



Service Provider Survey

**OFFICIAL USE ONLY**

Name of event: \_\_\_\_\_

Year of event: \_\_\_\_\_ Date: \_\_\_\_\_

Questionnaire #: \_\_\_\_\_



We are conducting a survey in relation to events supported by the Western Cape Government (WCG). Please note that all answers will be kept confidential and presented anonymously to the WCG.

**Thank you for your participation!**

**NAME OF EVENT:** \_\_\_\_\_

**NAME OF SERVICE PROVIDER:** \_\_\_\_\_

**A. PROFILE OF BUSINESS**

**1. Where does the business operate from (location):**



Local (city/town where event is held)		National (South Africa outside province where event is held)	
Regional (province where event is held but outside city/town)		International (outside South Africa)	

**2. Number of years in business:**



< 1	1-3	4-5	6-7	> 7 (specify)
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**3. What size of enterprise is it?**



Micro (1-4 employees)	Small (5-10 employees)	Medium (11-50 employees)	Large (more than 50 employees) (specify no of employees)
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**4. What type of enterprise is it?**

Private	Public	NGO/ Not for Profit	Other (specify)
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**5. What was the firm's turnover for the latest financial year?**



< R200 000	R200 000 – R 1 million	R1–R3 million	R3-10 million	> R10 million	Don't know
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6. Select the industrial classification(s) that best describes your firm. If in doubt, please describe the main business of your firm in the other category. Multiple responses permitted.

Agriculture, forestry and fishing		Trade, catering and accommodation services	
Electricity, gas and water		Construction (contractors)	
Manufacturing		Transport, storage and communication	
Mining and quarrying		Financial intermediation, insurance, real estate and business services	
Books and press		Performance and celebration	
Visual arts and crafts		Community, social and personal services	
Audio-visual and interactive media		Design and creative services	
Cultural education		Tourism	
Sports and recreation		Other (specify)	

7. Please indicate which Broad-Based Black Economic Empowerment (BBBEE) level contributor best captures the status of your company.



Not applicable	Non-compliant	1	2	3	4	5	6	7	8	Don't Know
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8. Please indicate the percentage of Black ownership in the business? \_\_\_\_\_



9. Please indicate the percentage of Black management in the business? \_\_\_\_\_



## B. SERVICES PROVIDED FOR THE EVENT

1. What specific role/s did you play and/ or service/s did you provide in relation to the above-mentioned event? Multiple responses permitted.

Marketing, advertising, media and branding		Operations in relation to physical infrastructure (lighting, sound, fencing, etc.)	
Hospitality and catering		Design and decor	
Transport logistics		Administration and management	
Safety and security		Cleaning	
Education and training		Signage	
Exhibition		Accommodation	
Other (specify)			

2. Did you participate in the event in previous years?

Yes (specify number of previous events services provided)	No
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3. Do you service any of the other major events in the Western Cape as well? Tick where applicable.

CT Cycle Tour	Cape Epic	Old Mutual Two Oceans Marathon	CT International Jazz Festival
Klein Karoo Nasionale Kunstefees	Other (specify)		

## C. BUDGET AND EXPENDITURE

1. What was the overall budget allocated to you for the event (in Rands)? \_\_\_\_\_



1.1. What was the budget for the event in the categories below? Please indicate 0, if not applicable.

Expenditure Item	Amount
Capital expenditure (e.g. facilities, equipment, etc.) for event	
Salaries and wages for event	
Other expenditure for event (specify)	

## D. TURNOVER AND PROFITS

1. By how much did you expect turnover (overall/net sales/income) to increase because of the event?



0-5%	5-10%	10-20%	20-50%	50-100%	> 100%	Unsure/ don't know
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2. By how much did you expect profits (revenue generated after the deductions of all expenses, including taxes) to increase because of the event?



0-5%	5-10%	10-20%	20-50%	50-100%	> 100%	Unsure/ don't know
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3. Did you increase your profit margins because of the event?



Yes	No
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3.1. If yes, indicate what will happen to the additional profits from the event.

Please tick the most likely option.

Paid out as dividends/ income for owner(s)	Higher salaries/ wages for workers	Reinvested in acquiring capital goods	Undecided/ unsure
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## E. EMPLOYMENT AND SKILLS DEVELOPMENT

1. How many people does your business employ during the course of the year on a permanent basis? \_\_\_\_\_



2. How many additional persons were employed to assist in the preparation for or during the event, excluding volunteers? \_\_\_\_\_



Note: A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. free lunch) or without any financial or non-financial remuneration.

**2.1. On average, how long were these additional persons employed for, and how many persons in the different categories for the event? Please leave blank if none or NA.**



Duration	Number of additional employees
Permanent	
Temporary/ Casual - 1 day	
Temporary/ Casual - 1 week	
Temporary/ Casual - 1 month	
Temporary/ Casual - > month	
Other (specify)	

**2.2. On average, how many of these additional persons were employed at a local (i.e. from the City of Cape Town), regional (Western Cape) or national level, and how long were these additional persons employed for in the different categories? Please leave blank if none or N/A.**



Duration	Number of additional employees for the event		
	Local (E.g. City of Cape Town)	Regional (W Cape)	National
Permanent			
Temporary/ Casual - 1 day			
Temporary/ Casual - 1 week			
Temporary/ Casual - 1 Month			
Temporary/ Casual - > Month			
Other (specify)			

**2.3. What aspects did these additional persons assist with? Multiple responses permitted.**

Administration and management		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

**3. Did you have work-integrated learning (WIL) or any volunteers assist you for the event?**



Yes	No
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**3.1. If Yes,**

**3.1.1. How many assisted with the event? \_\_\_\_\_**



**3.1.2. What aspects did they assist with? Multiple responses permitted.**

Administration and management		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

**4. Did staff or volunteers receive any training because of the event?**



Yes	No
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**4.1. If Yes,**



**4.1.1. How many staff or volunteers were trained?** \_\_\_\_\_

**4.1.2. What type of training did they receive?**

**Multiple responses permitted.**

Administration and management		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			
Number of training days dispensed: • 1 day or less • 2-3 days • 1 week • 2 weeks • 1 month • Greater than a month • On-going on the job			

**F. SATISFACTION WITH THE EVENT**

**1. How did your company benefit from participating in the event?**



**Multiple responses permitted.**

Increasing sales/ business opportunities	
Market exposure	
Networking	
Providing a service/information to the public	
Skills development	
Provided opportunities for a local business	
Other (specify)	

**2. How can the event be improved in the future?**



**Multiple responses permitted.**

None		Change the time of event	
Lower stall/ exhibitor fees		Lower entrance fees/ ticket costs	
Better selection of stallholders/ exhibitors		Improve facilities for stalls/ exhibitions	
Enhance event safety and security		Increase parking facilities	
Change day of event		Better venue/ change location	
Improve overall attendance at event		Improve transport coordination/ transfers	
Better communication between organisers and service providers		Better advertising and publicity of event	
Enhance (overall) event organisation		Improve overall quality of the event	
Enhance (overall) event organisation			

**3. If a similar event was held again next year, would you want to participate?**

Yes	No
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**THANK YOU FOR YOUR PARTICIPATION!**

**For more information please visit [www.westerncape.gov.za/events](http://www.westerncape.gov.za/events)  
For queries contact us at [events@westerncape.gov.za](mailto:events@westerncape.gov.za) or 021 483 5503**