

TABLE MOUNTAIN AERIAL CABLEWAY CO (PTY) LTD  
ANNUAL REPORT

# 2014 / 2015



# VISION, MISSION & COMPANY VALUES

## OUR VISION

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

## OUR MISSION

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

## TMACC CARES

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

3

## STRENGTH IN DIVERSITY

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'.



**Sabine Lehmann, Managing Director,  
of Table Mountain Aerial Cableway**

## FROM OUR MD

The past financial year has been a celebratory one for us. Firstly, we celebrated 85 years of operation, having opened for business in October 1929, and secondly, we celebrated another record year with 909 000 visitors, representing a modest 2.5% increase in visitor numbers year-on-year.

We also celebrated being awarded Diamond Heritage status for our environmental management system. This is only awarded to businesses that have proven, long term sustainable environmental excellence and we are very proud to be the only attraction in South Africa with this status. This accolade can only be achieved if we work together as a team with our staff and our suppliers. We are very proud of the fact that more than 90% of the items sold in our retail outlets are locally made, thereby supporting small businesses, often single mothers and disadvantaged people who are busy making a life for themselves by making goods that can be sold in our retail outlets.

Our 140 full time staff and more than 100 contract staff are integral to ensuring that we provide the best possible experience to our visitors. I am especially proud of the fact that many of our staff are internally sourced and promoted.

The past year saw modest growth, despite the negative impacts of the Ebola virus and new visa regulations and I am cautiously optimistic that the year ahead will be the same.



# HIGHLIGHTS OF 2015

## 85th year of operation

Table Mountain Aerial Cableway (TMACC) celebrated its 85th year of operation.



## Level 4 B-BBEE

We retained a Level 4 B-BBEE rating.



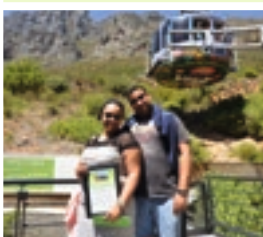
## Record number of visitors

TMACC hosted a record number of visitors: 909,000!



## 24 millionth visitor welcomed

The 24 millionth visitor was welcomed on 20 January 2015.



## MyCiTi bus shuttle service

Access to the Cableway is improved via the MyCiTi bus shuttle service that runs from Kloofnek to the Lower Station. TMACC is co-funding this initiative.



## Goods lift commissioned

A goods lift that provides access from the production kitchen to the cable car departure area is commissioned.



## 90% of retail products are sourced locally

More than 90% of retail products are sourced locally.



## TMACC launched a new website

TMACC launched a new website on 1 October 2014 that saw a year-on-year growth of nearly 55 000 users. This new website is responsive (i.e. adapts to the screen size of device) and has resulted in more users accessing the website via mobile devices.



## Social media following grows significantly

Our social media following has grown significantly and now stands at nearly 33 000 Facebook fans, 28 000 Twitter followers and 3 000 Instagram followers.



## TMACC awarded a Certificate of Excellence by TripAdvisor

TripAdvisor awarded TMACC a Certificate of Excellence for the quality of reviews (4 – 5 star rating) received over the past year.



★★★★★  
**90%**

## 90% visitor satisfaction rating

TMACC received a 90% visitor satisfaction rating via its visitor feedback system that provides insight into our visitors' experience.



## Re-certified as ISO 14001 and OHSAS 18001 compliant

The Cableway was re-certified as ISO 14001 compliant for its environmental management plan, and OHSAS 18001 compliant for its health and safety management plan.

## Diamond Heritage Environmental rating

TMACC has been awarded Diamond Heritage Certification in recognition of 5 years of continuous commitment to environmental performance of the highest standard.



## 2015 Attractions Management Conference

Following the success of last year's inaugural Attractions Africa Conference, the Cableway chaired the event this year. This popular second edition, which attracted more than 100 delegates, featured international and local speakers, interactive long-table discussions and educational case studies.





# VISITOR MILESTONES

This year TMACC welcomed a record number of visitors: 909,000 visitors, a remarkable improvement on the 30,000 visitors welcomed in 1929.

1MIL

900

800

700

600

500

400

300

200

100

0

1929

2015

909k

## OUR 24 MILLION<sup>TH</sup> VISITOR

The Cableway welcomed its 24-millionth visitor, Maria Usenne (27) from Mozambique, on 20 January 2015. Maria and her husband Helvio were visiting Table Mountain for the first time.





# SPECIALS & PROMOTIONS

TMACC offers a variety of promotions and specials aimed specifically at the domestic market. For 10 months of the year locals can pay 50% or less by using these promotional offers:



No.  
1

## **Birthday Special:**

Local visitors, 18 years and older, can ride the Cableway free of charge on their birthday. SA ID is required. Pictured here is Georgina Harwood who celebrated her 100th birthday with a special cable car ride up Table Mountain.



No.  
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 May to Oct



No.  
3

## **Sunset Special:**

Our popular Sunset Special runs from 1 November 2015 to 29 February 2016. Adults and children pay half price on return tickets from 6pm. Not valid from 19 December 2015 to 3 Jan 2016.



No.  
4

## **Senior Citizens:**

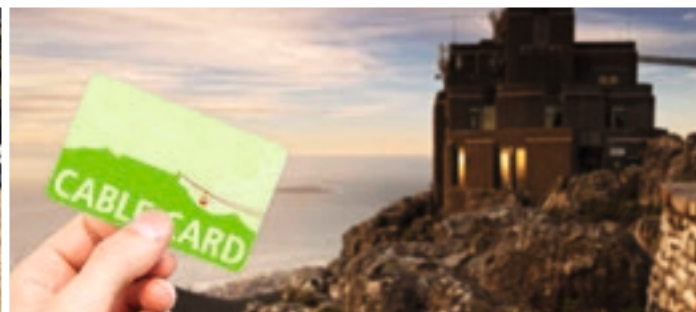
South African senior citizens 60 years and older pay a reduced rate on Fridays. SA ID is required.



No.  
5

## **Student Special:**

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



No.  
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

Working within a World Heritage Site and a National Park, the Cableway is fully committed to balancing high volumes of visitors (900 000+ per year) with the need to protect the unique environment within which it operates. The Cableway takes its role as a custodian of Table Mountain very seriously. However, the Cableway's responsibility is not only limited to protecting the environment within which it operates. It also extends to other realms of responsible tourism: i.e. social responsibility and economic responsibility.

## Economic Responsibility:

More than  
**90%** of our  
retail products are  
sourced locally

We've streamlined our payment processes to **pay smaller suppliers weekly**, so as to support their cashflow.

We **assist small enterprises** with setting up business practices, e.g. invoicing, transport etc.

**12,984** learners  
participated in our Class  
in the Clouds programme

## Social Responsibility:

Our Corporate Social Responsibility includes the following:

Offering **concession tickets** to **community organisations**.

Our **Class in the Clouds** Programme provides learners with an opportunity to **explore the fauna and flora** of Table Mountain on a guided tour.

**98** ←  
community organisations  
were offered concessions

**16**  
**16 bursaries**  
were awarded to staff  
for further studies

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

**78,649 kg**  
waste was recycled  
this year



**REDUCE, RE USE & RECYCLE!**

**5%**  
reduction in  
water usage  
per visitor

## Environmental Responsibility:

**11%** reduction in  
electricity usage per  
visitor

**207%** increase  
in recycling per visitor



# ECONOMIC RESPONSIBILITY

As a pioneer of Responsible Tourism in Cape Town, the Cableway is an ardent supporter of giving back to local communities and using tourism as a means of improving the economic situation of local communities.

From supporting local suppliers and increasing our orders with small businesses to streamlining our payment processes and offering business management assistance to our suppliers, we endeavour to contribute positively to the economic viability of local communities.



More than 90% of retail products are sourced locally

90%

The Cableway maintains its economic impact on the local community in the following ways:



#### Keeping It Local:

The Cableway supports suppliers, wherever possible, and aims to grow and develop the relationship with suppliers to produce successful, long-term and mutually beneficial relationships. To date, **91.2% of the goods sold in our retail outlets are sourced from local suppliers.**



**Fine Tuning Our Ordering And Payment Process:** We order from our smaller suppliers on a weekly basis and pay for these goods within seven days, so as to support their cash flow and smooth out their production curve.



**Maintaining our Level Four B-BBEE Status by offering business management assistance to small management enterprises:** We assist small management enterprises with important business practices including obtaining their BEE certification, setting up invoicing and payment systems and providing transport to our premises when necessary.



**Assisting our suppliers in reducing their carbon footprint:** Waste management is one of our key responsible tourism initiatives and we encourage our suppliers to deliver their goods plastic free, offering to collect supplies from their offices/factories to cut down on carbon emission and promote recycling at their properties.



**Building good relationships with suppliers:** Once a year, post-peak season, the Cableway hosts a special supplier party to thank these companies for their continuous support throughout the year and keep them informed of what's coming for the next year.



**'It is a pat on our backs to have a relationship with the Cableway...The revised payment system really works. It helps getting in payment within 7 days.'**

**Driti Gihwala Luchoo**

Owner of Synergy Frontiers and Supplier to the Shop at the Top, and the Table Mountain Café

## SOCIAL RESPONSIBILITY

Each year, the Cableway issues tickets to non-profit organisations, the underprivileged and school learners giving them the opportunity to experience our attraction, through our Corporate Social Responsibility and Class in the Clouds programmes:

### CORPORATE SOCIAL RESPONSIBILITY PROGRAMME

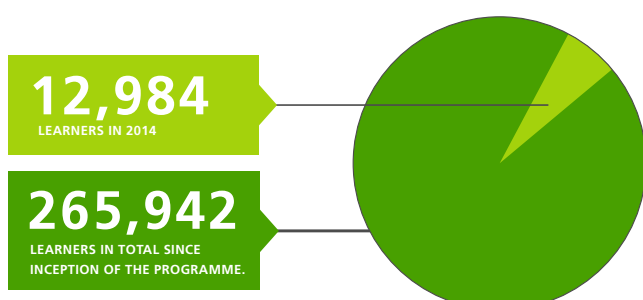
This last year 98 organisations (NPO's, NGO's and community organisations) participated in our Corporate Social Responsibility Programme.



ABOVE: Members of the KZN Boccia Disability Sports Team enjoy their visit to Table Mountain.

### CLASS IN THE CLOUDS PROGRAMME

In 2014 12,984 learners participated in the Class in the Clouds.



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 wonder of nature.



## SIYAFUNDISA

Having been named one of the New7Wonders of Nature not only places us in the spotlight, but also sets high expectations from our visitors – both local and international. To meet these expectations we focus on employing passionate individuals and creating intensive training and development programmes for them. We believe that this investment, driven by our People Brand, empowers our employees to shape their own futures by providing them with useful skills.

To achieve this, TMACC has created an Academy of Learning named Siyafundisa which comprises various learning modules namely:

- On-the-job Training
- Skills Development
- Formal Training
- Leadership Development
- Leadership Tertiary Education
- Bursaries
- Learnerships
- Partnerships

The following training and bursary allocations were granted during the 2014/2015 financial year:

**‘Any opportunity to learn and upskill yourself is a valuable possession for yourself. Once you have knowledge it can’t be taken away from you.’**

## Jerome Jales

Jerome Jales provides some feedback on completing the Learnership Programme

## 12 BURSARIES AWARDED:

|                              |  |
|------------------------------|--|
| <b>Nuru Jardien</b>          | Consumer Science Food & Retail Management    |
| <b>Lindsay Bester</b>        | BA Accounting Science                        |
| <b>Candice Steyn</b>         | BCom in Financial Management                 |
| <b>Anthea Ferreira</b>       | National Diploma in Retail Management        |
| <b>Neil Arbous</b>           | Certificate in Project Management            |
| <b>Carleen Luyt</b>          | Business writing course                      |
| <b>Nceba Babu</b>            | CMBT Electrical Course Phase 1               |
| <b>Xolela Khelenga</b>       | Matric                                       |
| <b>Esperance Tumaini</b>     | Retail Business Management                   |
| <b>Marie-Jeanne Ingabire</b> | Diploma in Human Resource Management         |
| <b>Steven Joodt</b>          | Bachelor's degree in Business Administration |
| <b>Taryn Skuce</b>           | Skills Development Facilitator Course        |

## LEARNERSHIP PROGRAMME:

4 team members completed their NQF Level 4 Supervisory Learnership Programme:

- Lincoln Hantam (Frontline)
- Jerome Jales (Frontline)
- Nuhraan Davids (Retail)
- Shaun Bentham (Café)



Staff members who began their Cableway journey as seasonal contract staff and are now proud full-time TMACC employees. Left to right: Lemuel Jeggels, Tania Geldenhuys, Bruce Govender, Lisle Small, Fazlin Dyson, Asanda Thande and Brent Viljoen (front)

# ENVIRONMENTAL RESPONSIBILITY

As a custodian of Table Mountain, we are always looking for ways to balance high visitor numbers with the sensitive environment in which we operate.



## WASTE MANAGEMENT & RECYCLING:

Our waste strategy is to reduce the amount of waste produced so that there is less waste to recycle and less waste to send to landfill. In 2015 we saw a 207% increase in recycling per visitor.



## WATER MANAGEMENT:

Thanks to our water saving measures, the volume of fresh water used per visitor is being reduced year on year. In 2015 we saw a 5% reduction in water usage per visitor.



## ENERGY MANAGEMENT:

Electricity consumption is also carefully monitored and managed by a number of electricity saving measures. In 2015 we saw an 11% reduction in electricity usage per visitor.

## NUTS & BOLTS

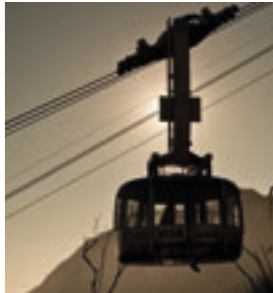
Our technical team have been hard at work keeping the cable cars running at the Cableway this past year whilst experiencing numerous exciting new changes within their bustling department. Just looking at this list of great achievements, we're in awe of everything our Nuts and Bolts team has done:



### Goodbye and hello:

In April 2015, we bade farewell to former Technical Manager Andries de Vries who steered our Nuts and Bolts ship for four years, and welcomed Gaziem du Toit (pictured) to head up the team.

In addition to our new Technical Manager, we've also welcomed Mervin Davids, Junior Manager: Technical, and Adriaan Hattingh, the Electrician to our green team.



### Keeping the lights on:

Load-shedding has been having an impact on tourist attractions nationwide and while we cannot prevent it from happening, we have taken measures to prevent it from affecting our operations.

During load-shedding we switch over to the backup hydraulic drive and electricity generators at both the Upper and Lower Cable Stations to ensure that the cable cars continue to operate. While it does take some time to switch to the backup systems, thus meaning a delay in operations, visitors are still able to enjoy our awe-inspiring cable car experience.



### General Maintenance:

The Cableway is only as good as its last ride and it is for this reason that daily, weekly and monthly checks, tests and maintenance are performed.

Additional maintenance is carried out on closed days (days when the Cableway is unable to operate because of strong winds) and after hours. These tasks include checking the electricity supply to the Top Station, maintenance of the backup generators and engines, and lubricating the cables.



### Operations makeover:

Several changes have taken place behind the scenes this past year, including the commissioning of the goods lift at the Lower Station.

The goods lift was built to link the production kitchen at the Lower Cable Station to the departure area of the cable car. The lift ensures that food and produce, needed at the Café at the summit, can be sent to the Cableway departure area with minimal hassle.



### Annual Maintenance:

The Cableway is required to complete specific annual maintenance to meet the highest global cableway standards, set by the Swiss Governing Body for Cableways (BAV).

The 2014 annual maintenance plan included comprehensive hydraulics testing, servicing of the main motor drive and generators, and general maintenance.



# OUR ACHIEVEMENTS





PO Box 730, Cape Town, 8000  
T: +27 21 424 8181 E: [info@tablemountain.net](mailto:info@tablemountain.net)  
[www.tablemountain.net](http://www.tablemountain.net)

