



TABLE MOUNTAIN AERIAL CABLEWAY Co. Ltd.

P.O. BOX 730, CAPE TOWN, 8000

TEL: (021) 424 8181

FAX: (021) 424 3792

www.tablemountain.net



annual report 2005



mandate and mission

our mission_

We strive to provide our customers with service levels of exceptional standards and to serve the industry to the best of our ability.

our values_

We recognise that our success lies in the quality, strength and commitment to our customers.

We base our value system on our people as well as our customers and our business.

our customers_

We are in business to serve the needs of our customers. The nature of our work places us in a special kind of partnership with our customers. Therefore we strive to provide outstanding customer service and we strive for quality and safety in everything that we do.

Mandate and Mission_

Our Mission
Our Values
Our Customers

1

Table Mountain Aerial Cableway Co Ltd.

3

Highlights of the 2004/5 Financial Year_

Cape Town and South Africa have been raking in the accolades

4

Passenger and Visitor Profiles_

5

Class in the Clouds Educational Programme_

6

Corporate Social Responsibility_

7

Cableway Operations_

8

Environmental Policy_

9

Environmental Management System_

Upgrade of the 11kV Powerline from Kloof Nek to the Upper Cable Station
Low Emission Zone

10

Staff Development_

11

Staff Promotions_

Good Idea Award

12

Marketing and Communication Services_

13

Rates and Opening Times for 2005/6_

14

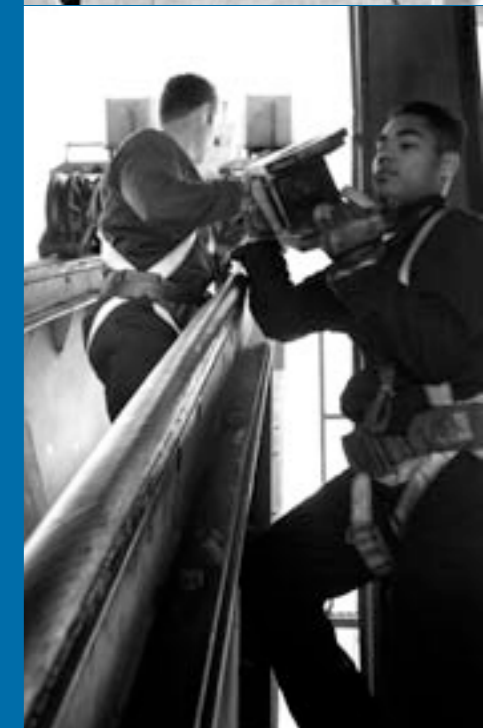


table mountain aerial cableway co ltd.

Directors_

L de Waal	(Chairman)
J G Harrison	(Managing)
E M Parker	
A Ray*	
M N Skade	
F H Stroebel	
B D Tilney*	
Anton Pillay*	(Alternate)
R D J Parker	(Alternate)
P de Waal	(Alternate)
B Moore	(Alternate)

* Member of the Audit Committee

Secretary_

J G Harrison	P O Box 730
Lower Cableway Station	Cape Town
Tafelberg Road	8000
Cape Town	
8001	

Auditors_

Ernst and Young

Bankers_

First National Bank Southern Africa Limited

Company Registration Number_

1926/002949/06

Holding Company_

TMAC Holdings (Propriety) Limited

Registered Office_

Lower Cableway Station	P O Box 730
Tafelberg Road	Cape Town
Cape Town	8000
8001	



highlights of the 2004/5 financial year

- _ The Cableway celebrated its 75th anniversary on October 4th 2004.
- _ The 16 millionth passenger visited the Cableway in December 2004.
- _ Table Mountain Cableway sponsored the 2004 IAIASA Awards.
- _ A new point of sales system was installed for all retail outlets.
- _ Financial Manager, Janine Guest, appointed.
- _ 100 000th learner participated in the Cableway's Class in the Clouds project.
- _ SABC's Morning Live programme broadcast live from the top station from 05h00 to 09h00.
- _ The Cableway participated in the Johannesburg Outdoor Expo for the first time.
- _ The Power Line Upgrade was completed and signed off.
- _ We were proud to pass our third ISO 14001 Surveillance Audit for the Environmental Management System.
- _ First Xhosa Radio advert used in a Cableway marketing campaign.
- _ A Leon Shuster movie was filmed on site.
- _ The Lower Station was declared a "Low Emission Zone".

Cape Town and South Africa have been raking in the accolades_

- _ "SA is setting new global standards for Responsible Tourism."
(World Travel Market Responsible Tourism Awards – Marthinus van Schalkwyk)
- _ Ireland's favourite long-haul destination (Irish Travel Trade Awards – 2004)
- _ No.1 Long-Haul Destination for the 2nd year in a row (UK 2004 Trends & Spends Survey)
- _ 50 Places to see before you die (British Airways staff, Sept 2004 in their onboard magazine "Highlife")
- _ Favourite Foreign City (readers of the UK telegraph, Oct 2004)

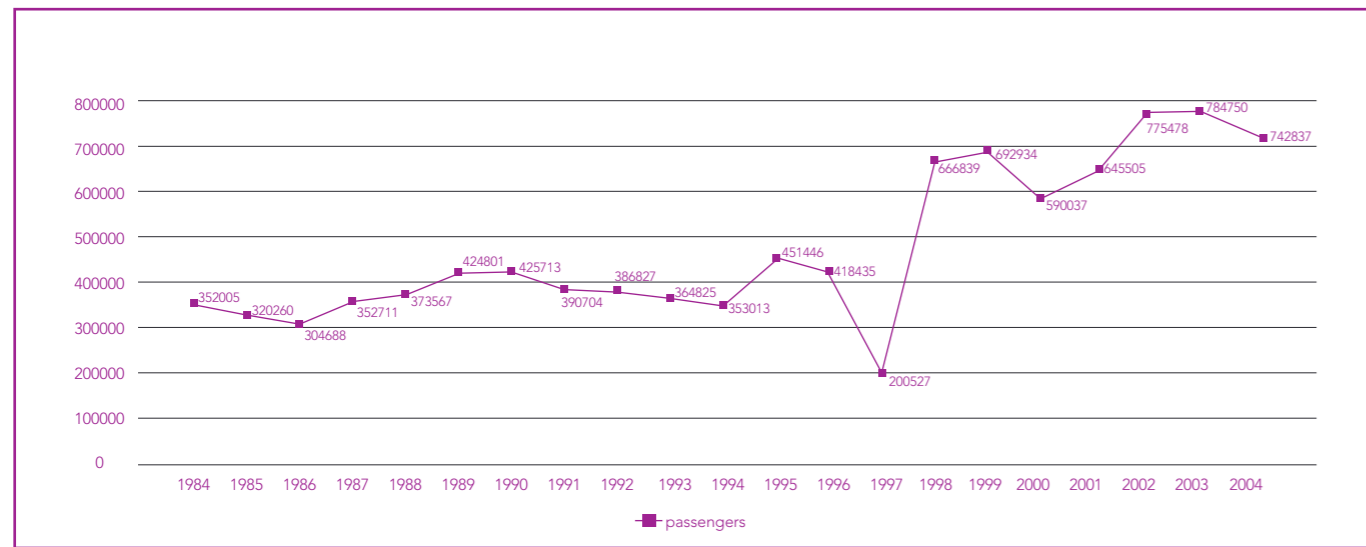


passenger and visitor profiles

Warm sunny weather and a breathtaking view of Cape Town formed the perfect backdrop to greet the 16 millionth passenger on Table Mountain Aerial Cableway.

Boitumelo Saku-Ramolefe, mother of two from Mafikeng, North West Province, shrieked with surprise when she was told that she was the Cableway's 16 millionth passenger. It was fitting that in this, the year of TMACC's 75th anniversary, we ended the year with the celebration of our 16 millionth passenger.

passenger figures between 1984 - 2004



We continue to focus on diversifying the passenger mix. This is done through programmes (eg. Class in the Clouds), specials (eg. Winter Family Special and the Sunset Special) and drawcards (such as our free birthday ticket offer and breakfast special).

We are pleased that there has been a trend towards an increase in locals. Our split since the upgrade used to be in the region of 80% international and 20% local. Recent surveys show that the average mix is now in the region of 35%-50% South African. The Capetonian portion has also grown significantly as depicted in the graph below.

capetonians at the cableway_



class in the clouds educational programme

2005 saw the Cableway welcome our 100 000th learner as part of the successful Class in the Clouds programme. The programme, started in 2000 in conjunction with Coca Cola, aims to share the wonders of Table Mountain with learners who would not usually have the opportunity to visit us. Table Mountain National Park has given their endorsement to this programme and learners may make use of their bus for transport to the Cableway. We have trained four "Teacher Assistants" who guide the learners and assist in the safety aspects of the project. This year the Class in the Clouds Programme was fully booked from April through to October 2005.

Class in the Clouds acted as a satellite classroom during the Youth Environmental School (YES) week. We were independently evaluated and received the report detailed below:

"Wow, we are in a cloud!"

This statement was made at altitude 1 000m above sea level (plus minus) on a bitterly cold June morning. It came at the end of a cable ride up Table Mountain which afforded no views other than the trepidation on the faces of a group of learners from a special needs school on the Cape Flats, followed by a walk-and-talk on the icy summit. The presenter shortened the usual programme on account of the weather. He stopped at a few places of interest where he told the group bits of information and asked questions to see if they were taking things in. The children's thin school shirts and nylon track suits were soon wet to the skin. The wind was fierce. Then teachers and the presenter were shivering too, and we returned to the cable car. It was as we were waiting for the car that something made the presenter say to the learners huddling nearest to him, that they were in a cloud. Immediately they repeated this fact which clearly amazed and impressed, to those who hadn't heard. It was the "wow" moment of the trip. I just knew that they would relive and repeat it later... "Guess what, I was right in a cloud!"

This vignette illustrates why educators value excursions. They provide experiences which cannot be created in the classroom, and these experiences are an important part of learning. When these learners study cloud formations in climatology later on, or precipitation in science, some spark of this experience may kindle a fire of interest in the topic, turning rote learning (or failure to learn) into meaningful learning. Such experiences can also create a positive disposition to learning in general. For learners with particular learning needs (in every classroom), who may need extra motivation, this is particularly important. The learners in this group had been diagnosed with "behavioural problems" which saw most of them expelled from other schools. To the observer's eye they appeared unruly and also rather bright. They were among the many young people at risk in our society. On this day they experienced being in a cloud, and on some of them this might just have a positive future influence. I chose this vignette to illustrate two things. Firstly, not all excursions go according to plan. During YES week (June) bad weather is the rule rather than the exception. These learners were extremely uncomfortable. They talked all the time about how cold they were. Yet they could say "wow" at the end. Something can still be made of the experience.

But something has to be made of the experience. This is the second critical, point. If the presenter had not mentioned the fact which really grabbed their attention, many of them were likely to have returned from the mountain miserably cold with nothing to warm their minds. Although some learners manage to make something of an experience themselves, presenters cannot rely on this happening. The magic is not just in the setting. It also requires a skilled communicator/educator's hand (or perhaps just an accidental statement) to wave a magic wand.



corporate social responsibility

We shared our 75th Anniversary celebrations with 600 people from Communicare. Communicare, a housing and social investment organisation, also celebrated its 75th Anniversary in the same month making it a very suitable partner on this special occasion.

The Cableway also contributed R20 000 towards KFM's Radiothon for Aids Charities.

Table Mountain Aerial Cableway supports the Cape Town community with generous contribution of tickets, either as a day out for the underprivileged, or as items which may be raffled to raise funds for a good cause. Tickets were issued to the following institutions over the past financial year:

Art of Living Foundation
Athlone School for the Blind
Bel Porto School for the Handicapped
Beth Uriel - Stephen Parker
Bishop Lavis Rehabilitation Centre
Brothers Tours
Cape Mental Health
Cape Town Society for the Blind
Charity Hospice
Charity Toy Run Trust
Chris Burger Players Fund
Christ the Mediator Anglican Church
Communicare (600 tickets)
Community Chest
Courtesy Lovelife FM
District Six Haven Shelter
Fairest Tours Cape
Fikelela Outreach
Fountain House
Grootte Schuur Hospital (Oncology Unit)
Heart Foundation
Heatherdale Children's Home
Independent Newspapers-Fresh Air Camp
JPT Simonstown
KFM Radiothon
Lentegeur Hospital - Dept. Physiotherapy
Life Community Welfare
Lions Club of Milnerton
Merryvale School for Specialised Education
Mountain Road Primary School
S.A Mountain Club

Nazareth House
One Strong
Operation Hunger
Our Lady Help of Christians Catholic Chu
Pelican Park Christian Fellowship
Peter Pan Down Syndrome Centre
Pregnancy Help Centre
Protea Hotel Victoria Junction
Provincial Administration: W/Cape
Reach for a Dream
Rotary Club of Kromboom
Rotary Club of Hout Bay
S.A Medical Foundation
SA Haemophilia Foundation
SANZAF
SAWAS House
Silvertree Community Development Centre
South African Police Service
SPCA
St. Luke's Hospice
The Heart Foundation
The Lighthouse
The Methodist Church of Southern Africa
The Parent Centre
UCT Rag Office
UWC Community Rehabilitation Project
Vista Nova School
Vista Nova School
W.D. Hendricks Primary School
WP Golf Development



cableway operations

International Cableway safety standards require that every 4 to 6 years the cables are changed. These are the "heel" and "haul" cables (or steel-wire-ropes as is the correct terminology) which are used to pull the two cars up and down the track cables between the upper and lower stations.

In January 2005, Gary Brown and Mike Williams TMACC's Technical Operations Managers; began putting the operational timetable into place. These 'ropes' were ordered and manufactured from Fatzer, Romanshorn Switzerland and sent to Cape Town by ship.

On the first day of the shut-down our staff don overalls and busy themselves by unpacking the container filled with winches, cables, tools, clamps etc. Our maintenance crew, who are usually front line staff dealing with customers on a day to day basis, have been trained to help with the technical aspect of the cableway and when the time arrives and maintenance takes priority they climb out of their work uniforms, don overalls and take on a completely different aspect to their everyday jobs.

Constantly under the supervision and the watchful eye of the Swiss engineers and our technical managers, they perform their set tasks with enthusiasm, happy to have variation from their normal everyday jobs.

The maintenance period ended with a complete safety check and a practice session on the various rescue methods we can use in an emergency situation. We are ready for another busy season!



environmental policy

TMACC are custodians of a high-use area of Table Mountain, part of the Cape Floristic Region World Heritage Site and a National Park. We are committed to:

1. The protection of the mountain within our area of responsibility.
2. Creating and maintaining a clean, safe and healthy environment for our employees and public.
3. Continual improvement in service provision and environmental performance.
4. We aim to eliminate pollution within our area of responsibility.
5. Complying with relevant environmental legislation and regulations.
6. Supporting and promoting the precautionary principle in all our activities.
7. We will endeavour to modify our service, in line with evolving scientific and technical knowledge, to prevent environmental degradation.
8. Adhering to the environmental procedures as set out in the Environmental Management System. We will review our policy and environmental performance on an ongoing basis.
9. Biodiversity conservation.
10. Raising the environmental awareness of employees and visitors.
11. Sustainable use of resources. We will minimise waste at source and recycle where possible.
12. Contributing financially to the preservation of Table Mountain.

environmental management system

The high environmental standards achieved through the ISO14001 certification of our Environmental Management System (EMS) in 2002 continues. This was verified through the second and third surveillance audits of our EMS, the purpose of which is to verify continued compliance to SABS ISO 14001.

Our "No Bin policy" that was implemented at the Top Station pathways has proved to be successful with no marked increase in litter on the pathways. In addition, we implemented a Top Station recycling programme by grouping and labelling bins at the Twelve Apostles Terrace and between the Top station building and shop. Whilst not all visitors use the bins correctly, the aim, which is to highlight our behind the scenes recycling programme, was achieved. At the Lower Station we continue to recycle cardboard, cans, glass and plastic bottles. Used oil and contaminated diesel is sent to the Rose Foundation for recycling. In addition to just recycling cans, we now also separate the steel and aluminium cans, as we earn 10 times more for the aluminium cans. Our behind the scenes team, led by Billy Landsman who has been with the company for 25 years is instrumental in getting this task done.

Environmental training, an important part of the sustainability of this programme, continues with staff, contractors and mountain guides. As part of our "Good Idea Initiative" and as a suggestion from a staff member, we planted Cape Ash trees to green the Lower Station and provide shade for visitors queuing in summer time. This was themed into the Cableway's own "Arbor Week".

After the wastewater removal system was upgraded, the area used for construction at the Lower Station was re-vegetated with indigenous plants. We are very pleased that in just a year the plants have shown significant growth and are well on their way to hiding the wastewater tanks from view.

The fencing of the pathways at the Top Station two and a half years ago, has resulted in the natural rehabilitation of the previously trampled areas. Although it has been a slow process the difference is visible and monitored by regularly taking photographs.

To acknowledge the valuable contribution made to the Cableway by the Volunteer Mountain Guides, a successful Information Sharing Day was held. The purpose was for them to share their valuable knowledge amongst each other and for newer Volunteer Guides to learn more about the Mountain.

Table Mountain National Park are in the process of upgrading the marking of hiking paths and have started with the installation of directional markers and hubs on top of Table Mountain. These markers give a clearer indication of the expected hiking times.

Two exciting projects at the Cableway are the recently completed 11kV powerline upgrade and the newly established Low Emission Zone at the Lower Station:

upgrade of the 11kV powerline from Kloof Nek to the Upper Cable Station_

The re-construction of the 11kV overhead powerline was completed in 2004. The Environmental Management Team undertook a final site inspection of the re-constructed powerline in October and compiled a list of minor environmental issues that were addressed by December 2004.

The re-constructed powerline has had the following positive effects on the environment:

Improved overall appearance and reduced visual impact as the number of poles has been reduced from 39 to 14. The first 500m of the powerline was placed underground thereby eliminating the need for poles from Kloof corner to the contour path.

The new powerline is not expected to require the same extent of maintenance work.

It is expected that the use of the generator at the UCS will be considerably reduced.

The cross-arms were designed to be bird-friendly for birds with a large wing span.

The construction of a gabion in an area that has been badly eroded for quite some time.

Although the poles were initially very shiny due to the galvanizing process they have, as expected, dulled with age through natural weathering processes.

low emission zone_

In terms of Table Mountain Aerial Cableway Company's ISO 14001 certified Environmental Management System, we are committed to the prevention of pollution and the protection of the mountain within our area of responsibility. As we are situated within a National Park and are part of a World Heritage Site it is important that we minimise any negative impacts on the environment.

Air pollution levels can be significantly reduced by taking small measures such as controlling the idling times of coaches. In conjunction with the City of Cape Town, we are establishing a Low Emission Zone at the Lower Cable Station parking area. The objective is to reduce our impact on the environment and ensure a clean, safe and healthy environment for our employees and the public.





staff promotions

Portia Jacobs
Shandra Wilsnagh
Angie Manuel
Kahshiefa Ryklief
Goethe Faulmann

Flippie Pieterse
Pierre Rudman
Petie Harmse
Patrick Mdimali
Ethel James
Ebbie van Niekerk

Robert Streefkerk

Patrick Tyhulu
James Dunjua

From_

Shop Assistant
Ticket Office Assistant
Assistant Ticket Office Supervisor
Receptionist
Fitter and Turner

Cabin Master
Operations Supervisor
Operations Supervisor
Customer Assistant
M D Secretary
Cabin Master

Top Station Platform

Cleaner
Customer Assistant Super.

To_

H R Assistant
Sales & Merchandise Secretary
Cashbook Clerk
Secretary & Class in the Clouds
Assistant Technical Manager,
Electrical

Customer Assistant Supervisor
Assistant Manager, Operations
Assistant Manager, Operations
CA, Assistant Supervisor
Secretary

Assistant Supervisor, Gondola
and lower station platform
Top Station Platform, Assistant
Supervisor

Assistant Supervisor, Cleaners
Top Station Supervisor

In addition , we have given a Tour Guide's training bursary to four of our staff members in order to encourage and provide options for movement and growth. The staff members have enjoyed the course immensely and are now seeking to use their new found skills.

good idea award_

We believe that our "on the ground staff" often note problems and find solutions to every day issues at the Cableway. In order to encourage them to speak out and implement this solution we have a monthly "Good Idea" award that has resulted in many simple and cost effective solutions. Some of the best "Good Idea Awards" were:

Cleaning Department (Gershwin Du Plooy) suggested that we separate the aluminium from the steel cans as these recoup more money. This is also taking our recycling policy to another level.

Customer Assistant Supervisor (Flippie Pieterse) suggested we plant trees along Tafelberg Road that will provide shade in the summer months for our queuing visitors.

Maintenance Supervisor (Archie Adams) suggested that we create space in the garage as a private first aid compartment. The curtain railing system and flip out bed were a simple and cost effective solution to the problem.

Ticket Office Cashier (Imrahn Khan) suggested moving the top station ticket office to provide better management and control of the ticket area.

staff development

Our skills development plan is used to guide the HR department as to which areas of skills development to focus on. Some of the courses staff have been sent on in the past year are:

Table Mountain Cableway Staff: TMACC – Customer Service, Supervisory Core Beginnings, Supervisory Core Training, Basic Fitting Course 1, 2 & 3, NTC Applied Electrical Trade Theory, Drivers Course, Stock Controlling & Store management (Storeman), Secretarial Workshop, First Aid Course Level 1, First Aid Course Level 3, BCompt, Induction Training, CCMA Briefing, ISO 14001 Seminar, Effective Writing for Business, Press Release Workshop, Practical Accounting, Telephone Etiquette, Tour Guide Training, Heavy Current Electrical, Practical Labour Law, Messenger Workshop, HIV Awareness, Fire fighting and Fire Awareness.

Cableway Catering Staff – Fire fighting and Fire Awareness, Supervisory Core Training, HIV Awareness, Good Manufacturing Practice as a prerequisite for HACCP, Customer Service, Supervisory Core Beginnings.

We have recognised that for a small company such as ours there may not always be much room to grow. With this in mind, we have a policy of advertising vacancies internally first and have had numerous internal promotions over the past few years.





rates and opening times for 2005/6

Winter 2005 was the first season that we did not reduce our rates. The 2005/6 financial year will thus be the first year in which we have a single rate system. Due to the fact that we advised tour operators and tourism associations more than 1 year in advance we have had no comments or complaints about this new system. Locals were accommodated in that a "Winter Family Special" was offered. This special was extremely successful in that 55% of users were Capetonians.

Our rates for the 2005/6 financial year were announced in January 2005 and showed an increase of 5.6% on the 2004/5 rates. Our opening times coincide with sunset times throughout the year, and are designed to accommodate the early morning groups as well as the late rush of tour operators in the afternoon.

table mountain aerial cableway rates_

	2004/2005	2005/2006
Adult	R110.00	R115.00
Children (U18yrs)	R58.00	R60.00
Student	R80.00	R84.00
SA Pensioners	R58.00	R60.00
Family Ticket (2 adults & 2 children U18)	R280.00	R295.00

cableway operating times_

1 January – 31 January 2005 First Car Up 08h00 Last Car Up 21h00 Last Car Down 22h00	1 February – 28 February 2005 First Car Up 08h30 Last Car Up 19h30 Last Car Down 20h30
1 March – 31 March 2005 First Car Up 08h30 Last Car Up 18h30 Last Car Down 19h30	1 April – 30 April 2005 First Car Up 08h30 Last Car Up 17h30 Last Car Down 18h30
1 May – 15 September 2005 First Car Up 08h30 Last Car Up 17h00 Last Car Down 18h00	16 September – 31 October 2005 First Car Up 08h30 Last Car Up 18h00 Last Car Down 19h00
1 November – 30 November 2005 First Car Up 08h30 Last Car Up 19h00 Last Car Down 20h00	1 December – 31 December 2005 First Car Up 08h00 Last Car Up 21h00 Last Car Down 22h00

marketing and communication services

The marketing department manned three successful trade shows over the past year. Indaba 2005 in Durban focussed on the international tour operator market, whilst the Johannesburg and Cape Town Outdoor Expo was an opportunity to connect with our local market. We found that 21% of Expo attendees had not visited the Cableway in the past 8 years.

Family Winter Special: This special was aimed at Capetonians. Our survey showed that 55% of visitors making use of the special were from Cape Town.

Birthday Special: "I would like to congratulate you on the birthday special currently running. It is wonderful that you are offering specials to South Africans. Many tourist attractions are so intent on their overseas customers that locals are forgotten. Thank you!" Message received from our website.

Our statistics show that 80% visit with a partner and about 15% come in group of more than 2 people.

Sunset Special: This ever popular half price special was once again offered in December and January. The response was excellent (80% of users are local) and the special has become part of the summer activity for many families.

We continue to support our local tourism bureaus with educationals, brochures and newsletters. September, being tourism month, TMACC hosted concierges from a number of hotels and small guest houses and, as part of an outreach programme, hosted Big Issue sellers.

TMACC remains part of the Big 6 tourist attractions which markets the six attractions as a unit and aims to maximise press coverage.

E-Communication: 65% of local and international visitors report using our website as a source of information prior to their trip. The cableway's own website www.tablemountain.net and the Big 6 Website www.capetownbig6.co.za have increased in the number of hits (up to 24 000 per month). Tour operators receive an e-newsletter quarterly and tour guides receive a daily reminder via their SMS as to the operational status of the Cableway.

