

**Southern Africa Tourism Services Association NPC**

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**DRAFT MINUTES OF THE  
53rd ANNUAL GENERAL MEETING  
OF THE SOUTHERN AFRICA TOURISM SERVICES ASSOCIATION NPC  
AND ALL CHAPTERS OF SATSA  
HELD VIRTUALLY VIA ZOOM ON WEDNESDAY, 31 AUGUST 2022**

**1. WELCOME, ATTENDANCE AND APOLOGIES**

- The Chairperson, Tony Romer-Lee, opened the meeting and welcomed all to the virtual AGM.
- Apologies were noted.
- It was confirmed that the required notice, notifications, and information of the AGM had been duly distributed within the requisite timelines and that the meeting was thus convened in terms of the Memorandum of Incorporation (MOI).
- It was noted that all members were entitled to attend the meeting, however, only members who are in good standing are allowed to vote.

**2. DECLARATION OF QUORUM**

- The Chair confirmed SATSA's membership at 777 members in good standing & active, requiring a quorum of 53 members.
- Attendance as per the RSVP register was confirmed at 102 voting members, thus quorum was achieved.

**3. MINUTES OF THE PREVIOUS CHAPTER & NATIONAL AGMs**

- The minutes of the 2021 National AGM had been presented to all members with the AGM notice.
- The minutes were taken as read and members present were asked to indicate if there were any changes to the minutes as presented. No changes were requested, and no objections were raised.
- The minutes were adopted as a true reflection and record of the business of the meeting, proposed by Rob Hetem, and seconded by Melissa Brockman, Mandisa Magwaxaza and Chris Anagnostellis.

**4. MATTERS ARISING (Not covered elsewhere on the agenda)**

- There were no matters arising that were not covered on the agenda.

**5. CONFIRMATION OF THE AGENDA AND ADDITIONS**

- The agenda was approved as presented with no additions requested.

**6. CHAIRPERSON'S REPORT**

- The Chair opened by thanking the board for their time and contribution. He extended further thanks to the CEO and COO for their dedicated work.
- Fellow board members were recognised for work over the past year and momentum is starting to build from the Conference. He personally thanked Oupa Pilane and Mandisa Magwaxaza for their contributions. Along with running very busy chapters, Oupa and Mandisa are now stepping into new roles as Co-Chair and Co Vice-Chairs respectively.
- He also thanked Peter Dros for his assistance with the Marketing Committee, Natalia Rosa and her team in the PR communications space, Hoosein Haffejee and Martin Jansen van Vuuren for looking after the finances and the SATSA team – Shanaaz Taliep, Tintswalo Mashale and Virginia Modau for dealing with all the members.
- Keira Powers was thanked for the space that she occupies around animal interaction, Rob Hetem in the access, inclusivity, and diversity space and Mandisa Magwaxaza in the very important SME space.
- Thanks were made as well to our partners SATIB, Toyota, and all other associations and entities that SATSA works with.
- Positive movements are being made in the incubator programme which is in partnership with Sigma International and real traction is being made.

## 7. CEO's REPORT

- **Thanks:** SATSA's CEO, David Frost, thanked the Board for their respective contributions. Sub-committees are the tapestry that speaks to the good work done. We are able to draw in not only board members, but also specialists in specific fields.
- **Membership:** From 2019 the total number of products that SATSA represented was just under 1,400 and in terms of year-to-date membership, there are 1,296 onboard currently. Predominately, 80% of the membership is in the introductory 1<sup>st</sup> tier showing that the inbound industry is characterized by smaller businesses.
- During Covid, some memberships were lost but it is encouraging to see new members have been brought on board. Shanaaz Taliep and her team are working feverishly to bring pipeline members in as new members.
- He requested that members who have not yet paid their membership fees do so timeously.
- **Finance:** The Treasurers Report indicates that SATSA is in a good position currently emerging from a horrendous two-year pandemic.
- **VAT and the Inbound Industry:** A thank you to BDO for their conference sponsorship and specifically for the pro-bono work they are offering in putting a position paper together for SATSA to take back to SARS.
- **Safety and Security:** These are ongoing issues and there appears to be a lacklustre conversion rate in getting tourists to the country. SATSA has been involved over the last year with various tools and campaigns and is the driver of the "Let's go" campaign.
- He thanked Natalia and the team for their tremendous contribution to this.
- **Training:** SATSA does a lot in this space which often goes unheralded. In terms of support and information, SATSA does a lot of training such as the recent Digify training for social media. So far, 400 people have attended these specific sessions.
- **Communication:** The SATSA Newsletters will now be circulated earlier in the week. SATSA is cognizant of trying not to spam people, but it is incumbent that we try and communicate as much as possible to our membership database and a two-way flow of information is encouraged.
- **Lobbying:** SATSA has done a lot of heavy lifting over the past year, and it is what we are best known for. A new challenge that occurred last year was the UK red list and it was an arduous fight. A great team was put together, chaired by Monica Iuel from Wesgro and with Gillian Saunders giving her time freely. Good connections were made with High Commissioners and continued to put SATSA in good stead.
- Thanks were given to the TBCSA Chair as they assisted with the last push to get South Africa off the red lists.
- **Partnerships:** SATSA has led the charge in several areas, and the Garden Route Chapter has been fantastic in this domain. The Wesgro partnership over the past years and been particularly useful and appreciated.
- SATSA is represented on a Garden Route public/private Joint Marketing Organisation through Nicole Tunmer and Heinie Bosman. We are following this excitedly to see what emerges.
- SATSA is also well represented in various other tourism forums such as Marilda Wiegand who serves on the Limpopo Provincial Tourism Association.
- David mentioned that he has been involved in the resuscitation and reinvigoration of JAMMS in the Western Cape.
- SATSA is in the process of talking to WTM Africa about an exciting partnership around their events in early April 2023.
- **SATSA Conference:** David reported that the conference had been a great success, with some interesting ideas emanating from it for the next one. The aim for the 2023 conference is for it to take place the weekend before Indaba in Durban next year.
- **Fam Trips:** Something that we were able to do during Covid was a series of fam trips with our respective provincial partners. Once again, the thought leader and people who pioneered this were the Garden Route Chapter Committee through the partnership with Wesgro.
- David said that part of the challenge that SATSA is grappling with in our Marketing Committee is how this incredibly rich platform is moved onto the international stage.
- **Adventure Tourism:** David noted that this was the biggest low-hanging fruit as a country and something that we should all throw our weight behind and continuous engagement will be made with public sector colleagues. Having said that, we are not waiting for the public sector in this respect.

- A virtual Chapter has been set up and there are 123 members involved. A road map has been developed for self-regulation and it is particularly important that we are able to regulate the sector and go out to the international tourism community and talk with confidence.
- 101 different adventure tourism activities have been identified and most of these occur outside of cities. That's where the job creations, the SMME and the transformation opportunities lie.
- **“FreeToBe” Campaign:** This has been widely communicated and David asked the members to continue spreading the news. The #101AdventuresSA is a sub-campaign under this banner and SATSA will continue to engage with South African Tourism and other various bodies in the public sector to get behind this in a significant way.
- **Marketing Advisory Committee:** David thanked the committee members for their continued hard work and dedication. He said that SATSA's incredibly broad and rich membership base should encourage something far more exciting in the marketing and sales space.
- The work is based on member input, through rich discussion and discourse that was facilitated and structured through the SATSA Conference and produced excellent ideas. A 15-person marketing committee was established with some of the top minds in the industry being pulled in.
- A series of meetings have been held and the first big campaign to come out of this was the “FreeToBe” campaign sharpened and polished by the committee but spearheaded by Natalia Rosa.
- SATSA has identified a lot of key media people that we can work with about getting a unified message out that South Africa is open for business.
- **Thanks:** Two very important committees that need mention and are almost unheralded is the AID Committee, where Mandisa Magwaxaza and Rob Hetem play an incredibly important role, and the Responsible Environmental Tourism, where Keira Powers runs point on the side of the industry.
- **Access, Inclusivity and Diversity:** He thanked Akash Singh from Sigma International, who has been playing in the enterprise development space and brought a very interesting model to the table. They have been doing really good work with the National Department and during Covid ran a very successful tourism incubator. This is basically an 18-month MBA for SMEs. It can be accessed virtually, and David gave more details about thinking outside the box and doing things differently which allows businesses to be more sustainable. Currently, Sigma is working with 188 SMEs.
- They brought the model to SATSA, and what we will be running in partnership with Sigma International, is a tourism business incubator. Essentially working with larger members as they tend to play in a space where the B-BBEE certificate is of relevance to their business.
- There are various components to the certificate, one being enterprise development, and another being supplier development.
- There is a small revenue stream that comes into SATSA but very importantly, when we have done this for 18 months, we will have a useful footprint and ROI that we can go back to the Government within terms of the challenge that was posed to us. Through this process, SATSA is also starting to develop a registry of SMEs.
- The first incubator has 8 seats reserved and a pipeline of around 28 seats. A seat on the incubator costs R 90,000 excluding VAT.
- The AID framework was presented and any members requiring further information were invited to contact Rob Hetem.
- **Responsible Environmental Tourism:** Speaking to the area of captive wildlife, it is an ongoing implementation of the comprehensive recommendations from the full closeout report that came out of the whole animal interaction side. The individuals that Keira Powers managed to pull together to manage this process have been exemplary.
- SATSA wants to engage with establishments to encourage them to an ethical way of interacting with animals, allowing SATSA members to give them business with a sense of confidence that they are supporting an establishment that is treating wildlife in an ethical and proper way.
- It was very encouraging to see the Minister of Environmental Affairs setting up a high-level panel to address this issue.
- David thanked Keira for all her hard work and passion in moving this very necessary area forward.
- The committee will also be focussed on other environmental issues such as responsible resource use, carbon offsetting, etc.

- **Transport:** David commented that this has been a blight on South Africa, really a blight on the Government that they cannot licence vehicles in tourism timelessly and expeditiously.
- A legal challenge was considered and approximately R 100 000,00 was raised from members which were predicated on getting the Minister to set up an NPTR board that had not been in existence before. He appointed an interim Board which negated the legal challenge.
- We approached a PR agency, Prolog Consulting which is working with Dani Cohen and Sandra Sowray to assist us
- Special mention must be made of Onne Vegter who has done sterling work in this area. Onne Vegter, Oupa Pilane and David have spearheaded this matter.
- There has been good interaction between Government and senior business leaders and SATSA got involved with Anthony Costa from the Office of the Presidency. David reached out to Derek Hanekom and through him, a meeting was held with Minister Fikile Mbalula on the 26<sup>th</sup> of July 2022. The meeting was productive, predominantly because there was a total acknowledgement that there is a serious problem. SATSA is looking at a national solution and that is still a work in progress. Our position is that there should be some form of a national moratorium.
- **Thanks:** David thanked Tony Romer-Lee for his amazing chairmanship over the last couple of years and extended thanks to the Board and the Chapter Chairs for their continued support. He also made special mention of Hannelie du Toit who continues to do outstanding work and great attention to detail.

## 8. FINANCIAL REPORT

- SATSA's Treasurer, Martin Janse van Vuuren, advised members that there is daily accounting being done by the Financial Manager, Hoosein Haffejee, and the COO, Hannelie du Toit and that SATSA is in a healthy financial position because of it.
- He stated that the AFS is compiled and audited independently, reviewed by the Finance Committee, and then approved by the Board and circulated to members to be presented at the AGM for approval.
- For the 2021 financial year January to December, membership income was at R 7,4m and total income at R 9,3m as there are various projects and partnerships. In terms of these are net effects such as fam trips and development project.
- Measures were put in place to mitigate the impact of Covid and maintain liquidity. Various cost reductions were implemented including salary reductions.
- SATSA's current assets exceed its current liabilities so the Association is therefore liquid.
- Overall, in the opinion of the Finance Committee, SATSA is in a financially viable and stable position for a non-profit company.
- He said that there may be some members who are struggling to pay membership fees and they can contact SATSA re coming to a financial agreement such as a payment plan.

## 9. COO REPORT

- SATSA COO, Hannelie du Toit, presented slides on the Chapter Committee Appointments.
- She noted that Adventure Tourism is under the guidance of Andre du Toit and is working together with a great team who manage the working groups and regulations around it. She asked if there were members that would like to be part of this very exciting initiative. Russell Kruger from Ocean View Lodge, Nuran Jakoet from Yacoob Yachts and Dewald Venter from Tshwane University of Technology raised their hands.
- The Youth Chapter Committee was presented and there were no objections.
- The geographical chapter committees were presented. A call was made for a Chair for the Central South Africa Chapter. No vacancies existed in the Garden Route Committee. A new committee member might be joining the KwaZulu-Natal Chapter and will be announced. It was noted that Torrique Borges is no longer part of the Western Cape Chapter Committee and has been replaced by Johan van Schalkwyk from Aquila Collection.
- Hannelie commended the Chapter Committees on the work they have done from grass root levels, their bringing actions back up to the Board and sharing information back to the members.
- All Chapter Committees and Chairs were constituted and approved.
- Hannelie announced that four Director terms have come to an end being, Oupa Pilane, Keira Powers, Gavin Eyre and Suzanne Benadie. All have indicated that they will stand again and have been nominated accordingly. No further nominations were received.
- The SATSA Board was announced and confirmed as follows:

1. Belinda McIntyre, Southern Sun Hotel Interests (Tsogo Sun)
2. Peter Dros, Cheetah Plains
3. Millicent Shai, Thaba Legae Guest Lodge
4. Tony Romer Lee, Chairperson, Spier Resort Management
5. Andre du Toit, Chapter Chair Adventure, SATIB
6. Nicole Tunmer, Chapter Chair Garden Route, The Liz McGrath Collection
7. Phina Muthige, Chapter Chair Gauteng, Ndila Transfers
8. Bunny Bhoola, Chapter Chair KwaZulu-Natal, African Link Travel
9. Marilda Wiegand, Chapter Chair Limpopo, Sunbird Tourism Development
10. Martina Barth, Chapter Chair Western Cape, The Liz McGrath Collection
11. Gavin Eyre, Chapter Chair Youth, International House Cape Town
12. David Frost, Chief Executive Officer, SATSA
13. Oupa Pilane, Co-Chair and Mpumalanga Chapter Chair, Graskop Gorge Lift Co.
14. Rob Hetem, Co-Vice Chair / Enterprise Development, T-Cubed Consulting
15. Keira Powers, Spirit of Africa
16. Mandisa Magwaxaza, Co-Vice Chair; Chapter Chair Eastern Cape, Molo Mhambi Relations
17. Vacant, Chapter Chair Central South Africa
18. Dewald Cillie, SATIB
19. Suzanne Benadie, Tourvest Destination Management
20. Martin Jansen van Vuuren, Treasurer, I and M Futureneer Advisors Pty Ltd

#### **10. ORDINARY RESOLUTIONS (50% OR MORE OF THE VOTE)**

- **Resolution 1 of 2022:** IT WAS RESOLVED to elect members who have been suitably nominated to serve as SATSA Chapter Committee members.
- **Resolution 2 of 2022:** IT WAS RESOLVED to confirm SATSA's Chapter Chairs as announced.
- **Resolution 3 of 2022:** IT WAS RESOLVED to elect those members who have been suitably nominated to serve as SATSA Directors.
- **Resolution 4 of 2022:** IT WAS RESOLVED that the Treasurer's Report as presented and the draft Annual Financial Statements for the year ended December 2021 is hereby approved and adopted.
- **Resolution 5 of 2022:** IT WAS RESOLVED that the firm Alchemy Audit Services be reappointed for the ensuing year.
- **Resolution 6 of 2022:** IT WAS RESOLVED that the auditor's remuneration to approved for the 2022 financial year.
- **Resolution 7 of 2022:** IT WAS RESOLVED that the annual Membership fees do not increase for the year commencing 01 January 2023.

#### **11. OTHER MATTERS**

- None

#### **12. CLOSURE**

- There being no further matters to discuss, the Chairperson thanked all for their participation and input and declared the meeting closed

Confirmed as an accurate record of the proceedings:

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Date