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Expected Outcomes of Fast Track

- a. Registration of business with CIPRO
- b. Registration of patent (if applicable)
- c. E-business registration with CTRU
- d. Registration with TEP
- e. Registration with local tourism bureau
- f. Linked to additional support offered locally
- g. Linked to regional RED Door
- h. Attendance at Cape Tourism Showcase
- i. Showcase Training
- j. Financial Record Keeping System in Place
- k. Adequate Financial Records Kept
- l. Financial Statements produced
- m. Comprehensive Business Plan produced by the entrepreneur
- n. Networking sessions with other entrepreneurs in the region
- o. Networking session with established businesses in th region
- p. Directory of participant's services to facilitate procurement
- q. Link to Tradeworld Sourcelink
- r. Link to Supply Chain Management of Provincial & local Government
- s. E-mail, fax facilities, PC Training
- t. Investigation of incubator facilities linked to Red Door.
- u. Increased access through exposure to opportunities
- v. Promotional collateral (business cards, brochures, if applicable)
- w. Professional image
- x. Personal Development Programme

Once entrepreneurs have been through the Intermediate Training Programme and Fast Track they are then eligible for opportunities afforded to entrepreneurs at the advanced level such as the Advanced Training Programme, the prestigious Tourism Mentorship Programme, extensive market access opportunities and additional TEP support amongst others.

Link to SATSA's Transformation Platform

The Department Economic Development is in discussions with SATSA, through the Tourism Business Forum to see how the two organisations can co-operate further. The common objective is to fast track transformation by ensuring that entrepreneurs progress more quickly to SATSA membership eligibility. SATSA's Transformation Platform plans to facilitate this process within SATSA. This shares very close synergies with Fast Track and, in true Tourism Business Forum style, efforts are underway to consolidate plans to ensure that all synergies are enjoyed.

Yumnaa Firfirey
Deputy Director:
Tourism Industry Development
Department of Economic
Development, Western Cape



only to do with Ownership and Equity – it is also to do with Skills Development, Procurement and Social Development. It is in these categories that any business (no matter its turnover, number of employees or size of management) can contribute to Transformation.

Transformation can begin so simply, and can achieve so much. Training staff members and ensuring their growth and development; encouraging environmental protection measures in your business; sourcing your food, décor and other services from local businesses – these are things that each and every business can accomplish.

One of SATSA's main focal points of the coming years is to create a Transformation Platform for small businesses. This platform will be an "incubator" – a programme where a small business can obtain the help that it needs.

SATSA's aim in coordinating this programme is to bring industry players and service providers together – each offering their unique expertise and assistance to the entrepreneur. SATSA will act as a coordinating hub, around which individual organisations can channel solutions and services in support of Transformation. The incubator will also expose skills and currently hidden talent to the industry and so aid in creating mergers between emerging and established businesses.

It is essential that the model is based on a principle of interdependence and in such a way that all or none should receive credit for the successes accomplished.

SATSA and its partners are convinced that the industry as a whole would gain from such a model as it addresses many of the essential elements that would facilitate sophistication and credibility – and therefore success should be measured by how the entire industry benefits. Concentration on the following factors would definitely serve as key result areas against which success could

be measured in the long run:

1. Focus on domestic tourism
2. Exposing South African Culture as a tourism product at global and domestic level
3. Promote tourism as "everybody's business"
4. Social responsibility
5. Development and inception of a communications portal for effective marketing and roll out of initiatives
6. International agreement
7. Development of an incubator in providing emerging business entry into the industry.
8. Mentorship, skills transfer and training
9. Affordable insurance products
10. Administration service for statutory essentials
11. Access to finance

Fragmentation of the tourism industry has been identified as a key obstacle in our global competitive report. SATSA believes that this project has the ability not only to provide an answer and the way forward to an issue that has been a fundamental industry problem over the last ten years – but also play a crucial role in bringing our industry together and helping to align tourism in South Africa to truly speak with one voice.

Potential partners who have been identified include the Tourism Enterprise Programme (TEP), Safari and Tourism Insurance Brokers (SATIB), ABSA Bank, the Association of South African Travel Agents (ASATA), The Tourism Business Forum in the Western Cape and Calibre Clinical Consultants. Other partners are welcome.

Please contact Carol Purnell at the SATSA National Office for more information about the Transformation Programme.

Carol Purnell, SATSA

projects@satsa.co.za
086 12 SATSA



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Welcoming transformation in the Tourism Industry

Despite the difficulties of finding solutions for Transformation in the Tourism Industry – Transformation is something that all tourism business owners should embrace... as, in fact, should all people involved in tourism in South Africa. We are told again and again how tourism can be a major job-creation and income source

in the country – and Transformation is how we are going to make it so.

If it is an imperative for all, let us then make sure that everyone understands the definition of Transformation. As one can see in the Draft Scorecard, Transformation cannot be defined as