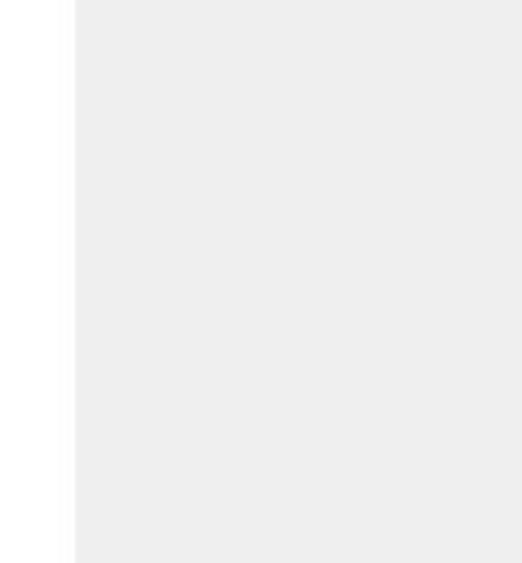




TEP WISHES ALL TOURISM BUSINESSES A SUCCESSFUL TOURISM MONTH

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Ms Valerie Naicker

An exciting addition to TEP's team

Given the success of TEP's Enterprise Development Portfolio (EDP), it was decided to increase the management team and TEP is proud to announce the appointment of Ms Valerie Naicker on the 1st of August as the Manager, Enterprise Development and Sustainability.

Valerie is highly experienced in the fundraising and development arena and her list of accomplishments includes operating a rural schools programme in the Eastern Cape for the Anglo American Chairman's Fund, managing a large discretionary fund with HIV as a priority for the British High Commission, and acting as the national fundraiser for Childhood Cancer Foundation SA, Cotlands and Cida City Campus.

Valerie says she has faced many challenging tasks in the industry and has learned to be creative and innovative. "Social development and fundraising in general have become passions for me. NGOs are playing a vital role in SA's growth and success. Government doesn't have all the resources needed to roll out programmes in rural provinces, but NGOs are perfectly positioned to reach these places and communities."

Valerie is a strategist at heart and has ensured that each position she accepted allowed her to acquire new skills, resulting in a very well rounded set of skills.

"I joined TEP because of their incredible track record and excellent service delivery in the enterprise development environment, with great references from business and government. I was looking for a stable organization with good governance and transparent procedures and am looking forward to my time here."

Currently taking a degree in bible studies, this 'small town girl' from KwaZulu-Natal is single-minded in her determination to bring about change for the better.

Welcome to the team Valerie and we wish you all the best in your new role.

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TEP Board Member, Ms Barbara Makhosini with Chief Executive, Dr Salifou Sidio, at the Tourism Mentorship Close Out Event

TEP's EDP welcomed by Big Business

When big tourism business committed to job creation in South Africa at the 2011 Tourism Indaba, pledging to share knowledge and resources with small tourism enterprises and to contribute to TEP's enterprise development portfolio, nobody had an idea how swift the response would be.

Just two months later, TEP has seen its first completed Thebe Tourism Group mentorship project, which imparted new skills, improved product quality and operational efficiency, increased business activities and greater market access for the 15 participating Soweto businesses while Thebe saw exceptional results - the project contributed to Thebe's Code 600 rating which is now at an Empowerdex rating of Level 2.

Royal Bafokeng Enterprise Development (RBED) is the latest signatory, supporting 20 tourism businesses in Phokeng, following on the heels of Rennie's Travel who identified TEP as their Enterprise Development partner.

Gooderson Leisure, the first to sign the Indaba pledge, has committed to invest in an Executive Mentorship Programme, providing the experiential learning opportunities crucial to the success of small tourism businesses in KwaZulu-Natal. TEP Enterprise Development and Sustainability Manager, Valerie Naicker, says: "These are public-private partnerships that demonstrate the value for corporates. We are currently negotiating additional partnerships and this economy of scale should encourage other corporates to use TEP's EDP. We have also just been awarded our Public Benefit Organization (PBO) status, which makes all contributions tax deductible."

The result of these EDP investments for small tourism businesses will include:

- An improvement in performance, resulting in job creation in both urban and rural areas
- An increase in the participation of black enterprises in the tourism industry
- The advancement of entrepreneurial skills
- Direct market access and exposure

This will unleash tourism's entrepreneurial talent and increase the overall competitiveness of South Africa as a tourism destination.

Dr Salifou Sidio, TEP Chief Executive, says: "Tourism is a key pillar for economic growth with a target of 225,000 jobs by the year 2020. Strong public-private partnerships are required and TEP's EDP offers a credible solution that allows any interested organisation or corporate entity to invest funds with TEP. These funds are directly used to uplift and develop the tourism small business industry and the investing partner is eligible for a tax deduction and can earn upfront B-BBEE points for Enterprise Development."

TEP currently has over 4200 small tourism businesses registered throughout South Africa. Over the past decade TEP has successfully invested over R450 million in the tourism industry, creating jobs and improving the turnover of small tourism businesses by more than R5 billion.

Dr Sidio concludes: "Through the RBED we will open the way for private sector and corporate South Africa to be more meaningfully involved in the transformation of the tourism industry. We have made the process as easy and as transparent as possible for anybody wishing to improve their Enterprise Development profile."

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TEP secures MySchool MyVillage MyPlanet funding

Registering and using the MySchool MyVillage MyPlanet card is free of charge and by remembering to swipe your card at the participating outlets you can help TEP and therefore thousands of small tourism businesses towards sustainability and the creation of jobs.

TEP has been registered as a beneficiary of MySchool MyVillage MyPlanet. This is a wonderful opportunity for TEP to source complimentary funding for the development of small tourism businesses and ultimately the creation of job opportunities.

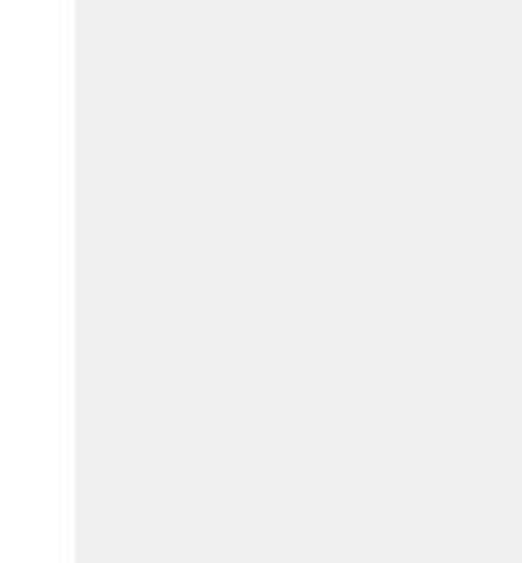
MySchool MyVillage MyPlanet is South Africa's number one community support programme that raises and delivers essential funding to schools and charities in order to improve education and social development in South Africa. This enables members of the community to participate in the future development of the nation in a sustainable way, without taking money directly from their pocket.

More than 600,000 parents and community minded people carry MySchool supporter cards. We ask you, your family and friends to apply for a MySchool MyVillage MyPlanet card and nominate Tourism Enterprise Partnership as the beneficiary. When you purchase items from participating retailers you swipe the card with the purchase. A small percentage of your transaction is then allocated to TEP at absolutely no cost to you.

We have attached an application form to this e-mail. Please complete this application and return it to the fax number indicated on the form.

We thank all our supporters in advance for helping TEP to make a difference.

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Royal Bafokeng pioneers new territory

Royal Bafokeng Enterprise Development (RBED) is taking positive steps towards the transformation of the mining industry with TEP's Enterprise Development Portfolio (EDP) and ensuring the growth of both sectors.

TEP's Provincial Manager, Akhona Maqawzima says: "Royal Bafokeng recognises that there must be a future beyond mining and is set to start today. Their investment ensures that communities that may not be directly involved in the mining process may begin to benefit from the economy that is created by mining, therefore ensuring that tourism and mining are harmonious."

"We are always looking for growth," says Royal Bafokeng Enterprise Development Project Manager, Sarah Manone, "and have had a very good relationship with TEP in previous years. Clearly, we have very high hopes for this programme."

Royal Bafokeng Holdings, the parent company of RBED, is a leading community-based investment company that is responsible for the management and development of the commercial assets of the Royal Bafokeng Nation in order to deliver sustainable benefits to the community. With a vast array of investments in their portfolio, partnering with TEP was a natural choice to contribute to job creation in SA through the growth and development of the tourism industry.

"All our SMME's will benefit from using TEP's training platform, infrastructure, market and procurement base," continues Manone.

"They will be trained in HR, marketing, financials, legalities and business administration, and then be mentored for six months within the tourism space to gain valuable industry expertise."

"After this training and mentorship, they could qualify for Hidden Treasures which is very exciting as it will help the SMME's get extensive market access - being part and parcel of Hidden Treasures is an important focus for our SMME's."

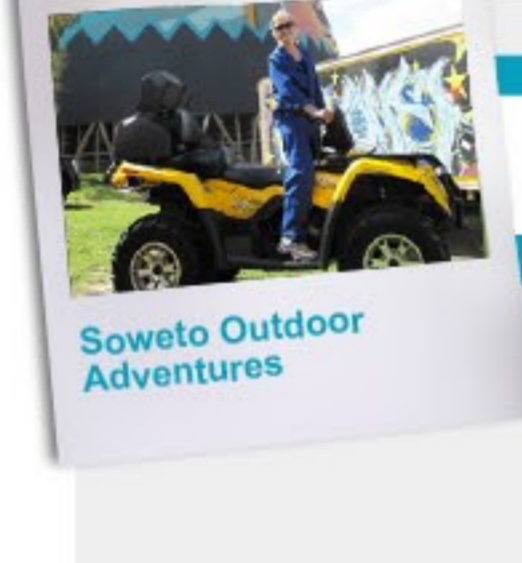
"Mining does not happen within a vacuum," Maqawzima continues, "there are other, often unrecognised, stakeholders and communities involved within the value chain, while shareholders receive first thought and the natural environment is decimated."

"Royal Bafokeng is taking the very positive step of casting its net far in to ensure that complimentary industries receive this Enterprise Development support by not under-spending or failing to meet its ED target due to purely focusing on their enterprise value chain."

The project commenced during July and is a flagship public-private partnership that should encourage other mining houses and investment companies to use TEP's EDP as a credible solution that allows organisations or companies to invest funds and be assured that these funds will be used to uplift and develop the tourism SMME industry.

"Tourism is grossly untapped in the North West Province," Maqawzima concludes, "and this project will see twenty small tourism businesses in the Phokeng area benefit directly with up-skilling and capacity development in order to start driving tourism development which is still at an embryonic phase in the region."

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Another treasure discovered in SOWETO

TEP's latest addition to its Hidden Treasures ranks as one of the more adventurous small businesses on the list, with an innovative entrepreneur at the helm whose ideas continue to push boundaries across the Orlando Towers.

Many tourists never visit Soweto unless it's a quick foray on an air-conditioned bus or perhaps a game at the stadium, but this is steadily changing as innovative entrepreneurs find ways to open up the sprawling neighbourhoods and engage with the vibrant people and places hidden within.

No one is doing it in a more daring way than Kgomo's Soweto Outdoor Adventures; a small company offering guided tours of Soweto that take participants through teeming informal settlements, bustling shebeens, placid historical sites and grassy residential verges on quad bikes.

The ride is anything but boring. Dining down narrow alleyways, through Freedom Park with its countless children running behind, across quiet residential areas and expansive veld and over a river, it's best to keep focused - which has made it a great team-building experience for corporates Poee says.

Poee guides his visitors past the set of SABCI's Zone 14 series, through the Hector Pieterse memorial, via shebeens, the Orlando stadium, across dusty streets and open veld to finally back across the river and home.

Poee says he takes up to ten bikes out and adapts the day to individual group's requirements. People along the route are beginning to recognize him and his operation, which means lots of friendly waves.

He sometimes asks groups to club together and buy the excited children drinks or doughnuts at the local spaza - a little bit of giving back. So how does it work? On arrival at Orlando Towers you receive about 15 minute's training on the quad bikes, ensuring everyone is schooled in the basics before heading out on the trail.

At the end of the trail, there's pap and braai waiting and more people to meet...and if Poee has his way, very soon there will be boats on the dam alongside his office. "The buildings are there and we can offer sunset drinks and water sports."

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TEP's BDF Team: Butso Mphofu, Thira Pucce and Morgan Maneveld

One team, one-week turnaround

"Last year TEP was lagging behind on the processing of its Business Development Fund applications, with a six-week interval for processing the average. TEP recognized that this was unacceptable and made swift changes: with an extra person on board, it took the team four weeks of long hours - put in over weekends and at night - to improve the workflow and meet the target of a one-week turnaround.

This small team's diligence has meant that no one has recently had to wait more than 48 hours on a BDF application - an enormous achievement.

Our congratulations and thanks go to: Morgan Maneveld, Thira Pucce, Carol Pule and Butso Mphofu.

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SME Growth Index

TEP has partnered SBP Business Environment Specialists in their groundbreaking SME Growth Index, which will, for the first time, provide South African policy makers and business owners with an understanding of what separates high-growth companies from the 'voluntines' of small businesses in South Africa.

It is estimated that in South Africa 73% of workers are employed by firms with less than 50 employees. Small firms make a vital contribution to the country's GDP but little is known about how these enterprises grow, and what inhibits their ability to perform. This information is critical in helping to make South Africa a better place to do business.

The SME Growth Index will track a panel of 500 randomly selected small business owners over a period of 3 years, collecting vital information on how these firms deal with red tape, manage external shocks, skills shortages and the labour market, competition, innovation and market expansion.

It aims to measure and monitor the growth dynamics of a vital sector of the country's economy, and provide evidence to government of the factors encouraging and inhibiting small firm profitability and their job creation potential.

TEP submitted a selection of small tourism businesses to participate in the research thereby providing them the opportunity to have their voice heard. TEP will receive a custom-made report focusing on the tourism sector and the needs of both small tourism businesses supported by TEP and those that are not.

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Hidden Treasure Maps

"TEP developed South Africa's Hidden Treasures three years ago as a heritage-driven tourism strategy. During Indaba 2011 TEP launched a central booking agent and provincial maps showcasing all Hidden Treasure, this with the aim of increasing direct market access for small tourism products.

TEP Chief Executive, Dr. Salifou Sidio, says "visitors want to interact with local people; they want to experience our history. Through these maps we want to make sure we can give them South Africa's unique heritage through its tourism offerings, culture and natural beauty."

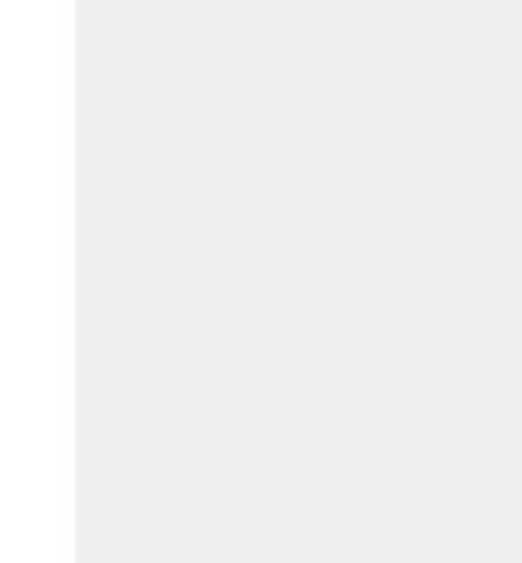
Partnering with Cape Town-based Abang Africa Travel & Trust, TEP is now able to provide a central booking facility for all Hidden Treasures products. TEP member Abang Africa is a specialised sustainable tourism company. They organise tailor-made tours, self drives, incentives and small groups, meet & greets and transfers.

Dr Sidio says Abang Africa was the perfect choice to facilitate a centralised booking platform because of their responsible and sustainable travel focus.

"We particularly want South Africans to discover what a wealth they are surrounded by and we want the world to come and stay with our Hidden Treasures, to hear their stories, enjoy their food, and listen to their music, to get to the heart and soul of what makes this country so special."

The launching of the spectacular new provincial Hidden Treasures maps simultaneously with a central booking facility will allow TEP to grow this fantastic tourism initiative exponentially and continue to showcase in full splendour South Africa's distinctive and colourful tourism and craft offerings.

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Hidden Treasure Road Show

TEP's Market Access Team, Hannelie du Toit and Chris Phillips, took to the road on the 12th of June 2011 in an effort to visit TEP's Hidden Treasures products in the seven selected provinces. They took along Abang Africa, the newly selected Hidden Treasures Central Booking Agent, Abang Africa's Tjony Steyn and Anne van der Tuuk took turns to join the road show. The journey comprised some 4,000km by road and double that by air. It covered 5 mountain ranges, 3 World Heritage Sites, numerous rivers and National Parks and the best scenery in the world!

The aim of the trip was to ensure that the new Hidden Treasures strategy is communicated and input is received from all participating products, that good product knowledge is gained by the sales team and that strong relationships are forged. TEP conducted a total of 9 workshops, which also included a market access segment aimed at empowering individuals/products to use new channels and think creatively.

A big thank you to all the product owners who attended the workshops and welcomed the team with open arms into their provinces and products.

To view the Hidden Treasures Road Show gallery please [click here](#).

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Thank you!

