

TABLE MOUNTAIN AERIAL CABLEWAY CO (PTY) LTD

# ANNUAL REPORT 2015/16

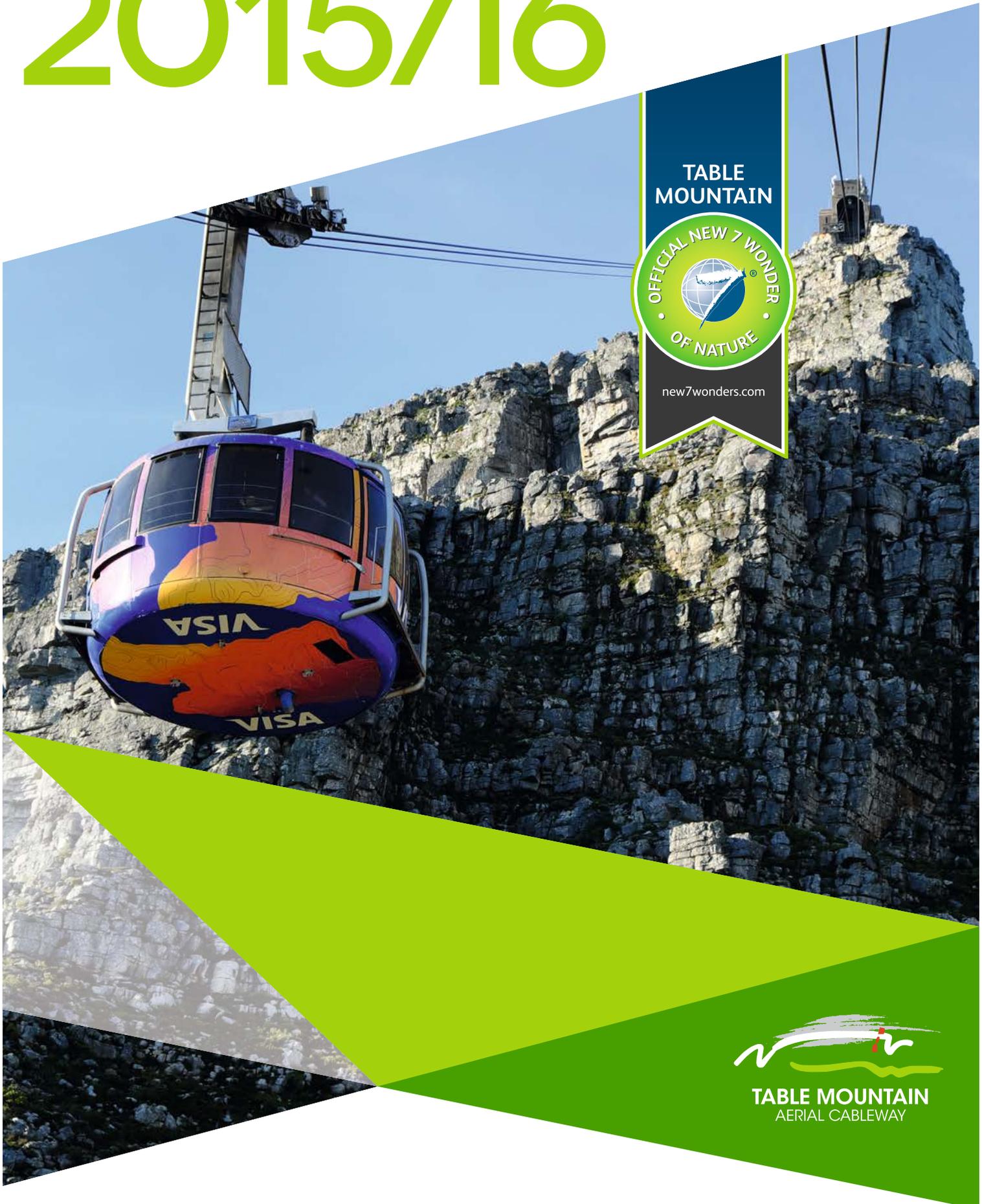


TABLE  
MOUNTAIN



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TABLE MOUNTAIN  
AERIAL CABLEWAY

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# VISION, MISSION, COMPANY VALUES

## Our Vision

We aspire to be the leading attractions management company in Africa.

**Our Mission** is to provide access to the awe-inspiring Table Mountain experience in an environmentally responsible manner.

## Our Company Values

Our actions as a company, and as individuals, are informed by 5 values:



### 1. It's all about the experience

We are passionate about what we do and approach it with a 'can do' attitude, which means visitors come first.



### 2. TMAAC cares

Because we care, we take responsibility for everything we do, most importantly putting safety first and being environmentally responsible.



### 3. Together we succeed

We value differences and recognise that each member of this Company has a contribution to make, as we discuss, decide and do.



### 4. That's excellence

We believe in what we do and in doing the right thing. This makes us accountable in all we do.



### 5. Realise dreams

In creating growth opportunities for all, we're open to sharing knowledge and skills through a mind-set that says 'we can'.

# TABLE MOUNTAIN AERIAL CABLEWAY CO (PTY) LTD



*From left to right: Tasneem Rajie (Human Resources Manager), Collette Van Aswegen (Marketing Manager), Gaziem du Toit (Technical & Facilities Manager), Michael Williams (Operations Manager), Wahida Parker (Managing Director), Rianda Williams (Sales & Merchandise Manager), Eugene Labuschagne (Food & Beverage Manager), Selma Hercules (Financial Manager)*

## Directors

A Ray (Chairman)\*#

B Makalima-Ngewana (Vice Chairman)

W Parker (Managing)

R Fenner\*

C Gooden\*

B Moore\*#

A Pillay#

F H Stroebel\*#

M N Skade

T Adams (Alternate)

P de Waal (Alternate)

D Parker (Alternate)

\*Member of the Audit and Risk Committee

#Member of the Remuneration and Nomination Committee

## Registered Office

Lower Cable Station

Tafelberg Road

Cape Town

8001

Lower Cable Station

PO BOX 730

Cape Town

8000

## Auditors

Moore Stephens Chartered Accountants

## Bankers

First National Bank Southern Africa Limited

## Company registration number

1926/002949/07

# FROM OUR **MANAGING DIRECTOR**



At the time of writing this foreword, I am celebrating four months of being at the helm of the Table Mountain Aerial Cableway Company, and what a start this has been to what looks like the most awesome adventure ever!

I joined the Company in June 2016, and wish to pay homage to the erstwhile Managing Director, Sabine Lehmann, for the outstanding achievements of the period under review, as well as the excellent groundwork that has been laid down for the forthcoming years. It is indeed a great privilege to be in charge of such a prestigious organisation and to lead such a formidable team.

Amongst the multitude of achievements and accolades amassed during the past year, the most noteworthy of all was that visitor numbers have exceeded the million mark in 2015. Considering that it took 28 years to host our first million visitors, the fact that we have achieved this number in one year is indeed a magnificent achievement!

## **Improving the visitor experience:**

With improving the visitor experience being at the centre of everything that the Company has done this year, our key focus areas included the renovation of the Production Kitchen, the Shop at the Top and the introduction of the WiFi Lounge.

As our Company is a champion of responsible tourism and repurposing of spaces, it is little wonder that the transformation of the Summit Lounge into a WiFi Lounge has been such a hit, with visitors and team members alike! The WiFi Lounge is the space to watch as the workforce becomes more mobile. Make Table Mountain your office for the day - what a way to draw working people to the mountain!

Our management team has put in a great effort to streamline the visitor experience and enhance the food on offer. Both are key elements to draw the visitor for a return visit and to promote us to family and friends.

## **Reaching out to locals:**

We have continued our efforts to win the hearts and minds of locals. All our specials are specifically aimed at locals, with our Kidz Season promotion being the most popular. We are mindful of our role as a responsible corporate citizen and whilst our water usage per visitor has increased over the last year, we continue our efforts to reduce, re-use and recycle. We are now proudly Carbon Neutral and we aim to maintain this status well into the future.

All our stakeholders are part of our journey to being the best. We invest in our staff by upskilling and promoting from within, we support local businesses and strive to procure only locally manufactured products, and we devote effort and energy to various NPOs and especially the underprivileged schools and communities throughout the year. During this year we supported 98 such worthy institutions to make a difference in the lives of many.

## **Setting the benchmark in tourism:**

We are also proud of initiatives we take and truly set the benchmark in tourism. Where we lead others follow. Our online recruitment drive was indeed successful as are our Audio Tours. Our social media initiatives have broken records as we use technology to be top of mind for both locals and international travellers.

As an attraction we take pride in what we do, how we do it, and we appreciate the contribution that each staff member makes in enhancing the experience for our visitors.

We look forward to continuing to strive for tourism excellence in the coming year!

Best Regards,

**Wahida Parker,**

Table Mountain Aerial Cableway MD



# HIGHLIGHTS 2015/2016



## 86TH YEAR OF OPERATION

Table Mountain Aerial Cableway (TMACC) celebrated its 86th year of operation.



## LEVEL 3 B-BBEE RATING

We attained a Level 3 B-BBEE rating.

## BREAKING RECORDS

TMACC hosted a record number of visitors: 1 million!



## 25 MILLIONTH VISITOR

The 25 millionth visitor was welcomed on 2 February 2016.



## WiFi Lounge Opens

On 14 April 2016 we opened our new WiFi Lounge, a hotspot for visitors to recharge and refuel with free WiFi and on-the-go snacks.



## Audio Tour Launched

Our Cableway audio tour, filled with facts about the Company and Table Mountain, was launched on 1 December 2015.

## Lilizela Tourism Award

The Lilizela Tourism Awards named the Cableway as the Provincial Visitor Experience of the Year in 2015.



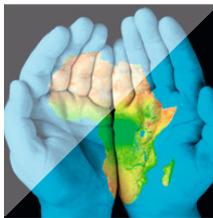
## Carbon Neutral

TMACC announced its Carbon Neutral status in February 2016. We are offsetting our CO<sub>2</sub> emissions by investing in the Kuyasa Housing Project, a low-carbon initiative in Khayelitsha.



## Shop Makeover

With the comfort of visitors in mind, our retail outlets, specifically the Shop at the Top, received a makeover. Our areas are less congested, which makes for a better shopping experience.



## Attractions Africa

TMACC chaired the 2016 Attractions Management Conference. This event, marking the third edition, attracted more than 100 global delegates. The two-day conference programme featured local and international speakers, covering a range of topics pertinent to the attractions industry.

## Diamond Heritage Environmental Rating

TMACC retained its Diamond Heritage Environmental rating in recognition of 5 years of continuous commitment to environmental performance of the highest standard.



## Online Recruitment Drive

TMACC hosted its first online recruitment drive, increasing accessibility for potential applicants and in turn received 150 videos from potential recruits.



## Supporting Local Suppliers

We continue to source our retail products from local suppliers. More than 95% of retail products are sourced locally.



## New Production Kitchen

In order to improve ergonomics and efficiency, the Production Kitchen, located at the Lower Station, was revamped.



## Welcome Wahida, New MD

We said goodbye to long time MD Sabine Lehmann and welcomed Wahida Parker to the position.



# VISITOR MILESTONES

It took us 28 years to welcome our millionth visitor in 1957!

We are proud to announce that we welcomed **1 million** visitors in the 2015/6 financial year. What an achievement!



## 2015/6: 1 MILLION visitors



## 25 millionth visitor

The Cableway welcomed its **25-millionth visitor**, Bafana Sibanyoni (28), on 2 February, 2016. Bafana and his partner Mbali Ntanzi (26) were visiting Table Mountain from Johannesburg to celebrate her birthday.

# SPECIALS AND PROMOTIONS

TMACC offers a variety of promotions and specials, aimed specifically at the domestic market. **Locals can pay 50% or less** by using these promotional offers.

1.

## BIRTHDAY SPECIAL

Local visitors, 18 years and older, get a free ticket on their birthday. *SA ID is required*



2.

## KIDZ SEASON SPECIAL

For family fun this promotion allows two children to travel free of charge when an adult return ticket is purchased. *Only valid on weekends, public and school holidays From 1 May - 30 September*



3.

## SUNSET SPECIAL

Our popular Sunset Special runs from 1 November to 28 February. Adults and children pay half price on return tickets. This special runs from 6pm. *Not valid from 19 Dec 2016 - 3 Jan 2017*



4.

## SENIOR CITIZENS

South African senior citizens 60 years and older pay a reduced rate on Fridays. *SA ID is required*



5.

## STUDENT SPECIAL

On Fridays local and international students pay a reduced rate. *Valid student card required*



6.

## CABLE CARD

For hikers, climbers and fans of Table Mountain, the Cable Card, the Cableway's frequent user card, provides year-round access to the Cableway. *Valid for one year*



# RESPONSIBLE TOURISM

A pioneer of responsible tourism in Cape Town, the Cableway is proud to operate within a World Heritage Site and a National Park. We take our role as a custodian of Table Mountain very seriously and are fully committed to balancing our high volumes of visitors (900 000+ per year) with the need to protect the unique environment in which we work.

Our responsible tourism initiatives also extend to social and economic responsibility.

## Economic Responsibility:

★ **More than 95%** of our retail products are sourced locally

We've streamlined our payment processes to <b>pay smaller suppliers weekly</b> , so as to support their cashflow.	We <b>assist small enterprises</b> with setting up business practices, e.g. invoicing, transport etc.
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**14,716** learners participated in our Class in the Clouds programme

## Social Responsibility:

Our Corporate Social Responsibility includes the following:

Offering <b>concession tickets</b> to <b>community organisations</b> .	Our <b>Class in the Clouds</b> Programme provides learners with an opportunity to <b>explore the fauna and flora</b> of Table Mountain on a guided tour.
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**98** ← community organisations were offered concessions

**9** bursaries were awarded to staff for further studies

**7 staff members** participated in a Learnership programme that provided participants with a general understanding of the business environment

**98,291 kg** waste was recycled this year

## Environmental Responsibility:



**REDUCE, RE-USE & RECYCLE!**

**7.5%** increase in water usage per visitor

Electricity usage per visitor remained unchanged	<b>24.5%</b> increase in recycling per visitor
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# ECONOMIC RESPONSIBILITY

The Cableway supports local communities and suppliers, and aims to grow and develop suppliers to produce successful, long-term and mutually beneficial partnerships.



- We are proud to declare that 95% of our retail merchandise is sourced from local suppliers.
- We source retail products from, amongst others, Moonbasket, Posse Clothing and Synergy Frontiers.
- The Cableway has a Level 3 B-BBEE rating.

95%

Locally sourced suppliers



## Our success stories

We are proud of our successful association with Posse Clothing, a supplier which is making a difference in its community, and has, in turn, enabled the Cableway “to pay it forward”. In 2016, Posse Clothing, which provide our staff uniforms and has been a loyal Cableway supplier for the past 14 years, formed a sister company called Skhona. Skhona is owned by Zubeida Hartnick, a long-time employee of Posse Clothing. Skhona has a level 1 B-BBEE rating. The continuous support from companies such as TMACC has made setting up Skhona possible for Zubeida and her team.

LEVEL 1

B-BBEE rating

# SOCIAL RESPONSIBILITY

We remain committed to supporting non-profit organisations, the underprivileged and school learners through our **Corporate Social Responsibility** and **Class in the Clouds** programmes:

## Corporate Social Responsibility

**98 organisations** (NPO's, NGO's and community organisations) benefited from our Corporate Social Responsibility Programme



*Children from Fikelela Children's Home in Khayelitsha were treated to a day out*

# SOCIAL RESPONSIBILITY

## Class in the Clouds programme

The **Class in the Clouds** programme runs weekdays, from 1 March to 31 October each year, providing learners with amazing views, fun activities, interesting walks and the most fascinating facts about Table Mountain, a New 7 Wonder of Nature.



In 2015

**14,716**

learners participated in the Class in the Clouds programme

To date

**280,658**

learners have participated in the Class in the Clouds programme

# SOCIAL RESPONSIBILITY

## Siyafundisa

### TMACC's Academy of Learning

Siyafundisa is the Cableway's Academy of Learning, which resonates with the Company's commitment to assist employees reach their full potential by providing opportunities to staff to further educate and update their skills.

#### Our success stories:

We are most proud to celebrate the success of Candice Steyn and Selma Hercules. Candice has been promoted to Financial Accountant and Selma has taken on the position of Financial Manager.



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Candice Steyn has had quite the Cableway journey - joining the Company as an Administrative Assistant in 2003, she is now working towards her BCom in Financial Management and has been promoted from Assistant Accountant to Financial Accountant.



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In addition to completing her MBA, which was sponsored by the Cableway, Selma Hercules was promoted to the position of Financial Manager. This promotion followed the departure of Kevin Blignaut in March 2016.

# SOCIAL RESPONSIBILITY

In 2015 the Cableway awarded **9 bursaries** to team members.

These team members include:

- Candice Steyn **BCom Financial Management**
- Labiegh Sauls **National Certificate: Fitting and Turning**
- Lindsay Bester **Bachelor of Accounting Science in Financial Accounting**
- Nazeema Sarmie **Human Resource Management**
- Noeroe Jardien **Higher Certificate in Economic Management Sciences**
- Taryn Skuce **Public Relations Online Course**
- Clinton Maart **Senior Certificate**
- Darryn Falken **National Certificate: Mechanical Engineering**
- Sabelo Mabadi **Plumbing**

In 2015 the Cableway facilitated a NQF level 3 Wholesale and Retail **learnership programme.**

7 team members were Learnership participants:



Pheliswa Mthandeki  
Multi-skilled Steward  
(Frontline)

Michelle Soyeye  
Café Assistant  
(Food & Beverage)

Noluyanda Mtshemla  
Café Assistant  
(Food & Beverage)

Lamla Pokolo  
Café Assistant  
(Food & Beverage)

Godfrey Kasper  
Customer Assistant  
(Frontline)

Carl Raikes  
Multi-skilled Steward  
(Frontline)

Rustin Rossouw  
Multi-skilled Steward  
(Frontline)

## Staff Celebration



In 2015 our Management team hosted a celebratory braai for our staff members to celebrate our **Lilizela Tourism Award for Best Visitor Experience of the Year** and achieving **Diamond Heritage Status.**



# ENVIRONMENTAL RESPONSIBILITY

We are proudly Carbon neutral!

## JOURNEY TO BECOMING CARBON NEUTRAL

OUR TOTAL CO<sub>2</sub> EMISSIONS FOR 2015:

1 564.5  
TONNES



We've recorded the following CO<sub>2</sub> emissions over the past year (in tonnes):

- 975.4  Electricity
- 396.7  Refrigerant gases  
Fridges and air conditioners
- 142.8  All other indirect emissions  
Air travel and 3rd party transportation
- 82.5  Fuel consumption  
Diesel in generators and company owned vehicles, gas in kitchens
- 72.4  Waste
- 4.8  Water

Our emissions for 2015 have been offset by investing in the

## KUYASA

HOUSING PROJECT

Kuyasa is a low-carbon housing development in one of the poorest and most vulnerable corners of Khayelitsha in the Western Cape. The project has installed solar water heaters, ceilings and compact fluorescent energy efficient lightbulbs (CFLs) in 2,100 houses, resulting in monetary savings, improved indoor air quality, and reduced greenhouse gases.



TABLE MOUNTAIN  
AERIAL CABLEWAY

# IMPROVEMENTS TO THE VISITOR EXPERIENCE

2015 was a year of renovations at the Cableway. Our focus was on improving the visitor experience in our retail and food and beverage outlets.

## New look for the Shop at the Top:



All the renovations at the Shop were made with visitors' comfort in mind:

- More natural light and a seating area were added.
- A new fireplace was installed, partly to create a cosy atmosphere and to help reduce the electricity usage in winter.



- All of the shop windows were replaced with new windows with thicker, lightly glazed glass, which allows for better climate control.
- The bulky shop fittings were replaced with glass cubes that are interchangeable and provide a less cluttered look and feel.
- The focus remained on locally made crafts and this was incorporated into the design elements of the Shop with a beautiful hand crocheted rug, custom-made cushions and artwork from a local artist. 95% of all the products sold in the retail department are locally produced.



- Customer flow was improved and an additional till point was added in order to reduce queue times.

# IMPROVEMENTS TO THE VISITOR EXPERIENCE

## The WiFi Lounge

TMACC's new hotspot at the top



April 2016 saw the launch of TMACC's new hotspot - the WiFi Lounge, housed within the Upper Cable Station.

The barely utilised Summit Lounge was transformed into a modern new WiFi Lounge fitted with plug and USB points for recharging devices and free, fast WiFi, as well as seating options ranging from cork stools at high tables to chairs and comfy sofas.

Its small but efficient bar/kitchenette is fully stocked with delicious breakfast options including savoury muffins and freshly brewed coffee, as well as on-the-go meals or snacks over lunchtime.

The WiFi Lounge opens its doors as the first cable car comes up at 8.30am and closes with the last car's departure and has become quite popular with visitors.

# NUTS AND BOLTS

Our Nuts and Bolts team keeps things running smoothly at the Cableway. This year the focus was on streamlining systems.

## ADDING ADDITIONAL SKILL:

We added additional skill to the technical department by recruiting 2 artisans. Portia Mavuso became the first woman to join the technical team as an artisan. Joining Portia was Morne Snyman.



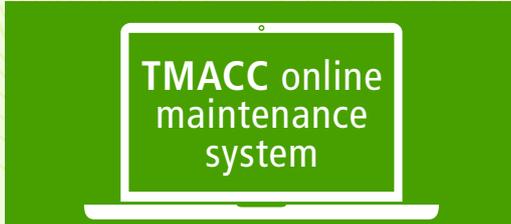
## TRAINING:

In 2015, our technical team completed a Refrigeration and Air Conditioning course in order to handle repairs internally.



## TECHNICAL WENT ONLINE:

In addition to rolling out a computerised maintenance system, we are also monitoring our generators and pumps online.



TMACC online  
maintenance  
system

## ASSISTING WITH CABLEWAY UPGRADES:

The maintenance team was instrumental in the upgrade of the Lower Station toilets, improving the efficiency and space usage in the Production Kitchen and the renovation of the WiFi Lounge.



# OUR PROUD ACHIEVEMENTS

<p>Attained <b>Level 3 B-BBEE rating</b></p> <p><b>African Responsible Tourism Award</b> - Best single resource management: finalist</p> <p><b>Heritage Environmental Rating:</b> Diamond</p> <p><b>Lilizela Tourism Award:</b> Visitor Experience of the Year (Western Cape)</p>	<p><b>2015</b></p>			<p><b>2016</b></p>	<p>TMACC's <b>Carbon Neutral</b> status is announced</p>
<p>Retained <b>Level 4 B-BBEE rating</b></p> <p><b>SANParks Cape Regional Achievement Award:</b> Business Partner of the Year</p> <p><b>Imvelo Award</b> for Responsible Tourism – Best single resource management – Waste Management (finalist)</p>	<p><b>2013</b></p>			<p><b>2014</b></p>	<p>Table Mountain is named as <b>Africa's leading tourist attraction</b> in the <b>World Travel Awards</b></p> <p><b>TMACC TripAdvisor's Certificate of Excellence</b> for the quality of reviews received over the past year</p>
<p>Attained <b>Level 5 B-BBEE rating</b></p> <p>Table Mountain is named one of the <b>New 7 Wonders of Nature</b></p> <p>Overall winner of <b>2011 Imvelo Award for Responsible Tourism</b></p> <p>Health &amp; Safety Management System is <b>OHSAS 18001 certified</b></p>	<p><b>2011</b></p>			<p><b>2012</b></p>	<p>Attained <b>Level 4 B-BBEE rating</b></p> <p><b>SKAL International Award for Responsible Tourism:</b> finalist</p>
<p><b>Mail &amp; Guardian Greening the Future Award:</b> finalist</p> <p><b>South African Tourism's Attraction of the Year Award:</b> finalist</p> <p>Re-certified as <b>ISO 14001 compliant</b></p>	<p><b>2009</b></p>			<p><b>2010</b></p>	<p><b>SANParks Cape Regional Achievement Award:</b> Business Partner of the Year</p> <p><b>Heritage Environmental Rating:</b> Platinum</p>
<p><b>Imvelo Award</b> for Responsible Tourism – Best Overall Environmental Programme (finalist)</p>	<p><b>2005</b></p>			<p><b>2008</b></p>	<p><b>Imvelo Award</b> for Responsible Tourism - Best single Resource Management: Water Management (winner)</p> <p><b>Heritage Environmental Rating:</b> Silver</p> <p><b>Iskhush Power Achievement Award Business Partner of the Year</b> (in recognition of energy savings)</p> <p><b>SANParks Cape Regional Achievement Award:</b> Business Partner of the Year</p>
<p>Our Environmental Management System is awarded <b>ISO 14001 certification</b></p>	<p><b>2003</b></p>			<p><b>2004</b></p>	<p>Table Mountain becomes a <b>World Heritage Site</b></p>
<p><b>EPPIC (Environmental Planning Professions Interdisciplinary Committee) National Premium Award for Integrated Environmental Management:</b> in recognition of the environmentally sensitive way in which the Cableway was built and is operated</p>	<p><b>1999</b></p>			<p><b>2000</b></p>	<p><b>The Green Globe Achievement Award:</b> a commendation for Environmental Management and Awareness in our first year of membership</p>
<p><b>Fulton Commendation:</b> for excellence in use of concrete</p>	<p><b>1998</b></p>		<p><b>Fulton Commendation:</b> for excellence in use of concrete</p>		

# FAREWELL TO **SABINE**



In April 2016 we bade farewell to our longtime Managing Director Sabine Lehmann.

During her 18 year journey, nine as the Managing Director, with the Cableway, Sabine's many successes included championing the campaign to have Table Mountain named a New7Wonder of Nature, driving the Cableway Company to be recognised as a leader in responsible tourism and to be recognised as a Level 3 B-BBEE contributor.

Anne Ray, chairman of the Cableway Board echoed the Cableway team's sentiments when she said: "While we are sad to say farewell to Sabine, we appreciate her very meaningful contribution to our Company, overseeing a period of unparalleled growth which has seen us hosting our 25 millionth visitor in 2016. We wish her well in her new endeavours."

We wish Sabine every success in the future.

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**TABLE MOUNTAIN**  
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