



**Finalist in ERWIC AWARDS for:**

- > **Woman Contractor of the Year**
- > **Woman Mentor of the Year**



# Changing The Narrative to Empower Women In Construction

**W**ith 20 years' experience of the Built Environment/Construction Industry, Site Services, and related disciplines, Celeste Margo Le Roux, Co-Founder of React24, offers all site services, built environment trades and disciplines under one roof. Le Roux notes that transparency, credibility, and integrity are the cornerstones of any successful commercial relationship. With human capital being pivotal to the business model, developing staff through education and further skills development and training takes priority. "I am an ambassador of transformation and changing the narrative within the South African Built Environment and Construction Industry. We champion real, genuine, and sustainable life-changing results in whatever we do" says Le Roux.

React24 was selected to be a participant on the Property Point ED Programme (Enterprise Development Programme), granting the business access to training, development, and support programmes for all staff, but more particularly that of its female staff. Undoubtedly the collaboration between Property Point and React24 will go on to see even more testimonies of transformation, growth and success for many women in the construction industry, changing the narrative to one of equality, diversity and empowerment for the future. In September 2020, Le Roux with an additional PDI Woman partner will be launching the first black woman-owned and operated CETA Accredited Plumbing Training College in the Western Cape. Here again, it's about opening the doors for learners and trainers from PDI Status and to develop skills that would equip them to be well-skilled artisans in the market place.

React Training College uses a competency-based modular training system (CBMT), which allows each trainee to proceed at their own pace in accordance with aptitude, level of self-motivation and prior experience. **The focus will be on creating a "QUALITY PLUMBER"**. Additionally, Le Roux has launched another new venture, Retool, a power tool service, repair and sales centre. The ethos, again, was to change and develop the lives of the PDI - black individuals involved in Retool.

This year the Construction Industry Development Board (CIDB) have acknowledged top women in the construction sector through their ERWIC Awards (Empowerment & Recognition Of Women In Construction Awards), including Celeste Margo Le Roux who has been nominated as a finalist for two categories; namely "Woman-owned Contractor of the Year" and "Woman Mentor of the Year". Respectively the criteria of the nominations aim to 1.) recognise a key woman player with 51% or more ownership of a construction entity. The individual has managed and grown a successful entity in the industry. The individual has contributed significantly to the development of the South African construction industry, through her dedication, conviction, vision, commitment and leadership; and 2.) to highlight the women who have supported and continue to support other women working within the construction industry, who have contributed to nurturing talent in a way that has helped them to grow and mature within their fields.