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Farewell to Siva Pillay

TEP bids farewell to Siva Pillay, who ends his tenure as Chief Executive after three years. Following the inspiring examples of the entrepreneurs supported by TEP, Siva leaves to create and nurture his own business venture.

"Siva gave all who worked with him the wings to fly, believing wholeheartedly that every individual has the ability to reach their full potential. We have responded in kind by literally handing him his own set of wings – a tandem skydive as a farewell gift! We couldn't think of a better gift as he... (ahem) takes a leap into the unknown." Lisa-Ann Hosking, Acting Chief Executive



Looking ahead

In the meantime its work as usual at TEP, as acting GM Paula Bester and Manager Market Access Hannelie du Toit, join Lisa in the task of expanding TEP's reach through its Enterprise Development Portfolio (EDP™) and increasing market access for South African Hidden Treasures™.

"Our vision for the next five months is to accelerate on the delivery of our targets. TEP has always exceeded expectations in terms of delivery – an achievement which has become our benchmark and one which we aim to continue as we roll out the three pillars of our business: product and quality development, skills development, and market access for all TEP's small tourism businesses," Lisa says

TEP's strategy continues to be outcomes based, focusing on the sustainability of its clients, community upliftment, job creation and ultimately the transformation of the tourism industry.

"We have learnt through experience that in order for us to successfully implement our objectives, partnerships are vital, within both the public and private sector. Which brings me to another essential element of our vision – to foster more partnerships and relationships – so that we can move forward together," she continues.



Enterprise Development

To ensure the sustainability of TEP and the small enterprises we assist, Enterprise Development has been highlighted as one of TEP's key priorities.

As such, TEP's Enterprise Development Portfolio (EDP™) has been developed. It offers corporates and organisations who wish to be involved in the transformation of South Africa's tourism industry a simple manner in which to invest their funds, directly contribute towards bottom line earnings and earn BBBEE points for Enterprise Development at the same time. TEP's EDP™ is verified by EmpowerDEX and audited by PWC.

TEP's EDP™ achievements to date

The Thebe Tourism Group has recognised the valuable contribution made by TEP to South Africa's small tourism businesses, and has stepped up to the plate as an investor. Thebe's investment in TEP's EDP™ will allow the group to continue to provide previously disadvantaged enterprises with financial assistance and mentoring.

Other visionary companies who are committed to the transformation of South Africa's tourism industry include City Lodge and Standard Bank. "Historically, TEP was born out of the Business Trust which was funded by corporates and has provided support to the tourism industry for the past ten years. We continue to rely on this corporate funding and thank our partners for the pivotal role they play," comments Lisa.

Message from South Africa's Minister of Tourism, Marthinus van Schalkwyk

South Africa's Minister of Tourism, Marthinus van Schalkwyk, recently co-hosted an EDP™ breakfast with TEP in Durban. The Minister highlighted the growth South Africa's tourism industry has enjoyed as a result of hosting the 2010 FIFA World Cup but added however that "a particular challenge is to ensure that this growth is underpinned by the required skills set. We need to ensure that our people, communities and small entrepreneurs are empowered to share in the growth and its benefits." The Minister also highlighted that it would take continued commitment from both the public sector and the private sector to ensure the required development.

Minister van Schalkwyk gave special thanks to TEP for the commitment it has shown to South Africa's small tourism businesses. He went on to point out that "TEP's focus on product development, job creation and skills development has contributed to building the economic resilience and competitiveness of tourism small businesses. Since its inception in July 2000, TEP has successfully facilitated transactions in excess of R4 billion. These transactions have benefitted more than 5 600 enterprises, of which almost 70% are historically disadvantaged."



Channel Development

TEP's channel development and market access showcases the work we do to ensure that our small tourism products receive both media and trade exposure.

Media Familiarisation Trips

TEP organised its first ever series of familiarisation trips for the media in KwaZulu-Natal, Limpopo and the Western Cape, to introduce key media to the South African Hidden Treasures™. "This is part of our plan to help tourists discover TEP's vast array of products throughout South Africa. These small tourism businesses often do not have the means to take themselves to market at this level," says Lisa.

The media went on a tour of the Battlefields in KwaZulu-Natal, the Modjadji Cycad Reserve in Limpopo as well as the ! Khwa ttu San Village in the Western Cape.

Fordsburg Media Visit

Local media were also treated to a trip to Fordsburg where they were educated on the struggle history of the area. In fact, few people are aware of Fordsburg's significant role in the struggle during the Apartheid years.

TEP's partnerships make it all possible

Market access is an area which sees much activity done by way of partnerships. For example, TEP recently presented the South African Hidden Treasures™ to over 160 UK tourism trade members who are actively selling trips to South Africa. This was done in partnership with South African Tourism UK as part of its trade road show 'Experience South Africa'. TEP plans to host some of these trade members in November at selected South African Hidden Treasures™ in Cape Town, Durban and Nelspruit. Also, November is set to be a busy month with TEP attending the Travel Trade Workshop in Montreux, Switzerland and the World Travel Market in London to further promote South African Hidden Treasures™.

In a special partnership, Tourvest has invested in TEP through the purchase of Hidden Treasures™ crafts, which have been displayed at the Out of Africa store in OR Tambo International. "The display has been so successful that Tourvest has placed an additional order with TEP registered crafter 'Zulu-lulu'," Hosking confirms.



Signing Off

As a busy year draws to a close, it's onward (and upward) for us at TEP, with a focus on a sharper than ever delivery of our targets.

2010 has certainly been a momentous year - for South Africa and for TEP. We would like to wish all our registered small tourism businesses, industry stakeholders and friends a very blessed holiday season and look forward to starting 2011 with renewed vigour and enthusiasm for building the South African tourism industry.