



REPORT OF THE MEETING OF THE WORKING GROUP HELD AT THE PROTEA MARRIOTT HOTEL, OR TAMBO PARADE, DURBAN, 18 OCTOBER 2016

1. Summary

The Other Foundation has been working to establish strategic partnerships with allies of LGBTI communities particularly amongst the business sector.

The first convening took place in Cape Town on 13 April 2016 where a decision was taken to initiate a LGBTI Business Network to address LGBTI economic empowerment and social acceptance of LGBTI communities in the workplace.

A partnership was established with NGLCC from the USA at this convening by signing MOU to co-operate in this field of work.

It is anticipated that the outcomes of the working group discussions will shape the future programming of The Other Foundation for the next 5-years.

The previous meeting of the working group took place in Johannesburg on 20 July 2016. Key resolutions that were finalized at that meeting included:

- The vision, mission statement, and values of the LGBTI business network were identified.
- The logo and brand identity was discussed and agreed.
- It was agreed that a mini scoping study would be undertaken to develop a brief business plan for the network, including its membership structure, etc.

2. Mission, Vision, Values, and Brand Identity

- Mission: To champion, promote, support and empower South African LGBTI business owners and entrepreneurs with valuable opportunities to learn, network, do business and prosper, contributing to the redress of the structural social and economic injustices of our past.
- Vision: To build a dynamic, thriving and visible South African LGBTI business community for an inclusive, free and equitable society that celebrates diversity.
- Values: Equality, Freedom, Respect for human rights, Community pride, Belief in the value and talents of the LGBTI community, Empowerment and mentorship, Professionalism, Excellence, Credibility, Bridge-building, Collaborative power, Creativity.

3. Business Plan Discussion

3.1 Employee Affinity Groups

It was agreed that workplace LGBTI affinity groups were important platforms to champion diversity and inclusion, including in company supply chains. It is therefore very important for the network to develop strong collaborative linkages with employee groups and for it to promote the growth and development of workplace affinity groups.

It was agreed that the network should convene a meeting with key workplace groups to discuss what this collaboration could look like and to explore models for how the groups could link with the LGBTI business network.

3.2 Procurement

A legitimate verification method is critically important in order to ensure that a reliable pool of vetted LGBTI suppliers is available to corporates and, where required, the relevant training is provided to navigate the relevant protocols. The business network should play a valuable role in this regard.

It will give corporates access to approved LGBTI suppliers with the assurance that they are dealing with suppliers that are credibly regarded as LGBTI suppliers, having gone through the relevant processes in order to be approved.

However, the LGBTI business network may provide opportunities but will not necessarily be able to certify the quality of the suppliers. The corporate would still have to ensure that the relevant checks and are carried out to determine the quality of products and services.

Nonetheless, there may be some minimum standards that would need to be met for membership of the business network in regard to the quality of goods and services.

The subsequent value-addition for members of the LGBTI business network members may be that relevant and specific training and skills transfer is offered through the LGBTI business network. This may be done in partnership with corporates who offer training and development opportunities to small suppliers.

Asking the question about what prohibits LGBTI suppliers from entering the corporate environment as preferred suppliers, it emerges that corporates want to invest in suppliers and markets that optimize their returns.

From a research perspective, no data is available about the return on investment in LGBTI suppliers in South Africa. The LGBTI business network could be well positioned to develop this knowledge area.

Research in this area may include questions such as:

- What is the size of the 'pink Rand'?
- What does the segmentation model represent?
- What determines the economic spread of disposable income?
- In which regions are the community represented?
- What industries / services are represented in this market?
- Who are the decision makers in corporates, who do they reach amongst potential LGBTI suppliers, what influence do they have over their suppliers, and what are their levels of commitment to the LGBTI community?

This research should cut across the corporate, SMME, small business and individual owner spheres. Such research will strengthen the value proposition of the network by positioning it as a thought leader in the field.

The Other Foundation will develop a project plan to implement this research initiative.

From an advocacy perspective, intense, focused lobbying is required to expand the scope (or interpretation) of regulations. The business network should explore this further.

3.3 Mentoring

It was agreed the providing mentoring was a tricky area if it is to be done seriously, it was therefore agreed that the business network:

- Cannot provide training nor can it function as a business incubator itself.
- Can link the LGBTI community to relevant business opportunities.
- Can link LGBTI businesses to training and development opportunities provided by others (including corporates).
- Can act as a facilitator and link businesses with corporate initiatives such as the LGBTI+ Forum for mentoring and other technical support.

- Can provide a platform for peer learning in regard to business skills.

3.4 Research

At the outset it would be important to understand how many businesses would want to access the 'pink rand'.

The exact services / industries in which member LGBTI businesses operate or function would need to be scoped out and key segments identified.

Whilst the research would need to reveal whether the LGBTI influencer in the business is a key decision maker it would need to stretch beyond research about the particular individual and consider the type of business / service they/it provides and its impact on the LGBTI community vs business in general.

Based on the outcome of the research, different criteria would need to be developed for both individual members and corporates. It would thus be important to also research the needs of the corporates from a LGBTI perspective to determine relevance and impact.

With respect to the research piece on the individuals, levels of education, current income streams, disposable income, age, life-stage etc would also need to be explored.

Ultimately corporate partners would want to understand how their involvement could influence consumer behavior and increase participation / buy-in and whether support of LGBTI events e.g. Pride activities could further influence behavior.

Detailed research on procurement policies would also be a crucial piece to include in the research model. Customer value propositions to business would need to be interrogated to determine the value they would be able to bring to the business and ultimately impact on the bottom line. Ideally this would then also provide guidelines as to how corporates engage with the LGBTI business owners.

3.5 Membership Benefits

The value proposition needs to be compelling enough to drive membership of PLUS.

There would need to be an educational element so that members and potential members are educated about the benefits of the business network and why it would be worth having this membership and how it could assist their business.

In order to define the benefits and explain their real value, the basic research pieces referred to above would need to be completed first.

4. Way Forward

Existing directories or other databases of LGBTI businesses should be collected into one information repository.

PLUS is now in a position to have its own social media and digital presence. There is room to consider voluntary regional (i.e. city-based or provincial) "ambassadors" who will activate campaigns for membership and extend the reach of the network.

The next PLUS working group meeting and event in the Eastern Cape in February 2017 should be used to recruit more members.

Make a concerted effort to target and engage the low-hanging fruits, namely the industry sectors from SA Tourism to community groupings to bars, clubs, B&B's etc. and encourage them to become associate members of the Business Network.

It was agreed that PLUS should be formally launched in May 2017.

5. Panel Discussion: LGBTI Inclusion in Corporate Supply Chains: Fact or Fiction?

The final session of the day was a public panel discussion with several corporate business partners that had been invited to attend the workshop to get a first hand experience of the LGBTI business network in action and local LGBTI business owners from the greater Durban area.

The panelists for the discussion were:

- Linda Mayekiso, Shell
- Lynn Cuzen, EY
- Ockert de Wet, Accenture
- Ross Forgan, Norton Rose Fulbright
- Orain Edwards, United States National Gay and Lesbian Chamber of Commerce (NGLCC)

The session was facilitated by Xhanti Phayi, co-chairperson of the Other Foundation.

6. Participants

#	Name	Last Name	Company
1	Dean	Ebden	Vukile Communications
2	Fanney	Tsimong	Doti Productions
3	Liezl	van der Westhuizen	Creatividad Consulting
4	Luiz	De Barros	Mambaonline
5	Nhlanhla	Ndaba	Doti Productions
6	Reuben	Nyoni	Mpatho Nyoni Events
7	Sarita	Ranchod	Under the Rainbow
8	Simphiwe	Tshabalala	Blackin Events
9	Siya	Khumalo	KwaZulu-Natal Gay & Lesbian Tourism Association
10	Sonja	Boezak	Under the Rainbow
11	Zini	Godden	Development Practitioner
12	Orain	Edwards	NGLGCC
13	Linda	Mayekiso	Shell SA
14	Ross	Forgan	Norton Rose Fulbright
15	Ockert	de Wet	Accenture
16	Lynne	Cuzen	EY
17	Anthony	Waldhausen	Gay & Lesbian Network
18	Nkululeko	Conco	Gay & Lesbian Network
19	Lwazi	Cele	-
20	Brandon	Lunn	MPYRE Events
21	Jason	Fiddler	-
22	Shaun	Kruger	KwaZulu-Natal Gay & Lesbian Tourism Association
23	David	Walker	KwaZulu-Natal Gay & Lesbian Tourism Association
24	Brad	Hooper	Rawson Properties
25	Hlengiwe	Buthelezi	Afro Games
26	Thomie	Holtzhausen	Club Altitude
27	Darren	Kelly-loulie	The Other Foundation
28	Khanti	Payi	Nascence Advisory and Research / The Other Foundation
29	Neville	Gabriel	The Other Foundation
30	Shekeshe	Mokgosi	The Other Foundation
31	Carolina	Shields	The Other Foundation
32	Thapelo	Sekoma	The Other Foundation