

MARCH 2021 EDITION

### BAMA-BORA BUILDING THE ECONOMY BEYOND THE MINING INDUSTRY

The atmosphere was of jubilation when Bembe Arts and Music Academy and Bora Mining Services sealed the deal on Saturday, March 27 at the Disciples Worship Centre at Benfarm under Ba Phalaborwa Municipality. The launch of the partnership was a success with attendees adhering to the Covid-19 regulations.

The popular BAMA talent search is now called BAMA-BORA talent search. A gospel talent

search show, targeting youth from Mopani District.

Ba-Phalaborwa Municipality Mayor Cllr Merriam Malatji who was accompanied by the Manager in the office of the Municipal Manager, Dr kgoshi Pilusa and the ward councillor graced the event. Delivering a speech, the Mayor commended Bora Mining Services and BAMA for the great initiative. "Bora

Mining Services is a strategic partnership of the Municipality therefore we ought to support them, this initiative will bring about social cohesion and enhancing our GDP," she said.





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## BUILDING OUR ECONOMY BEYOND THE MINING INDUSTRY

*BAMA-BORA*



During the launch the top 13 finalists were announced and some of the finalists gave amazing performances which left the audience astonished.

The grand finale will be held on April 24, where the participants will compete against each other before the judges and a winner will be announced. The talent search will only produce one winner. The winner will obtain a R50 000 recording deal and an opportunity to record with the Worship House Music group.



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Vision FM formed a media partnership with the BAMA-BORA Talent Search and they ensured to give full coverage and support, an advert will be running for the next three weeks on their radio station.

Speaking during the launch, Bora Mining Services CEO Enock Mathebula highlighted the slogan, "building our economy beyond the mining industry". He says their vision is aligned

with BAMA, to uplift and develop young people not only in music but in other careers as well. "He said that people should still be able to get employment even when the mine's life span has ended, working in the mine doesn't mean you're at the peak of your success, I encourage people not to focus only in the mining industry for employment." Mathebula mentioned.



**Building our  
economy  
beyond the  
mining  
industry**



BAMA Chief Financial Officer, Bali Mabena expressed gratitude towards the partnership and she mentioned that it means the world to them. "We knocked in many doors, some with no answer but when we knocked at Bora's door, Mr Mathebula opened and he assisted, therefore we are grateful and looking forward to building our economy together, " she said.

The audience were entertained by an award-winning artist, Donation and also Ndivhuwo Matumba, a former Joyous Celebration singer and Chief Operations Officer of BAMA.