

## ANNUAL GENERAL MEETING MINUTES - 2017

**DATE: 14 March 2017**      **TIME: 18H15**  
**VENUE: Country Club JHB, Woodmead**

### MEMBERS

Brian Statham	Chairman	
Dave Wright	Secretary General	
Heloise Nel	Director	
Ayanda Noah	Director	
Brian Day	Retiring Director	
Kiren Maharaj	Incoming Director	
Bosaletsi Letuma	Cassie Keith	Collins Dave
Covary Theo	Cronjé Sarita	De Magalhaes Katya
Goyns Philip	Johnson Andrew	Kolenic Stanislav
Lutchman Shanley	Majoko Tiyani	Mallinson Clyde
Mathabe Ntseki McDonald	McKechnie Ian	Meyer Nic
Ndzendze Siyuyise	Ngcongwane Sakhile	Nqiwa Reggie
Poulton Wendy	Rajcoomar Vinesh	Robinson Ken
Segale Pule	Smith Charlotte	Snyman Carel
Teffo Christian		
<u>APOLOGIES</u>		
Achterberg Tracey	Ahlschlager Richard	Akpan Patrick
Ashdown Robert	Basson Victoria	Beningfield Richard
Claire Helen	Coetzee Barry	Cooper Chris
Dent Evan	Dos Santos Rosalind	Garner Thomas
Gcabashe Thulani	Goodbrand Sarah	Harms Andre
Hart Liz	Hofmeyr Daniel	Janse v Rensburg Elenore
Joubert Deon	Krumm Dave	Ledger John
Mahao Sabata	Mali Thembakazi	Mitton Bernard
Morgan Kevin	Mouton Danie	Mulla Faizel
Munnik Mike	Oosthuizen Frans	Otterman Egmont
Qase Nomawethu	Rycroft Mike	Scott De Buys

Stead Mike  
Warries Levine

Swanepoel Evert

van der Walt Albert

**OFFICIAL**

Virosha Basdeo – Secretariat

Jacques Reyneke - by invitation

**1. WELCOME AND APOLOGIES**

Brian Statham welcomed the members and thanked them for attending the meeting.

The meeting agreed that there was no need for the 37 apologies to be read out at the meeting.

**2. READING AND CONFIRMATION OF AGENDA AND ADDITIONAL ITEMS**

The Notice of the Meeting and the Agenda were timeously circulated to the members. All relevant documents were also timeously placed on the website. The agenda was read out by Dave Wright and was accepted by the meeting with no additional items.

**3. CONFIRMATION OF MINUTES OF THE PREVIOUS MEETING**

The Minutes of the AGM Meeting held on the 15 March 2016 and were accepted as correct.

**PROPOSED:** Heloise Nel

**SECONDED:** Ayanda Noah

**4. FINANCIAL STATEMENTS**

Receiving and adopting the annual statement of the company for the financial period / year ended 31 December 2016 as approved by the auditors BDO.

Brian Statham informed members that the financial statements were available on the website. 2016 was a difficult year for SANEA with the total assets decreasing by about R900 000.

Reduced revenue and increased expenses have contributed to a worsening situation.

### **Income Statement – Revenue**

Mr. Statham briefly highlighted the following:

The 11% reduction in Revenue comes from a decline in revenue from all activities in 2016

- One A4E cancelled due to low registrations
- Lower attendance and cancellation of technical lectures
- Member cancellations (including 1 Gold Member)

### **Income Statement – Expenses**

Year on Year increases in expenses were R 251 518 (7,7%)

- Biggest expense impact comes from R / £ exchange rate weakening
- Event expenditure was partially incurred for the aborted Action 4 Energy event due to late cancellation of the venue and forfeit of the deposit.
- Most cost increases were within control and in line with inflation

The Financial Statements were accepted and approved by the members.

**PROPOSED:** Brian Day

**SECONDED:** Wendy Poulton

The Director remuneration for Brian Statham and Dave Wright for 2017 was accepted and approved by the members for 120 Hours each @ R1000 p/h.

**PROPOSED:** Theo Covary

**SECONDED:** Heloise Nel

## **5. CHAIRMAN'S REPORT**

Brian Statham referred to the Chairman's report which was available on the SANEA Website.

### **Member Base**

There was variability in member numbers mainly in the affiliate membership. Corporate members decreased to 46 members. There was a challenge with corporate members as a lot of corporations are finding it difficult to justify being members of associations. SANEA was particularly challenged in that regard because it does not function as a trade association.

### **Membership fees**

Membership fees have been kept relatively constant in real terms over the years with the value added in terms of enhanced quality events, etc.

### **Financial Plan**

The budget on a business as usual basis showed a R618 000 negative outcome. This is not a sustainable situation in the long term and the Board will be taking a number of actions to correct that.

### **YELF**

Keith Cassie briefly discussed the YELF initiative.

#### 2016 Review

- Hosted 4 successful well supported events
- Gained enough support to exist
- Achieved target of 50 members
- Sponsorships (Schneider, Liberty and Standard Bank)

Keith Cassie thanked the previous and current steering committee who made a difference particularly Andrew Johnson, Shanley Lutchman, Rosalind dos Santos and Kiren Maharaj.

Keith Cassie expressed that he wished more young people attended the YELF events so that the young could take advantage and network with the energy giants.

#### 2017 Plan of Action

- Host at least 4 events
- Implementation of the SANE A Youth Leadership Award
- 75 members by year end
- Improve marketing and feedback

Keith Cassie introduced the new steering committee, Andrew Johnson, Rosalind dos Santos, Priyesh Gosai, Shanley Lutchman, Daniel Hofmeyr, Katya de Magalhaes, Reggie Nqiwa and himself with the Board leadership of Kiren Maharaj.

### **Sponsors**

Brian Statham expressed his appreciation to the following companies who sponsored SANEA during the year:

- Aurecon (Tour of the Avon Peaking Plant)
- Liberty Life (YELF Event)
- PwC
- SANEDI (Energy Awards)
- Schneider Electric (YELF Event)
- Siyenza Management
- Standard Bank
- Webber Wentzel (dti GIU Launch CPT)

## **6. INFORMATION ON STRATEGIC REVIEW, PLANS FOR 2017 AND CHANGE IN SERVICE PROVIDERS**

It was decided mid last year to launch a strategic review of the Business Model to get a fresh look at the work done. The Board chose Heloise Nel and Kiren Maharaj to lead the project and drive a strategic review of the Business Model.

Ms Kiren Maharaj briefly presented the Business Review to members.

- The initial approach was conducting an “as is” analysis by engaging with members and key role players in the industry to determine the things that they see would add value for SANEA. This also included benchmarking with other WEC committees.
- After the presentation to the Board they looked at what would be practical to implement given the current situation of the organisation. There were some things that needed to be addressed in the shorter term to create a more sustainable basis on which to build a Revised Business Model.
- The survey of stakeholders provided some interesting feedback about SANEA.

The following was highlighted:

- Long standing credible organization
- Strong WEC link
- Waning value proposition
- Emerging associations creating other platforms for members

- Financial sustainability challenges
- Remaining relevant against emerging energy environment
  
- The following was looked at in order to put the Business Model together:
  - The brand needed to be refreshed to give the organisation a new look and feel
  - Purposeful focus on thought leadership and knowledge creation
  - Local relevance for WEC
  - Sustainable energy leadership development
  
- What the Business Model will deliver:
  - Value adding association
  - Premium and distinguished in terms of value
  - Go-to thought leader on energy issues
  - Known for value and knowledge creation
  - Strong WEC bi-directional links
  
- The key value levers for the Revised Business Model was identified as follows:
  - Local context and link to WEC
  - Provide Energy industry thought leadership
  - Enhance organisational sustainability
  - Develop Young Energy Leadership
  
- Roll-out plan for 2017 include:
  - Organisational Transformation
  - WEC impact
  - Thought Leadership
  - Youth Leadership Development

Brian Statham thanked Kiren Maharaj and Heloise Nel for the considerable amount of work done in their private time and for serving the organisation extremely well.

### **Service Providers**

As the Business Review was launched notice was given to all service providers informing them that SANE A was undertaking this review and that their contracts may not be renewed. Service providers were also invited to make suggestions on how SANE A could improve. One formal proposal was received in September by a service provider. After extensive deliberations all service providers were given 3 month notice that their contracts would not be renewed and will be terminated on the 31 March. These service providers were Marketecture, Media in Africa, Siyenza Management and Turners. Brian Statham thanked all service providers for their service to SANE A.

The Board had also decided on a 20 percent scope reduction for Brian Statham and Dave Wright and that came into effect from the 1 January 2017.

### **Service Providers 2017**

A contract was signed with a consortium of service providers lead by Marketecture. Marketecture will be providing secretariat and events management, some elements of marketing and promotion, Perry Reyneke will be handling the financial services and the Fire Agency will be assisting with customer relationship management, strategic marketing components and some IT matters.

Brian Statham will look at the business oversight and Dave Wright will focus on elements of communication and awards

## **7. CONFIRMATION OF APPOINTMENT OF DIRECTORS TO THE BOARD**

Dave Wright gave the following report:

At the end of 2016 all the Directors resigned and were subject to re-nomination and election.

Five Directors were nominated.

Directors nominated:

- Vicky Basson
- Kiren Maharaj
- Heloise Nel
- Brian Statham
- Dave Wright

We have one sustaining member appointee

- Ayanda Noah

The nominated Directors were accepted and approved by the members.

**PROPOSED:** Dave Collins

**SECONDED:** Keith Cassie

Dave Wright acknowledged and thanked retiring directors, Brian Day, Tshilidzi, Ramuedzisi, Mike Stead, Sicelo Xulu and Silas Zimu for their contribution during the years.

**8. CONFIRMATION OF APPOINTMENT OF MEMBERS OF YELF STEERING COMMITTEE**

At the end of 2016 all YELF members were invited to nominate members for the YELF Steering Committee. There were 9 nominations for 8 positions and YELF members were given the opportunity to vote for the candidates.

The following were elected - Mr Keith Cassie, Ms Katya de Magalhaes, Ms Rosalind dos Santos, Mr Priyesh Gosai, Ms Daniel Hofmeyr, Mr Andrew Johnson, Mr Shanley Lutchman, Mr Reggie Nqiwa

**9. APPOINTMENT OF AUDITORS FOR THE ENSUING YEAR**

The Board recommends that Perry Reyneke should be appointed as auditors for SANE A.

**PROPOSED:** Heloise Nel

**SECONDED:** Kiren Maharaj

**10. GENERAL**

**10.1 Change to Executive structure**

Because of the increasing pressure of work there was a need to improve the efficiency of the management structures. The Board decided to discontinue the Executive Committee and the Board will meet on a monthly basis.

**10.2 Energy Indaba 2017**

WEC support – COO plus 7 WEC staff attended and engaged

Africa Regional Meeting – A round table workshop session enabled an exchange of experience and learning between Member Committees and with WEC London

SANE A Action for Energy – Excellent content with good attendance and it was well received.

1067 registered participants, 187 speakers, 163 African and Global CEOs, 84 Exhibitors and 28 endorsing partners.

### **10.3 SANE A Energy Awards 2017**

It is SANE A's premier annual event. SANEDI remains as the on-going Platinum sponsor.

A new "YOUTH" award has been added. SANE A believes it is important to support and promote the many South Africans who are doing amazing work in the energy sector.

Nominations now open for the 2017 award and close on the 01 May 2017. The awards event is scheduled for the 15 September 2017.

### **10.4 New Online CRM Platform for SANE A**

Customer Relationship Management (CRM) database for integrated online business solutions, customised for member, stakeholder and event management, including online event registration, member application, online invoicing and payments is being developed.

One platform across client business for all e-communication, social media, SMS service, member application and payment, registration of events and payment, etc.

This will go live in April 2017.

### **10.5 New Brand for SANE A**

The strategic review revealed that SANE A needs to refresh its brand.

The Fire Agency [through Marketecture] has worked with the incoming SANE A Board to develop the new image. This will go public in April 2017.

The proposed new brand was revealed to the members.

## 10.6 Questions from Members

*Dave Collins enquired about the budgeted number for profit/loss in 2017, to which Brian Statham replied they were hoping to half the budget loss through application of the strategic initiatives. It was an evolving situation and SANE A is learning as they go forward. There are other initiatives in the future which hopefully would encourage members to become more engaged in terms of sponsorship and participation at events which would help reduce the cost base or alternatively add value through additional revenue generating events.*

*Stanislav Kolenic asked why there was no reference of sponsorship from the Department of Energy. Brian Statham replied that the Department of Energy was in the same boat as the other SANE A members as they do not have excess funds. To get support from them one has to go with a substantive and credible value add proposition. Unfortunately SANE A had not been able to do that with the current leadership in the Department and one of the key elements identified in the strategic review was to explore ways to get into other sources of funding and not just Department of Energy.*

McDonald Ntseki Mathabe made the suggestion of increasing the membership fees. He further explained that SANE A is unique as they do not support any technology. It was up to members to remain in contact with SANE A and to assist SANE A with extra funding.

Clyde Mallinson asked if the Sustaining Member Eskom's contribution decreased percentage wise or do they have a fixed contribution that has not increased with CPI. Brian Statham informed members that for the last 2 years Eskom has had the same CPI type increase as all the other membership grades.

**11. CLOSURE**

The members had no further matters for discuss therefore Dave Wright thanked the members for giving their time to attend the meeting and their participation.

Dave Wright closed the meeting at 19h32.

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**Chairman**

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**Date**