



PROVINCE OF KWAZULU-NATAL
ISIFUNDAZWE SAKWAZULU-NATALI



A Time

To Grow

DEEP

DISABILITY ECONOMIC EMPOWERMENT PROGRAMME

“Empowerment through Employment”

A joint initiative:



Department of Economic
Development and Tourism
Umnnyango Wezokuthuthukiswa
Komnotho Nezokuvakasha

KWAZULU NATAL PROVINCIAL GOVERNMENT



www.kzndeep.co.za

It is estimated that:

Over 10% of South Africans have some form of disability and only 19% of these are employed. Research also demonstrates that graduates with disabilities stand a lesser chance of finding employment than their able-bodied counterparts.



In a society for all:

The needs of all citizens constitute the basis for planning and policy, and the general systems and institutions of society are accessible to all. Adapting social structures so that they function more inclusively ensures that society mobilises the potential of all its citizens and, consequently, strengthens its developmental potential. People with disabilities are an integral part of society as a whole and should have opportunities to contribute their experience, talent and capabilities to national, and international, development.





**Department of Economic
Development and Tourism**
Umnyango Wezokuthuthukiswa
Komnotho Nezokuvakasha
KWAZULU NATAL PROVINCIAL GOVERNMENT

The Vision of the KwaZulu-Natal Department of Economic Development and Tourism is to become the leader in socio-economic development and be globally competitive by ensuring improved quality of life for all the citizens of KwaZulu-Natal and the rest of South Africa.



THE DEPARTMENT IS RESPONSIBLE AS PART OF ITS MANDATE FOR:

- reducing the levels of unemployment and shortage of economic skills in the province
- formulating and implementing effective economic development strategies that will enable sustainable job creation in the province
- supporting specific initiatives around the reduction of unemployment, especially amongst the youth and particularly targeting unemployed graduates



YOUTH ECONOMIC EMPOWERMENT PROGRAMME

One of the initiatives the Department supports is the Youth Economic Empowerment Programme which is aimed at ensuring that the Youth of KwaZulu-Natal can participate meaningfully in the mainstream economy of the province and the country at large. The key focus areas of the Youth Economic Empowerment Programme are: Enterprise Development, Information Dissemination and Capacity Building, and Employment Opportunity and Training.



This includes:

- providing training and job opportunities for unemployed graduates
- ensuring employability of graduates through providing them with necessary industry-required soft skills
- placing qualified and employment-ready graduates in available job opportunities



DISABILITY ECONOMIC EMPOWERMENT

Most of the initiatives that government supports have thus far not benefited either undergraduates, or unemployed graduates, with disabilities. This is mainly because people with disabilities have not been involved in the planning, organisation and implementation of empowerment initiatives, with the result that their basic requirements as a sector have not been taken into consideration.



It is against this background that in 2009 the KwaZulu-Natal Department of Economic Development and Tourism embarked on a new approach that sought to encourage the involvement of people with disabilities, with a view to ensuring that their needs are identified and prioritised in the design, implementation and evaluation of the various programmes and policy initiatives aimed at their betterment.

This shift towards disability integration resulted in the launch of a new long-term disability intervention initiative called the Disability Economic Empowerment Programme (DEEP), which was conceptualised as an extension of the Department's Youth Empowerment, Readiness and Placement Programme.



DEEP IS DIRECTLY AIMED AT:

- **Accessing Employment Opportunities** for people with disabilities, particularly unemployed graduates
- **Opening Entrepreneurial Opportunities** for people with disabilities, where possible ventures are identified for skills training and transfer on a demand-and-supply basis
- **Maximising Skills Development** for people with disabilities who have not accessed formal education, so as to foster a sense of independence and qualification
- **Engaging both Public and Private Sector** institutions with a view to ensuring compliance with policy on the integration of people with disabilities into mainstream programmes and development initiatives



2009 DEEP EXPO

The inaugural Disability Economic Empowerment Programme (DEEP) Expo, organised by Valhalla Arts and INDIMEZULU Trust (two organisations that are owned and run by people with disabilities), in partnership with the KwaZulu-Natal Department of Economic Development and Tourism, was held on 10 October 2009 at the University of KwaZulu-Natal (Durban Campus).

2010 DEEP EXPO

It is our privilege as the Province of KwaZulu-Natal to host this event once again this year.

The primary objective of the DEEP Expo is to:

- create a conducive environment and conditions that broaden the range of career options for unemployed graduates and undergraduates with disabilities
- bring resources closer to people with disabilities, along with the message of open possibilities, for their empowerment in our developing society
- provide people with disabilities with better choices and understanding of their meaningful participation in the wider socio-economic market
- create a platform that ensures that people with disabilities take an active and effective stand in informing policy towards their betterment and equal participation in mainstream discourse
- lay a solid foundation for the establishment of long-term relationships between government, the private sector and organisations for people with disabilities

Some of the themes that the 2009 DEEP Expo sought to explore and tackle included the following:



Education for People with Disabilities

To date, not many financial resources have been invested by government, civil society and the private sector in improving the educational levels and socio-economic status of people with disabilities in our societies. This is the principal reason why they continue to rank amongst the least educated in our midst. INDIMEZULU Trust, which was established in 2005 and is wholly run by persons with disabilities, participated as a partner in the 2009 DEEP Expo to give a voice and possible solution to this problem.



INDIMEZULU TRUST

was established with three main objectives:

- to raise funds for **bursaries for students** with disabilities at all levels of education
- to implement an **outreach programme** for the mobilisation of people with disabilities in various development initiatives
- to research and compile a **comprehensive database of all students** with a disability, particularly those in their final year of study at various tertiary institutions in the province

THE 2009 INDIMEZULU TRUST BURSARY BENEFICIARIES



Thandolwethu Novukela (*Albinism*)
Psychology Student (UKZN)

"My stepfather is the only one working in our household. My mother is unemployed and using her pension money to assist at home and pay tertiary fees for my sister. I believe this bursary will help meet my financial requirements at university."



Thuso Hengu (*Visually Impaired*)
Undergraduate: Industrial Organisation and Labour Studies (UKZN)

"This bursary will play a major role in enabling me to acquire assistive devices that will help me to have all my tertiary education materials available in large print through scanning, electronic audio and the use of zoom text."



Bongumusa Mpotshane (*Visually Impaired*)
3rd Year Bachelor of Science (UKZN)

"My computer had technical problems in 2009. This bursary will get me a new laptop computer. It will be of use when I do research work for my Masters Degree in Development Studies next year."



Sandile Mbonambi (*Paraplegic*)
Industrial Organisation & Labour Studies (UKZN)

"I will spend this financial assistance on purchasing assistive devices (laptop computer and printer) to enhance my performance in my academic studies. At our university residence we have access to wireless internet. This, with my assistive devices, will afford me enough resources to achieve my degree in the stipulated time."

"Silibamba Lishisa"

INDIMEZULU Trust awarded a sum total of **R75,000.00** in bursaries to 10 students for the year 2010. This was for students with disabilities at both school and tertiary levels of education in KwaZulu-Natal. Following this lead, the Department of Economic Development and Tourism has set aside funds for 10 full bursaries, to be awarded to disabled learners in economic development - related studies (Bachelor of Commerce, Business Administration) Studies at tertiary level from 2011 onwards. Valhalla Arts and INDIMEZULU Trust will be assisting with identifying these worthy beneficiaries.



Growth from experience. Nurturing our future.

Employment For People With Disabilities

Unemployment remains a fundamental problem affecting the majority of people with disabilities and their families. The new Labour Relations Act has introduced important changes in the area of employment practices. Some protection is now provided for employees and job-seekers against discrimination on the basis of their disability, particularly in the areas of unfair dismissal and hiring practices.

As part of the process of exploring access to employment and recruitment opportunities for people with disabilities, established agencies in this field were invited to participate in the 2009 DEEP Expo. One of these was Bradshaw LeRoux who, this year, will take the audience through formal presentations on **"Empowerment through Employment"** (which is the theme for the 2010 DEEP Expo).



BRADSHAW LEROUX CONSULTING was born as a result of the joint vision of the managing members, Lesa Bradshaw and Nicky LeRoux. Bradshaw LeRoux Consulting prides itself on its ability to provide a holistic service, offering a range of assessment centres, workshops, recruitment solutions and motivational seminars that assist companies to make intelligent selection decisions based on competence and potential. With 20 years collective experience in providing Competency Based and Psychometric assessment services, Bradshaw LeRoux recognises a growing need to apply this competency methodology to the context of recruitment. Hence, Bradshaw LeRoux opened a recruitment division in 2004 which services its clients on a national level, providing both disabled and non-disabled candidates, with the focus being on "Competence First, Disability Second".



EMPLOYMENT EQUITY STATUS

Bradshaw LeRoux Consulting is 100% women-owned and 50% "Disabled" owned (Level 4 accredited on the BEE Scorecard). The company is a registered closed corporation which has been in existence since 1998, and has a keen awareness of Competence and Disability Issues, with one of the managing members, Lesa Bradshaw, herself being physically disabled.

SERVICE REPERTOIRE

- Specialists in the sourcing and integration of People with a Disability into organisations.
- Environmental Accessibility Audits to facilitate successful integration of people with disability into the workplace
- Workshops and seminars on Disability Awareness and Diversity Management
- Outsourced Recruitment Service, using expertise in competency assessments to match the right candidate to the relevant position

See *Bradshaw LeRoux website*
for more info: www.blplacements.co.za

WORKSHOP

SUCCESSFULLY INTEGRATING PEOPLE WITH A DISABILITY INTO YOUR ORGANISATION



In our experience as specialists in Sourcing and Placing People with a Disability (PWD) in the workplace, successful selection and integration of PWD demands a sensitivity from decision makers and colleagues. This interactive and practical workshop, presented by our Managing Member Lesa Bradshaw who herself has a disability, aims to provide a better understanding of defining disability and overcoming barriers, enabling this untapped labour pool to contribute on a meaningful level within the economically active sector.

WORKSHOP

COMPETENCY BASED INTERVIEWING AND SELECTION WORKSHOP



This one-day workshop aims to provide those involved in interviewing and selection with practical experience using competency based questioning and probing skills for interview purposes. It includes an overview of other competency based selection techniques and the effects of the labour legislation on the selection process. The workshop is practical, specific, and ideal for Line Managers, HR Personnel, Recruitment consultants and those experienced interviewers requiring a 'refresher' in good interviewing etiquette (eg. Interviewing people with a disability) and current trends.

Examples of Best Practice

One of the companies that has demonstrated Best Practice and openness in trialling disability integration and other access programmes for the advancement of people with disabilities, both inside and outside the workplace, is **Bidfreight Port Operations (BPO)**.



BPO (who are participating again in the 2010 DEEP Expo) attended the 2009 DEEP Expo with eight interns with disabilities who had recently been employed as part of Bidfreight's Disability Integration Policy.

HOUSING FOR PEOPLE WITH DISABILITIES

The majority of people with disabilities survive on a disability grant and have very little hope of accessing independent housing. Existing dwellings are often inaccessible to the disabled due to poor infrastructural design, or overcrowding, and housing schemes very seldom make provision for barrier-free design.

The Integrated National Disability Strategy Policy Document spells out that all Municipalities should have a Disability Desk, responsible for mainstreaming Disability in policies, programmes, initiatives and services, so as to include persons with disabilities as recipients of, or contributors to, their core business. For this reason DEEP invited the Ethekewini Municipality to participate in the 2009 DEEP Expo, with a view to exploring solutions to these problems.

Slindile Mfungeni was the first beneficiary of the call by DEEP for government to re-define its policy on the provision of housing for people with disabilities who are in need. In 2010 DEEP, supported by the Ethekewini Municipality, had the honour to hand over a house to this special young girl at Savannah Park, south of Durban.



ACCESS TO COMMUNICATION & INFORMATION

Effective communication and availability of information are vital to ensure access to public services and mainstream life. They are key to equalising opportunity and responsibility. This is especially true for people with communication disabilities, such as those who are hearing or speech impaired, or with visual disabilities.

DEEP acknowledges that innovative modes of communication need to be made available to enable such individuals to gain equitable access to communication and information. It is for this reason that during the 2009 DEEP Expo we joined hands with Vodacom to promote the latest cellular phone technology that has been developed, to ensure the convenience, inclusion and equal access to communication and information for people with disabilities.



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DEEP COMMUNITY OUTREACH ACTIVITIES



SANTA WHEELS

"This Christmas Santa Comes Riding in a Wheelchair" is an initiative started by Valhalla Arts and INDIMEZULU Trust in 2007 to reach out to patients with disabilities in hospitals during the Christmas season. The objectives of this initiative include: distributing gifts and toys to child patients; raising disability awareness and motivation; and entrenching **"Santa Wheels"** in popular disability celebration culture. Santa Wheels has in the past been proudly sponsored by Bidfreight Port Operations, the KZN Health Department, Toys for Joy, East Coast Radio, the KZN Department of Transport, Lubners Furnishers, and the Quad-Para Association of South Africa. More than 30 provincial hospitals, disability homes and clinics have been visited by Santa Wheels since December 2007.

TRIBUTES

From the 29th to the 31st August 2010 Valhalla Arts co-ordinated the inaugural **"Tributes"** event that sought to highlight the role played by women with disabilities in our developing society. Twelve high-profile and successful Women with Disabilities were identified from all over South Africa. They were invited to KwaZulu-Natal for a three-day tour that included a Breakfast Event on the first day, hosted by the National Ministry of Women, Children and Persons with Disabilities. The tour culminated with a Gala Dinner Event hosted by the Premier of KwaZulu-Natal, during which the 12 ladies were honoured with TRIBUTES Statuettes as Ambassadors of Disability. TRIBUTES will now be an Annual Event on the KwaZulu-Natal Calendar.



CONSERVATION ON WHEELS

This is a Valhalla Arts and Ezemvelo KZN Wildlife initiative to promote visits by people with disabilities to Game Parks and Nature Conservation areas. The initiative also creates awareness of specially adapted modes of transport (including general transport buses and game-drive vehicles at tourist sites) that are available, yet not adequately profiled and thus largely unknown, for the convenience of people with disabilities. KZN Ezemvelo Wildlife has gone to great lengths to create a barrier-free environment for the independence and accessibility of disabled visitors. The rooms where, particularly, wheelchair users are accommodated, are all barrier-free, fully equipped and spacious enough for their free mobility. This initiative demonstrates that the way in which the environment is developed and organised contributes, to a large extent, to the level of independence and equality that people with disabilities enjoy. It is hoped that **"Conservation on Wheels"** will also inspire young people with disabilities to start carving career paths for themselves in Nature Conservation and its dynamic world.

THE 2010 SIGNATORIES OF THISABILITY

Sport is a vital component in the successful rehabilitation of people with disabilities and their reintegration into mainstream society. It is thus essential that society ensures that people with disabilities do not only participate in the games but also take an active role in the celebrations that accompany sporting events. The 2010 FIFA World Cup was one such special moment of celebration that opened up the arena for people with disabilities to participate and leave their distinctive mark of contribution on the global stage. Valhalla Arts and INDIMEZULU Trust, sponsored by The KZN Department of Arts and Culture, Black Vision and Bidfreight Port Operations, visited various centres for people with disabilities in a bid to collect 2010 (Two Thousand and Ten) "signatures", in the form of hand prints, as an expression of joy and celebration in support of the 2010 FIFA World Cup hosted in our homeland.

