



Business events - SA now a serious global contender



Tourism Minister Derek Hanekom

South Africa as a business events destination is fast becoming a serious contender globally.

Officially opening the annual SAACI congress in the St Lucia town hall yesterday morning, Tourism Minister Derek Hanekom said in 2013 tourism in South Africa contributed 9,5 percent to the country's gross domestic product, translating into more than 1,4 million jobs – and business travel and conferencing contribute significantly to this.

"It is well known that business travel exceeds global averages for tourism spending. It represents a segment of higher end spenders and contributes greatly to breaking seasonality patterns. Add to this the positive

publicity that it generates for the country, the image boost and the high level of return visits, it is clear that it contributes significantly to the economy.

"The country gained three places in the International Congress and Convention Associations' global ranking - from 37th place in 2012 to 34th in 2013, and all indications are that we are poised to continue to gain in this ranking. South Africa is also the number one convention destination in Africa and the Middle East.

"Two South African cities – Durban and Cape Town – are ranked among the top 100 cities in the world for conventions. The 118

International Congress and Convention Association (ICCA) ranked meetings that South Africa hosted last year brought over 94 000 association professionals to South Africa. It contributed an estimated R1,2 billion to the country's economy. Add to this the further 200 000 business event delegates visiting South Africa, this sub-sector contributed some R6 billion to the economy."

Hanekom said the Global Consumer Goods Forum to be held in South Africa in 2016 will host up to 1 000 chief executive officers and senior managers from over 400 retailers, manufacturers, and others, representing companies with combined sales worth some EUR 2.5 trillion per year.

"The immediate estimated economic impact of R11,2 million will include some 4 000 room nights spread over four conference days, excluding the spending by delegates that decide to stay longer, visit other parts of the country, or to return with their families in a year or two. This does not include the potential business and investment in our country that a conference of this kind could bring.

"It should, therefore, come as no surprise that the South African government remains fully supportive of the business events industry and well recognises the impact that it continues to have on the economy. Government welcomes the impact of business events on attracting foreign direct spend and investment, creating jobs and positively shaping perceptions about our destination around the world," said Hanekom.

Rhino Art benefits from SAACI congress

The organisers of the 2014 SAACI congress in St Lucia adopted Rhino Art as their corporate social investment project.

Rhino Art, the largest number of 'children's art voices' ever recorded in support of rhino protection, aims to educate children around the world about the importance of protecting and nurturing the rhino.



Helping to protect the rhino at SAACI 2014 – from left: Lindani Nhlenyama, Khulekani Masinga, Siletekhukhanya headmaster Bheki Nomandla, SAT CEO Thulani Nzima, Mthiyane Fezeka and Sfiso Mtwembu.

Some 150 000 children from 21 countries around the world are already involved.

The project partners are the Kingsley Holgate Foundation, Rhino Art and Project Rhino KwaZulu-Natal.

In Africa, Rhino Art runs education programmes at schools, where each child is encouraged to create an art piece on the rhino theme, recording their message of rhino conservation.

The SAACI local organising committee selected the Siletekhukhanya High School, to which it donated R5 000 for materials and running a rhino art competition. All funds go towards the project, with only a marginal percentage being allocated towards administration costs.

In this way SAACI made a real contribution to education about the value of nature conservation, which helps with Rhino Art's long term goal of a nation of people who are proud to have a healthy wildlife population.

The Siletekhukhanya artworks will be added to the over 120 000 pieces that are used to influence government policy on the issue.

Rhino Art's Grant Fowlds says these unique 'voices of the children' will go to the 2016 Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) conference.

The Siletekhukhanya winners received their certificates at the SAACI congress yesterday morning, from South African Tourism CEO Thulani Nzima.

CSIR International Convention Centre naturally hospitable • globally accessible

CSIR International Convention Centre takes care of its community

The CSIR International Convention Centre (CSIR ICC) has initiated a conference material donation drive to benefit underprivileged schools in its community. The Centre has placed a donation box in its foyer where conference delegates and organisers can deposit surplus pens, notepads and conference bags which are then donated to children in need of these items for school in the city of Tshwane.

"During our outreach project at Nelmaphius Primary School in Mamelodi, where we implemented a recycling project, we noticed many of the children have only plastic shopping bags to carry their school books. Needless to say, we decided to do something about

this to aid the children with what we deem as school essentials – bags, pens and notepads. We encourage all our clients to please donate their surplus conference materials to this worthy cause," explains Refilwe Nchebisang, Marketing Coordinator for the CSIR ICC.

Through various community projects, the CSIR International Convention Centre aims to uplift communities around Tshwane, more so the youth. Capacity development and aiding schools with the necessary tools to facilitate knowledge transfer and inspire innovation is always the key objective with all its outreach projects such as the conference material drive.

The CSIR ICC recently also donated equipment to Rekopantswe Orphanage based in Soshanguve. Rekopantswe Orphanage, established in 2011, runs an after-school feeding program for 80 children in Soshanguve and assists local children with school work. The orphanage was established to assist the community in their efforts to keep the children from the streets.

"We realise that one of the reasons our local children end up using drugs and being involved in criminal activities is because they are hungry. It is thanks to generous establishments such as the CSIR International Convention that we are able to assist our community", says



Pastor Isaac Leduka, Rekopantswe Orphanage Manager.

"We are happy that we can support organisations such as the Rekopantswe Orphanage, Nelmaphius Primary School and other schools to help them keep doing the sterling job they do in our community", says Refilwe "And we challenge all other conference venues around the country to do the same."

And the winners are...

The winners of SAACI's annual awards were announced at the SAACI 2014 congress gala dinner last night.

National Chairperson Zelda Coetzee and Chief Executive Officer Adriaan Liebetrau presented the awards.

Kamille Padayachee of KwaZulu-Natal is the 2014 Young Achiever.



The criteria for this award acknowledge a minimum of three years' service to SAACI by a member who is between the ages of 25 to 35 years. The recipient must be motivated, energetic and present an extraordinary view of the value of being a SAACI member to the community at large and within the business events industry. Furthermore, the recipient must make a special and positive contribution to the development of SAACI through service on a branch committee.

Brian Prowling of Northern Territories is the winner of the 2014 Fellowship award.



The award acknowledges a minimum of ten years' service to SAACI and a special and positive contribution to the development of SAACI through service on the national board as either a branch chair or forum chair. The recipient must present an extraordinary view of the value of being a SAACI member to the community at large, to government and within the business events industry. The recipient must be a role-model and mentor in the industry, willing to assist young and newcomers to SAACI and be an inspiration to colleagues in the industry.

Kwa-Zulu Natal is the 2013 - 2014 Branch of the Year.



The criteria for this award are forum representation, membership growth and retention, attendance at events and quality of board reports.

A number of new awards were also introduced this year.

Members' Choice Awards

Recipients of the Members' Choice Awards are voted for by members themselves.

The Best Conference and Events Service Supplier for 2014 is Scan Display.



The Best Conference and Events Venue for 2014 is the Cape Town International Convention Centre.



For 2014 the Best Conference and Events Organiser is Eastern Sun Events.



The Best Conference and Events Convention Bureau for 2014 is the Cape Town and Western Cape Convention Bureau.



The **SAACI Godfrey King award for exceptional, dedicated long service** was awarded for the first time this year.

Dawn Holmwood of Contact Publications is the first recipient of this award. She received the award for 22 years of continual service in KwaZulu-Natal as either committee member, branch chairperson, vice chairperson and treasurer.



The **SAACI Hall of Honour** was also introduced last night for the first time, recognising members who have played a significant role in the business events industry and SAACI.

Entered into the SAACI Hall of Honour were **Godfrey King of Contact Publications, Denise Kemp of Eastern Sun Events and Alec Gilbert of the Adelaide Convention Centre.**



Special awards for hard work, dedication and service to the business events industry and SAACI were also bestowed on **Merryl Fairfoot, the 2014 Annual Congress and Exhibition chair and Amanda Kotze-Nhlapo, Head of the South African National Convention Bureau.**



SAACI congratulates all the 2014 award winners!

S(c)ene at SAACI 2014

