

# Ladina dreams even bigger with the NEF's cash injection



The 100% black female-owned company is serving a high-end clientele and making a name for itself in the beauty sector. / P e x e l

Hair and wigs firm wants to produce its merchandise in SA

By **Cocoka Magubeni**  
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From business aspirations to industry success Ladina, a business venture that traded in upscale Brazilian human hair items is taking the beauty hair and beauty sector by storm.

The business was founded in 2016 by Mpho Dina Monare and within a year, Ladina gained contracts with large retail stores such as Edgars.

In January 2017, Monare formally established the business, and her products were later sold at HomeChoice and Foschini, two more retail establishments.

The 100% black female-owned company is currently serving a high-end clientele and making a name for itself in the beauty sector. Ladina is now a well-known provider of Brazilian human hair wigs and extensions.

According to Monare, the business is breaking new ground and spinning a tale of South African innovation and empowerment.

Consequently, the business recently received financial assistance from the National Empowerment Fund (NEF) to help transition from importing wigs to creating them locally.

With the funds, the business will purchase sewing equipment, stockpiling raw hair, and acquiring a delivery vehicle, Monare said.

She added that most of the market for human hair wigs and extensions is made up of black African consumers.

"Recognising this demand, Ladina's goal has been to establish a local production facility in South Africa. This is going to boost local production

and economic expansion by calculated investment," said Monare.

She continued by saying that this will improve their capacity while also since creating much-needed jobs.

"The NEF's investment is a game-changer for us. It will enable us to scale up our operations, reduce costs, and meet the growing demand for our products.

"We are thrilled to advance our local manufacturing capabilities and continue contributing to job creation and economic empowerment."

In line with the NEF's mission to advance economic inclusion and assist black-owned companies in South Africa, said Imbewu Fund manager Eldene Govender, the investment from the NEF will contribute to Ladina's growth with its localisation of production and subsequent need for distribution creating jobs.

Govender further stated that the company's market reach will increase, and cost efficiency will be improved by this calculated approach.

"This strategic move will allow Ladina to offer high-quality wigs and extensions at competitive prices for both local and international markets, positioning itself effectively against major Asian manufacturers, particularly those from China and India.

"We are proud to support Ladina's expansion and local production efforts. This investment highlights our commitment to empowering female entrepreneurs and enhancing the competitive edge of black-owned businesses in our country.

"As we celebrate Women's Month, it is especially meaningful to highlight our dedication to fostering women-led ventures and advancing gender equality in the entrepreneurial landscape," Govender added.



## BUSHBUCKRIDGE LOCAL MUNICIPALITY

www.bushbuckridge.gov.za

### RE-ADVERTISEMENT

The Bushbuckridge Local Municipality invites suitable candidates to apply for the below position. This position is a permanent performance contract in terms of Local Government: Municipal Systems Amendment Act of 2022 (Act no .3 of 2022). The successful candidate will report directly to the Municipal Manager at Head Office, Bushbuckridge.

### DIRECTOR: TECHNICAL SERVICES (PERMANENT)

Total Remuneration Package R1 016 855 (Minimum) – R1 158 646 (Midpoint) – R1 315 065 (maximum)

**Requirements:** A Bachelor of Science Degree in Engineering/B-Tech Engineering or equivalent. Registration with the recognized Engineering Professional Body shall be an added advantage. Certificate of competency as required in terms of the General Machinery Regulations, 1988 shall be an added advantage. Extensive knowledge of infrastructure maintenance management systems, appropriate and relevant experience in road, stormwater waste, sanitation, and electricity project management. At least (5) five years of experience at a middle management level and preferably in a local government or municipal environment. At least 3 years must be at the Professional or Engineering management level. A valid driver's license. Shortlisted candidate should expect to undergo security vetting and competency assessment. The appointed candidate shall sign an Employment Contract, Performance Agreement, and Disclosure of Financial Interest.

**Knowledge:** Good knowledge and understanding of relevant procedures, policies, and legislations. Good knowledge of institutional governance system and performance management. Must have an extensive knowledge of public office environment and ability to formulate Engineering Master Planning, Project Management, Implementation.

**Key performance areas:** • Provide technical advice and strategic plan direction to the municipality • Develop a Project Plan • Manage, implement, and monitor all major capital projects of the municipality in line with the IDP • Timeously implement Council Resolutions • Draft and ensure implementation of all departmental Strategic Plans and SDBIP • Develop, implement, and take control of capital and operational budget • Prepare and provide reports on the activities of the directorates, especially MIG/grants related projects • Ensure implementation of IDP strategies and projects • Ensure development and maintenance of municipal infrastructure, including roads and stormwater, electricity, and street lighting networks • Ensure that the municipality gets a clean audit as required by National Treasury • Ensure that all risks identified during risk assessment are always attended to • Develop and monitor the implementation of the department policies and By-laws • Manage, and ensure productive utilization of personnel within the roads, PMU, Electrical, water services, and housing sections • Overall responsibilities for the engineering within a development context.

**N.B** Successful candidates will go through a security clearance. Download your application form for senior managers from the municipal website; www.bushbuckridge.gov.za and forward it with the following documents a comprehensive CV, certified copies of qualifications, an identity document, and a valid driver's license to:

The Municipal Manager  
Bushbuckridge Local Municipality  
Private Bag X 9308  
BUSHBUCKRIDGE  
1280

OR

Hand delivery to office no 55 (Registry)  
R533 Graskop Road  
BUSHBUCKRIDGE

### DEPARTMENT: CORPORATE SERVICES

Location: Head Office

POSITION: MANAGER: OFFICE OF THE EXECUTIVE MAYOR (CONTRACT APPOINTMENT LINKED TO OFFICE BEARER) X 1 POST

(REF NO: HO/2024/12)

**SALARY:** Entry-: R1 011 685.98 per annum (all inclusive)

**Job Purpose:** Manages administrative and clerical staff

**Minimum Requirements:** • Grade 12 Certificate. • A degree in public administration. • Certificates in Municipal Governance as an added advantage. • Eight years (8) or more relevant experience of which two (2) years must be at supervisory level. • Knowledge of relevant legislation. • Knowledge of protocol & political office support. • Ability to forge strong, supportive positive working relations in a matrix management environment. • Effective communication, interpersonal, negotiation, facilitation and conflict management skills. •

Computer literacy preferably packages such as Ms. Excel, Ms. Word, Power point and Access. • Ability to work under pressure • Planning and organization skills • Valid driver's license

**Key Performance Areas:** Reporting to the Director Corporate Services, the incumbent will be responsible for the following functions: • Oversee the day-to-day administration of the Executive Mayor's office by ensuring correct timekeeping, maintaining appropriate discipline, etc to ensure that the office functions in accordance with set standards • Plan and coordinate activities in the Office of the Executive Mayor • Manage the Executive Mayor's diary & updating of the itinerary • Compile reports for submission to the council, mayoral committees by submitting reports in order that the matter may be considered by the mayoral committee or council • Coordinate all mayoral programmes • Coordinate mayoral activities with the office of the Municipal Manager • Coordinates the responses to community issues and ensuring that the affected directorates make the required inputs to the issues raised in the memorandum. • Ensure that an appropriate agenda is prepared and that minutes are taken, and actions followed up in addition compliance to the mayoral committee report for the Executive Mayor's office • Facilitate and implement administrative duties assigned to the office of the Executive Mayor • Advise the Executive Mayor on matters of interest to the council and the mayor's office • Liaise with institutional structures and external structures in support of the Executive Mayor's roles and responsibilities • Attends to various members of the public with queries relating to the municipality, refer them to specific departments or sometimes deal with the matter to maintain good relationship within the community. • Organize and manage events hosted by the Office of the Executive Mayor • Manage resources including finance, administrations, system, personnel, equipment and other resources of the Executive Mayor's office. • Facilitate key stakeholder consultation and involvement.

### DEPARTMENT: CORPORATE SERVICE

Location: Head Office

POST: PRIVATE SECRETARY TO THE EXECUTIVE MAYOR (CONTRACT LINKED TO OFFICE BEARER) (1 POST)

(REF NO: HO/2024/13)

**SALARY:** Entry: R462 589.26 per annum (all inclusive)

**Job purpose:** Provide support to the Executive Mayor and Coordinating meetings and travel arrangements.

**Minimum Requirements** • Grade 12 Certificate. • Computer literacy and Secretarial Certificate. • A valid driver's license. • Microsoft office knowledge. • Good knowledge of Local Government Related Legislation and Policies. • Five to Eight (5-8) years relevant experience with supervisory experience.

**Key Performance Areas:** Reporting to the Executive Secretary in the Office of the Executive Mayor, the incumbent will be responsible for the following functions: • Handling sensitive and confidential information for the Executive Mayor. • Reception related duties, filing, typing, safekeeping of records, keeping the mayoral diary and any other office related duties. • Perform other duties assigned by the Executive Mayor or the Municipal Manager. • Must be prepared to work extensive overtime including weekends, after hours and holidays. • Arranging and scheduling meetings with internal or external departments. • Arranging and coordinating all appointments, meeting, conferences including related documentation, travel and accommodation and catering requirements. • Liaison with clients and other departments both internally and externally on behalf of the Executive Mayor. • Conducting research and providing information to support the executive's decision-making.

### DEPARTMENT: ECONOMIC DEVELOPMENT, PLANNING AND ENVIRONMENT

Location: Head Office

POSITION: HUMAN SETTLEMENT MANAGER (1 POST)

(REF NO: HO/2024/14)

**SALARY:** Entry R765 173.52 per annum

**Job Purpose:** Manages and provides Human Settlement management services with respect to the execution and implementation of housing development projects

**Minimum Requirements:** • Grade 12 • Degree (NQF Level 7) in Construction Management/ Human Settlement or equivalent Built Environment Qualification. • Eight (8) years or more relevant experience in the built environment with two (2) years at supervisory level. • Proven project management experience. • Computer literate (Excel, Word and PowerPoint). • Valid driver's license.

**Key Performance Areas:** Reporting to Director: Economic Development, Planning and

Environment, the incumbent will be responsible for the following functions: • Take strategic and operational responsibility for the human settlement function of the Municipality • Compile the 5-year housing settlement plan • Facilitate and implement integrated human settlement programs • Facilitate the prioritisation of programs and projects related to human settlements • Responsible for construction and project management of housing projects • Tender management in terms of SCM processes • Provide housing consumer education training • Manage staff component • Ensure that the objectives of the human settlement department are aligned with the Municipality's strategic objectives • Submit reports to council on housing matters • Other duties as requested from time to time.

### DEPARTMENT: FINANCIAL SERVICES (BUDGET & TREASURY)

Location: Head Office

POSITION: BUDGET MANAGER (1 POST)

(REF NO: HO/2024/15)

**SALARY:** Entry R765 173.52 per annum

**Job Purpose:** Manage Municipal Budget

**Minimum Requirements:** • Grade 12 • B Com Degree with financial accounting as a major subject: • Eight (8) years or more relevant experience in Finance Management with two (2) years at supervisory level. • Extensive knowledge of local government legislation relating to Budget. • Computer literate (Excel, word and Powerpoint). • Valid driver's license.

**Key Performance Areas:** Reporting to Deputy Chief Financial Officer, the incumbent will be responsible for the following functions: • Plan and perform all activities relating to budgets in compliance with requirements of the various local government legislation. • Ensure that all budget monitoring and reporting requirements are met in accordance with local government legislation and treasury requirements. • Render support to all Departments during the compilation of annual and adjustment budgets and provide support for all budget related matters all year round. • Ensure that the Budget captured in the financial management system reconciles to the approved budget. • Ensure effective implementation of Council resolutions regarding the budget. • Provide a direction for the organization and inspire others in implementing mSCOA to ensure effective compliance and governance throughout the municipality • Implement the overall function of mSCOA and disseminate information from both the National and Provincial Treasury to ensure that the Municipality delivers at optimal levels what these reforms brings about. • Participate in maintaining the mSCOA structure within the Municipality to ensure the integrity and accuracy of the mSCOA structure on the financial systems and all other subsystems that are affected by the reform. • Assist with the administering of all interfacing subsystems in conjunction with the ICT unit to ensure that the interfacing of financial and non-financial information is integrated into the financial systems for full transacting and reporting. • Implement new initiatives and contribute to Municipal transformation and change with all aspects of mSCOA reforms to initiate Municipal transformation and change. • Follow financial processes in place to ensure that financial administration delivery processes comply with internal control and governance standards and report on any deviations. • Manage staff within the Budget Unit.

Fraudulent qualifications or documents will immediately disqualify any application. A candidate who canvasses any councillor and/or senior official for preference will be disqualified immediately from the selection process or any appointment. Short-listed applicants will be screened for criminal records and /or any pending criminal cases.

Bushbuckridge Local Municipality is an equal opportunity employer that supports people living with disabilities and effectively implements affirmative action.

Applications on the compulsory prescribed application form (www.bushbuckridge.gov.za), a comprehensive CV, and copies of certified certificates and ID copy should be addressed to: Municipal Manager, Bushbuckridge Local Municipality, Private Bag X9308, Bushbuckridge, 1280 OR hand delivery to office no 55 at Registry office, Head Office

No faxed -mailed or late applications will be accepted. If you do not hear from the municipality within four weeks after the closing date, please consider your application unsuccessful.

**Closing date: 20 September 2024 at 16H00**

**Enquires: HR Manager, Tshobete RD**

**Tel: 013 065 0983 during office hours from 08:00 to 16h00**