

A woman in a blue polo shirt and sunglasses, identified as Lizzy Kilani, is giving two thumbs up. She is surrounded by a large group of children in a dusty outdoor setting. The text 'ENTERPRISE DEVELOPMENT' is overlaid in large white letters across the middle of the image.

ENTERPRISE DEVELOPMENT



Tick-A-Target's Lizzy Kilani (above) gives the thumbs up during a Diski activation.

We want to develop and transform the broadcast sector, and do the same for South Africa as a whole. It's this desire that drives our commitment to enterprise development.

Our success at creating broad based and sustainable transformation is shown by the achievements of our beneficiaries. Some of them have grown into formidable businesses in their own right.

We're proud of having achieved full points for the enterprise development element of the ICT Codes against which we're measured. We've also managed to achieve a level 2 B-BBEE certification overall.

When it comes to enterprise development, we take a very holistic view. Things that we focus on include:

- Funding
- Skills development
- Business development support (which includes dispensing advice as well as support functions)
- Preferential procurement and cash flow improvement

Funding

We formed the MultiChoice Enterprise Development Trust in 2012. By doing so, we consolidated our efforts and increased the impact of our programme.

To date, the Trust has paid out more than R70 million in grants and interest-free loans.

Skills and business development support

We've widened the scope of our enterprise and supplier development programmes to include a greater focus on mentorship and skills development.

We have designed academic programmes that aim at establishing and developing start-ups. Our more established beneficiaries don't lose out – the focus for them is to enhance their capabilities.

Preferential procurement and cash flow improvement

Our preferential procurement programme supports the growth of Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprises (QSEs). We also pay these businesses early, which help their cash flow requirements.

Our beneficiaries include:

- Moving Ads ■ S2Multimedia ■ Parental Advisory Productions ■ Pixel Perfect Productions ■ Vision View Productions
- MediaSync ■ Wela Productions ■ Seb4vision ■ Tick-A-Target ■ Gela Productions ■ Connect TV ■ SeeSayDo