

## Meet our 2020 FEDHASA Cape Board Nominees:

### Chairperson:



**Jeremy Clayton**  
**President Hotel**

I have spent the majority of my professional career working in hospitality across Africa, Europe and South America. Cape Town will always be home for me so in 2015, I relocated back home and founded Turnkey Hospitality. Over the past 5 years, I have worked intensively with a host of hotels and lodges across the country but my main focus has been working with The President Hotel and re-establishing it as one of Cape Town's iconic hotel destinations.

Over the past 2 years, I have become actively involved in industry, specifically working with FEDHASA and Wesgro. My involvement with these industry bodies has escalated through the Covid-19 pandemic and I am now working closely with provincial government as well as TBCSA and a host of other associations to progress the tourism industries' case for re-opening as well as developing and implementing C-19 global best standards for the industry.

I view the lessons of unity and rapid evolution learnt through both the water crises and C-19 as fundamental in re-energising FEDHASA. Together with the incoming board, the operations team and the CEO, I hope to develop FEDHASA into a modernised association that actively finds ways to cut red tape, stabilise growth and provide significant return on investment to our members. I would further like to see the young professionals segment actively developed and readied for their imminent role as our future leaders. I would also like to build strong relations with both provincial and national government as well as alike associations to progress the agenda of operating and marketing the Western Cape and South Africa as the destination of choice.

### Small Accommodation segment:



**Lee Dicks**  
**Nova Constantia**  
**Boutique Residence**

I was born in the beautiful city of Cape Town, known to all as the 'mother city' of South Africa. My journey into the hospitality industry began when I was just out of the navy, and had relocated to London to try and find my way - I began my career as a barman/waiter. I spent four more years in London, embracing the cosmopolitan clients and guests who would provide me with new insights into the needs, and desires, of a special kind of clientele.

My passion for the service industry was inspired, however, from even earlier: my dearest Mother is so service driven and focussed, working in client-facing jobs since as early as I can remember, and always with genuine care. As a child I have always also had a burning passion for the environment and conservation. And so, on moving back to South Africa, I obtained all the qualifications necessary for me to move to the Greater Kruger National Park, to fulfil my childhood dream and work in game ranging and tracking. The most exciting part of living out this dream, other than living the life many can only wish for, was making the lifelong dreams of my guests come true. Most guests have just that one opportunity of a safari in their lifetime; to be able to share with them the sighting of their first lion, to hear its roar, to feel the thrill of an animal's hunt, or even the charge of an elephant, is a special kind of intimacy and privilege. After spending eleven years guiding, I felt it was time to return to the city of my birth (as many would agree, the best city in the world). The hotelier position I am currently in became available prior to my move back, and it proved to be an incredible opportunity!

I now get to operate in my home town, all while networking with incredibly passionate and likeminded hoteliers. I live by the philosophy of looking after those who do the looking, as it is your guests who ultimate benefit. I feel it vital to always raise your hand and assist within your hotelier networks, too, as your guests will in the end receive a superior product if your networks are strong and participatory. Personally too, it is extremely important to have job satisfaction in order for you to enjoy life, and I feel I have this (and am grateful for it).

I feel that my twenty-four years in the industry has truly moulded me in preparation for this moment: in many ways, this successful application would be the pinnacle of my career. This is by no means the plateau of it, but it will help drive me further outside of my current boundaries and comfort zones, innovating toward perfecting the ultimate guest experience.

This forum is one of a kind and I would be honoured to be a part of. Through my experience of international guests & hotel networking, I will be enabled to grow beyond this point which I have achieved. I feel I have everything to add to the continued international experience whereby we, as concierges, are able link guests within our chapters.

It will be an absolute honour to be a part of FEDHASA, which I will represent with absolute pride, honour with service, and commit to providing with my special shine and passion.

My hospitality philosophy is founded on my belief that it's the people that make a place, and that happy, well looked after guests make a guest house a home.

Without prior experience in the guest house industry I opened my guest house, Oceans Echo, in Fish Hoek, in the mid-2000s. With a passion for spaces and people, for food, travel and nature and the way these intersect; I've grown my business in a people focussed way, always thinking how to deliver the best personalised experience, how to make guests feel at home and to tailor their experience based on their unique interests.

The story of how I started Oceans Echo involves another local guest house owner who at the time payed her experience forward and was instrumental in helping me to set up my business and showing me the ways of the industry. With years of experience gathered, I was inspired to pay it forward in the same way, to nurture and guide others who were starting out and to bring my distinctive offering and experience to other guest house owners. This naturally led me to the world of property management which subsequently initiated a collaboration with Villa rental agencies. It was especially interesting to apply the same personal attention to detail across multiple properties of different sizes with a multiple variety of needs.

Always service orientated and passionate about what small accommodation has to offer, I feel we are entering a particularly important moment in tourism generally, locally and internationally. The emerging speed of digital platforms threatens the personal touch and human to human experience is more important than ever. Face to face conversations, getting to know our guests and what they want and building long term relationships is a business of people. I believe that to be at the heart of this business and could never truly be replaced by a portal or algorithm, but the risk does feel imminent. Delivering the best guest experience is often about what happens in the moment, in the personal exchange and conversations.

I stand for this and hope to make a strong contribution on behalf of the industry with this as my focus.



**Yvette Katz**  
**Oceans Echo Guest**  
**House**



**Lee-Anne Singer**  
**Singer Group**

Hello, my name is Lee-Anne Singer, Marketing and Sales Director at the Singer Group. The Singer Group is a well-known travel and hospitality company with a track record of over 58 years. I have over 18 years' experience in the travel and hotel industry, and my role focusses on business development for the Group, identifying new business opportunities and partnerships. Along with my team, we are responsible for the sales and marketing of our eleven brands.

I am passionate about leadership, empowerment and social entrepreneurship, and I have been involved in various community and entrepreneurship programs that drive social change and job creation. These include pop-up shops, events, workshops and craft exhibitions, as well as mentorship programs in the business.

Prior to joining the Singer Group, LI worked in various roles within the media industry, including CNBC Africa, The Property Magazine and Top Women in Business and Government.

I am honoured to have spoken at various conferences and events, of which the International Travel Tech Conference in Tel Aviv last year, was a definite highlight. I was also chosen as part of the 2020 cohort of the Eliot Osrin Leadership Institute's Leadership Development Programme. Another career highlight is recently winning the 'Western Cape Positive Role Model: Corporate' title in the Gender Mainstreaming Awards. After a series of interviews, I have made it to the next round and I'm currently one of four finalists in the country for the National Award. However, my biggest, and most exciting, project is raising my three children Ruby, Joseph and Daniel.

I am excited at the prospect of joining the prestigious FEDHASA Cape Board. My career and personal journey has provided me with the ideal skill set for this position – building solid relationships, successful lobbying with stakeholders and striving for win-win outcomes. As an industry, it has become more evident than ever that we need effective, powerful organisations to represent us, to lobby for our members and to speak as a unified voice. The past five months have highlighted our vulnerabilities – government relations, supplier relationships, job losses and negative sentiment. The damage caused by the global pandemic, along with National Lockdown, has caused tremendous loss and trauma. It has however presented an opportunity for FEDHASA to spearhead rejuvenation and highlight the role that tourism can play in rebuilding the economy. I look forward to being part of the journey, along with the other passionate board members.

### **Restaurant & Catering segment:**



**Dawn Smith**  
**Simons Restaurant**

Matriculated in Pretoria in 1987, went straight into in house training at Protea Hof Hotel in Pretoria with the legendary Mr. Arthur Honey. Waitressed at La Madelein owned by Daniel Leusch for 4 years.

Moved to Cape Town in 1993 to open a restaurant at The Josephine Mill. Sold the business in 1996 and became Executive Chef and manager at Bayfront Blu restaurant for Fitchen Restaurants.

Opened my own restaurant with a business partner again in April 1998 – Fusion Cafe in Observatory, second branch opened in Stellenbosch in 2000. Opened a 3<sup>rd</sup> venue in 2001 at the BMW Pavilion – V & A Waterfront. Sold all 3 businesses in 2002.

Went into retail space as a Regional manager for Global Village Leisure Retail up to October 2005. Was offered a position as manager for a Fresh Flower and events distribution company, took over the distribution to major retails stores, coordinating of all functions and events.

In October 2008, was approached by the Kristensen group to take over the operations at Spier Deck & Deli and The Jonkershuis on Spier Wine Estate.

Ran the restaurants on Spier and Boschendal Wine Estates from 2008 to 2013 and relocated to Simon's Restaurant on Groot Constantia Wine Estate in 2014 to date.

Member of Skäl International Cape Town since 2016. Active committee member for the Cape Town Skäl club for the past 2 years. Currently Junior Vice President.

Dawn served on the FEDHASA Cape Board since June 2017 as Alternate for the Restaurant & Catering segments.



**Carl van Rooyen**  
**Vineyard Hotel**

- I have been in hospitality since I left high school as a chef in the navy, working my way around the world in various continents in a variety of establishments from country clubs up to purple rated Relais Chateaux.
- I am currently exec chef at the Vineyard, having been there for 6 years.
- I have completed my MBA and PDBA at UCT.
- In my spare time I look after my new born son, who is 6 months old, and assist with various charities where I can,
- member of the SA Chefs Cape Town Board,
- lecture finance to advanced diploma students at Granger Bay
- Served on the FEDHASA Cape Board since 2015 as Alternate for the Restaurant & Catering segments and as Chairperson of the segment since June 2016.