



AGRI-LANDSCAPE DEVELOPMENT PROJECT (GREEN SA).

Occupational Pending Certificate: Landscape Gardener (Landscaping Supervisor) –
QCTO Code 611302001

Prepared by: Perfect Leeka, Managing Director

16 May 2025

Web; afromel.com

Call: 065 810 3278

TABLE OF CONTENTS

1. Summary.

2. Problem.

3. Solution.

4. Resources and Investment Use.

5. Financial Outlook.

6. Returns & Impact.

1. SUMMARY.

We propose implementing a **Landscape Farming and Landscaping Supervisor Development Programme** in Limpopo (with potential expansion into Gauteng), positioning it as a practical employment and enterprise intervention.

The initiative capitalises on AFROMEL's accredited training capacity and community hub model to develop work-ready landscaping supervisors, facilitate the establishment of small enterprises, and enhance the quality of public and private green infrastructure.

The programme aims to recruit **100-300 participants in Phase 1**, with the potential to **scale up to 500-1000 beneficiaries by 2035. Simultaneously**, it will establish a pipeline of skilled supervisors capable of serving municipalities, estates, schools, and commercial properties.

2. The Problem.

South Africa faces several challenges, including high youth unemployment, weak supervisory capacity in landscaping and horticulture, poor maintenance of public green spaces, limited pathways from training to income in rural areas, and inconsistent skills pipeline and supervision quality in Limpopo and parts of Gauteng, despite the demand for landscaping services in these regions.

A gap exists between available work opportunities and skilled supervisors, leading to challenges like underutilised land and limited youth economic participation.

3. The Solution

Our comprehensive **solution** encompasses the implementation of a **structured Landscaping Supervisor and Landscape Farming Programme** that seamlessly integrates the following key components:

1. QCTO-aligned supervisory training
2. Practical horticulture and irrigation skills development
3. Team leadership development
4. Resource and productivity management
5. Enterprise incubation support

The Landscaping Supervisor assumes the pivotal role of bridging the gap **between management and the workforce**, thereby ensuring the consistent delivery of high-quality services. Furthermore, it facilitates efficient resource utilisation, professional site management, and the scalable development of small contractors. The programme's delivery will be facilitated through the **Dikgalaopeng Community Hub**, which is seamlessly integrated with youth track engagement, baking, and enterprise streams. Additionally, sports and arts stabilisation programmes will be implemented to foster a **holistic community development ecosystem**.

4. Resources and Investment Use

Financial Projections (Dikgalaopeng Youth & Landscaping Hub).

Programme Scale Context.

The Dikgalaopeng Community Hub is structured as a phased rural development model, with a total ecosystem value of approximately R15 000 000 over the full implementation horizon.

| Phase | Focus | Estimated Value |
|------------------------|--|-----------------|
| Phase 1 (0–12 months) | Hub activation and pilot delivery | R4.0M |
| Phase 2 (Year 1–3) | Programme expansion and enterprise pilots | R5.0M |
| Phase 3 (Year 3–5+) | Scale, cooperatives, infrastructure growth | R6.0M |
| TOTAL ECOSYSTEM | | R15.0M |

AFROMEL is not requesting the full amount upfront.

Instead, the organisation is seeking R 4 000 000 for Phase 1 activation, which will establish operational readiness, demonstrate delivery capability, and unlock measurable impact within the first 6–12 months.

Key Assumptions

1. Rural rollout with phased growth
 2. Blended revenue model (grants + services)
 3. Progressive enterprise activation
 4. Conservative ramp-up
-

Projected Income Path.

| Year | Revenue Drivers | Estimated Income | Position |
|-----------------|---|-------------------------|------------------------|
| Year 1 | Grants, CSI, pilot services | R700k – R1.1M | Investment phase |
| Year 2 | Training contracts + landscaping services | R1.4M – R2.1M | Near break-even |
| Year 3 | Multi-stream programme income | R2.6M – R3.6M | Sustainable operations |
| Year 4-5 | Mature service mix | R4M+ annually | Surplus capable |

Why the R4M Ask Is Strategically Correct.

Phase 1 Investment facilitates the establishment of the Dikgalaopeng Community Hub, or any viable place that effectively addresses the pressing challenges of rural transportation, initiates accredited and structured educational programs, provides tangible evidence of the province’s impact, mitigates potential risks associated with future scale funding, and establishes the foundation for the comprehensive R15M ecosystem.

In essence, Phase 1 funding is crucial for activating the model at the rural scale. Without this investment, the province will not have a functional intervention within the specified 12-month timeframe.

5. Financial Outlook.

The organisation is seeking catalytic support to activate Phase 1 and demonstrate proof of delivery in Dikgalaopeng.

PHASE 1 BUDGET ALLOCATION (R4,000,000)

| Cost Category | Estimated Allocation | Strategic Role |
|----------------------------------|-----------------------------|--|
| Infrastructure & Hub Setup | R 800.000 | Community hub readiness and training space/ Dikgalaopeng Office. |
| Mobility & Transport Fleet | R1,450,000 | 1 Bus, 2 Support vehicles. |
| Training Equipment & Materials | R700.000 | Landscaping tools, irrigation kits, PPE |
| Human Capital (Year 1 core team) | R 700,000 | Facilitators and Admin coordinators |
| Systems, Compliance & M&E | R 200,000 | QCTO alignment and tracking setup. |
| Community Mobilisation | R 150,000 | Recruitment and outreach |
| TOTAL | R4,000,000 | Phase 1 activation |

6. Returns & Impact

The Dikgalaopeng Community Hub will impact 500-1000 community members by 2035, establishing a sustainable local green economy and replicable rural delivery model.

Closing & Funding Request

AFROMEL proposes the Dikgalaopeng Youth Track and Community Hub as a practical, scalable intervention for Limpopo's youth development, rural economic activation, and skills development.

Feasibility work, community engagement, and a phased delivery model show that meaningful impact can be achieved within a controlled framework. The programme aims to build a sustainable pipeline from youth engagement to skills development, enterprise formation, and local economic participation, moving beyond short-term activities.

AFROMEL doesn't seek full ecosystem funding upfront. They're seeking catalytic support to activate Phase 1 and demonstrate proof of delivery in Dikgalaopeng.

Funding Request.

- A. Preferred Ask: R4,000,000 (Full Phase 1 activation)
- B. Minimum Viable Activation: R2,800,000 – R3,200,000
- C. Total Long-Term Programme Value: R15,000,000 (phased)
- D. The requested Phase 1 investment will establish the Dikgalaopeng Community Hub, deploy critical rural mobility assets, launch Youth Track activities in arts, sports, and landscaping, implement accredited training pathways, and deliver measurable impact within 6-12 months.

AFROMEL welcomes provincial partnership through funding support, land access, strategic endorsement, and alignment with existing youth and rural development priorities. They're ready to engage further, provide supporting documentation, and commence implementation immediately upon approval.

Together, we can convert youth potential into structured economic participation in Dikgalaopeng and beyond.

Prepared by Mr. Kefilwe P. Leeka

Call: +27(65) 8103 278

kefilwe@afromel.com

AFROMEL | Youth Track Programme
