

Fair Cape's Divas reach for the stars

When a company has a history that stretches back 150 years, it is not surprising that it would take a long-term view on a number of initiatives.

"We like to help our staff achieve their personal career goals, and one of the staff development projects that we are most proud of is the work we are doing with our tea ladies, fondly known as the Divas," explained Tanya Reeves, Training Manager at Fair Cape Dairies.

In 2013, the company decided to celebrate Women's Day by treating the Divas to a high tea at the Mount Nelson hotel, in appreciation for all the work that they do.

"It gave us the opportunity to sit and talk to our Divas, in a relaxed environment. It made us realise that they wanted to make an even greater contribution to the work we do."

So, in 2014, all eight of the Divas started a series of training programmes, including telephony, front-of-house etiquette, life skills and a computer introduction course.

"This year two of the Divas have taken their training even further," said Reeves. "They used their initiative to get more involved with the admin needs of the departments where they work."



Jennifer Zothe and Bronuta May

Fair Cape Dairies is funding Jennifer Zothe's Office Management Short Programme through Unisa, and Bronuta May is planning to embark on the same course early next year.

"Before I joined Fair Cape Dairies, I was a domestic worker," Zothe said. "When I finished matric I had high hopes and dreams for my future but I knew I could not afford to pursue these."

"Then in March 2014 I was employed as a Diva and I began to see my dream come alive again. I felt hungry to study further and grow in the company, and now I am in the second semester of my course," she said.

"The biggest thing I have learned is about doing the right thing and believing in myself, that I can do anything if I put my mind to it."

Bronuta May who works with the executive Pas agrees.

"The possibilities are endless. I'd encourage all the single mothers and young women out there to keep your head up and stay strong and believe in yourself. The opportunities I have had at Fair Cape Dairies have helped me to have self

confidence and the will to learn more."

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