



NOTICE 33/20



Dear Homeowners,

2 July 2020

UPDATE: BUSINESS STRATEGY

As indicated in the previous strategy update, the workgroup had to develop suitable draft initiatives to mitigate the risks identified.

Just to recap, herewith the summary of risks identified:

Interdependency HPF & HOA	<ul style="list-style-type: none">• Marketing/sales/Social media plans not exploiting the value proposition of this estate comprehensively• South Africa enters a lengthy recession• Hotel/golf course closed/deteriorates for a long period of time
Stakeholder engagement	<ul style="list-style-type: none">• Ineffective Communication media/format/style• Infrequent engagement with management• Low level of community activities & support• Delink from our communities
Decrease in Income for HOA	<ul style="list-style-type: none">• Utilities• Costs impact• Effectiveness of our services
Safety & Security	<ul style="list-style-type: none">• Industrial/labour industrial action. Strikes/Security implications• Socio-economic circumstances• High prevalence of Covid-19 infections on estate

The workgroup developed a proposed list of initiatives to address these risk and a governance structure to ensure we implement the actions (once approved by the various committees (where applicable), ARMC and the Board):

HOA	HO Lead	Objective	Actions
Geoff	Dennis	Establish a much closer working relationship with HPF	Enhance the Marketing/sales/Social media plans to exploit the value proposition of this estate comprehensively
			Develop the relationship with HPF (embark upon a joined business planning workshop). Explore possible business synergies
			Update the terms and conditions of the MOI
Ockert	Amanda	Drive a higher level of stakeholder engagement	Ensure the appropriate Communication media/format/style in place
			Deliver a quarterly management update covering the work of all committees and the estate manager.
			Expand homeowner community activities
			Play a pro-active role in developing our community
Albert	Anton	Deliver effective HOA services at the best cost possible	Optimise the costs to best in class levels – spend wisely
			Effective services deliver in line with the expectations of our stakeholders
			Secure the cash flow and the investment return on it
Dirk	Steve	Retain the high levels of safety and security on the estate	Update the contingency plan to ensure readiness for any industrial actions or security threats
			Ensure effectiveness of our security systems going forward within guidelines
			Protocol in place to manage a high prevalence of Covid-19 infections on estate/Workplace

The workgroup developed detailed plans to ensure we can deliver on the actions listed above. The governance teams (HOA and HO representatives) have been tasked to find suitable resources to implement the approved items.

SHOULD YOU BE INTERESTED TO CONTRIBUTE IN ANY WAY, PLEASE MAKE CONTACT WITH ANY MEMBER OF THE GOVERNANCE TEAM.

Herewith their contact detail:

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The next step is to obtain approval for the action plans. Resource availability will be a critical aspect in getting approval. We therefore urge you to assist if possible.

Once again, a sincere appreciation for the time and energy spent by the workgroup and also for Lou-Anne Lubbe in guiding us through this process of shaping our future in her role as facilitator. I forgot to mention that Thys Lourens also participated in the extended workgroup in the previous notice.

Do not hesitate to contact any member of the governance team if you have any questions.

Geoff, Ockert and Dirk