

Homemakers Media Holdings launches petition

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Leading South African company, Homemakers Media Holdings, has petitioned the government and policymakers to allow businesses in home-related industries to return to work earlier than Level 2 of the South African Lockdown. The company has been connecting homeowners and home experts since 1982 with its *Homemakers* magazines, online portal and countrywide expos.

Says Reuben Louw, CEO of Homemakers Media Holdings: “We’ve launched a petition on Change.org as we truly believe these industries are vital to the economy and the communities in which they operate. The home improvement, home services, appliance and decor industries provide jobs to a significant portion of South Africans who have no other means of income during this time. Furthermore, the opening of these businesses will allow homes and business properties to be sufficiently maintained and repaired before the onset of winter and ensure the safety of inhabitants as well as employees in the long run.”

Chief operating officer Hestelle Robinson explains that most of these companies can work in small teams, which makes following the Department of Employment and Labour’s directives and regulations easier. “These businesses can work in a similar way to other essential services such as plumbers and electricians and ensure that teams practice social distancing, are continuously screened for Covid-19 symptoms and provided with masks, sanitisers and personal protective equipment.”

The team at Homemakers has also had to do things a little differently for the first time in almost four decades. “Along with the direct response display advertisements, the new digital edition of *Homemakers* features informative articles and expert advice. Like the published version of *Homemakers*, there are individual issues for all six *Homemakers* regions including Johannesburg, Pretoria, Cape Town, Durban, Bloemfontein and Vaal. As part of our drive to always look for new ways to connect, a number of articles in each edition are being translated into Zulu, SeSotho and Sign Language and are available in audio and video formats,” Robinson adds.

The May edition is now available on the [HomemakersOnline website](#) and will help you re-imagine your home with tips on fireplaces, insulation, thatching, underfloor heating, aluminium doors and windows, gardening and looking after your pets during the lockdown. You can also get insider advice from professionals such as Marcia Margolius (SA Decor and Design), Karen Kelly (Lovilee Blog), Lindiwe Ludonga (Blooming Oaks Inc.), Annemarie Meintjes (Visi Magazine) and Elle Franco (DIY with Elle).

A sneak peek ahead to the June edition: You can look forward to articles on small businesses to support in your region (a collaboration with [Joburg.co.za](#) and Johannesburg in Your Pocket), tips for business success as discussed during the first *Homemakers* business webinar, steps and recipes for an autumn-themed dinner party and practical home advice on damp proofing, property zoning, solar power and skylights. This edition also includes expert insights from Joe Strydom (Trouve),



Sandy Roberts (Margaret Roberts Herbal Centre), Mayfords and Vermont Sales.

Louw concludes: "It's vital that we support all businesses in South Africa, whether big or small, during this time. Our economy was already fragile before the onset of the Covid-19 pandemic. Please support our petition at <https://www.change.org/p/south-african-government-allow-home-service-businesses-to-open-earlier-than-level-2-of-lockdown>. Together we can make a difference to the livelihoods of so many of our fellow-countrymen and women."

You can enjoy all the publications on the [HomemakersOnline website](#).

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- "Secure your stand, cultivate trust, generate leads and build your brand!" 23 Jan 2024
- "Tribute to industry stalwart: Henk Louw (16 August 1939-11 September 2023)" 15 Sep 2023
- "Johannesburg Homemakers Fair on from 24 to 26 March at Kyalami" 13 Feb 2023
- "Get on board with *Homemakers* digimag" 21 May 2021
- "2021 Johannesburg Homemakers Fair postponed" 10 Feb 2021

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