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

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

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 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’.

VISION, MISSION, COMPANY VALUES
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
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.

**BREAKING RECORDS**
TMACC hosted a record number of visitors: 1 million!

**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.

**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.

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

**LEVEL 3 B-BBEE RATING**
We attained a Level 3 B-BBEE rating.

**25 MILLIONTH VISITOR**
The 25 millionth visitor was welcomed on 2 February 2016.

**WELCOME WAHIDA, NEW MD**
We said goodbye to long time MD Sabine Lehmann and welcomed Wahida Parker to the position.

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

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

**CARBON NEUTRAL**
TMACC announced its Carbon Neutral status in February 2016. We are offsetting our CO₂ emissions by investing in the Kuyasa Housing Project, a low-carbon initiative in Khayelitsha.

**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.

**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.

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

**NEW PRODUCTION KITCHEN**
In order to improve ergonomics and efficiency, the Production Kitchen, located at the Lower Station, was revamped.
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.
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 pay smaller suppliers weekly so as to support their cashflow.
- We assist small enterprises with setting up business practices, e.g. invoicing, transport etc.

14,716 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.
- 9 staff members participated in a learnership programme that provided participants with a general understanding of the business environment.
- 98 community organisations were offered concessions.
- 9 bursaries were awarded to staff for further studies.
- 98,291 kg waste was recycled this year.

Environmental Responsibility:

- 7.5% increase in water usage per visitor.
- 24.5% increase in recycling per visitor.
- Electricity usage per visitor remained unchanged.

REDUCE, RE-USE & RECYCLE!

98 community organisations were offered concessions
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.

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.
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
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.

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.

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

These team members include:
- Candice Steyn: BCom Financial Management
- Labiega Sauls: National Certificate: Fitting and Turning
- Lindsay Bester: Bachelor of Accounting Science in Financial Accounting
- Nazeema Slarmie: Human Resource Management
- Noroe 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.
Our emissions for 2015 have been offset by investing in the 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.
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

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.
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.

**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

1998
Fulton Commendation: for excellence in use of concrete

1999
EPPIC (Environmental Planning Professions Interdisciplinary Committee) National Premium Award for Integrated Environmental Management: in recognition of the environmentally sensitive way in which the Cableway was built and is operated

2000
The Green Globe Achievement Award: a commendation for Environmental Management and Awareness in our first year of membership

2003
Our Environmental Management System is awarded ISO 14001 certification

2005
Imvelo Award for Responsible Tourism – Best Overall Environmental Programme (finalist)

2008
Imvelo Award for Responsible Tourism - Best single Resource Management: Water Management (winner)
Iskhus Power Achievement Award Business Partner of the Year (in recognition of energy savings)
SANParks Cape Regional Achievement Award: Business Partner of the Year
Heritage Environmental Rating: Silver
Mail & Guardian Greening the Future Award: finalist
South African Tourism’s Attraction of the Year Award: finalist
Re-certified as ISO 14001 compliant

2009
Our Environmental Management System is awarded ISO 14001 certification

2010
SANParks Cape Regional Achievement Award: Business Partner of the Year
Heritage Environmental Rating: Platinum
Imvelo Award for Responsible Tourism – Best single Resource Management: Waste Management (finalist)

2011
Mail & Guardian Greening the Future Award: finalist
South African Tourism’s Attraction of the Year Award: finalist
Health & Safety Management System is OHSAS 18001 certified
Table Mountain is named one of the New 7 Wonders of Nature
Overall winner of 2011 Imvelo Award for Responsible Tourism

2012
Attained Level 4 B-BBEE rating
SKAL International Award for Responsible Tourism: finalist
Table Mountain becomes a World Heritage Site

2013
Retained Level 4 B-BBEE rating
SANParks Cape Regional Achievement Award: Business Partner of the Year
Imvelo Award for Responsible Tourism – Best single Resource Management: Water Management (finalist)
Table Mountain is named one of the New 7 Wonders of Nature

2014
Table Mountain is named as Africa’s leading tourist attraction in the World Travel Awards
TMACC TripAdvisor’s Certificate of Excellence for the quality of reviews received over the past year

2015
Retained Level 5 B-BBEE rating
SANParks Cape Regional Achievement Award: Business Partner of the Year
Imvelo Award for Responsible Tourism – Best single Resource Management: Waste Management (finalist)

2016
TMACC’s Carbon Neutral status is announced

Attained Level 3 B-BBEE rating
African Responsible Tourism Award - Best single Resource Management: finalist
Heritage Environmental Rating: Diamond
Lilizela Tourism Award: Visitor Experience of the Year (Western Cape)

Attained Level 5 B-BBEE rating
Table Mountain is named one of the New 7 Wonders of Nature
Overall winner of 2011 Imvelo Award for Responsible Tourism
Health & Safety Management System is OHSAS 18001 certified

Our Environmental Management System is awarded ISO 14001 certification

Imvelo Award for Responsible Tourism – Best single Resource Management: finalist

Imvelo Award for Responsible Tourism – Best Overall Environmental Programme (finalist)

Table Mountain becomes a World Heritage Site

The Green Globe Achievement Award: a commendation for Environmental Management and Awareness in our first year of membership

Fulton Commendation: for excellence in use of concrete
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.