

MARKETING COMMITTEE ANNUAL REPORT - 2019

The task of the committee is to plan and manage the estate's marketing plan. The committee members were Dirk Uys, Albert Lubbe, Wayne Siepman, Matthew Beckett, Steve Argyle, Geoff Anderson, Anneli van Zyl and Ockert van Jaarsveld. Meetings were also attended by representatives of Pam Golding, Factor3/Yum Factor, Arabella Life and Flux Communications. Five meetings and one formal workshop were held during the year.

Background

At the March 2012 Board meeting, a Proposal for a Strategy Meeting with the theme "where do we want to be in 5 years?" was accepted. The Board took stock and looked critically at strategic aspects relating to the future of the Arabella Country Estate, starting with a swot analysis leading to a Vision and Mission for the Estate and ended with an overall strategy and objectives.

After much deliberation, we agreed that the following would be appropriate Vision and Mission statements for our beautiful estate:

- Vision: The most sought-after hotel, golf and residential estate in the southern hemisphere.
- Mission-Statement: To provide home owners and guests a secure, tranquil estate of world class hotel, golf course and living facilities in a unique biosphere of outstanding natural beauty.

To support the Vision and Mission, the marketing plan focused on reinforcing/enhancing the Brand of Arabella Country Estate covering:

- The specific Goals/Objectives:
 1. Create a greater demand for home owners for the Estate
 2. Less vacant Plots
 3. Growth in percentage of permanent residents
 4. Growth in Investment Value
 5. Higher awareness of Estate including the Golf course and Hotel & Spa
 6. Enhanced perceived image
- Deliverables needed: Marketing strategy, focus and choice of medium/s as well as copy, design, printed materials, and/or PR articles supported by a budget.
- The Elements of the Marketing Plan are:
 - Digital
 - Google Adwords
 - Website
 - Advertising
 - Travel and other Publications
 - Estate Living/Airline Magazines (Quarterly)
 - Public Relations
 - PR articles and Estate Living
 - Digital Newsletter
 - Arabella Life
 - Pam Golding's own Plan at no cost



Since inception of the Marketing Plan, the following regarding property sales on Arabella has been achieved:

Sales comparison	Plots	Houses	Total Value R	Avg R
2019 YTD	2	9	47 380 000	4 738 000
2018	2	23	111 950 000	4 478 000
2017	3	14	71 750 000	4 220 588
2016	5	11	50 360 000	3 147 500
2015	4	10	42 221 000	3 015 786
2014	5	17	72 424 303	3 292 014
2013	0	4	16 200 000	4 050 000
2012	1	8	25 143 000	2 793 667
2011	0	0		

In 2019 we have seen a decline in properties sold to 11, but a 2% increase in the average **house** price realised from R4,975m to R5,066m.

Flux Communications still handles all our social media platforms, including Facebook, Twitter, Instagram, newsletter and our website blog.

The funding model for 2019 has been similar to the past in that HPF, the HOA and Pam Golding each contributes a third to the total marketing expense budget meaning we only pay R1 for every R3 spent on marketing.

Projects completed during the course of the year:

- The Billboard on the R43 was updated and lights added for better visibility at night.
- We now have a Bird Book "Garden Birds of South Africa" available in which 70% of the birds in the book, are found on the estate. Every home owner will soon receive a complimentary copy of this book and it will also be in future home owner Welcome baskets.
- Advertising, PR and other marketing channels utilised.
- Updated our bird brochure.
- A new focus on the Estate Lifestyle with a Logo and six new adverts in support.
- Kick-off of the Arabella Wine Club.

We believe that the marketing activities have definitely contributed towards enhancing the image of the Estate and recommend that we pursue the current strategy to further enhance the Arabella brand.

Dirk Uys
Chairman