

Crystal Winner: *Somewhere in Africa*

Client: *Nutrimetrics Australia and New Zealand*

Program: *"Nutrimetrics South Africa May 2012"*

Partners: *Unique Travel Australia*



Somewhere in Africa Helps Nutrimetrics Leave a Lasting Legacy for South African Women

Nutrimetrics of Australia and New Zealand has long been a world-class leader of beauty innovation, providing women the chance to be independent business people, working with an illustrious beauty brand. The company's products are sold through a network of Consultants and offers a business support structure, with ongoing incentives, to empower women to reach their potential. The Consultants believe they have the ability to truly make a difference in the lives of everyone they meet. The main focus of the incentive trip to South Africa was the Khayelitsha Community Project where the winning Consultants were able to impart their skills to the local community leaving an indelible legacy.

Nutrimetrics and their incentive house, Unique Group Travel of Australia, engaged Somewhere in Africa to help them create a program that would reflect their commitment to Corporate Social Responsibility (CSR) and enable women in South Africa to realize pride, self-esteem and financial independence. The objective of the Khayelitsha Community Project was to advance cultural understanding and create a positive, hands-on motivational experience of "shared value" that would leave everyone richer for being involved.

Khayelitsha is one of Cape Town's largest townships, situated some 30km from the Mother City. The township was created in the 1980s and for many years it was a desperate place with few facilities and little infrastructure to house the large influx of people living there. Today, things are looking up in Khayelitsha. Although poverty and unemployment are still rife, it is a township with its eyes on the future. Tourism is a major drawing card and gives visitors some insight into life in the township.

Prior to their arrival in South Africa, the Nutrimetrics group was given a briefing that allowed them to discuss how they wished to contribute. Participants were asked to bring an item from home that they would gift to the community. In addition, Nutrimetrics placed donation boxes in their offices to allow those not travelling to also participate. As this was to be a day of give-and-take, the Khayelitsha Sewing Project women and Khayelitsha locals were



briefed about the Nutrimetrics group and charged with making signs and banners that would reflect their excitement and gratitude. Young children were taught songs in English to sing to the visitors—including the South African National Anthem.

The initial challenge of the Khayelitsha Sewing Project was to ensure that the outcomes aligned with Nutrimetric's business philosophies and resulted in tangible benefits and positive outcomes for everyone involved. The Khayelitsha Sewing Project became a reality when ten local women were employed and began daily sewing lessons with a local seamstress. An old garage was re-painted and outfitted with tables, chairs and ten sewing machines—one for each woman. This was the genesis of a program to teach, not only sewing skills, but also business acumen to the women of Khayelitsha. Their first project was sewing outfits for the Khayelitsha Youth Choir's performance at the Nutrimetrics Dinner at The Mount Nelson, Cape Town.

For the community service day, Somewhere in Africa had to transport 270 guests to different venues on roads that are mainly sand and washed away by the rain. The condition of the roads and narrowness of the lanes required that mini buses be used. Due to the lack of refrigeration, fresh produce and meat had to be taken into the township early in the morning to prepare to serve lunch to 1,200 homeless people. Two thousand bottles of water and enough fresh vegetables and fresh meat, along with sanitary items for each guest, were delivered.

Unexpected rain required that a planned soccer game be changed from a "street game" to the Community Hall. Somewhere in Africa had to successfully move 270 guests, 44 Youth Choir members, the local soccer team and the staff, together with lunches, PA Systems and music, to the Hall where an entertaining game between the local soccer team and Nutrimetrics participants took place. The spirit of ubuntu was palpable with the game ending in an Awards Ceremony during which the Iliso Youth Choir sang.

Since the program launched, the women of the Khayelitsha Sewing Project have been awarded three sewing jobs from outside companies. The long-term sustainability of this project, together with the financial success and independence of each of the women in the program, is an integral part of a bigger vision. Future plans for the Khayelitsha Sewing Project include the provision of one-on-one business mentoring by industry professionals, as well as financial tutoring. Nutrimetrics and Somewhere in Africa continue their support by providing sewing materials and other items necessary to sustain the program. The achievement of success of the Khayelitsha Sewing Project is already visible and Nutrimetrics is delighted with the results. •