

ADreach launched first OOH BEE franchise

As part of a public, private partnership (PPP) with the Gauteng province, ADreach has launched the first of its 100% black-owned OOH advertising companies through its franchise model, at the Winterveldt Business Hub in City of Tshwane.

The PPP is closely aligned with Gauteng Premier, David Makhura's commitment to focus on boosting Gauteng's economy and employment over the next five years. This is the first of 20 planned launches.



The company has appointed Oabale Lekgetho and Katlego Mosimane of Eyeronic, as the franchisee, which has been given the rights to street pole advertising in the Ga-Rankuwa, Winterveldt and Soshanguve regions (through the company's contract with City of Tshwane) and nationally, wherever the company has rights. In addition, the franchisee will also be provided with 300 frames (an investment of approximately R300,000.00) on a non-interest bearing basis and at least six digital signs.

The franchisee in turn will be contractually obligated to promote 10 small enterprise development businesses in and around its area annually and make available no less than 30 advertising signs during this time, for this purpose.

Lekgetho and Mosimane said, "This is an incredible opportunity we have been given and, because of the company's guidance and confidence in us, we can fulfil our dream of starting and growing our business."

Adding boxing gym

ADreach is also developing a socioeconomic development component, in conjunction with the Gauteng Premier's office, at the Winterveldt Business Hub. It has started construction on a fully-fledged boxing gym, has upgraded the resource centre and is assisting with the establishment of a media centre.



This project will be run on a similar basis to the company's Soweto Canoe and Recreation Club in Power Park, which has been successful for the last 10 years. It has been widely acclaimed and has won a prestigious award at the Sowetan/Murray and Roberts Annual Awards for 'contribution to sport development in South Africa'.

On the launch of the franchisee and the other interventions, Brad Fisher, ADreach Group CEO commented, "We celebrate the positive outcomes that result when government and corporates work together for the benefit of South African citizens. I know the Winterveldt Hub is going to have a remarkable impact on the community and surrounding areas in which it operates. We look forward to working with the Gauteng Premier's office on the future programmes we are planning to launch."