

Southern Africa Tourism Services Association NPC

Ground Floor, Rosebank Terrace North, 23 Sturdee Avenue, Rosebank, 2196 | PO Box 900 ~ Ferndale, 2160 | Republic of South Africa

Tel: 011 886 9996 | E-Mail: info@satsa.co.za | Website: www.satsa.com

**DRAFT MINUTES OF THE
54th ANNUAL GENERAL MEETING
OF THE SOUTHERN AFRICA TOURISM SERVICES ASSOCIATION NPC
AND ALL CHAPTERS OF SATSA
HELD VIRTUALLY VIA ZOOM ON WEDNESDAY, 23 AUGUST 2023**

1. WELCOME AND INTRODUCTION (Oupa Pilane)

- The Chairperson, Mr Oupa Pilane, opened the meeting and welcomed all to the virtual AGM.
- It was confirmed that the required 21 days' notice had been given, and notifications, and information of the AGM had been duly distributed within the required timelines in terms of the Memorandum of Incorporation (MOI).
- It was noted that only members that were in good standing were allowed to vote on any required resolutions to be made during the meeting.

2. KEYNOTE SPEAKER (Andrew Borraine)

- Mr Andrew Borraine was introduced - a renowned independent partnering, and systems change practitioner, with a career spanning four decades, and an ability to foster cross-sector partnerships which had been instrumental in driving positive change for the common good.
- Mr Borraine thanked SATSA for the opportunity to present to the members and noted that he had spent the past 25 years designing cross-sector partnerships, with many different themes, at local, provincial, and national levels. He noted that many partnering processes that he had been involved with had produced great results, many had also not worked, and that partnering required a lot of hard work and effort.
- Key take aways from his presentation were as follows:
 - Partnerships work best when focussed on a single theme or geography.
 - Partnering in SA is quite difficult and does not always produce results.
 - Learn lessons from other and own partnerships, for partnering in precarious times, and what this means for SATSA as an industry body.
 - The partnership process helps resolve deep seated issues and requires leaders to think, lead, and act beyond organisational boundaries.
 - Recognise that public sector had financial constraints and could not operate alone.
 - Broad terms of partnership were "beyond the mandate" and "stepping into action".
 - Not to get stuck on setting up a partnership, the who does what and governance matters, rather to focus on the purpose of the partnership and what it would need to achieve. The collaboration, risk and reward, mutual and/or two-way accountability.
- Typically, multistakeholder partnerships or platforms would have the following key points:
 - Brokering formal or information agreements to work together.
 - Coordinated commitment to action – mutual interests for common agendas for action.
 - Partnerships were often about blended resources and finances to achieve collective impact.
 - Building an enabling environment.
 - Building the relationships between the top-down authorising environment, and the bottom-up mobilising environment.
- He noted that key challenges in SA were linked to a combination of factors including historically, coming out of a low trust environment, bureaucracy, listening with preconceived notions, entrenched political corruption, and that a partnership would only be as strong as its weakest link.
- Partnerships with government were particularly challenging with its resistance to collaboration, inflexible inward facing systems, and lack of resources, which rendered them slow and cumbersome.

- SATSA, as with all sector bodies, formed part of a bigger social and political environment, and had factors it could control and manage. There were others outside its control that would need influence and lobbying on behalf of members and industry.

To contact TAN: Nobungcwele Mbem nobungcwele@wcedp.co.za.

To find out more about the Towns Action Network (TAN): <https://wcedp.co.za/towns-action-network>.

3. PRESENT, APOLOGIES AND DECLARATION OF QUORUM (Hannelie du Toit)

- The members present and apologies were noted.
- The COO, Ms Hannelie du Toit, confirmed that the minimum requirement of 80 (10%) of the 800 members in good standing was required for a quorum and had been achieved.
- It was noted that a quorum of the SATSA board had also been achieved with the board members present. Therefore, all approvals and resolutions taken at the AGM, unless objected, would also be an approval or resolution of the SATSA board.

4. APPROVALS OF THE MINUTES OF THE PREVIOUS CHAPTER & NATIONAL AGMs (Oupa Pilane / Hannelie du Toit)

- The 2022 National AGM minutes had been shared to all members with the AGM notice, both on the website and email, and were taken as read.
- A call was made for any amendments to the minutes, none were requested, and no objections were raised, therefore the minutes were adopted as a true reflection and record of the business of the meeting.
- The minutes were adopted by Ms Bunny Bhoola, and seconded by Ms Martina Barth.

5. MATTERS ARISING AND CONFIRMATION OF THE AGENDA (Oupa Pilane / Hannelie du Toit)

- No matters arising had been noted, or raised by members, from the previous minutes.
- No additions were requested to the agenda, and it was approved as presented.

6. CHAIRPERSON'S REPORT (Oupa Pilane)

- The Chair thanked Mr Andrew Boraine for his insights, noting that engagement and partnerships would be the solution to challenges faced in the country and industry.
- The Chair extended his thanks to the board, committees, and chapter teams, that give their time voluntarily, to make SATSA what it is. Special thanks to Mr Tony Romer-Lee for his guidance and council, and the other directors that had concluded their time with SATSA, for the work that they had contributed. He welcomed the incoming directors and thanked them for their commitment. It was noted that board meetings had an over 90% attendance rate, a clear indicator of the dedication of these voluntary directors.
- Thanks were extended to the CEO, COO and team that had worked tirelessly, during particularly challenging times to ensure that SATSA continued to grow, improve, and be the efficient organisation that it is today.
- The Chair indicated that "Partnerships for Action", economies of scale, inclusivity, diversity, and working together would be the key to joint success going forward.
- Recognition and thanks to the past and ongoing partners, for their contributions and support, were noted.
- The Chair noted that the newly established growth affiliates and affiliate association member categories were an exciting addition, allowing for the development and support of newer and smaller entrants into the SATSA family.

7. CEO'S REPORT (David Frost)

- The CEO thanked the incoming Chair for taking up the role with an amazing vigour and his ability to speak truth in a forthright manner, with a sense of humility, to those in power.
- He noted that the newly appointed minister, Ms Patricia de Lille, who was a breath of fresh air, had begun to work swiftly to put good leadership in place at SA Tourism. Her special advisor, Ms Margie Whitehouse, had exceptional experience in the political and tourism landscapes. In addition, the Minister maintained open communication channels.

Memberships and Partnerships

- It was noted that SATSA was an organisation based on partnerships, some of which had worked well and others not so well. Partnerships and engagement with the state would continue to be important, however the increased challenges of such engagements with reduced state capacity and the political environment were noted.
- The CEO noted that most feedback had been provided through chapter and other communications and thus the report would be a synopsis rather than in-depth feedback.

- SATSA and its members had a good year as a collective, working together with a camaraderie of over 1100 members, divisions, subsidiaries, and partners.

Lobbying

- SATSA continued its work on matters of key concern to the industry.
- NPTR continued to be a challenge for over seven years, and Mr Onne Vegter, Chair of the SATSA Transport Committee had continued to work hard. A private sector collective, with Mr Blackie Komani, Mr Tshifhiwa Tshivhengwa, Mr Oupa Pilane, Mr David Frost, Mr Onne Vegter, Ms Kgotso Mico and other SATSA members had partnered to work together. An appeal, well supported by the minister, to get the presidency involved had progressed. A meeting had been held in the past week with NDT and DoT, and the issues had been placed on the table. The process would be managed by an independent referee in the presidency and would, hopefully, gain traction and result in a resolution.
- The issue of VAT and the inbound industry was ongoing. BDO had put together a position paper together which was presented to SARS. SARS continued to engage and then withdraw, thus following all the work, SARS had gone silent with no further feedback. A member had begun a high court action which was supported by SATSA, though not much progress could be reported at this stage. The minister had been made aware and it had been added to her action list.
- While South African Tourism (SAT) did some good work, they did not communicate their plans timeously and effectively, thus the private sector was not consulted, unaware of what had been planned, and unable to align their strategies. A structured engagement with SAT had eventually been achieved and key source markets identified, with several key areas per market. Leading private sector individuals had been identified within the source markets and had met with SAT. The SAT business plan would be issued prior to meetings and then could be interrogated for key strategic issues within each market, thus allowing for the pooling of resources to work together. Follow up meetings would take place on a structured basis and would be recorded.

Tools and Campaigns

- A new SATSA website had been developed.
- Ms Natalia Rosa had spearheaded the Free-To-Be South Africa campaign with a lot of information supplied by members.
- Significant involvement in the SAT sponsored golf event with a golfing brochure produced.
- Significant work on the adventure side, including the 101 Adventures Southern Africa campaign.
- Continued interactions with provincial entities with an increased appetite to work with SATSA. An example of a great achievement was the Wesgro and FEDHASA partnership with a joint tourism body which had been looking into issues in the Garden Route area.

Member Support and Information

- The tourism safety and advice networks highlighted safety issues. Mr Andre du Toit and Ms Hannelie du Toit, working with SATIB, TBCSA, and interacting with the Minister and public sector partners, developed the SECURA Traveller App as an offering for inbound tourists.
- Significant work had been done in communication and information sharing through newsletters and surveys, including the business advice series with Advocate Nel, with a wide social media audience.
- Input into the tourism green and white papers were provided.
- Several webinars around a variety of topics had been held including GTIP, developing markets, adventure tourism, ILTM Luxury Travel, SARS Travel Pass, and safety, among others.
- In the coming weeks a webinar with SAA had been planned to open new discussions after their absence of a few years.
- There had been good work on the training side with several key partner initiatives, including Nelson Mandela Bay Municipality, KwaZulu-Natal EDTEA, ILO etc.
- SATSA was represented in several forums, including the National Tourism Stakeholder Forum, National Tourism Safety Forum, etc. The CEO served on the board of TBCSA, and good work was being done here.
- Adventure tourism had moved forward with toolkits and a code of conduct. A structured engagement with SAT, through a joint task team, on representation and marketing had been set up.
- The incubator programme for 30 Tourism Businesses, a particularly useful initiative, with Sigma International was an area of success. Special thanks were noted to the partners City Lodge, BIDTravel, New Frontiers, Airlink, Tourvest, Protea, Dream Hotels for enabling the incubation of these SMEs.

- An international collective of inbound tourism associations had been developed which involved long term strategic focus and includes Australia, New Zealand, England, and Scotland.

Thank You

- The CEO thanked the members, board, committees, chapters, partners and team for the hard work and collaboration which continued to take SATSA from strength to strength.
- He paid tribute to the outgoing Chair Mr Tony Romer Lee, who had dedicated his time and expertise over many years to guide and mentor, with a firm hand, through some incredibly tricky times.

8. SATSA PARTNERS INTRODUCTION

Payfast

- Mr Clayton Brandon of Payfast thanked SATSA for the opportunity to present to the AGM.
- He noted that Payfast was a SATSA partner, in the business of processing payments and providing all the requirements for customers payment processing needs.
- There were two products, namely: an aggregator for smaller merchants, and the PayGate product, which was the gateway with a banking merchant ID for payment settlement directly to the bank account.
- Ms Hannelie du Toit and Ms Shanaaz Taliep had created a SATSA WhatsApp advice network for the partnership to which the Payfast partners had access, however for an official and quick response, as there were many people monitoring the specific address, an email could be sent to satsa@payfast.io.
- Payfast, would in the future determine its sponsorship investment, the ROI on the partnership, by the input and buy-in from SATSA members.
- Mr Clayton noted that he would be travelling with Mandisa Magwaxaza in Eastern Cape at the Women Explore event to network with the people and members in the area.

Toyota

- Mr Soya Jita, Senior Manager Corporate Sales thanked SATSA for the opportunity to present to the AGM.
- He gave a brief overview of the SATSA partnership, and noted that tourism was a strong export product, which offered great job creation opportunities for South Africa. It was noted that vehicles formed an important role in this economy and thus the partnership it was a “no brainer”.
- Over recent years, there had been large challenges including COVID, among others, for both tourism and Toyota SA.
- There were preferential discounts for SATSA members due to the partnership.
- There were also additional tools such as the My Toyota Fleet for fleet management, the Wi-Fi box for onboard Wi-Fi, and a free 15Gb Wi-Fi which could then be topped up.
- An email with all the relevant partner information would be sent to members.
- He thanked SATSA for the partnership and looked forward to working closer together in the future.

9. TREASURER’S REPORT (Martin Jansen van Vuuren)

- The Annual Financial Statements (AFS) for the year ended 31 December 2022, as had been shared to all members with the AGM notice, both on the website and email, were taken as read.
- The COO, Ms Hannelie du Toit, apologised on behalf of the Treasurer, Mr Martin Jansen van Vuuren, as he had been out of the country and had recorded his presentation and report for the meeting.
- The Treasurer thanked Ms Hannelie du Toit and Mr Hussein Haffejee and explained how the financial statements and report were compiled and managed. It was noted that the final Annual Financial Statements were independently audited and compiled, then sent for review to, first the Treasurer, then the Finance Committee for review and confirmation, the board, and then finally to the AGM for final presentation and approval.
- Key points from the report presentation were noted as follows:
 - In terms of the balance sheet, SATSA was solvent with assets at R3.1m, equity at R2.3m, and liabilities at R800k.
 - Overall revenue had increased since 2021, and post COVID recovery, at R8.3m and it was noted that as a non-profit company, that SATSA managed its finances closely with limited surplus.
 - Cash flow showed a healthy position with cash on hand of over R1.1 in bank.
 - The Bonding scheme was well accounted for, with a note in the statements on how the funds were managed.
 - Further details in terms of income and expenses breakdowns and information were contained in the income statement and notes to the income statement.

- No material matters had been noted by management or the executive, nor raised by the auditors. SATSA was a profitable and liquid position and had completed the financial year with unqualified financial statements.
- Mr Jansen van Vuuren noted that he would complete his tenure on the board and as Treasurer and thanked the team and members for their support and dedication. He noted that it was his opinion that SATSA was in a healthy position with strong leadership and that it would grow from strength to strength.

10. SPECIAL RESOLUTIONS (Hannelie du Toit)

SATSA NPC Memorandum of Incorporation (MOI) amendments

- The COO, Ms Hannelie du Toit, presented the proposed MOI amendments as tracked on the MOI and asked that any questions or concerns be raised as the presentation proceeded.
- It was noted that key amendment was the addition of the Adventure Chapter Code of Good Practice. A guide and checklist had been developed, and any members that would become part of SATSA going forward would go through the checklist and ensure that they adhere to the Code of Good Practice. The document had been shared with all adventure members and placed on the SATSA website for commentary. This would be submitted by members as part of the annual review process.
- An amendment to allow for Co-Chairpersons and/or Co-Vice Chairpersons for the board and chapters was noted. This would improve workload management, transformation, skills transfer and continuity.
- An update to the mission statement and objectives, as presented, to better reflect the activities and spirit of SATSA.
- Changes to the membership tiers, firstly, from the Introductory Tier, a temporary tier, to a Small Business Tier, a permanent tier. The addition of the Emerging Association Membership, for grassroots associations to become involved and a part of the channel. Growth Affiliates, non-voting members, had also been added to allow access for emerging micro businesses to attend SATSA meetings and to access development projects.
- Inclusion of employees in the SATSA Code of Conduct.
- Ms Keira Powers noted that item 3.2.14. had ambiguous wording in that it did not clearly indicate the deadline for adherence to the guidelines which, per the five-year process would have been 2024. It was agreed that this amendment be discussed at board level.
- No objections were raised, and the amendments were adopted as presented.
- Adopted by Ms Melissa Brockmann and seconded by Ms Nicole Tunmer.

AGM Special Resolution 1 of 2023: IT WAS RESOLVED that the SATSA NPC Memorandum of Incorporation amendments, as had been presented with the AGM notice, and with the proposed adjustment, was hereby approved and adopted.

11. ORDINARY RESOLUTIONS (Hannelie du Toit)

Appointment of Chapter Committee Members

- The COO presented the nominated and approved chapter committee members as per the Chapter AGMs. See [Annexure A](#). No objections were received.

AGM Resolution 1 of 2023: IT WAS RESOLVED to elect members who have been suitably nominated to serve as SATSA Chapter Committee members.

Confirmation of Chapter Chairs

- The COO presented the elected chapter committee chairs listing, and it was noted that these elected chairpersons would serve as ex-officio members on the SATSA board. See [Annexure B](#). No objections were raised.

AGM Resolution 2 of 2023: IT WAS RESOLVED to confirm SATSA's Chapter Chairs as announced.

Appointment & Confirmation of Board Directors

- The COO presented the Board of Directors as elected, appointed, or co-opted in terms of the SATSA MOI. New appointments for approval include Ms Rachel Nxele (Sabi Sabi), Mr Shaun Strydom (&Beyond) and Mr Trevor Hewitt (African Pride). Please see [Annexure C](#). No objections were raised.

AGM Resolution 3 of 2023: IT WAS RESOLVED to elect those members who have been suitably nominated to serve as SATSA Directors.

Approval of the Treasurer's Report

AGM Resolution 4 of 2023: IT WAS RESOLVED that the Treasurer's Report and the draft Annual Financial Statements as presented for the year ended December 2022 is hereby approved and adopted.

Appointment of the Auditors

- No objections were raised.

AGM Resolution 5 of 2023: IT WAS RESOLVED that the firm Alchemy Audit Services be reappointed for the ensuing year.

Approval of the Auditors Remuneration

- The quotation for the auditor’s remuneration, as had been presented with the AGM notice, was noted confirmed for the coming year’s audit services. No objections were raised.

AGM Resolution 6 of 2023: IT WAS RESOLVED that the auditor’s remuneration be approved for the 2023 financial year.

Membership Fee Increase

- It was noted that there had been no increase in membership fees over the previous three years, to assist members in recovery following the COVID pandemic. It was thus proposed by the Board that a below inflation increase of 5% be for the 2024 membership fees be tabled. No objections were raised.

AGM Resolution 7 of 2023: IT WAS RESOLVED that the annual Membership fees would increase by 5% for the year commencing 01 January 2024.

12. THANK YOU AND CLOSING (Oupa Pilane)

- A call was made for any other matters and there being no further matters to discuss, the Chairperson, Mr Oupa Pilane, thanked all for their participation and input and declared the meeting closed

Confirmed as an accurate record of the proceedings:

Chairperson

Date

ANNEXURE A

Chapter Committees

Adventure Chapter

Andre du Toit	SATIB
Marie-Louise Kellett	Gravity Adventures
Jonathan Tucker	Face Adrenaline
Zile de Kock	Marine Dynamics
Mark Brown	Canopy Tours South Africa
Quintin Smith	Bikes 'n Wines

Eastern Cape

Mandisa Magwaxaza	Molo Mhambi Relations
Susan Wilson	Eastern Cape Parks and Tourism Agency
Doné Louw	Nelson Mandela Bay Municipality
Colin Dilland	East Cape Tours
Dawid de Wet	Toerboer
Nicky Saayman	Tsitsikamma Tourism Association
Russel Kruger	Oceanview Beach Lodge

Garden Route

Nicole Tunmer	The Liz McGrath Collection
Mario Febbraio – Vice Chair	Tours for South Africa
Evelyn Pepler	Ocean Odyssey Charters
Heinie Bosman	Rock the Route
Ypie Kingma	Destination Garden Route
Andries van Schalkwyk	Buffelsdrift Game Lodge

Gauteng

Phina Muthige	Ndila Transfers
Chris Anagnostellis	An African Anthology
Andrea Hand	Tourvest Destination Management
Pieter Erasmus	Royal African Discoveries
Lorraine Keenan	Hero Holidays
Maria Malepa	Lebo's Soweto Backpackers

KwaZulu-Natal

Bunny Bhoola	African Link Tourism
Graeme Watson	Kusa Africa Travel Services
Solomon Gumede	Solo Travel Tours and Car Hire
Candice Reddy	ITT Inspirations Travel and Tours
James Seymour	Cathkin Booking and Management Services

Mpumalanga

Anne Briggs	Mfafa Safaris
Melissa Brockmann	Vula Safaris
Oupa Pilane	Graskop Gorge Lift Co
Nadine Strydom	Lawson's Birding, Wildlife and Custom Tours

Western Cape

Martina Barth	The Liz McGrath Collection
Lindie Strauss	NAC Helicopters Cape Town
Gavin Eyre	International House Cape Town
Nikki Vardan	President Hotel Cape Town
Lindsey Gibaud	Big Tree Marketing
Shanaaz Taliep	SATSA Youth

Limpopo

Marilda Wiegand	Sunbird Tourism
Jaco Scheepers	Sable Tours
Mpho Ramothwala	Boke Tours

Youth Chapter

Tim Louw	Atlantic Point Backpackers
Gavin Eyre – Vice Chair	International House Cape Town
Heine Bosman	Rock the Route
Lorraine Keenan	Hero Holidays
Maria Westlund Malepa	Lebo's Backpackers
Khotso Micha	SouthernXplorer Tours
Zile De Kock	Marine Dynamics
Ilse Liebenberg	Oxford English Academy
Pumla Dilanga	Villa Viva Guesthouse
Barry O'Donoghue	Cape Xtreme Adventure Tours

ANNEXURE B

Chapter Chairs

Name	Company	Role	Previous Terms	Term Ending
Andre du Toit	SATIB	Chapter Chair Adventure Tourism	2020	2024
Tim Louw	Atlantic Point Backpackers	Chapter Chair Youth	2021	2024
Julius Ramotse	Sun International	Chapter Chair Central SA	2022	2025
Mandisa Magwaxaza	Molo Mhambi Relations	Chapter Chair Eastern Cape	2020	2023
Nicole Tunmer	The Liz McGrath Collection	Chapter Chair Garden Route	2022	2025
Phina Muthige	Ndila Transfers	Chapter Chair Gauteng	2021	2024
Marilda Wiegand	Sunbird Tourism	Chapter Chair Limpopo	2021	2024
Bunny Bhoola	African Link Travel	Chapter Chair KwaZulu-Natal	2021	2024
Melissa Brockmann	Vula Safaris	Chapter Co-Chair Mpumalanga	2022	2025
Anne Briggs	Mfafa Safaris	Chapter Co-Chair Mpumalanga	2022	2025
Martina Barth	The Liz McGrath Collection	Chapter Chair Western Cape	2021	2024

ANNEXURE C

SATSA Board of Directors

Name	Company Name	SATSA Portfolio	Voting Type	End Date
Andre du Toit	SATIB	Chapter Chair - Adventure; Committee Chair - Safety	Ex Officio	2024 (T1)
Anne Briggs	Mfafa Safaris	Chapter Co-Chair - Mpumalanga	Ex Officio	2025 (T1)
Bunny Bhoola	African Link Travel	Chapter Chair - KwaZulu-Natal	Ex Officio	2024 (T1)
David Frost	SATSA	Chief Executive Officer	Appointed	n/a
Dewald Cillie	SATIB	Committee Chair - Value Add	Elected	2023 (T1)
Gavin Eyre	International House Cape Town	Chapter Chair - Youth	Ex Officio	2025 (T2)
Julius Ramotse	Sun International	Chapter Chair - Central South Africa	Ex Officio	2025 (T3)
Mandisa Magwaxaza	Molo Mhambi Relations	Co-Vice Chair; Chapter Chair - Eastern Cape	Ex Officio	2023 (T1)
Marilda Wiegand	Marilda Wiegand Coaching	Chapter Chair - Limpopo	Ex Officio	2024 (T1)
Martina Barth	The Liz McGrath Collection	Chapter Chair - Western Cape	Ex Officio	2024 (T1)
Melissa Brockmann	Vula Safaris	Chapter Co-Chair - Mpumalanga	Ex Officio	2025 (T1)
Nicole Tunmer	The Liz McGrath Collection	Chapter Chair - Garden Route	Ex Officio	2025 (T1)
Oupa Pilane	Graskop Gorge Lift Co.	Chairperson	Ex Officio	2023 (T1)
Phina Muthige	Ndila Transfers	Chapter Chair - Gauteng	Ex Officio	2024 (T1)
Rachel Nxele	Sabi Sabi	Committee Chair - Responsible Tourism	Elected	2026 (T1)
Rob Hetem	T-Cubed Consulting	Co-Vice Chair / Committee Chair - AID	Elected	2024 (T2)
Shaun Strydom	&beyond	Committee Chair - Marketing	Elected	2026 (T1)
Suzanne Benadie	Tourvest Destination Management	Committee Chair - Membership	Elected	2023 (T2)
Trevor Hewitt	African Pride	Treasurer	Co-Opted	2026 (T1)