



**MIDRAND
TOURISM**

December 2010

FESTIVE SEASON NEWSLETTER

We wish you a Merry Christmas...

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From the Chair...

**MIDRAND TOURISM
YEAR-END FUNCTION AT IMBIZO**

8 December 2010

Hi everyone

Wow – how the year has flown! Cannot believe Christmas 2010 is just around the corner.... what a busy and amazing year it has been. So what were some of the highlights and challenges that we enjoyed and faced? Surely the Soccer World Cup must rank as the most exciting events we celebrated on our SA calendar this year? Great that so many of you enjoyed some great business from it!

We managed to have a number of events hosting guest speakers, covering a number of topics followed by networking opportunities. Our sincere thanks to Carol and the JCCI Midrand region for inviting/including us to combine with them on many of their events.

We introduced a number of cost cutting/discounted opportunities which we trust you did make use of. You would have received details regarding the TEP training with some detailed information in this very edition of our MT Newsletter as well as some details relating to the presentation we have planned for January relating to the S.A. Consumer Act knowledge of which we will all have to have running our respective businesses. Final information will be circulated on about the 7th January so do remember to subscribe to this low-cost opportunity and learn what your rights are.

To those of you who made the Christmas lunch, thanks for your support in attending and being so much fun. And again our sincere thanks to Sonja of Coachman's for sponsoring the transport to and from Imbizo which is much appreciated.

From our management committee and me personally, allow us to wish you all a happy holiday, many blessings over the festive season and a new year that will hold much joy and success. Much love as always

MARLENE





... AND A HAPPY NEW YEAR

2011 will be heaven

10 EASY STEPS TO ENSURE 2011 FAR EXCEEDS YOUR EXPECTATIONS

A successful year never happens on its own.

It requires a plan that we should all (try) and stick to, which is:

1. Have clear objectives

Create a list of all the things you wish to accomplish, whether at home, in business, with friends or in relationships... Set realistic time frames that you and only you can achieve.

2. Revisit the list daily

Place this list in a spot where you will see it every day and ensure that you read it daily for the next 30 days without missing out a day.

3. Create a passion

Become passionate about the items on this list and create a willingness and a desire to **want** to achieve them. They must become a part of you. Make them fun to achieve and throughout the year take stock of how far you have come in achieving them.

4. Develop strong ethics

People are attracted to those with strong personal and business ethics. Become a leader and mentor for those who come into contact with you as this will strengthen your personal and business relationships.

5. View problems as challenges

Just as this year had its highs and lows, so will next year and the year after. Change your mind-set about the lows and never procrastinate in resolving them. They will never go away, they just become bigger.

6. Seek out advice

We can never know everything ourselves whereas more minds contain more information and ideas. Never be proud to ask for advice from those around you who may know better. It is only the fool who never asks. Advice is cheap but mistakes become expensive.

7. You - the asset

To achieve your list you must realise that you are the only one who can do it. This makes you a very important asset to you. Make the time to invest in your asset by looking after your health, learning new things, educating yourself further.

8. Balance your life

Make sure that you are able to spend your time wisely between work, your family, the things you enjoy doing and your friends. We are all given the same amount of time each day, so the more time you spend at work, the less you spend with your family.

9. Keep challenging yourself

Become more flexible in different situations. We grow and develop character when we are outside our comfort zone and living outside this zone will make your personal and business relationships more exciting, meaningful and trustworthy.

10. Motivate everyone around you

Encourage people to succeed. Identify and acknowledge their successes, no matter how big or small they may be. People enjoy praise and perform better when they feel good about themselves.



Annette Deppe

Together we have achieved many things this past year in Ward 93, mostly services that were non-existent in many parts of the Ward. I have put in many structures that will benefit the ratepayers and will lead to them having a voice in the city of Joburg. I opened new Ratepayers Associations with structures in place aligned to the Councils portfolios, and approved more than 50 new development applications. I also facilitate, the implementation of an environmental management plan for Vorna Valley Vlei, a R20million project to replace 17km of pipes in Buccleuch, and approved the offset of bulk contributions for the Le Roux road bridge. I gave input into moving the Midrand Police station to Waterfall City; found a piece of land for the new school in NOORDWYK and got it approved - among many other projects.

We will embark on a fresh start this New Year. The year end is neither an end nor a beginning but a continuation. Oprah Winfrey said cheers to a New Year and another chance for us to get it right. Edith Love Joy Pierce once said: "We will open the book; its pages are blank we are going to put words on them ourselves. The book is called opportunity and its first chapter is New Years Day. Our hopes and aspirations for the new year come to fruition."

Clr. Annette Deppe from the DA would like to wish all the residents living in Ward 93 a great New Year for their families and friends. Our focus will be on the Local Government Elections and making sure that we get as many people as possible to register to vote. Don't drink and drive.

Let's not dwell in the past; let's give hope to the future and make things happen as we are the masters of our own destiny.

Kind Regards

Clr. Annette Deppe
 Ward 93, City of Johannesburg
 Member of the Development Planning and Urban Management Portfolio
 Tel: 011-468 2177
 annette@deppe.co.za





HAPPY HOLIDAYS

Love generously, praise loudly and live fully

FOOD FOR THOUGHT

Article sent in by Marlene Haig, Bytes Conference Centre

This was a speech made by Pulitzer prize-winning author, Anna Quindlen at the graduation ceremony of an American University where she was awarded an Honorary PhD.

"I'm a novelist. My work is human nature. Real life is all I know. Don't ever confuse the two, your life and your work. You will walk out of here this afternoon with only one thing that no one else has. There will be hundreds of people out there with your same degree: there will be thousands of people doing what you want to do for a living. But you will be the only person alive who has sole custody of your life. Your particular life. Your entire life. Not just your life at a desk or your life on a bus, or in a car or at the computer. Not just the life of your mind, but the life of your heart. Not just your bank accounts but also your soul.....

People don't talk about the soul very much anymore. It's so much easier to write a resume than to craft a spirit. But a resume is cold comfort on a winter's night, or when you're sad, or broke, or lonely, or when you've received your test results and they're not so good.

Here is my resume: I am a good mother to three children. I have tried never to let my work stand in the way of being a good parent. I no longer consider myself the centre of the universe. I show up. I listen. I try to laugh. I am a faithful friend to my husband. I have tried to make marriage vows mean what they say. I am a good friend to my friends and them to me. Without them, there would be nothing to say to you today, because I would be a cardboard cut out. But, I call them on the phone and I meet them for lunch. I would be rotten, at best mediocre, at my job if those other things were not true.

You cannot be really first rate at your work if your work is all you are. So here's what I wanted to tell you today : Get a life. A real life, not a manic pursuit of the next promotion, the bigger pay cheque, the larger house. Do you think you'd care so very much about those things if you blew an aneurysm one afternoon or found a lump in your breast?

Get a life in which you notice the smell of salt water gushing itself on a breeze at the seaside, a life in which you stop and watch how a red-tailed hawk circles over the water, or the way a baby scowls with concentration when she tries to pick I up a sweet with her thumb and first finger.

Get a life in which you are not alone. Find people you love and respect, and who love and respect you. And remember that love is not leisure; it is work - hard work. Pick up the phone. Send an e-mail.

Write a letter. Make an effort. Get a life in which you are generous. And realize that life is the best thing ever, and that you have no business taking it for granted. Care so deeply about its goodness that you want to spread it around. Take money you would have spent on beer and give it to charity. Work in a soup kitchen. Be a big brother or sister. All of you want to do well. But if you do not do good too, then doing well will never be enough.

It is so easy to waste our lives, our days, our hours, and our minutes. It is so easy to take for granted the colour of our kids' eyes, the melody in a symphony rises and falls and disappears and rises again. It is so easy to exist instead of to live.

I learned to live many years ago. I learned to love the journey, not the destination. I learned that life is not a dress rehearsal, and that today is the only guarantee you get. I learned to look at all the good in the world and try to give some of it back because I believed in it, completely and utterly. And I tried to do that, in part, by telling others what I had learned. By telling them this: Consider the lilies of the field. Look at the fuzz on a baby's ear. Read in the back yard with the sun on your face.

Learn to be happy. And think of life as a terminal illness, because if you do, you will live it with joy and passion as it ought to be lived".



FREE WORKSHOP

TEP SKILLS DEVELOPMENT CURRICULUM

The Tourism Enterprise Partnership offers a set of carefully selected one and two day courses to Tourism SMMEs who are TEP members. Now available for the Midrand Tourism Association members. The courses are part of a curriculum which offers TEP members the opportunity to receive support in the different development and growth phases of their business.

Putting the Customer First™

The putting the customer first programme is a 1-day Customer Service programme. The content of the programme is based on the putting the customer first™ standard which is a UK based standard used to support organisation in setting services standards and improving their service levels.

This programme is focused on both business owners and staff and explains how to plan for great service, how to implement it and how to monitor your success. The 32 services criteria of Customer First are used to guide participants in the right direction and to provide them with practical examples.

The course covers the following topics:

- ✓ What is customer service
- ✓ What is the customer first standard; customer relationship, market awareness and people standards
- ✓ What are customer service standards
- ✓ How to design, implement and maintain customer service standards

Participants who complete the course will receive a combined Putting the Customer first™ and TEP endorsed certificate.

DATE: 20 January 2010

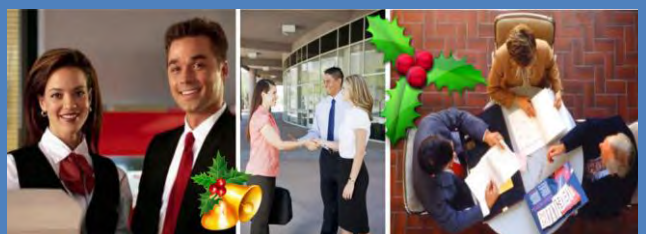
VENUE: Surrey Common, 152 Surrey Road, Midrand

TIME: 08h30 for 09h00

To RSVPs and for any Queries, please contact:

Teboho Tel: 011 021 2449

Maranda Tel: 011 468 3424





EXSA AWARDS EVENING

Shoot for the stars

GALLAGHER FAVOURITE AGAIN

EXSA Awards Ceremony

The Exhibition Association of Southern Africa recently hosted their annual awards ceremony, held at Emperor's Palace in the East of Johannesburg.

The gala evening was attended by many professionals from the exhibitions and events industry. Award categories included Memorable Events, Best Infrastructure Supplier, Best Exhibition and the Hall of Fame.

Gallagher Convention Centre was named the Best Venue 2010, for the second year running. "We are excited about winning this award for the second year, as it speaks of the confidence the industry has in our abilities. We are convinced that, with recent investments in infrastructure and skills development, we will again live up to the award," comments Adolf Venter, Chief Executive of Gallagher.

This was not the only award that was bestowed upon Gallagher during the ceremony. Elaine Crewe received the coveted Best Exhibition Venue Employee 2010, also for the second year running.

"We are very proud of these achievements. Our hard work and high standards are paying off," concludes Venter.



SAACI TO HELP REVIEW GRADING CRITERIA FOR CONFERENCE VENUES

The Tourism Grading Council of South Africa (TGCSA) has appointed SAACI to conduct stakeholder consultation within the industry to review the grading criteria and minimum entry requirements for the meetings, exhibitions and special events (MESE) grading category.

Consultations with all SAACI members, in the respective regions have taken place and the consolidated feedback will be given to the TGCSA in order to update the existing criteria.

Once this exercise has been completed, the final approved and amended criteria will be circulated to all relevant MT members.



WHO IS TEP

TEP ORIGINS

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 then Department of Environmental Affairs and Tourism and evolved into what is recognized as a very successful job creation programme in the South African tourism sector.

Since its inception the programme had been a limited duration project managed by an independent consulting agency. Due to its success and to ensure sustainability for the long term of enterprise development it was decided to institutionalize the programme.

This process was completed and on 1 April 2008 the newly founded and independent Tourism Enterprise Partnership officially took over management of this seven year old economic development programme.

LEGAL ENTITY

Legal Name : Strategic Partners in Tourism (Association incorporated under Section 21)

Operating Name : Tourism Enterprise Partnership (TEP)

OBJECTIVES:

- **Job Creation** - To improve the performance and increase the profitability of tourism small business, resulting in the maintenance of existing jobs and the creation of new jobs.
- **Transformation** - To increase the participation of black tourism enterprises in the tourism industry by focussing on skills development, procurement, enterprise development and preparation for ownership.
- **Sustainability** - To stimulate innovative, demand driven tourism small business product development, coupled with the development of small business growth strategies for long-term viability.

For more information: www.tep.co.za





STRAIGHT AND NARROW ROAD

You can't drive straight on a twisting lane

ILLEGAL GUIDING ON THE RISE

By Jennifer Howard, Create-a-tour

With the amount of illegal guiding increasing in the South African tourism industry and the difficulty to police such an Act, it has been seen as a necessity for tourist guides to start monitoring the actual occurrences.

We would like to bring to the attention of Hotels, Guest Houses, Tour Operators, Drivers, Schools etc. the legalities for transporting or taking clients / children on tours being day tours or over land.

Illegal guiding also takes on a form of Tour Operators, Guest Houses, Hotels, School etc. who venture into guiding without proper training and qualification in this specific area, thus depriving properly qualified and registered tourist guides of opportunities to earn income from their trade.

A tourist guide is a person who has acquired sufficient information and insight about the geography, history, cultures and the life of different communities within a locality and is able to share these confidently with visitors. He or she acts as a cultural broker displaying the appropriate skills, competencies, values and attitudes to present a balanced and holistic view of the host location and its people in a way that benefits both the hosts and the visitors." As a tourist guide, you will be a critical component to the tourism industry, creating a link between the visitor and the host country or area.

- Please note that it is illegal to transport any client without the proper permits and insurances.
- If your clients request a tour or a day of shopping please contact Gauteng Guides Association or Midrand Tourism and hire a qualified guide.
- If you hire a coach or any transportation, please confirm that all the papers are in order and that the driver has a Professional Driver Licence and that the vehicle has road transport licence and that there is Passenger Liability insurance for your passengers.

If you are caught with clients and your organisation is found that you have not followed the correct by-laws then Gauteng Tourism will be paying you a visit.

With the new Monitor project, legal guides will be monitoring different tourist destinations and will give feed back to the Gauteng Guides Association in turn they will forward information to Gauteng Tourism to try to eliminate the problem of illegal guiding.

So please if you own a Guest house, hotel or school please make sure you have a qualified guide to do your guiding for you.

To all the schools out there that take your children on day outings and the teacher do the tours, THIS IS ILLEGAL please hire a guide for the site that you would like to visit.



20th January 2011

TEP – CUSTOMER SERVICE PROGRAMME / TRAINING

“Putting the customer First”

Surrey Common
152 Surrey Road, Midrand

FREE – GRATIS

08h30 for 09h00

For further information – please contact:

Teboho Semmelink
011 - 021 2449
teboho@moyaevents.co.za



25th January 2011

CONSUMER PROTECTION ACT PRESENTATION

Advocate Louis Nel

Bytes Conference Centre – Midrand

Cost @ R150.00/person

09h00 - 12h00



New Act implemented as from 1 April 2011:

- How it will affect your business?
- How do you ensure that your business is compliant?
- What are your rights vis-a-vis the consumer/client and your suppliers?
- Prescribed recordkeeping
- Information you will be obliged to disclose
- How do you avoid or pre-empt customers/clients reporting you to the consumer council?
- And if they do..... How do you deal with it?

For further information – please contact:

Wendy Sandilands
011 - 205 7153



21 – 23rd January

Meetings Africa 2011

Sandton Convention Centre, Sandton, Johannesburg

21 - 23 February 2011

www.meetingsafrica.co.za





IN THE INTEREST OF TOURISM

Midrand & Johannesburg

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TOURISM FORUM

by Marlene Haig, Bytes Conference Centre



24th January 2011

Midrand Tourism ANNUAL GENERAL MEETING

Venue t.b.a.

Followed by: What's happening in Midrand? (Panel discussion)

24 – 26th July 2011

SAACI National Conference 2011

NH The Lord Charles Hotel

Somerset West

www.saaci.co.za

17 – 20th March 2011

Top Gear Festival

The Top Gear Festival will next year be hosted at the Kyalami Grand Prix Circuit, celebrating its 50th Anniversary in 2011, the legendary motoring circuit is the ideal venue in which to showcase the new Top Gear Festival format. Most importantly, Johannesburg's Top Gear Festival, powered by long-standing sponsor BP Ultimate, will, for the first time, see all three Top Gear Presenters on one stage together.

Things are on the move.... a recent successful meeting between the two entities was held with the objective to encourage tourism activities in various identified areas.

The meeting, held at the Bytes Conference Centre was well attended by both Jo'burg and Midrand management committees as well as key players from different tourism services were present.

It is most gratifying that we enjoyed a good attendance which included:

- Gallagher Convention Centre, management team, Charles Wilson (G.M.) , Mandy Barrell and Sune de Jager .
- Local Councillor – Annette Deppe
- JC le Roux – Johannesburg Road Agency
- Charl Fouche – Leisure Consultancy
- Gumani Nemaorani & Charlette van Rooyen – TEP
- David Ghamboko – City of Johannesburg Land Use
- Xolile Maswanganyi – City of Johannesburg Economical Development
- Sonja le Roux – Coachman/Big Tree, and
- Stella Wilson – Pikitup

Though there is still a lot of work ahead of us, we have now been formally introduced to the correct contact people that will assist us in our challenges ahead. Testimony to this is the results already seen in the successful planning of the TEP workshops for the early part of 2011. The other area that will be focussed on in the new year is the exercise to gain approval to erect 'cluster signage' in all the respective areas for all our small accommodation members so watch this space. Mr JJ le Roux has given us his commitment to assist Midrand Tourism with this project.

A huge thank you again to Rebone Sesoko (Facilitator), Nomvula Prusent (*Tourism Development Officer*), Phelisa Mangcu (*G.M. Visitor Services Bureau*) for the time taken to meet with us and for the valuable information provided.



MIDRAND TOURISM

Chair Person:
Marlene Haig

Secretary:
Wendy Sandilands

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