



LIFESAVING SA

NEWS FROM THE GENERAL MANAGER

Greetings, my initial months were spent orientating to the organisation, trying to glean a better understanding of the organisation. Fundraising has been the key challenge, with our contract with Vodacom ending in March 2006; and I am tasked with securing a new major sponsor. We are very appreciative of Vodacom's sponsorship over past 8 years. They have capacitated us to do what we do best - save lives. Vodacom shares in the joint reward of the knowledge, that we together were responsible for the rescues of countless individuals along our coast.

I have contacted various corporates, we are awaiting their response. While the focus of large corporates has been primarily on mainstream sports as these sports have a larger spectatorship, it leaves us with the challenge of sourcing new sponsors where there is better strategic fit and attempting to provide a more attractive branding and marketing opportunity for a potential sponsor. As part of the fundraising initiative, I am working on Lifesaving South Africa's corporate image, in respect to positioning and profiling LSA in various markets.

Restructure of Head Office

Restructuring the head office has been also been a priority area, as a result of LSA selling off their business wings it has been necessary to assess the capacity of the head office as well as prioritizing LSA's strategic objectives and needs and aligning our resources and capacity to this end.

I am still in negotiations with staff members. Rita's post has been upgraded to the position of Clerk; Jean Von Loggenburg is an Executive PA. Our bookkeeper Yugesh Manikum has left for Pretoria, this post is currently being filled by Odelia Veeranna till the end of April 2006. Odelia is a fully-fledged accountant and would prefer to be in an environment that offers her more career leverage. Brian Jones will stay on as a consultant.

The Operations and Marketing Manager post, is being filled by Nelanjini Govender. She comes from a marketing background, with a Social Science degree. She has clocked up quiet few accolades in her capacity as Brand Manager at Ola Ice Cream, and I am confident that she will excel in her capacity as Operations and Marketing Manager.



The helicopter that worked in conjunction with the Jeep in December 2005

Good Corporate Governance and Institution Building

Improving the efficiencies and efficacies of head office has been a significant aspect of my work. This entailed putting into place, proper job descriptions and standards of performance, policies and procedures and a performance management system. More importantly I have been attempting to enforce a culture of transparency and accountability. I would like to thank the Interim Board and all the Head Office staff and Provincial Secretaries, for their support and assistance.

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SEA RESCUE HELICOPTER SERVICE

Vodacom, Netcare 911, the National Sea Rescue Institute and Lifesaving South Africa have entered into a partnership, offering a Rescue helicopter service. Our partners are playing a vital role in the operations of the service. Lifesaving South Africa has seconded their National Helicopter Coordinator, Mr. James Ross to co-ordinate the operation and 80 lifeguards. Our lifeguards will be responsible for rescues. Nissan also gave us the use of a Hardbody 4x4 double cab that was used to assist the Rescue Helicopter this past festive season.

WATER SAFETY

LSA has run water safety programmes for children and youth at the Inanda Dam. The aim of the programme is to raise awareness about lifesaving, and empower children and youth with water safety knowledge and basic resuscitation training and lifesaving rescue techniques.

This project was previously run nationally in conjunction with the National Lotto Trust Fund but due to a lack of funding we are limiting the geographical spread.

RESCUE 2006

The excitement and build up to Rescue 2006 was all too evident. Our national team is representing us at Rescue 2006, in Melbourne, Australia. We are grateful to JEEP, for sponsoring the kits for the national team, and our core sponsors, the national Department of Sports and Recreation and International Lifesaving Society for their valued contribution to Rescue 2006.

We trust that our national team will do us proud, in this prestigious competition. I am sure their arduous and rigorous training will certainly pay off.

While representing the country is certainly an honour, participation in an international competition comes with its own accolades.

The athletes that are representing our country in Rescue 2006 are:

Men:

Ryan Brennan
Paul Dias
Shaun Dias

Barjo van Niekerk
Nkululeko Mthiyane
Gareth Fowler

Women:

Kendal Artz
Kristy Kuhlmeij
Nicole O'Driscoll

Tamara Thomas
Eloise van Gysen
Erna Wedemeyer

Management

Denzil Blignaut (Manager)
Valencia Walker (Coach-Stillwater)
Andrew Crook (Coach - Surf)

Congratulations go to our athletes on making the team. We wish them every success. Rescue 2006 runs from 10 February to 26 February 2006.



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Thank you to our Sponsors:



We're on the Web!
See us at: www.lifesaving.co.za