



## CASE STUDY

### ADELAIDE CHIKUNGURU

Tongaat Hulett is committed to maintaining and growing its current pool of highly skilled, engaged leaders to address the company's existing and future leadership needs. This commitment to growing leadership talent is clearly demonstrated in the support that the business continues to provide to Adelaide Chikunguru, who is based at the company's Zimbabwean operations.

During her formative years, Adelaide had ambitions of serving in the legal arena as a judge. Despite this earlier career goal, after completing her schooling, she enrolled for a Bachelor of Social Science. She further augmented her studies with a BSc (Hons) in Media and Society Studies in 2003 and an MSc in Media and Society Studies in 2008.

Prior to joining Tongaat Hulett's Zimbabwean operations, Adelaide was employed by the Zimbabwe Broadcasting Corporation (ZBC) and Mike Hamilton Public Relations Consultants. Her experience also included a three-year period as the Corporate Relations Executive for NetOne (Zimbabwe) and a four-year stay at Ogilvy & Mather (Tanzania) as a General Manager.

Adelaide was appointed as the Corporate Affairs and Communications Manager for Tongaat Hulett's Zimbabwean operations in 2011. Her responsibilities entailed communicating

with key internal and external stakeholders, stakeholder relationship management as well as managing the company's SED programmes targeted at external communities. Over time, Adelaide has found that her social science and development background provided a good foundation for dealing with the complex nature of the stakeholder relationship matrix, which she has now successfully navigated for several years in the midst of a rapidly evolving external operating context. In recognition of her contribution to the organisation, in 2016 Adelaide was given the opportunity to participate in Tongaat Hulett's MDP.

Today, Adelaide is driven by her future ambitions for the company, adding, "When I first started at Tongaat Hulett, there was little visibility of the corporate brand in Zimbabwe and over the years we have managed to establish awareness of the corporate brand and its secondary brands. There are many opportunities to establish a richer and more rewarding stakeholder relationship environment creating further goodwill for Tongaat Hulett as well as value for our multiple stakeholders. I am privileged that through my work at Tongaat Hulett, we have been touching and transforming lives, providing communities with endless opportunities and possibilities."

Adelaide confirmed that she regularly recommends Tongaat Hulett as the employer of choice in Zimbabwe. She believes that the sugar industry is dynamic and challenging with significant opportunities for growth and development. In addition, Tongaat Hulett's profile in the SADC region, as well as its diverse range of industries in agri-processing and land conversion, provide significant opportunities for ongoing career development.