to deliver excellence on a par with global best practices.

I would also like to thank our board members for their invaluable contribution to the CCDI; we are richer for having you on board.

Reuben Kadalie
CCDI Chairperson

Continuous improvement and an innovative culture have become a way of life at the CCDI.

02 / Executive Director's Report

In 2009/10 everything increased. The number of workshops (business and creative-related), the number of shows (consumer and trade), the volume and value of trade at these shows, the number of people on our database, the number of email and SMS communications to producers, the number of staff at the CCDI – and last but not least, the number of grey hairs on our collective heads.

The increase in activity is primarily the result of two things.

The first is the consolidation of programmes and staff, and the second is an increase in both demand and opportunity. On the demand side, the number of people registered on our database has almost doubled in the past 12 months. This is due to increased exposure and legitimacy of the organisation (attracting more people) and the fact that there are more people without jobs and opportunities. The timing of our migration to a more sophisticated web-based database is perfect and it will be a critical tool in communicating with this increased base – and monitoring use and impact.

On the opportunity side, we are seeing an increasing number of requests for participation at events and market-places – many of which are fairly mainstream.

While the recessionary conditions have been hard for many people, many craft producers have maintained their businesses at constant levels and a significant number have thrived. Clearly this sector is maturing and fairly robust.

The CCDI itself is maturing and our external partnerships and internal systems and processes are consolidating.

A big thank you to our Management Committee members who are always an email away; our Board, for their prodding and probing and guidance and insight; to wise and rigorous Mel Hagen; and the CCDI team – the most fabulous team any CEO could dream of -- who are totally committed, utterly dependable and forever thinking, questioning and wondering how to do it better, 24/7.

Erica Elk
Executive Director



ERICA ELK
Executive director

*In 2009/10
everything increased.*

03 / Our People

Enterprise Development
& Training



SARAH



DAMMON



KAREN



EUNICE



THANDEKA



MARJORIE

Communications
& Sector Promotion

Rural
Outreach



CRAIG



FRAN



ROSE



VUYISILE



JO-LENE



NICOLA

Market
Access



LYNNE



MICHAEL



HAVILON



ALAN



PIETER



DAVID



RIDHAA



ASHANTI

Creativity,
Design &
Innovation



ERICA



MEL



MARIETTE

Management
& Support

The small group of pioneers who set up the CCDI nearly ten years ago has grown into a multi-disciplinary team of **highly skilled, dedicated and efficient individuals**. Their diverse skills, hard work and determination have helped grow this creative sector and enabled many **craft producers and designer makers** to build **profitable enterprises** with **marketable products** for local and **global markets**.

Our growing staff and management team has necessitated efficient, streamlined administration and business systems.

All staff sign **performance plans**, linked to targets and budgets and **performance reviews** are held twice annually in July and November.

Five **new board members** were appointed at our AGM in November and we extend a warm welcome and sincere thanks to Nadia Sujee (the dti); Bishop Tarambawamwe (craft entrepreneur); Andrew Lane (craft entrepreneur); Margie Robertson (retailer) and Byron Qually (design professional).

04 / Our Constituency

CATEGORY	TOTAL 2009/10	TOTAL 2008/9	% CHANGE OVER YEAR
Craft Enterprises	1,768	1,229	+44%
Craft Producers	2,003	1,607	+25%
Active Craft Enterprises	1,644	1,105	+49%
Western Cape	1,744	1,216	+43%
Other Provinces	24	13	+85%
Reachable by cellphone	1,552	1,013	+53%
Export Ready	69	45	+53%
Retail Outlets	392	377	+4%
Service Providers	247	218	+13%
Partners	742	607	+22%
Individual partner details	1,120	837	+34%

The database is the backbone of all contact with craft producers and offers data for research and reports.

The audience or constituency that CCDI reaches ranges from individual survivalist craft producers to large multi-national companies and all the myriad different people and organisations in between. This is a deliberate strategy to create linkages between those on the margins and those in the mainstream. Because in these connections are opportunities and possibilities that we could not predict or imagine. Ours is not to control this but to create open networks and access so that these connections can take place.

The number of people and entities we are bringing together into this network is growing and our database – who is on it, and how we connect them to each other – is our most precious asset. In the last year the number of enterprises registered on our database increased by 44%, as did the numbers of retailers, service providers and partners/interested parties.

This growth has outstripped our internal capacity to maintain and update this information and we have turned to technology to help us. And in this financial year we took two large steps in this regard.

We first had to migrate to our own IT system from the system we were ‘piggybacking’ on at CPUT. In the process we moved to our own domain and telephone number. We now have **CCDI-specific e-mail addresses** and a new **switchboard system** and it’s amazing what a difference it has made to how we engage with the world.

Then we were able to embark upon a major **update and migration** of our database from local excel-based software to a more sophisticated **web-based** and **open-source system**. This means the information on our website will always be up-to-date and makes it easier for staff and ‘users’ to interact with us and maintain and update information about their businesses, products and services. Other applications, such as on-line registration, application forms and surveys, become possible – the sky is the limit and we are just beginning to ‘play’ with this technology.

05 / Our Services

During the year there were at least 143 times when the CCDI convened a training or workshop opportunity and these were attended by a total of 1,295 participants.

Some of these activities convened multiple times, for example the drawing classes, counted as 1, actually convened every Saturday morning for 6 weeks; the credit bearing courses took place over 3 weeks in the case of Winter School, and through the whole year in the case of the Learnership. Thus the number 143 does not adequately convey the extent and scope of these activities. Nevertheless this represents a 411% increase in activities on the previous year which was in reality a year in which we were 'gearing' up. As a result attendance figures have also increased by 351%.

In addition to group activities, the CCDI also provides a range of individual consultation services in the form of the programme group and business and product support consultations. A total of 214 individuals/businesses made use of these services this year, an increase of 21% on last year.

In the year under review we also facilitated 200 shows and/or orders through our Market Access activities. This is an increase of 94% on the last year and is matched by an increase in participants (74%) showing a spread of benefit to a larger pool of producers. In the midst of the recession, this programme generated over R2.7m in sales for participating producers -- an increase of 60% on 2008/09.

	2009 / 2010		2008 / 2009	
WORKSHOPS	NUMBER	ATTENDANCE	NUMBER	ATTENDANCE
CDI WORKSHOPS				
Creativity workshops	25	148	2	23
Themed & off-site workshops	16	154	4	41
Visual Awareness	5	45	3	43
Fablab Workshops	37	185	10	30
ED WORKSHOPS				
Credit bearing Learnerships, SDP & short courses	6	67	4	63
Enterprise Development Workshop Series	14	180	1	22
Skills development in support of CCDI Programmes	8	49	4	65
RURAL OUTREACH				
Creativity Workshops	16	177	-	-
2010 Info Workshops	16	290	-	-
TOTAL	143	1295	28	287

MARKET ACCESS	2009 / 2010			2008 / 2009		
	SHOWS/ ORDERS	PARTI- CIPANTS	SALES/ ORDERS	SHOWS/ ORDERS	PARTI- CIPANTS	SALES/ ORDERS
Consumer Shows	11	309	434,373	8	187	292,013
Trade shows	5	92	1,123,486*	2	25	402,728
GIFT Sales	184	65	1,177,239	93	56	1,011,010
TOTAL	200	466	2,735,098	103	268	1,705,751

* doesn't include Lifestyle Trade Show

06 / Creativity, Design & Innovation



Sindiswa, Yonela and Phumeza with Pieter in a FabLab children's workshop.

INDIVIDUAL CONSULTATIONS	TOTAL
Programme Group	120
Product Support	58
TOTAL	178

There has been **sustained growth and consolidation** within the Creativity, Design and Innovation Programme this year. The **FabLab** has gone from strength to strength and has refined its activities and approaches to meet the needs of **craft producers** as well as **open access** users.

Our **visual awareness and creativity workshops**, aimed at developing craft producers' appreciation for visual triggers in their environment, building knowledge, and challenging participants' pre-existing ways of engaging with their materials and products to generate new creative solutions, has been our key success for the past year.

A number of **new, more advanced workshops** were launched for craft producers, who have since **created new products** ranging from **scarves** to **quirky recycled vessels** for flower arrangements.

This included a four day market/retail readiness workshop which explored a new, very effective methodology helping producers focus on a niche market, as well as **off-site** and **rural outreach** workshops which targeted people who were new to the CCDI.

The FabLab hosted numerous workshops, including two new **children's workshops** during the school holidays, the first aimed at seven to 13-year olds and the second for 14 to 17-year olds. The FabLab also ran two workshops at the **Design Indaba Expo** for children and their parents. The FabLab has been consistently full and a **new system of user management** was introduced, dealing particularly with the **laser cutter**, the most popular machine. The public now have access on five days.



Left: Flower by Angelica Alexander.
Right: A Product-inspired-by-Place workshop group visits Robben Island.

WORKSHOPS 2009-2010	ATTENDANCE	NAT.	INTERNAT.
Creativity workshops	148	8	15
Themed & off-site workshops	154		
Visual Awareness	45		
Fablab Workshops	185		
TOTAL	532	8	15

07 / Enterprise development & training

This was a year of experimentation and growth for this programme, particularly in the areas of training and mentoring.

Training activities included an **NQF 5 Learnership in Craft Operational Management** with 12 learners participating and an **NQF 4 Skills Programme in Craft Enterprise**, attended by 20 learners, both funded by the MAPPP-Seta. (The **Winter School** programmes included the **1A – Business Skills (NQF 2)**; **1B – Drawing & Design (NQF 2)**; and **2B – Drawing & Design (NQF 4)** and were attended by 38 learners.

Special workshops were developed for particular programmes. These included an **Enterprise Development and Marketing** workshop tailored specifically for the needs of four international participants in the Kellogg funded programme; a **new Export Readiness pilot programme**;

and the **Retail Readiness** pilot programme for producers wanting to **supply large retail stores**. To get ready for the **soccer mega-event**, the City of Cape Town awarded a **Business Readiness Training grant** for 20 craft producers.

Other components of this programme, such as coaching and mentoring continued through the **CCDI Isandi Pilot Mentorship Project** funded by Norad. Our service offering for enterprise support is set to expand in the new financial year as the establishment of our Creative Enterprise Training Unit creates more capacity for the programme.

The Craft Sector meetings, especially valued for the networking opportunity, continued every month, drawing crowds to the interesting talks and presentations. Total attendance in the year was 767 (headcount) up 14% from last year.

*WORKSHOP SERIES
Pricing Strategies and Sales Negotiations
Black Economic Empowerment
Export Awareness
Entrepreneurship
Business Structures and Models
Human Resource Management
Time Management
Developing Price Lists
Marketing and Branding
Retail Readiness
Packaging and Logistics
Costing and Pricing
Business Administration
Basic Bookkeeping (2 day)



Right: Business Skills Course
Left: A group of craft producers learn how to set up and style a show stand.

TRAINING PROGRAMME	Total 2009/2010	Total 2008/2009	% Diff.
Credit bearing Learnerships, SDP & short courses	67	55	+22%
Enterprise Development Workshop Series *	180	N/A	N/A
Skills development in support of CCDI Programmes	49	N/A	N/A
Totals	296	55	N/A

08 / Market access / Domestic

The growth of our local market access programme is demand and opportunity driven and we are fast reaching the limit of our capacity. And we have difficulty in saying No. This is because this is one of the most significant areas of work as it provides producers with easy access into local markets. The value is not only in the direct sales made at the events but in the commercial contacts that are made that have a life beyond the show – and the feedback from the market which gives producers an injection of confidence that feeds them.



This year over **300 craft producers** took part in **11 consumer events, earning R434,373**. This was more than double the number of participants and turnover compared to the previous year. The stands took numerous awards for their style and sales.



Top: Decorex Cape 2009
Bottom: Baby Expo 2009

At an additional **8 trade events**, such as the **SA Handmade Collection** at Decorex Johannesburg and the SARCDAs shows, **92 craft producers** reported sales and orders worth over **R1,1 million**, compared with 77 producers taking R402 728 the previous year.

During this year we piloted our very own **Lifestyle Trade Show** on our CCDI premises in July to give a new generation of producers a gentle introduction to

the world of trade shows. We arranged a styling and merchandising workshop for all participants and implemented an awards system with a sponsored space at SARCDAs International as the **grand prize**.

Awards scooped by the CCDI included four golds, two certificates of excellence, and one award each for best provincial stand, highest sales, best product and a platinum trophy.

EVENT	2009 / 2010		2008 / 2009	
	NUMBER OF PARTICIPANTS	VALUE OF SALES	NUMBER OF PARTICIPANTS	VALUE OF SALES
CONSUMER SHOWS				
Baby Expo	27	18 528	11	13 780
Decorex Durban	21	55,302	N/A	N/A
Decorex Cape: Gift shop	33	50,806	35	52,822
Decorex Cape: Individual Stands	8	60,000	N/A	N/A
Design Indaba	23	41,480	20	40,752.
Cape Town International Jazz Festival	52	34,710	(54)	(30,000)*
Cape Homemakers	22	34,196	N/A	N/A
Outdoor Expo	12	12 166	17	5 261
Ad hoc Events/Exhibitions	111	127,185	104	179,398
TRADES SHOWS				
Lifestyle Trade Show	19	**	N/A	N/A
SA Handmade Collection/Decorex Jhb	18	602,901	19	167,475
SARCDAs Christmas	6	318,046	N/A	N/A
SARCDAs Cape	43	7,932	N/A	N/A
SARCDAs International	6	194,607	6	122,564
TOTAL	401	1,557,859	212	694,291

* For comparison only. Event took place in March 2008 so not included in Totals.
** Orders taken by individual participants. Not reported.

09 / Market access / Exports

For the last nine years the CCDI has been focusing on developing market access into local markets. This strategic approach was born out of our experience in an early export pilot project that identified the risk, complexity and cost of export as being too much for the fledgling and informal sector to bear. In addition the local market had hardly been explored and exploited. At that time we could count the number of exporting companies on a single hand. But times are changing and the investment in the development of the sector is starting to pay off as more and more enterprises are trading in global markets.

This year 14 companies from the Western Cape took part in **Ambiente** in Germany - arguably one of the largest trade shows in the world. The **Western Cape contingent** comprised half of the total of 28 South African companies participating. The 14 craft producers collectively made **over 400 contacts with buyers** at the show and made **R550 000 in sales and orders**. Not a bad start.

We continued our collaboration with **Isandi** (which focuses on wholesale craft trade between Southern African grassroots enterprises and the **Norwegian and Scandinavian** markets) which placed test orders with **new suppliers** with a view to testing these products in its showroom and a number of **European trade shows**. And a **market**

research trip to London resulted in a proposal for us to participate in Top Drawer in the next financial year.

The Atlanta-based **Design Hub** in the **USA** continued to promote the companies selected for the **2008 Atlanta Home and Gift Fair** and there has been a phenomenal response to SA craft products following **inward US missions**, with consignments of SA products selling well through shops and on-line.

The CCDI started an **Export Readiness Programme** which consisted of a series of workshops dealing with various critical topics, such as export regulatory requirements and Revenue Services and Customs. Fifteen people attended, laying the foundation for a new generation of exporters.



Top: Export Readiness Workshop
Bottom: Display of SA Handmade
Collection products at Ambiente, Germany.

10 / GIFT / Handmade [Cape] Wholesale service

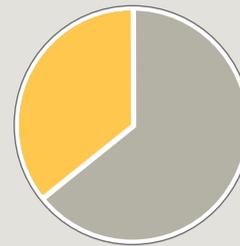
An extensive strategic review of GIFT's operations was undertaken in 2009 resulting in a shift from the single focus on corporate and event gifting to a **wholesale service** incorporating the entire product range of the handmade under the **Handmade [Cape] brand**.

While this review was underway, activities continued and GIFT generated **R1,177,239** in sales during the year. Due to the economic slowdown, the private sector spent less on corporate gifts. The public sector emerged as the main revenue source, ordering 2010 soccer-related items as gifts and for display in offices and public areas.

Two **Soccer Trade Showcases** were held to test the market and create a selling platform for retailers, the hospitality industry, companies and government departments. The first, held alongside a **collective shop** was hosted at the **Bead Shop** in Long Street in December and coincided with the Final Draw. The second was held at the CCDI in March. These generated a great deal of interest, media coverage and some orders but the uptake by local retailers was disappointing. This could be for a number of reasons which are being explored in research being done in the new financial year.

During the course of the year, 184 orders were fulfilled by 65 producers, most of whom were assisted in the fulfilment of their orders to ensure they were of high quality and delivered on time. A second **Gift Market Readiness Programme** was run during the year to help craft producers interface directly with the **retail market** and 17 participants graduated.

	2009/10	2008/09	
R/Value of enquiries	8.5m	12m	-29%
Sales	1,177k	1,011k	16%
Conversion to sales	14%	8.3%	67%



CLIENT CONTRIBUTION TO SALES

- 65% / Local, Provincial and National Government
- 35% / Corporates, PCO's and other

Left: The CCDI collective shop during the 2010 World Cup Final Draw Festival on Long Street.
Right: Nicola Scott on the SARCDCA Cape stand.



11 / 2010 Soccer Mega-Festival

The CCDI collaborated with numerous partners at local and provincial level to maximise the exposure and **market access opportunities** offered by the soccer mega-event. Our strategic approach was to position the sector for long term value through exposure and marketing – while assisting producers to gain some market share before and during the event. Our 2010 Project activities were integrated into all CCDI programmes and were co-ordinated by a **2010 Project Officer**.

The 2010 programme networked and made connections across the public and private sphere from Adidas to the City of Cape Town. We communicated up-to-date and relevant soccer-related information through our monthly **Craft Sector meeting**, **CCDI newsletter**, **2010 Update** and a **2010 tab** on the CCDI website. Media

stories and images were prepared for **tourism bodies** and the City, while interviews, material and images were organised for the media. The Rural Outreach Officer organised **visual presentations and workshops** in all the districts. We encouraged craft producers to make **products inspired by place**, and to make the most of existing CCDI **product support services** and **creative workshops**.

The Department of Cultural Affairs & Sport commissioned 2010-related displays for its offices, exhibitions and show cases – and purchased hundreds of goodie bags of soccer and Cape Town-inspired products. We styled the **Department of Local Government & Housing's** Long Street windows, and a **display case at the CTICC** with an eye-catching soccer display. Products were proudly displayed at the **Knysna**

Oyster Festival, the **Final Draw Soirée**, the **Cape Town International Jazz Festival**, the **SA Handmade Collection** and **Soccerex 09**.

Two **trade showcases** were presented, at the Bead Shop in Long Street during the **Final Draw** and **at the CCDI's premises** in Harrington Street in March. This targeted buyers in the corporate, retail, events and hospitality industries. An illustrated **buyers' guide** was specially printed and 75 craft producers showed their products. A **collective shop in Long Street during the Final Draw** led to retail orders and media coverage, and we produced **two giant recycled flower arrangements** for the Final Draw VIP event at the CTICC.

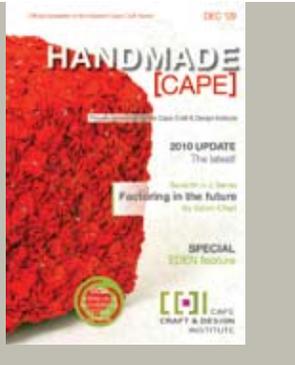


Left: Thandeka Nyantasi with 2010 products at the International Jazz Festival
Right: Rose Reddy and Robyn Jacobs - 2010 Showcase.

Shoppers at the CCDI's collective shop at the Bead Shop on Long Street.



12 / Communications & Sector Promotion



One of the most important things that CCDI does is keep people informed and we dedicate a lot of time and resources to doing this well, because we know that access to information means access to opportunity.

Our main communication channels are our fact-filled **CCDI newsletters** that reach an average of 3588 stakeholders in all sectors every month, a **website** that is updated regularly, and **bulk emails** and **SMSs** which draw an instant response from recipients.

Stories about the CCDI, craft producers and exciting events were covered extensively in **print and electronic media**, and the value of **media coverage** escalated from R718,261 in 2008/2009 to nearly R6,1 million – an increase of 746%. The promotion of the sector and our activities was helped by the production of a **corporate DVD** in five parts – just in time for the thousands of journalists that streamed into Cape

Town for the World Cup. It was distributed to tourism bodies and restaurants, the CTICC and soccer mega-event media for viewing on touch screens.

This year we developed and launched the **Handmade [Cape] brand** to promote craft products from the province. Handmade [Cape] is a **professional brand** that shows our confidence in engaging with sophisticated market platforms, buyers and systems. The **CCDI logo** also got a contemporary tweak.

Our second annual **Handmade Collection** drew 175 entries, up from 100 in 2009. The selection committee chose 91 exhibit items, up from 53 in 2009. The **quality of the submissions** continues to improve and set new standards of excellence and many craft producers and designer makers produced **new and exciting work**.



Left & Right: Design Indaba - Handmade Collection.

WEBSITE VISITS	YEAR TOTAL 2009/2010	TOTAL 2008/2009	% CHANGE
Total site visits	62,065	49,821	+24.6%
Average no. of visits per month	21,582	4,152	+419.8%
Total pages visited	369,474	182,567	+102.4%
Average no. of pages per visit	6.0	3.7	+83.8%

MEDIA COVERAGE	TOTAL R/VALUE 2009/2010	TOTAL R/VALUE 2008/2009	% DIFF.
Print Media	2,206,732	191,261	+105.38%
Online news reports	1,588,981	306,000	+406.01%
Radio Interviews	447,242	86,000	+420.05%
Television	112,500	135,000	-16.67%
TOTALS (ZAR)	6,068,317	718,261	+746.00%

13 / Rural Outreach

CCDI initiatives extend to the **Karoo, Eden, Overberg, Winelands** and **West Coast** districts, to support rural enterprise sustainability. Challenges include the **vastness** of the rural areas, **great distances** between towns and the **fundamental differences** that exist between each region. The Rural Outreach programme has worked this year towards securing the **cooperation of regional bodies** and the establishment of **linkages and partnerships** in the five regions. **Networking** opportunities have been followed up and **relationships secured**.

Assistance was given to 24 rural craft producers to attend the **Winter School**. There were also 15

creativity and design workshops in rural areas during the second, third and fourth quarters, attended by 157 craft producers. During the same period, 16 information workshops on the **soccer festival** were held in rural areas for 290 participants. Twenty craft producers also visited Cape Town on an inspiration workshop that included seeing the Design Indaba Expo. There were two participants from Leeu Gamka, five participants each from George and Knysna, and eight participants from the Overstrand municipality.

Additional linkages were formed with CCDI Market Access programmes. In this vein, the CCDI took a

stand at the **Klein Karoo Nationale Kunstefees** and helped set up training prior to and during the festival, with a specific focus on Eden District products.

A display of soccer-inspired products was erected at the **Knysna Tourism Info Centre** for the Oyster Festival, giving the CCDI welcome exposure. The CCDI also assisted the **George Local Municipality** with their art and craft showcase in October. The organisation also helped craft producers in and around **Hermanus** to participate in the Whale Festival in September, and supported their new stall in the busy town centre.

During the year 30 training programmes and workshops were held beyond the city limits to inspire, prepare and support 440 rural craft producers.

REGION	TOWN/S	WORKSHOP	NO	NO OF PARTICIPANTS
Cape Town	Various	Workshops @ CCDI	2	27
Cape Winelands	Robertson, Stellenbosch (2), Wellington, Worcester (2)	2010 Information workshop	4	44
		Creativity and Design	3	33
Central Karoo	Beaufort West (2), Laingsburg (2), Prince Albert (2)	2010 Information workshop	3	43
		Creativity and Design	3	35
Eden	George (2), Knysna (3), Mossel Bay (3), Oudtshoorn (2)	2010 Information workshop	6	137
		Creativity and Design	4	44
Overberg	Hermanus (2), Caledon	2010 Information workshop	1	50
		Creativity and Design	2	15
West Coast	Clanwilliam, Langebaan, Saldanha, Vredendal	2010 Information workshop	2	16
		Creativity and Design	2	23
TOTALS FOR YEAR			32	467

Participants collect waste to experiment with in a Creativity and Design workshop in Prince Albert.



14 / Funding

Our generous funders contributed **over R11 million** in 2009/10 to make our projects and programmes possible. **Consistent delivery of high quality CCDI services, maturing of our close relationships** with funders, and their recognition that financial commitments need to be finalised well in advance of the start of the financial year, have led to **timeous confirmation of funds** and **secure long-term funding** commitments spanning several years. This has led to greater **financial stability** and **easier planning** for the CCDI, despite the tough economic climate.



FUNDER	AMOUNT
Department of Economic Development & Tourism	4,060
City of Cape Town	651
Advanced Manufacturing Technology Strategy (AMTS)	725
Kellogg Foundation*	1,219
DTI	5,000
MAPP-Seta	551
National Arts Council	350
Other	2,112
	13,449

*Total 3 year commitment of R3,658,500 reflected as income in 2008/09 AFS.