

## Update FEDHASA Cape Member Event

(by Jeremy Clayton, Chairperson)

- Welcome to members and guests. We are so pleased to welcome you back to “some Normality
- It’s hard to properly understand what the future holds but through hybrid events it’s a great pleasure that we can VC in guests globally so welcome to all of you at home, in coffee shop, office or your bed!
- I strongly believe in times of great challenge there is also great opportunity. I have been extremely pleased to see the alignment of so many with common goals in the past months and I hope we can formalize and continue this for years to come and to strengthen our position
- There is no doubt the future of tourism and hospitality is very uncertain. While I strongly believe leisure bounces back, WHEN is still to be determined how long can many businesses last
- I think it important to **highlight some of the amazing work FEDHASA has been involved with during the COVID era**. The team across the country has worked tirelessly to ensure the support to our industry is there.

### Some of the great work done includes:

- **Tracking and tracing** of guests across the country as the pandemic was just starting
- FEDHASA lobbied hard for “postpone, don’t cancel” campaign
- We presented initial **relief options**
  - ✓ UIF / TERS
  - ✓ Banks Relief
  - ✓ Jobs Fund to the IFC
- We worked closely with the **BPO (Business Process Outsourcing) sector to relocate call centers into hotels** generating revenues and jobs
- We developed the **Self Isolation Centre database** and worked to set up the initial Western Cape Province booking system for COVID-19 beds
- We worked with tech companies promoting cross sector employment for FO / reservations staff who were likely to be retrenched
- We worked with multi choice to bring about **DSTV relief**
- We worked with the City and continue to do so to bring rates relief for small accommodation and deferment for large hotels. *We continue to pursue more relief in this regard*

- THE FEDHASA team in conjunction with private partners developed the extensive **hospitality COVID-19 Protocols**
  - Furthermore, FEDHASA took the lead on developing all the tourism protocols for industry under the umbrella of the TBCSA
  - WE developed the concept and framework for the **TravelSafe-EatSafe industry App** with various industry partners (More about that later)
  - We have lobbied hard for insurance to pay out **Business Interruption Insurance (BI)** in a fair manner
  - We have throughout lobbied hard throughout for the SAFE and rapid Re-opening of our sector
  - And we are lobbying continuously for the ***removal of the Red list and safe process of opening the country to international tourism***
- These points touch on some of the work FEDHASA has been busy with and we intend to continue fighting for you our members and the industry at large in the coming days.
  - **TravelSafe-EatSafe App:**
    - As part of the industry partnership we lead the development of the TravelSafe-EatSafe App. Together with TBCSA
    - The App is intended to de-risk and show Government that as an industry we had the ability to take the lead track and tracing.
    - We are responsible for our sector and the development and roll out of the App enable industry and consumer trust.
    - To date the App has been rolled out by almost 2000 businesses. It really important that we continue to download and use the app.
    - It makes recording guest information easy.
    - It gives you access to WTTC stamp of approval
    - And is constantly updated to be more efficient and provide industry a comprehensive COVID tool including:
      - i. PPE management
      - ii COVID-19 Training
    - The process really only takes a few minutes to download and will go a long way to ensuring we can show Government industry compliances

Please go to [www.travelsafeeatsafe.co.za](http://www.travelsafeeatsafe.co.za)

- **COVID Opportunities and JAMMS** (Joint Association Members partnership)
  - One of the big positives out of COVID is the absolute alignment of industry associations and role players
  - In the coming weeks the JAMMS partners are meeting with our public and private partners with the intention of developing a aligned approach towards a common goal for Cape Tourism for the years to come
  - We hope we can tackle and align on subjects like
    - Destination Promotion
    - Budget Allocation
    - Community development
    - Crime
  - This is a very exciting time and I hope to give feedback in coming meetings on this initiative
- I would like to ask ..... to briefly talk to members about the basket of benefits we are working on developing for you.
  - a. This is one of our key strategic goals for the coming year to ensure improved ROI in your membership
- **To conclude:**

I really want to thank members for their support and partnership. Members send through ideas, thoughts and generally have been extremely proactive and creative in promoting the industry and hospitality.
- **Thank you**
  - To the team in the office, especially Rema and Lindsay, thank you for your tireless efforts. The industry and members really do appreciate you always being on the other side of the line / email and you dissemination of information
  - Thank you to FEDHASA in the national office – Lee Zama, and the regional offices who all have worked collaboratively to support the hospitality industry
- Finally, a big thank you to the new Board of FEDHASA Cape. They have a fantastic energy and drive support our members and create an association that gives back immensely to our members.

I thought id end of by sharing the **3 new principles that the Cape Board** have developed and are working towards

1. To evolve FEDHASA into a **modernised industry leader (Voice)** who are solution focused on the inclusive / sustainable expansion of Tourism in the Cape

2. **Reignite the brand through embracing change** and creating a highly efficient association that hospitality is proud to call “their own”
3. **Create a high-quality product that delivers real ROI to members** (reducing marketing efforts) allowing for significant y-o-y membership growth (translating into price increases / revenue growth)

Thank you and look forward to getting back to our new normal