



The Hlumani Empowerment Trust offers entrepreneurs in the advertising and marketing industry the opportunity to take their existing business to the next level. Its aim is to provide free connected office space, guidance and mentorship to industry professionals who have shown passion, promise and disruptive creativity in their chosen disciplines.

While the Trust offers assistance in terms of connected office space, this opportunity is not only about resource support. It gives candidates the opportunity to work in a highly creative space, where they can continue to grow their business, surrounded by some of the best minds in the advertising, creative, digital, and marketing agency space.

While the Trust does not promise to secure projects for the candidates, it provides the opportunity for those who prove themselves, to potentially be a supplier to the agency and others. We want to nurture businesses that proactively seek out new opportunities, who want to blaze new trails rather than follow the pack down well-trodden paths, but who might need guidance on the operational side.

#### **SCOPE OF SUPPORT**

Please note that at this time the Trust has the capacity to provide office space for an agreed amount of time, for no more than ten individuals simultaneously.

- The office space, along with basic office infrastructure (including: desk, chair, network connection, dedicated wireless fibre access, ADOBE creative cloud software, printer, access to kitchen and bathroom amenities, standard office cleaning services and office security) will be provided free of charge for the duration of your time with the Trust.
- While parking cannot be offered on-site, arrangements can be made for free parking at the nearby church, located on 7<sup>th</sup> Avenue, Parktown North. (Business owners need to arrange parking at the church directly with Liz Sterley on 011 442 8859 who is available between 08h00 and 12h30 on weekdays.)

Professional support is offered in the form of mentorship by industry leaders, access to advice and guidance.

#### **QUALIFICATION CRITERIA**

Each application is assessed on its individual merits, however, there are some basic requirements to which an individual or entity must comply, in order to be considered by the Trust:

- The business/individual must be 100% Black owned with preference given to Black women;
- The business must be owner run and must be managed by this person on a daily basis;
- The business/individual and their employees may not have a criminal record;
- The business/individual and their employees must agree to give E+I Trust permission to run standard credit and background checks on them;
- The business/individual must provide E+I with a valid tax clearance certificate;
- The business/individual and their employees must agree to sign a non-disclosure agreement (NDA) with E+I;
- The business/individual must provide E+I with a B-BBEE Level 1 certificate or affidavit;
- The business/individual must have a portfolio of completed work that can be assessed during the application process.



## **CODE OF CONDUCT**

The only way an initiative of this kind can succeed is if everyone operates with mutual respect and adheres to the spirit of the environment. Should your business be accepted into the Hlumani Empowerment Trust programme, each member of your team will be required to comply with the following codes of conduct at all times.

The Code of Conduct requires all participants to agree that:

- The office will be used for pre-agreed business purposes only;
- Participants must be mindful of their surroundings, understanding that they operate in an environment where common areas will be shared by a company that is paying rent for the premises;
- Noise levels need to be kept to a minimum at all times out of respect for the company that is renting the other section of the office space;
- The business owner (director) is required to be present in the office at least 50% of the time due to the owner managed business model that is being supported and a daily register must be completed.
- The Hlumani Empowerment Trust office is open between 8am and 5pm and may not be used as overnight facilities. While we understand the need to do overtime on occasion, the ability to use the office for additional hours outside this time-frame is subject to consultation with the company that is renting the other section of the office space;
- Meeting space must be negotiated with the company that is renting the other section of the office space; and
- No activities may be undertaken that will jeopardise the reputation, safety and/or security of the other businesses renting within the E+I office grounds.

The Hlumani Empowerment Trust reserves the right to discontinue its association with you/your business should there be a breach of the code of conduct, or if it feels that your business is not living up to the spirit of the programme.

## **APPLICATION PROCESS**

Should you wish to apply for the Hlumani Trust initiative, you will need to complete the Hlumani Empowerment Trust application form and email it to [trust@ebonyivory.co.za](mailto:trust@ebonyivory.co.za).

Applications are assessed on a monthly basis and those applicants who qualify for an interview are responded to via email. Once the interview process is completed, the applicant will be informed as to the success, or failure of their application.

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