



August 2011

## HOW CAN WE HELP YOU?

There are no traffic jams along the extra mile - Roger Staubach

### TOURISM DRAFT BILL OPEN FOR PUBLIC COMMENT

[www.tourismupdate.co.za](http://www.tourismupdate.co.za)

The National Department of Tourism has released the Tourism Draft Bill for public comment. The Bill provides for the continued existence of the South African Tourism Board and the establishment and publication of the National Tourism Sector Strategy.

The bill further provides for:

- The establishment of a national information and monitoring system for gathering and disseminating information for the management and development of the industry, including the monitoring and evaluation of the industry for decision making
- The establishment and maintenance of a comprehensive database of information on tourism businesses for purposes of planning and development
- The gazetting of norms and standards and to establish a Code of Conduct for different sectors within the industry
- The development and implementation of a national quality assurance and grading system
- The continued existence of the Tourism Grading Council of South Africa (TGCSA) as a juristic person to implement the grading system

The Bill is open for public comments for a period of sixty (60) days and can be found on NDT's website [www.tourism.gov.za](http://www.tourism.gov.za).

Inputs and comments can be forwarded to **Mmaditlonki Setwaba**, Private Bag X424, Pretoria, 0001; or hand delivered to Tourism House, 17 Trevenna Street, Sunnyside, Pretoria, or Fax to: (012) 444-7101 or by email to [msetwaba@tourism.gov.za](mailto:msetwaba@tourism.gov.za) on or before October 5, 2011.

### CHANGES TO SAA AND AIRLINK ROUTES

[www.eventsnow.co.za](http://www.eventsnow.co.za)

On Sunday, 7<sup>th</sup> August all South African Airways flights between South Africa and Botswana ended, with SA Express increasing its frequency along the route using a smaller gauge aircraft. The airline has made several changes to its routes in Africa this year, but continues to service 20 African destinations.

SAA announced that new operations will be launched from 31<sup>st</sup> October to Bujumbura in Burundi, Kigali in Rwanda, and Cotonou in Benin. Earlier this year SAA increased its frequencies to Entebbe in Uganda with the introduction of a Tuesday flight, making it a daily service instead of six days a week. A Tuesday flight was also added to Harare in Zimbabwe to bring the number of route frequencies to 18. SAA now uses larger carriers for some flights to Nairobi and Windhoek.

Airlink is introducing flights between Port Elizabeth and Bloemfontein, which will be in operation from 5<sup>th</sup> September, in response to requests from community and business travellers in the Eastern Cape and Free State. A 29-seater Jetstream 41 will be used for flights twice a week, on Mondays and Thursdays.

Airlink allows its passengers to enjoy interline connections with SAA and its partner flights around the world.

*From the Chair...*

As I begin my second letter as chair, it is with great pleasure that I greet all new members to Midrand Tourism and I assure you that Midrand Tourism strives to work for the collective benefits of all members; so far it has been a busy year with many new developments and exciting events to report back on.

One such development is the new **Midrand Live** Interactive website created and managed by Al Karaki, the Midrand Tourism MANCO Committee unanimously agreed to enter into a business partnership with Al. The service will be offered to all Midrand businesses **but MT members** will be able to register at a vastly reduced rate. The added benefit of being registered on this website will be that all requests for quotes are limited to the **MT members only**. As we all know the tourism industry has been going through tough time, I believe any tool that can assist business in getting more exposure is definitely worth investigating and if financially viable worth investing in.

After presenting MT to industry role players amongst which were the Parliamentary Portfolio Committee on tourism on the 4<sup>th</sup> August held at Sakhumzi's Restaurant in Soweto it became very clear that Government is realizing the urgency in the need to develop Tourism whether Business or Leisure. The Parliamentary committees' responsibility is to involve all role players in the formulation of an action plan as to better sell South Africa either to the international or to the domestic tourism market. Midrand Tourism therefore is committed to establishing a mutually beneficial relationship with various Tourism Agencies.

The recent upgrade of the Allandale interchange as well as the opening of the Midrand Gautrain station will ensure that visitors will have the added benefit of having not only a world class public transport system but also a hassle free driving experience into Midrand. MT in conjunction with its members will be doing an official "Welcome to Midrand" launch at the Gautrain station in due course. We will be in contact with all members regarding potential involvement as well as marketing opportunities around this event.

In conclusion I wish all Midrand Tourism members well for a rewarding few months ahead as we head into the silly season.

Kind Regards

**CHARLES WILSON**

Gallagher Convention Centre







## DOING BUSINESS WITH TEP

### Supporting Small, Medium and Micro Enterprises

#### OVERVIEW OF TEP

The **Tourism Enterprise Programme** was initially launched by the Business Trust in July 2000 as a four-year job creation programme in the tourism industry. Following good performance it was extended and expanded with additional funding from the Business Trust and The Department of Environmental Affairs and Tourism.

Due to its success, and to ensure sustainability for the long term support of enterprise development, it was decided to institutionalise the programme and the **Tourism Enterprise Partnership**, comprising a prominent board of directors and a small but energetic management team that delivers innovative leadership in tourism development projects, officially took over management as a Section 21 Company from 1 April 2008.

TEP's vision is to assist Small Tourism Businesses (STBs) around South Africa to become internationally competitive. TEP has a step by step programme which takes small tourism businesses through a review of their product or service, their skills levels and requirements, and finally their marketing and market access needs. At each stage of the process, TEP has a number of programmes to help the small business to grow and develop itself.

Today TEP is still funded by the Business Trust and the Department of Tourism. It has also established strong corporate partnerships such as The South African Breweries Limited, South African Tourism, Development Bank of South Africa and the Department of Communication.

TEP's overall vision and strategy directly mirror national policy and current social and economic development plans, with the key objectives being Job Creation, Transformation and Sustainability.

TEP operates at all levels in the tourism economy - enterprise, local, provincial and national - and has offices in Gauteng, Western Cape, Free State, KwaZulu-Natal, Mpumalanga, Limpopo, Northern Cape, Eastern Cape and North West.

#### WHAT ASSISTANCE IS AVAILABLE FROM TEP?

TEP's assistance consists of both financial and non-financial assistance.

##### NON-FINANCIAL ASSISTANCE

- **Business Advisory Services**  
TEP's first and foremost service is to provide business advice to STBs through nine provincial teams of TEP Service Providers and Business Development Consultants (BDC). TEP assists the small business to identify business opportunities, as well as constraints and weaknesses that might be hindering the achievement of sustainability.
- **Training**  
TEP has developed comprehensive training courses and mentorship specifically aimed at building capacity for small tourism businesses. Courses include SA Host, Toolkit and Business Skills training. These courses are delivered to small businesses who are registered with TEP and who have gone through a diagnostic and segmentation process. Training is implemented through interactive and practical workshops in all provinces.

##### FINANCIAL ASSISTANCE

TEP is **not** a funding agency but it has a Business Development Fund (BDF), which can be used to contribute towards the cost of certain services. **The small business should not rely on TEP's approval of an application, and should never undertake a service if it cannot afford 100% of the cost of the service.**



#### Continuance.....

In line with approved applications TEP may reimburse the STB **up to 50% excluding VAT** of the cost of the service provided. The STB is expected to pay the supplier in full and thereafter claim the approved amount from TEP. The STB must also indicate any other contributions secured from alternative sources of funding.

Whilst TEP assists STBs in identifying suitable finance (be it from banks or non-bank financial institutions), BDF cannot be used as a bridging mechanism or in any other way to provide such funding.

##### BDF CAN BE USED FOR

- Professional Services Assistance:
  - Business Plans
  - Feasibility Studies
  - Research
  - Marketing Strategies
  - Assistance with securing investments
- Operational Assistance:
  - Training
  - Accounting
  - Legal
  - Tendering
  - Certification
  - Licensing
- Marketing Assistance:
  - Exhibitions (Local & International)
  - Brochures
  - Websites
  - Advertising
  - Signage (excluding infrastructure)
  - Memberships
- Quality Assistance:
  - Star Grading

##### BDF CANNOT BE USED FOR

- Purchasing of assets for business e.g. Vehicles, computers, computer software or hardware, furniture, buildings etc.
- Be used as a loan or investment fund in any manner nor take equity in an STB
- Be used to fund costs of a working capital or recurrent nature

For more information on how TEP can help you, please contact:

Vusi Zwane  
Tel: 0117824275  
Cell: 079 382 7603  
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## EXCELLENCE IS NOT AN ACCOMPLISHMENT... IT IS A SPIRIT, A NEVER ENDING PROCESS

### THE NEW GAUTRAIN LINE

[www.southafrica.net/sat/content/en/us/news-reports](http://www.southafrica.net/sat/content/en/us/news-reports)

The Gautrain route between Johannesburg and Pretoria was officially opened on the 2<sup>nd</sup> of August 2011. This high-speed rail link will significantly reduce commuter travel times between the two cities.



**"We need new rail technologies to meet the demands of the 21<sup>st</sup> century. The ability to efficiently move freight and people is vital to a modern, thriving economy. -Transport Minister, Sbu Ndebele"**

After months of anticipation, The **Gautrain** took its maiden trip from Pretoria to Johannesburg early this morning – much to the delight of thousands of commuters - including local media and celebrities.

Social media platforms, Twitter and Facebook, seemed like the ideal place to spread the good news from 05:30 this morning, and it was all positive. The words 'world-class', 'state-of-the-art', and 'super-slick' were bandied about with abandon while quips about travelling at 160km/per hour without getting a speeding ticket seemed a favourite topic of conversation.

Transport Minister Sbu Ndebele was among the happy throng of commuters and told journalists that the Gautrain marks a new era in public transport. He said: 'We need new rail technologies to meet the demands of the 21<sup>st</sup> century. The ability to efficiently move freight and people is vital to a modern, thriving economy.'

The Gautrain – a state-of-the-art rapid rail network in Gauteng - will no doubt become the pride and joy of many Gauteng commuters who now have the opportunity to side-step the congested highways between the business hubs of Johannesburg and Pretoria. The rail connection consists of two major links – between OR Tambo International Airport and Sandton and now, between Pretoria and Johannesburg.

In addition, there are now seven operational Gautrain stations at Rosebank, Sandton, Marlboro, Midrand, Centurion, Hatfield and Rhodesfield (Kempton Park). The final section between Rosebank and Johannesburg Park Station will be opened at a later stage.

Train services will now daily from 05:30 to 20:30 between Johannesburg and Pretoria and will run at 12-minute intervals during peak periods and 20-minute intervals during off-peak hours (during the week). The trains will run at 30-minute intervals on weekends.

For visitors to Gauteng, the **Gautrain routes** offer a wealth of possibility in terms of visiting the sites and attractions of both Pretoria and Johannesburg. The Gautrain project has taken over a decade to become a reality, but as many happy commuters will tell you, the wait has been worth it.

Full details of the routes, stations and timetables are available on the Gautrain website.



### ITMSA Annual Conference

6th - 8th September

The Institute of Travel and Meetings Southern Africa is proud to present our Annual Conference from the 6th- 8th September 2011 at the Gateway to the Home of the Lion "Khaya Ibhubezi" Situated on the banks of the Vaal River.

We are sure that you will enjoy this year's event, designed to deliver market intelligence to you to assist with the business travel and meetings management planning, implementation and controls.

#### Topics Include:

The principles of travel management  
Socialcity  
Has political change affected the travel business?  
Market Intelligence - Information to assist the modern procurement professional  
Sports, Events & Business Tourism

#### Conference Rates:

Standard rate (non members): R 3 500.00  
ITMSA Business Member: R 2 500.00  
ITMSA Buyer Member: R 1 000 .00

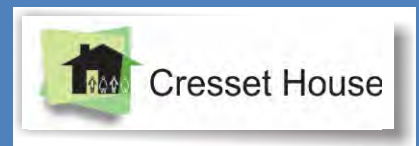
For more information contact Nicky at 012 809 2284 or visit the website:  
<http://www.itmsa.org/>

### Cresset House Gala Dinner

22<sup>nd</sup> October  
19:00 at Bytes Conference Centre  
R300 p/p

#### Please Contact:

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#### Chair Person:

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Marlene Haig

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Wendy Sandilands

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