



# Social Upliftment a priority for Simonsig

Simonsig currently employs more than 150 staff, 70% of whom live on the farm and 50% are female employees. Their social upliftment stands central to the long-term development plans of this respected wine producer.

"We take great care in ensuring that our workers and their families are socially, economically and politically empowered to enable them to make a constructive contribution to our business and the entire wine industry," explained Malan.

Addressing the Provisional Parliament, Minister Dowry highlighted Simonsig's most viable social upliftment initiative, Reach for Gold - a non-profit scheme headed by a group of permanent farm workers to generate funds for the upkeep of various community projects on the estate.

Acknowledged by the Western Cape Department of Agriculture as a commendable example of grass roots development within farming communities, the project works on two levels focusing on the economic and social empowerment of the workforce.

Funds are raised through an innovative roll-on-lawn project for which the Malan family has allocated 5 ha of farmland to date to the Reach for Gold Association. Profits earned from this project are then ploughed back into the community with funds contributing towards a Multi Purpose Centre and day care crèche on the farm.

"We want to enhance the business skills of our workers in order to increase their income potential and thereby benefit the community as a whole. During 2003 our workers applied for a subsidy from the Department of Agriculture and submitted their own business plan resulting in a grant of R180 000 in aid of the Reach for Gold Association," explained Malan.

The Malans initiated the establishment of the crèche and Multi Purpose Centre for pre-school and school going farm children whose parents are employed by Simonsig. A qualified teacher assists them with their homework and a small library was set up to encourage literacy and disciplined learning.

Future goals of the Reach for Gold Project include the provision of financial support to parents with annual school fees, as well as the establishment of study bursaries through the success of the lawn

project. Other community initiatives supported by Simonsig include a recycling project as well as a professional social worker who provides training in life skills and sees to the general wellbeing of the workers.

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Simonsig Estate upholds the legendary status of pioneering wine excellence shaped by the Malan dynasty's devotion to quality and innovative winemaking.

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