



imbumba

Working together to empower others

Imbumba is an isiXhosa word meaning
“a group with a common cause and unity”

Tourvest

Corporate Social Responsibility Report

2017

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BACKGROUND

TOURISM IN THE CONTEXT OF CREATING LASTING SOCIAL IMPROVEMENTS

More so than other sectors in South Africa's economy, the tourism industry is strongly positioned to play a major role in helping South Africa meet the social and economic development objectives as stipulated by the government's National Development Plan.

Tourism already contributes to considerable economic growth, services exports and social development. Tourist arrivals to South Africa continue to grow year on year, attracting more than 10 million visitors each year, with over 2 million of these being high-value, long-haul international visitors. The direct and indirect contribution of tourism to South Africa's Growth Domestic Product (GDP) is now R323 billion annually, which is about 9.5% of the country's total GDP.

More importantly, in a country where more than a quarter of the population is unemployed, one in ten jobs in South Africa is supported by the tourism industry. Tourism has the ability to extend its reach into areas untouched by traditional industrial development, positively impacting the livelihoods of entrepreneurs living in largely rural communities.

With plenty of room to grow through the creation of new products and services tailored to the growing sophistication of the international traveller, the tourism industry has been identified by the South African government as a priority growth driver of the economy, aiming to attract 12 million international tourists by 2018 and creating an additional 225 000 jobs in the process.

TOURVEST AND SOCIAL DEVELOPMENT

Tourvest is well placed to assist the tourism sector to address the country's triple challenge of poverty, unemployment and inequality. While neither the largest company in terms of revenue nor asset value in the industry, the company is unique in that it is the only organisation with a presence in every facet of the travel and tourism value chain.

Tourvest operates businesses which range from travel management companies and tour operators, through hotels and lodges, restaurants and destination retail shops to duty free outlets and in-flight services and foreign exchange bureaux. While based in South Africa, it is a global business, with operations in East and West Africa, the United Kingdom, India and the Caribbean, as well as having principals, associates and clients throughout the world.

The group was created in 1997 through the incorporation of a number of long-established tourism companies and listed on the Johannesburg Securities Exchange. In August 2008, it was acquired by a black economic empowerment consortium and delisted.

As the only black-owned tourism company of its size in South Africa, Tourvest has always been at the forefront of transforming the local tourism industry. Its efforts in sharing its prosperity meaningfully across all sectors of South African society have in no way been confined to the boardroom and shareholder level, but extend throughout the group and all that it does through active engagement with the communities and the environment in which the group operates.

TOURVEST'S POLICY AND FRAMEWORK TOWARDS CORPORATE SOCIAL RESPONSIBILITY

Tourvest is committed to being a responsible corporate citizen of the communities and the environment in which it operates. It realises that its continued success is not just a factor of how it performs operationally or financially but also on a demonstrable commitment to a positive and mutually beneficial relationship with every stakeholder affected by its business and the well-being of the environment.

To this effect, one of Tourvest's key strategic imperatives is to positively impact the long-term sustainability of society, particularly the communities in which Tourvest operates, and the tourism attractions on which much of its business is based.

Tourvest's sustainability approach has traditionally focused on the following areas:

- *Corporate responsibility*, realising that its continued success lies with the ability to play a leading role in the development of the travel and tourism industry and to support important industry initiatives.
- *Corporate Social Investment (CSI)*, including socio-economic development contributions as defined by the BEE Codes of Good Practice, aimed at positively impacting society.
- *Employee Volunteer Programmes* in order to increase the visibility of and affinity in the Tourvest brand in the community while instilling the group's corporate culture and values within its employees.
- *Skills development*, especially in the area of travel and tourism education, with a focus on developing skills at a grassroot level in an industry where quality consultants are becoming increasingly scarce.
- *Community development*, particularly in the field of job creation and lodge ownership in order that rural community members, particularly women, may share in the success and growth of Tourvest.
- *Nature conservation*, believing that by protecting South Africa's natural heritage, it will assist in sustaining destinations that will become increasingly attractive to foreign visitors whose needs will further stimulate job creation and local economies.

CORPORATE RESPONSIBILITY

RESPONSIBLE TOURISM

Research has shown that consumers around the world are increasingly aware of the potential impact of their tourism spend, with socially responsible and environmentally sustainable tourism becoming a leading market segment globally. Tourvest fully endorses Responsible Tourism, which is defined as a tourism management strategy in which the tourism sector and tourists take responsibility to protect and conserve the natural environment, respect and conserve local cultures and ways of life, and contribute to strengthen local economies and a better quality of life for local people. It offers opportunities to develop products that can contribute to national socio-economic objectives by providing livelihoods for local economies and contributing value to the maintenance of local heritage, culture and traditions. Responsible tourism is also about enabling local communities to enjoy a better quality of life, through increased socio-economic benefits and an improved environment. Responsible Tourism also generates revenues for environmental conservation and management.

FAIR TRADE

Tourvest is a certified member of Fair Trade in Tourism South Africa (FTTSA), which is a non-profit organisation that certifies tourism businesses that comply with the principles of fair trade and responsible tourism.

FTTSA awards a special label to qualifying businesses as a way of signifying their commitment to these principles (fair share, democracy, respect, reliability, transparency and sustainability) and related criteria, including fair wages and working conditions, fair purchasing, fair operations, equitable distribution of benefits and respect for human rights, culture and environment.

By electing to stay at or use the services of FTTSA-certified establishments, tourists can be assured that their travel benefits local communities and economies, and that the business is operated ethically and in a socially and environmentally responsible manner.

TOURISM CHILD PROTECTION CODE

As part of its membership of FTTSA, Tourvest is also a signatory to and a member of the Tourism Child Protection Code of Conduct (The Code), which aims to provide increased protection to children from commercial sexual exploitation in travel and tourism.

In South Africa an estimated 30 000 children under the age of 18 are said to be victims of sexual exploitation. Tourvest believes that firm measures are needed to prevent further escalation of child sex tourism (CST).

While CST is not strongly associated with South Africa, high poverty levels put thousands of children at risk of sexual exploitation. Internationally CST is estimated to affect approximately two million children in destinations such as Thailand, Cambodia, India, Brazil and Mexico.

The code is a self-regulating instrument that can play an active role in the tourism industry. As a member, Tourvest will seek ways to establish an ethical corporate policy regarding sexual exploitation of children; train personnel; introduce clauses in contracts with suppliers, stating a common repudiation of sexual exploitation of children; provide information to travellers through mediums such as brochures, posters and in-flight videos; provide information to local key persons at tourism destinations; and report annually on their involvement in preventing CST.

GENDER MAINSTREAMING – PROMOTING WOMEN IN TOURISM

The tourism sector presents a number of income generating activities for women but the challenge facing the industry is that women are primarily concentrated in the low status, low paid and precarious jobs in the sector.

In Africa, women comprise 47% of the industry's total workforce but only 37% progress into senior roles, where they are likely to earn between 10% and 15% less than their male counterparts. In small and medium enterprises, women make up a higher proportion of own-account workers than any other sector with 20.8% of employers in entrepreneurial businesses comprising women; almost double that of any other sector. However, a large amount of unpaid work is being carried out by women in family tourism businesses.

Tourvest believes that the industry is better positioned than other sectors of the economy to advance female representation in the formal sector but the challenge remains to provide them with mentoring and educational opportunities to ensure their careers can progress meaningfully up the corporate ladder.

To this effect, Tourvest has played a leading role in the discussion of gender equity promotion in the sector by establishing a think-tank of the industry's female leaders. Additionally, it was instrumental in arranging the inaugural Women in Tourism Conference, which was established in 2015 by the National Department of Tourism in partnership with the Tourism Business Council of South Africa and was aimed at engaging women on issues such as economic empowerment, establishing support structures and incentives for women, creating a platform to celebrate women achievers and discussing the overall status of women in the tourism sector.

The forum's agenda is based on four pillars; these being respect for women in the industry, recognition of their contribution to the sector, encouraging their representation in economic activities and leadership, and producing results that will grow and enhance the industry.

CORPORATE SOCIAL INVESTMENT

UNPACKING TOURVEST

Tourvest comprises five divisions, each of which is run as an independent business unit by divisional chief executives who have full responsibility and accountability for the success and profitability of their operations. The Tourvest head office provides support to the business units, overall strategic direction, and helps with the identification and creation of synergistic links between the business units.

The divisions which comprise the group are Tourvest Destination Management, Tourvest Travel Services, Tourvest Financial Services, Tourvest Accommodation and Activities and Tourvest Travel Retail.

Tourvest Destination Management consists of Inbound Leisure, which include Welcome Tourism Services, Your Africa, Focus Tours, SST, Sense of Africa (Namibia) and Wild Africa (Namibia); the Tourvest business and sports events division (B.A.S.E) which include Event Dynamics, American Express Travel Services South Africa, Meetings and Events; T.E.A.M Destination Management which specialises in the provision and management of ground handling services surrounding large global sporting events; and T.E.A.M Sport which is a global schools' and sports tour operator that specialises in comprehensive travel solutions for individual travellers and groups travelling to major sporting events.

Tourvest Travel Services comprises some of the most respected travel agency brands including Seekers Travel, Maties Travel, Indojet Travel and Travel.co.za. It is also the master franchise holder for the American Express Travel Services brand in sub-Saharan Africa. This division is mostly focused on the corporate travel market, optimising corporate travel spend through the procurement of preferential rates, bulk discounts and the provision of sophisticated online travel management tools. It also helps with the development of internal travel policies and compliance control while supporting decision making and internal audit controls through real-time management information systems. Tourvest Travel Services is also a general sales agent for Singapore Airlines.

The Financial Services division holds the rights for Sub-Saharan Africa to the American Express foreign exchange franchise. Under this banner, it operates a network of more than 50 branches at prime tourist sites.

Through its Accommodation and Activities division, Tourvest offers a wide array of activities and products through facilities owned and managed by the group, complemented by a portfolio of hotels and lodges in key tourist destinations.

Aha is the tourism property management company of Tourvest's Accommodation and Activities division. The company represents and operates a portfolio of city hotels, lifestyle retreats and game lodges in Gauteng, Western Cape, North West Province, Kwa-Zulu Natal, Mpumalanga, Free State, Limpopo, Botswana, Zimbabwe, Tanzania, Uganda and Kenya in East Africa.

Wild Horizons is this division's transfer, lodge and adventure activity operator in the Victoria Falls, Livingstone and Chobe areas. It offers a range of Victoria Falls adventure activities and owns and operates the top-rated Elephant Camp & Imbabala Zambezi Safari Lodge. It also offers cultural and interest tours throughout the region.

Mankwe-Gametrackers is the division's Sun-City based tours, transfers and adventure activities business, which include safaris, quad biking, clay target shooting, archery, paintball, interactive drumming and teambuilding exercises at Sun City and hot air balloon safaris, game drives and game walks in the Pilanesberg National Park.

The division's overland safari tour operator, Drifters, operates fully inclusive tours throughout Southern and East Africa run by qualified and registered field guides.

The largest division in Tourvest is the Travel Retail division, which has four business segments focused on the shopping needs of the travelling consumer. These are destination retail, in-flight retail services, ground duty free, jewellery and gemstones, and restaurants and taverns.

This division generates an average annual turnover of R2 billion and employs some 1 800 staff. It operates in Africa, Asia, the UK and the Caribbean. The destination retail leg of this division has 65 stores in South Africa, 11 stores in the Caribbean, one store in Spain and India, and 23 stores located in five international airports and 2 seaports. Altogether, it operates a trading area of 11 483m².

The in-flight retail services segment of Tourvest's Travel Retail division is the recipient of over 16 international awards. It services nine international airlines, including flag carriers British Airways and South African Airways, from 6 airports, involving approximately 750 flights a day. Additionally, it packs, loads and tracks more than 31 million products, handles over 1.7 million sales transactions every year and has, to date, trained and incentivised around 26 000 airline crew members.

The division also owns a number of leading jewellery brands in South Africa, collectively comprising 15 stores located in high-traffic South African tourist hubs including OR Tambo International Airport, the Victoria and Alfred Waterfront and Sandton City. Additionally, it owns 10 tourist restaurants located in key tourist locations.

TOURVEST'S CORPORATE SOCIAL INVESTMENT APPROACH

While the respective divisions and the Tourvest head office each conduct their own corporate social investment (CSI) programmes, they all subscribe to the same underlying approach CSI approach, which is focused on positively impacting the long-term sustainability of society, particularly the communities in which it operates.

As such, Tourvest and its divisions allocate resources to social responsibility initiatives based on the following objectives:

- To support sustainable social development through community development initiatives;
- To enable the group (and its associated businesses and operations) to be a preferred business partner; and
- To be a corporate citizen valued by all its stakeholders.

The beneficiaries of these programmes are listed below:

TOURVEST GROUP

Afrika Tikkun

Afrika Tikkun, which has Nelson Mandela as its patron-in-chief, provides education, health and social services to children and their families through centres of excellence in South African townships. Its mission is to develop children and youth into contributing citizens and its projects are located in Alexandra, Diepsloot, Hillbrow and Orange Farm in Johannesburg as well as Mfuleni and Delft in Cape Town.

Community centre library

Tourvest sponsored the building of the library at Afrika Tikkun's Wings of Life Community Centre in Diepsloot, which provides assistance to approximately 2 100 young beneficiaries each year across every age group, in order to assist the charitable organisation with its educational and learning programmes. Additionally, Tourvest helps stock the library through the donation of furniture and a variety of fiction and non-fiction reading materials.

Lifestyle and education

Tourvest hosts several functions each year for Afrika Tikkun's learners in grades 9 to 12 as well as post matriculants in Afrika Tikkun's Career Readiness Programme. These functions are aligned to key national events which resonate with Tourvest and are typically aimed at providing corporate guidance on issues such as school subject, career and lifestyle choices. The learners are mentored by senior employees within each of Tourvest's divisions and in every department of that division. This allows the learners to gain insight into a range of disciplines that are not confined to the travel and tourism industry such as graphic designing, accounting, IT.

Other such activations include a Youth Focus during Tourism Month in September which is focused on subject choices for learners in grade 9, a briefing meeting with the group's top female managers for Afrika Tikkun's outstanding female achievers on or around National Women's Day in August, an executive breakfast with Tourvest's executive for aspiring learners on World AIDS Day in December, which is themed as "A Day in the Life of My Dream Job".

TOURVEST FINANCIAL SERVICES – AMERICAN EXPRESS FOREIGN EXCHANGE

Casual Day

Casual Day is South Africa's foremost fundraising campaign for persons with disabilities and is the flagship project of the National Council for Persons with Physical Disabilities in SA (NCPDPSA). It invites corporate and individuals to make a donation in exchange for the right to wear civvies at work for a day.

Slipper day

Slipper Day, in which individuals and corporate purchases stickers for the right to wear a pair of slippers to work that day, is one of the biggest fundraisers for Reach For A Dream, an initiative aimed at dreams of South African children with life-threatening illnesses.

Orlando Children's Home

The Orlando Children's Home was established by the Child Welfare Society 60 years ago for children in need of care in Soweto. Fifteen homeless boys brought from the Germiston "Bantu Reserve" were its first residents.

Employees were divided into teams to raise funds. The company matched the collected amount and R45 000 was donated. Staff visited the Home and engaged with the children.

TOURVEST DESTINATION MANAGEMENT

Angels Over Africa

Angels Over Africa was created in 2002 by a dedicated voluntary group within Welcome Tourism Services to oversee the business's social responsibility initiatives. Now co-managed by all the brands within the TDM stable, it supports charities and causes with the potential of creating long-lasting value.

Mary's orphanage

One of the main charities that Angels Over Africa supports is Mary's Orphanage, which was established in 1998 by Mary Mahlango. It is a home for abused and abandoned children located in Orange Farm. Mary, described as an "angel of the community", provides clothes and food to some 32 children living in her house. Besides Tourvest, only seven people in the disadvantaged community provide her with any sort of assistance. Her dream is to build a pre-fab structure next to her house in order to house the children. In 2008, Mary was awarded a certificate in "education and training" and has been registered as a teacher with the education council, which will not only increase the number of children that she can care for at one time but will also allow her to provide classes.

Yithuba Lami

Yithuba Lami, which roughly translates to 'it's my chance', is supported by Your Africa and is an outreach programme established in 2003 by Father Laszlo Karpat for street children in Johannesburg. The programme also owns and manages a shelter called Dinaledi House in Rossmore, west of Johannesburg. The home provides a safe haven for the street children and is also aimed at reintegrating them into society primarily through education.

Bishop Kameeta Kindergarten

The Bishop Kameeta Kindergarten, located in Katutura, Namibia, provides shelter to orphans and abandoned children left homeless as a result of drugs, alcohol, HIV/AIDS or whose parents have no financial means to support them. Since 2009, Tourvest Destination Management has assisted the NGO by taking care of its running costs, including paying for electricity, water gas and food. Additional ad-hoc expenses, such as medicine and renovations, are also covered by Tourvest Destination Management through a voluntary contribution fund supported by employees as well as tourists while employees also donate food and clothing items of their own accord.

NSPCA

The National Society for the Prevention of Cruelty Against Animals (NSPCA) is a nationwide organisation with independent chapters across the country aimed at campaigning for animal welfare, assisting in cruelty to animal cases and attempting to find new homes for abandoned pets.

Sir Lowry's Pass Community Empowerment Project

Sir Lowry's Pass Primary School is a beneficiary of the Sir Lowry's Pass Community Empowerment Project, a not-for-profit organisation based in the Western Cape that focuses on adults and youth in the areas of job creation, education and mentorship.

Make a Wish Come True Campaign

Tourvest Destination Management developed the "Make a Wish Come True" campaign in 2013 with the idea of inviting learners from Sir Lowry's Pass Primary to write their wishes on a piece of paper to be displayed as paper aeroplanes at its Tourism Indaba display.

During the Indaba, generous staff and key suppliers joined together to make the wishes of 135 pupils come true. One such wish was from Colleen Lucas who asked for just one more room to be added to her family's RDP home. It was randomly picked up by Tourvest chief executive Tommy Edmond who was so touched by the wish that he agreed to help Colleen's family completely renovate their home. The renovations were not limited to the building of the additional home and included the provision of a new fridge, bathroom, doors, furniture, a solar geyser and a fresh coat of paint.

Green Seat Initiative

Your Africa offers travellers the option to contribute towards reducing their own carbon footprint, as well as supporting worthy conservation programmes by purchasing a 'Green Seat' prior to travelling on its touring vehicles, the cost of which is dependent on the tour duration. These funds are accumulated and distributed to suitable environmental programmes.

TOURVEST ACCOMMODATION AND ACTIVITIES

Pack for a Purpose

The Makalali Game Lodge participates in the Pack for A Purpose campaign, which encourages overseas visitors to make a small donation of stationery, clothes, blankets and other necessities which the lodge then gives to a local community.

Huis Ysterplaat

Huis Ysterplaat is a retirement village based in Cape Town, which has benefited from the support of the Cape Town branch of aha.

Saint Anne's

St. Anne's Homes is a non-government organisation under the patronage of the Archbishop of the Church of the Province of South Africa. Situated in Woodstock, near Cape Town, it offers services to destitute, abused, rejected and disadvantaged women and children throughout South Africa.

Rainforest Raincoat Project

Wild Horizons has for the past 2 years assisted more than 20 families by enabling vendors at the rainforest to stay in business, stay productive, and maintain an income for them and their families.

Wild Horizons purchases 100 raincoats per year which are then donated to the Rainforest Vendors Association. This is done to ensure quality of the product and ensure that service to Wild Horizons customers is not compromised. Wild Horizons then gets priority to hire the raincoats back from the vendors for their guests' Tour of the Falls. The Association is free to sub-hire the coats to any other companies when not in use by Wild Horizons.

Pobwe Cooperative

Reservations and operational staff at Wild Horizons are empowered to provide traditional meals to its patrons in a way that does not interfere with their work. This has proved to be a highly successful initiatives and has brought a sense of belonging, stability and appreciation to the participating staff members.

ZRP Tourism Unit

The Kariba Tourism and Business Indaba (KITB) in conjunction with the Zimbabwe Tourism Authority and Zimbabwe Republic Police have created the ZRP Tourism Unit in Kariba in a bid to promote safety of tourists in the resort town. Wild Horizons has sponsored two officers of this unit and have equipped the unit with uniforms and operating equipment. The unit has a total of 28 officers and are all funded by the Vitcoria Falls business community.

Chinotimba vegetable garden

Wild horizons also assists with a vegetable garden for HIV-infected women in the Zimbabwean township of Chinotimba through the donation of gardening equipment and seed. It will also provide counselling services to the women in the near future.

School fees

Tourvest East Africa has committed close to 550 000 Kenyan shillings towards the funding of school fees of disadvantaged students attending schools in Kenya.

TOURVEST TRAVEL RETAIL

The Siyazisiza Trust

Founded in 1987, the Siyazisiza Trust (meaning we help one another) is a non-profit development organisation committed to sustainable enterprise development in rural areas of South Africa. The Trust's current focus is on food and craft production, the latter through its craft division, the Khumbulani Collection. Tourvest has been in a partnership with the Siyazisiza Trust for the past 15 years, during which time it has contributed more than R124 million to the Trust.

Relate bracelets

The Tigers Eye curio is a distributor of Relate bracelets. Relate is a social enterprise initiative which sources its bracelets from elderly crafters and disadvantaged youth and donates the proceeds of the bangles to a range of charitable causes. The bracelets which Tigers Eye stocks are aimed at malaria treatment and prevention as well as conservation.

Lucky Lucy Foundation

Tourvest's jewellery division donated R293 000 worth of merchandise to the Lucky Lucy Foundation, an organisation that tries to relieve the plight of severely neglected and abused township and street animals. It is also dedicated to the social upliftment and education of impoverished children and adults in and around Cape Town, and have been since inception in 2010.

St Luke Hospice

St Luke's Hospice provides at home care, in-ward care, spiritual care, counselling and bereavement care in Cape Town and its surrounds. Tourvest's jewellery and gemstones business donated a watch to the value of R12 000 for its fund-raising efforts.

EMPLOYEE VOLUNTEER PROGRAMMES

LOW COST HOMES

Every year for Nelson Mandela's birthday on 18 July, every division in Tourvest assists with the rebuilding of low-cost shelters for residents in the Johannesburg townships of Diepsloot and Alexandra.

To quote Mandela: "As long as many of our people still live in utter poverty, as long as children still live under plastic covers, as long as many of our people are still without jobs, no South African should rest and wallow in the joy of freedom."

Since the start of this initiative five years ago, the group has built 45 such homes, which were identified by Afrika Tikkun in consultation with community leaders and social workers as those belonging to people most in need of better living conditions. At the same time, Tourvest employees not involved with the rebuilding of homes assist with the creation of vegetable gardens and general refurbishments at Afrika Tikkun's operations in Diepsloot and Alexandra.

The rebuilding of homes has been described by Afrika Tikkun as one of the greatest contributions Tourvest has made to the quality of life of these community members and that the ongoing initiative remains one of the most pressing needs in the townships.

BLANKET AND STATIONERY DRIVES

Every employee within the Tourvest is encouraged to contribute voluntarily to an annual winter blanket and stationery collection drive, the proceeds of which are given to the Afrika Tikkun community centres in Alexandra and Diepsloot townships at a formal handover ceremony.

GREENING INITIATIVES

As part of its employee volunteer programme, many employees within Tourvest donate freely of their own time and resources in planting trees and flowering plants to beautify the premises of the charities and organisations they support as well as creating sustainable vegetable gardens for sustenance and a source of income.

SPECIAL EVENTS AND OUTINGS

Designed to instill a sense of empathy and understanding of those less fortunate than themselves, Tourvest's employees spend a significant amount of free time with the beneficiaries of the charities their divisions and business units support. Over the years, this time together has traditionally taken the form of a treat or outing for children or a visit to an old age home. Examples of these initiatives include trips to Gold Reef City, Wild Waters Fun Park, year-end parties and Easter egg hunts.

SKILLS DEVELOPMENT

LEARNERSHIP PROGRAMME

Over 200 learners from previously disadvantaged backgrounds have completed an NQF level 5 course in general travel and tourism through a learnership programme hosted by Tourvest Travel Services and Tourvest Destination Management since the establishment of this programme more than a decade ago. Additionally, some 80% of these learners have found employment within Tourvest, with several progressing into management and senior accounting positions.

Tourvest Travel Services is an accredited training provider with the Culture, Arts Tourism, Hospitality and Sport Sector Education Authority (CATHSETA), has been running learnerships for more than a decade.

BURSARY PROGRAMME

In 2015, Tourvest introduced a bursary programme for dependants of its staff and qualifying employees. To assist it in managing the programme, it appointed Studietrust, the independent national bursary agency.

The bursary is intended for staff members earning less than R20 000 a month and/or the dependants of our staff earning less than R20 000, who wish to study towards a career that would be of benefit to Tourvest. These include but are not limited to travel, tourism, hospitality, accounting, IT, marketing, retail and human resources.

The bursary is comprehensive and will cover university tuition, registration and exam fees, accommodation and an amount towards learning materials and living expenses. On the successful completion of his or her studies, the bursar will be expected to work for Tourvest for a period of time equal to the funding period.

SIYAKHUPUKA LEADERSHIP PROGRAMME

The Siyakhupuka programme, introduced in 2016, is designed to develop future leaders from previously disadvantaged backgrounds through the provision of a leadership and development programme.

Tourvest launched this initiative - in conjunction with the respected corporate learning facilitators Kukhula - to contribute meaningfully to the achievement of South Africa's socio-development objectives. Key to this is the belief that Tourvest can future-proof the business by ensuring it has the requisite skills in a skills-scarce industry, and a workforce that is representative of the country's demographics.

By doing so, the group is going beyond the policy imperative of what is required by law and, instead, it is looking to transform the business through its own genuine desire to create a workplace that is inclusive and representative; believing this to be not only in the best interest of the group but the industry as a whole.

Every year, each division selects five candidates who have shown leadership potential and they are offered a wide range of short courses to choose from covering leadership, strategic management, finance and communication. The overarching goal is to afford these 25 employees the opportunity to embark on a road to personal career fulfilment and success.

Short courses are preferred to long-period studying degrees or diplomas, given that they provide the opportunity to improve skills in a fraction of the time. Additionally, they are relevant to the demands of a dynamic business and can immediately address the needs of Tourvest at any particular time. These courses can last from one day to a year and are, therefore, perfect to complement and cement skills gained in the workplace or from higher learning institutions, and can be the key to unlocking job prospects, promotions or new career ventures.

BO-ETAPELA AND RE A O LEBOHELA

Tourvest has a two-tier leadership programme aimed at developing its future leaders and building comradery among its employees. The first tier is called Bo-etapela, meaning leadership in Sepedi, and comprises the executive committee and the level below that. Members of Bo-etapela are given regular updates on the group's performance and are asked to give insight and feedback into the group's strategy.

The second tier is called Re a o lebohela, from the Sepedi word congratulations, and functions as a recognition programme for the group's top performing employees. Members of this tier are selected annually and are given in-depth exposure to its executive committee, Tourvest's growth journey and trajectory as well as site inspections of Tourvest's various operations.

COMMUNITY DEVELOPMENT

JOB CREATION THROUGH CRAFT DEVELOPMENT

Tourvest's Travel Retail division subscribes to a policy of sourcing its crafts, curios and souvenirs locally first, particularly from small and micro-enterprises to ensure that local crafters benefit and share in the success and prospects of the Tourvest group.

This division has been in partnership with the Siyazisiza Trust, a non-profit development organisation committed to sustainable enterprise development in rural areas of South Africa, for the past 15 years, during which time it has contributed more than R124 million to the Trust and helped showcase the incredible crafting talent the Trust's beneficiaries have to offer.

The beneficiaries of the trust comprise some 600 local suppliers who employ approximately 14 000 people in the crafting industry while the division's own rural development and job creation programmes provide a sustainable income for another 3 000 people. Applying an extended family dependency rate of five people, Tourvest conservatively estimates that its craft procurement practices contributes to the livelihoods of some 85 000 people in South Africa.

Additionally, the division has established a shop in the Victoria and Albert Waterfront in Cape Town with the exclusive purpose of showcasing South African crafting talent. Called "Made In SA", it is focused on hand-made contemporary home wares and fashion elements. This retail operation allows Tourvest to keep craft development alive in South Africa, while providing crafters with precious retail space.

COMMUNITY-BASED SAFARI CAMP

The Thakadu River Camp in the Madikwe Game Reserve is a community-based tented safari camp and an eco-tourism partnership between the North West Parks board and the Molatedi community. The community has a 45-year lease to operate the commercial lodge with traversing rights across the Madikwe Reserve. The camp is unique in South Africa in that the community owns the development with substantial profits accruing to the community itself.

AHA Hotels and Lodges manages the lodge on behalf of the community and assists with the upskilling of community members working at the lodge through its world-class expertise in the field of lodge and hospitality management.

SANPARKS TRUSTS

Community development entities have a 10% shareholding in all Tourvest's operations in South Africa's national parks, allowing community members to share in the future prospects and success of the group.

NATURE CONSERVATION

SANPARKS HONORARY RANGERS

The SANParks honorary rangers are a dedicated group of volunteers who operate according to an official agreement with SANParks in order to help conserve nature and wildlife. There are more than 1300 Honorary Rangers volunteering their time and skills in the 21 national parks throughout South Africa, including Kruger National Park. Both Your Africa, through its green seat initiative, and Tigers Eye contribute financially towards the honorary rangers primarily towards anti-poaching initiatives.

INAUGRAL YOUTH RHINO SUMMIT 2014

Tourvest was one of the major sponsors of the inaugural World Youth Rhino Summit, which saw a delegation of 150 youngsters from across the world congregate to discuss the rhino poaching crisis with conservation leaders and develop their own opinions and strategies on the plight of rhinos.

The three-day event took place at the iMfolozi Game Reserve in KwaZulu-Natal where, in the Sixties, the last few remaining *Southern White Rhino* were found. Thanks to a large-scale rehabilitation programme called Operation Rhino, headed by world renowned conservationist Ian Player, population numbers of the species quickly recovered through their introduction firstly in national and provincial parks and then on private land. Today, South Africa has the largest population of rhino in the world with some 20 000 individuals.

THE CAPE LEOPARD TRUST

The Cape Leopard Trust, a beneficiary of Tourvest's jewellery and gemstones business, is an active predator conservation working group in the Cape launched in 2004. It uses research as a tool for conservation, finding solutions to human-wildlife conflict and inspiring interest in the environment through an interactive and dynamic environmental education programme.

The Cape Leopard Trust has a number of active leopard and predator research projects in the Western Cape region. The enigmatic Cape leopard is used as an icon to advocate for the protection of predators in their natural environments, as well as to raise awareness of broader biodiversity issues and promoting the need for committed conservation of ecosystems.

TREES FOR TOURISM

Trees for Tourism, which is a beneficiary of Your Africa's green seat initiative, is a vehicle for tourists and tourism companies to counterbalance the tourism-related carbon footprint. To achieve this aim, Trees for Tourism facilitates the "purchase" by tourists and tourism related companies of indigenous trees, to be planted out in old woodland and appropriate degraded areas to re-create pristine forest eco-systems, safeguarded for future generations.