



# BEYOND THE BALANCE SHEET

Implementing HIV programmes in SMMEs:  
Empirical Evidence  
Gordon Freer: Insight Strategies

# RATIONALE FOR WORKPLACE PROGRAMMES

- Rationale is well established
  - Long term benefits
  - Stabilised production
  - Succession

**BUT**

- Application in SMMEs?



# SMMES ≠ NORMAL WORKPLACE

## SMMEs are different

 What is it?

 Access

 Individual nature

 Transience

 Abnormal hours

 Fluidity of *inter alia*

 Human resources

 Capital base

 Purpose of business



# BUT ARE THE SMMES IMPORTANT?

- Engine for job creation?

- Employment opportunities?

- Some debate regarding these points.



# ARE SMMES IMPORTANT?

## THE FACTS – FINSCOPE 2010

- 6 million business (17% registered)
- 5.6 million business owners
- 2/3 have no other income source
- 1 in 6 adults is a business owner
- Approx 9 million jobs



# SHOULD SMMES IMPLEMENT WPP?

## Issue of Capacity

 1:500 = 0.2% of workforce

 1:5 = 20% of workforce

## Resources

 HR

 Time

 Access



# CAN THE SMMES IMPLEMENT WPP?

## Need to understand:

-  The challenges

-  The limitations

-  The capacity

-  That one size cannot fit all

-  Targeted interventions

## Need for accurate reliable information.



# THE PLAYERS

 **InWEnt**

 **SABCOHA**




 **Eastern Cape  
Development Corporation**

 **Eastern Cape AIDS  
Council**



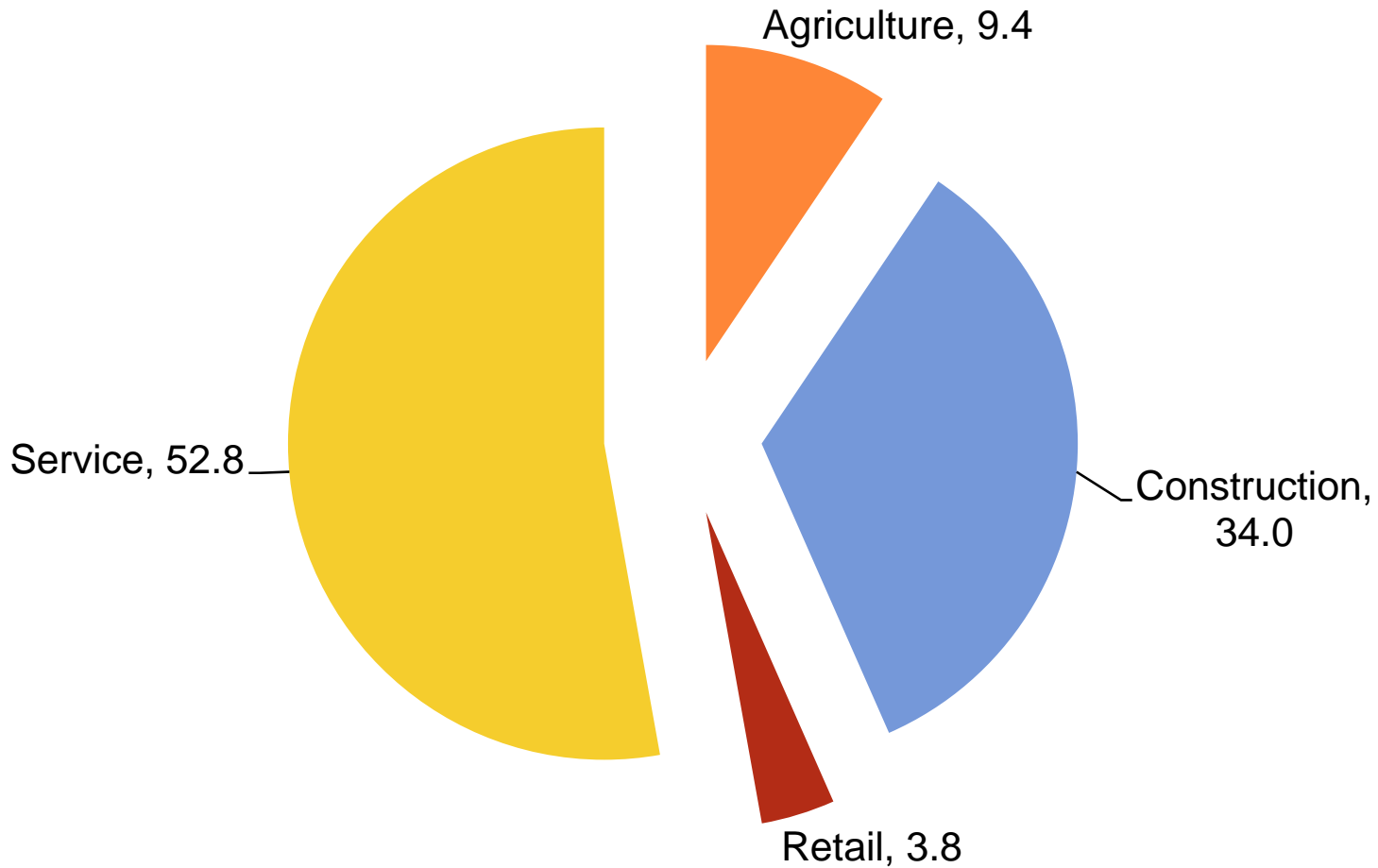


# THE PROGRAMME

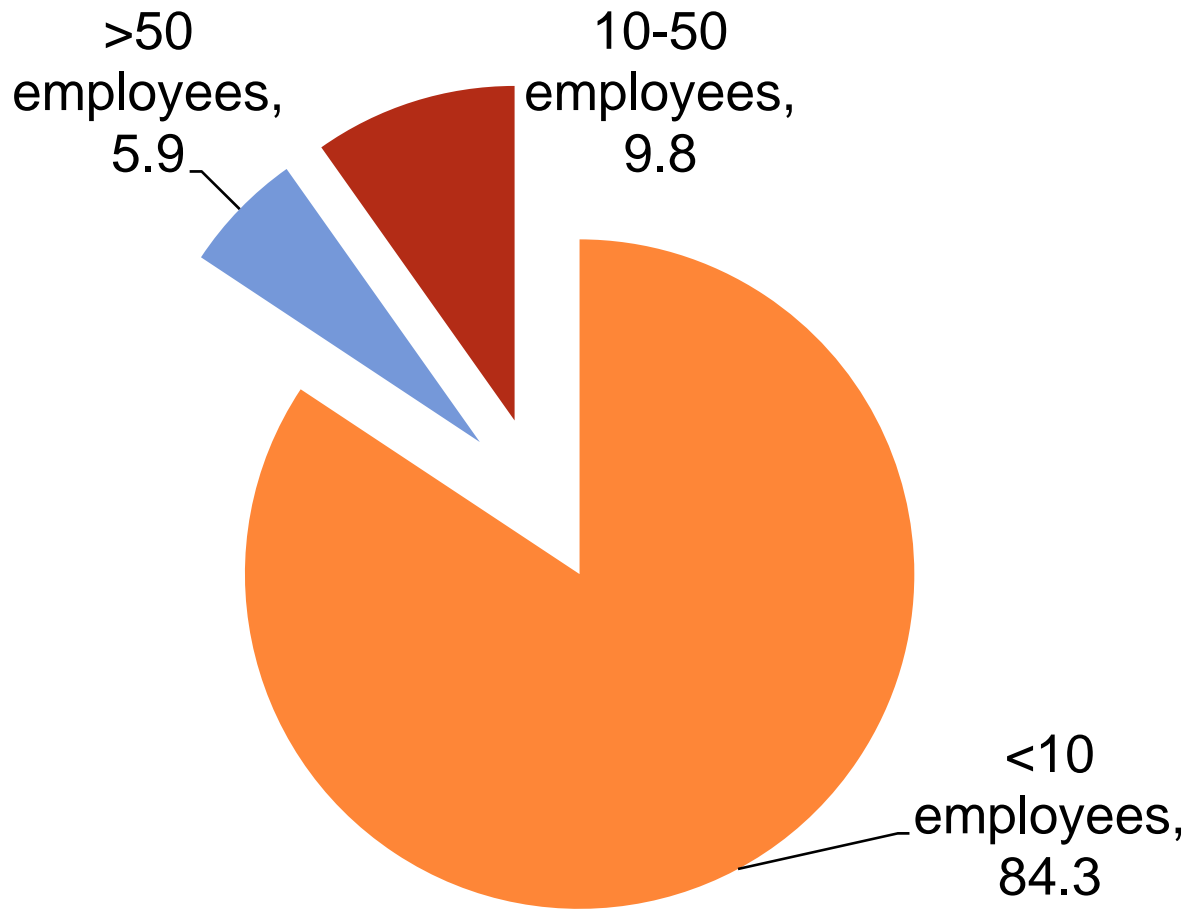
-  **Target 200 SMMEs in Eastern Cape**
-  **ECDC database of SMMEs**
-  **Beyond the Balance Sheet material**



# SMMES TARGETED BY SECTOR (%)



# WORKFORCE SIZE (%)



# IMPLEMENTATION OF WPP

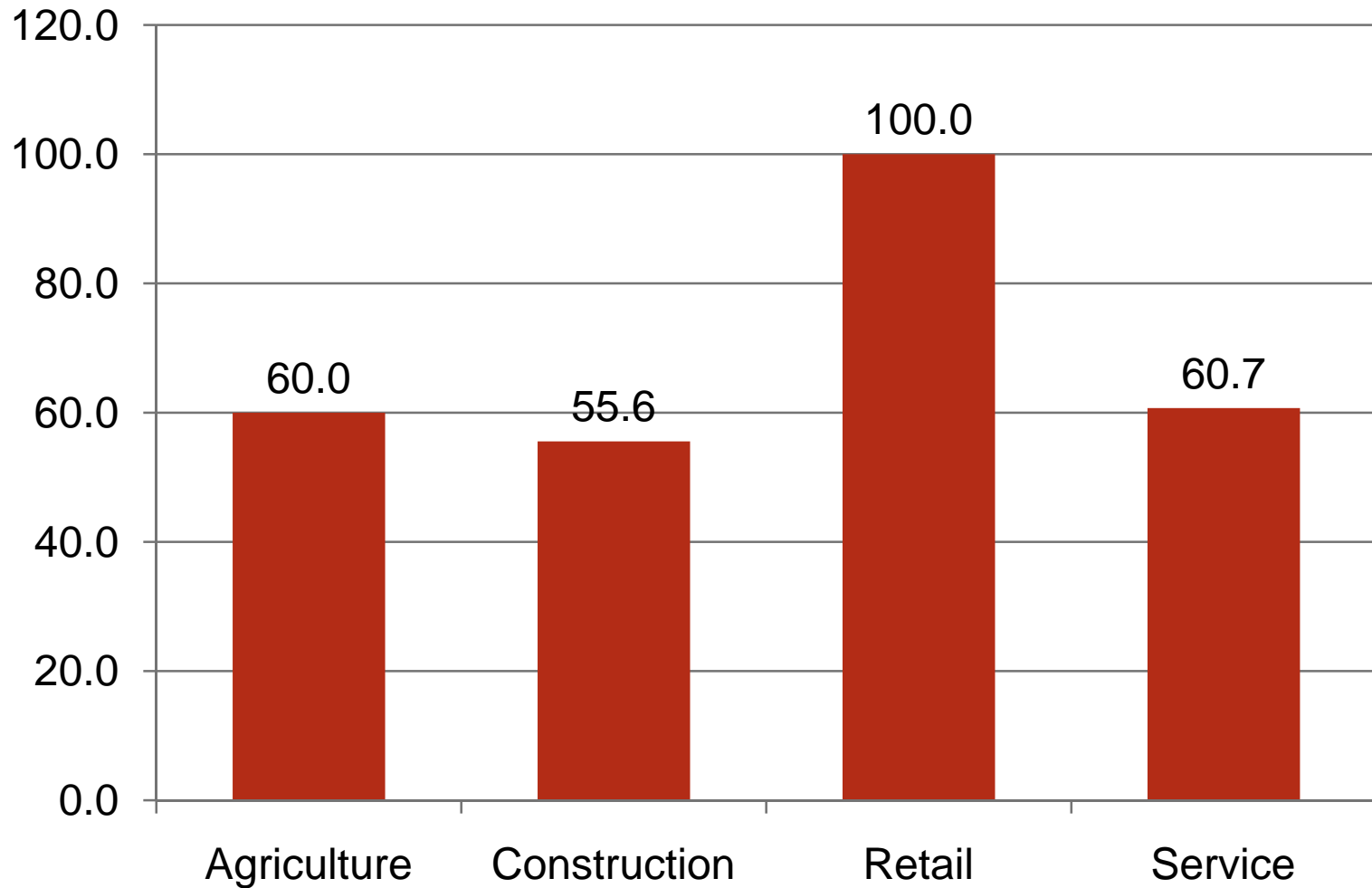
 **63% of businesses implemented a WPP after training**

 **51% WPP still running after 2 years**

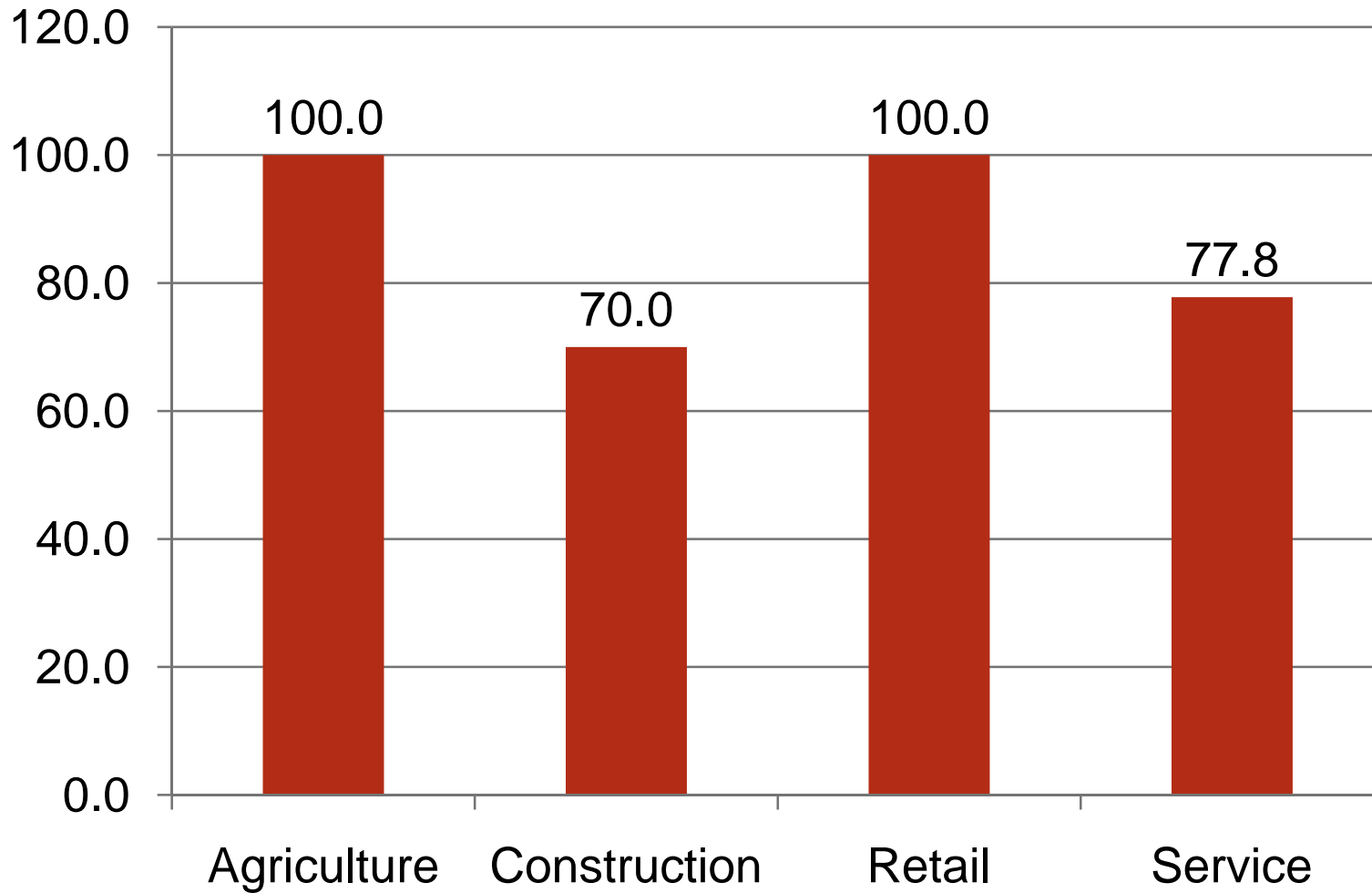




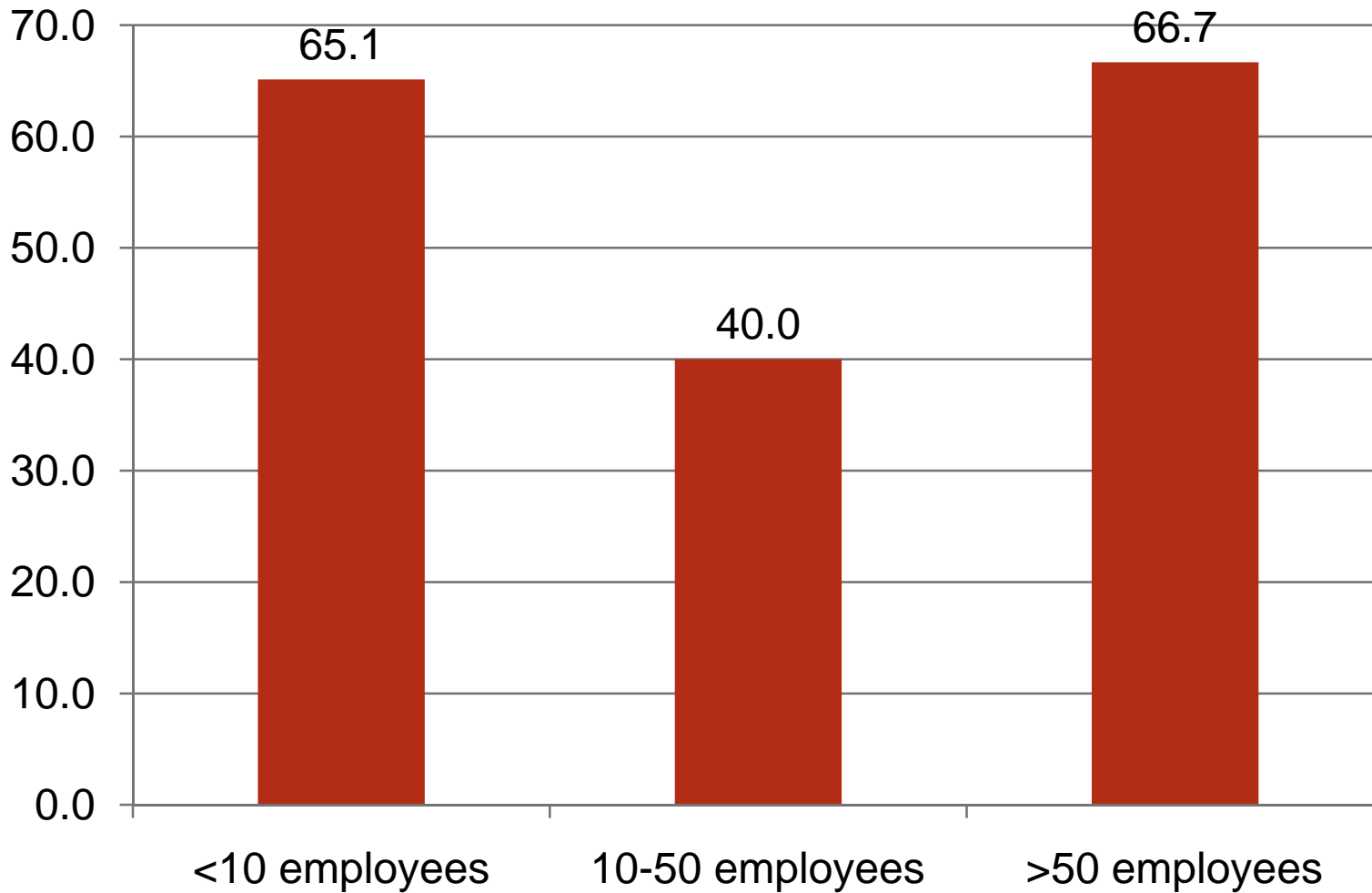
# IMPLEMENTATION OF WPP BY SECTOR



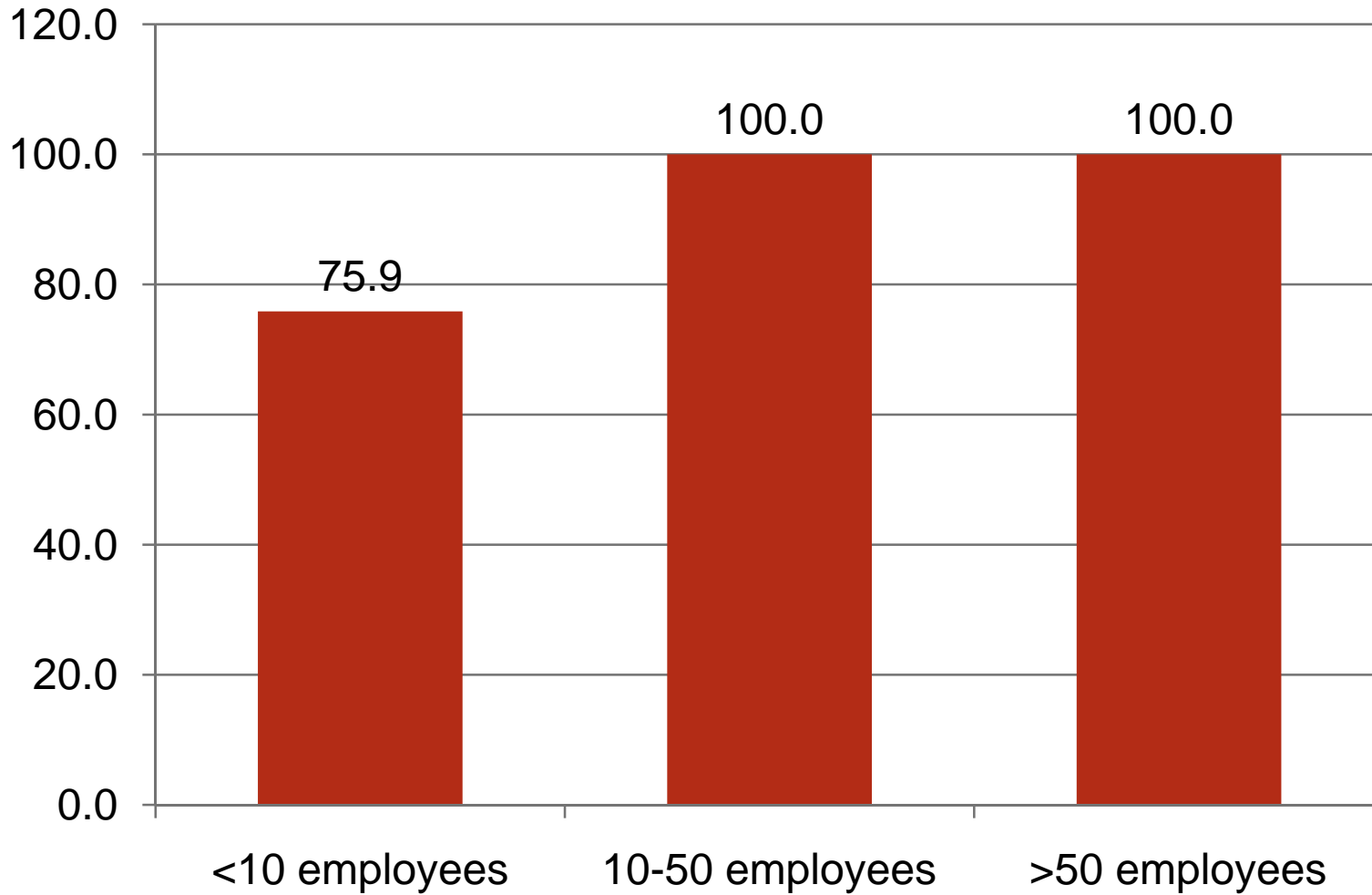
# WPP OPERATIONAL AFTER 2 YEARS



# IMPLEMENTATION OF WPP BY WORKFORCE SIZE (%)



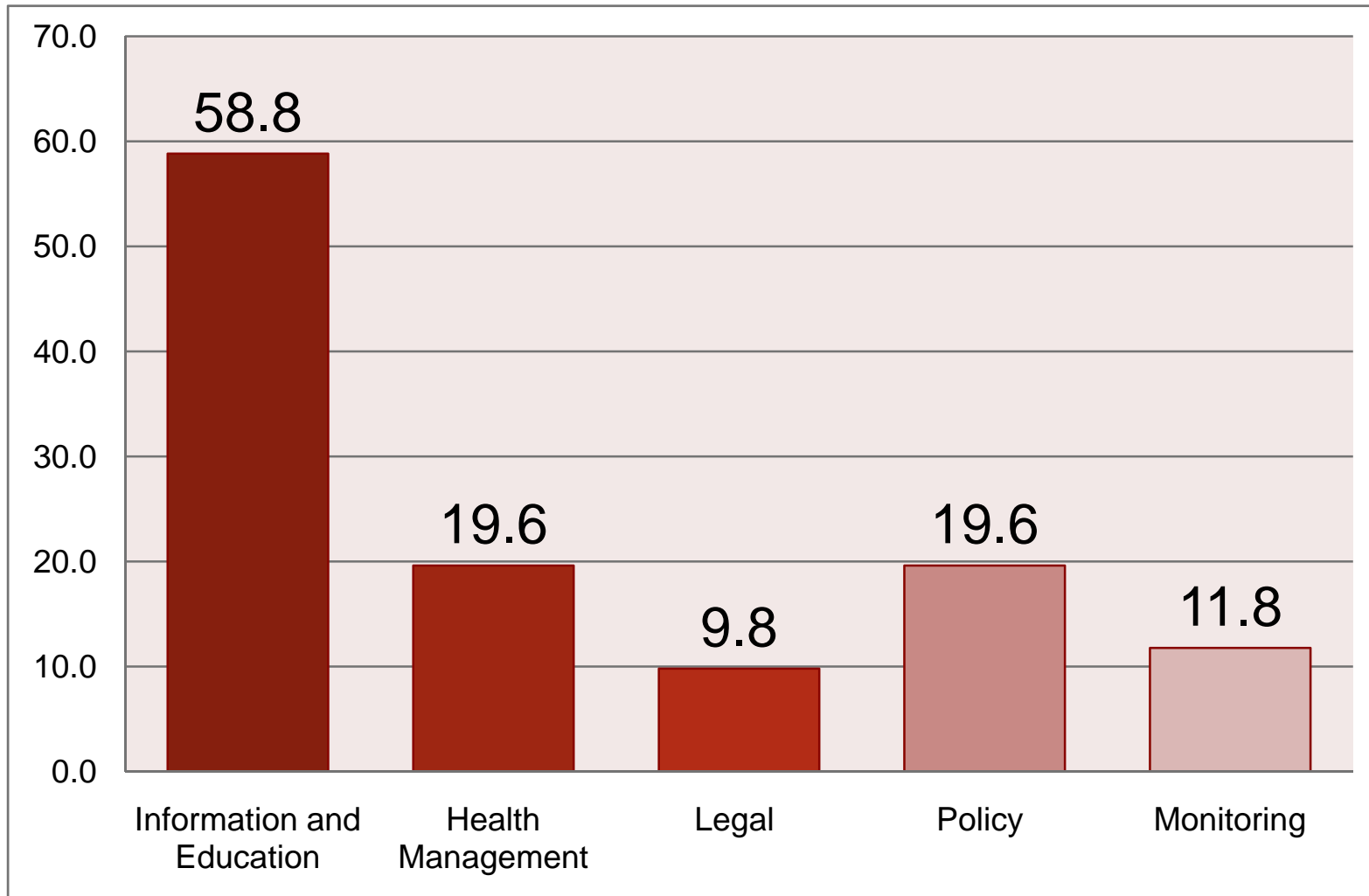
# WPP OPERATIONAL AFTER 2 YEARS



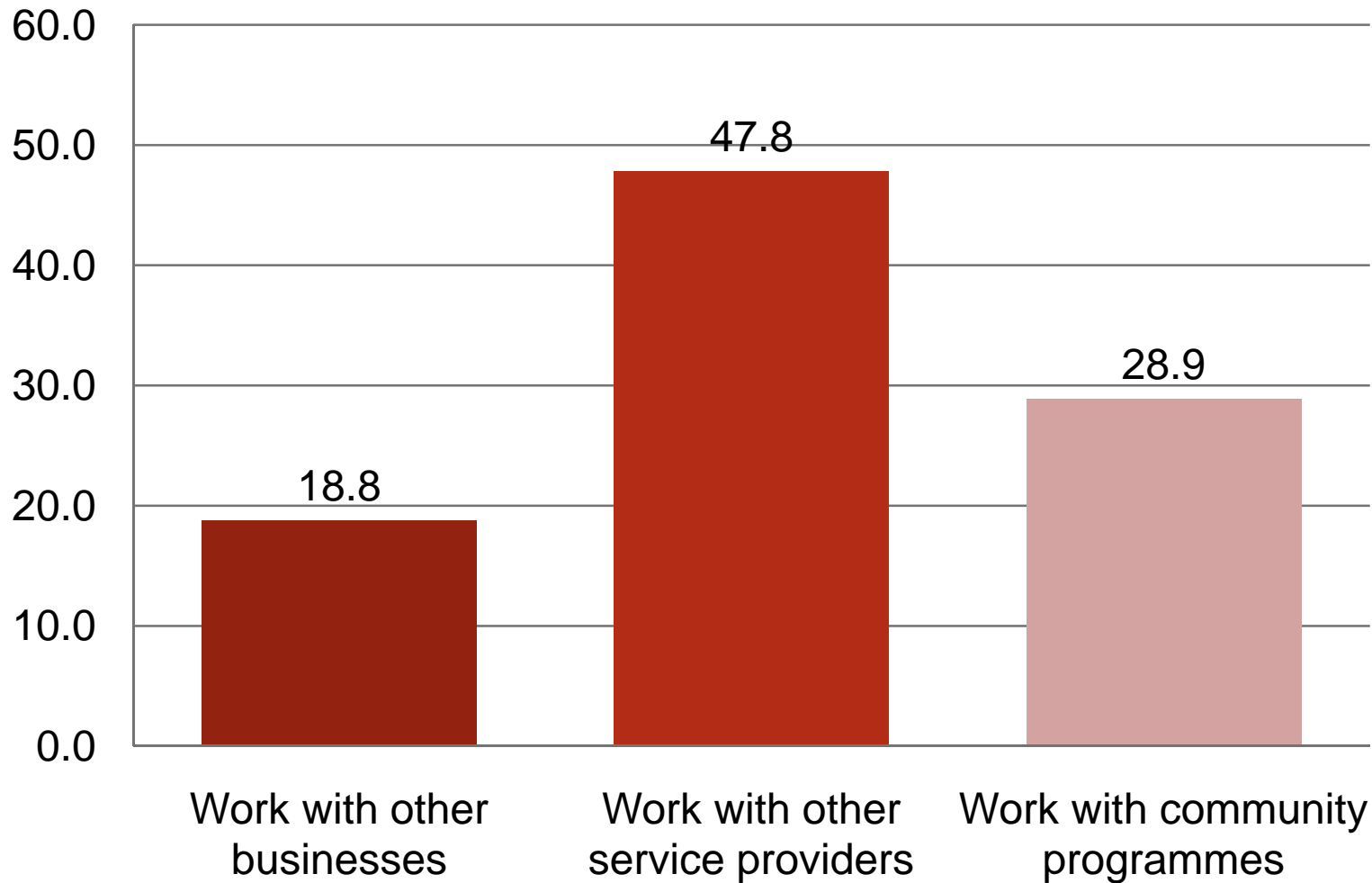




# IMPORTANT PARTS OF A WPP (%)



# PROGRAMME IMPLEMENTED IN PARTNERSHIP



## IMPACT? ANECDOTAL EVIDENCE

 **Positive impact on**

 **Staff**

 **Business**

 **Clients**





## LESSONS LEARNED

- Understand the sector and the challenges
- Understand the limited capacity and resources
- Appreciate that a little is better than nothing
- Don't work in isolation



FOR MORE INFORMATION

[www.insightstrategies.net](http://www.insightstrategies.net)

[www.btbs.co.za](http://www.btbs.co.za)

**WITH THANKS**

**InWEnt**

**SABCOHA**

**ECDC**

**ECAC**

