



SCORING WITH WORLDSPORT AND SEESA

"Until we joined SEESA we were unaware how much of what we were already doing counted for our BBBEE scorecard," says Chris Haber, Director of Media and Marketing for Worldsport, a Cape Town-based events and communications company.

Worldsport now has a Level 2 scorecard rating, which is one point short of Level 1, the highest rating any business can achieve.

"We scored highly on several of the compliance components, notably skills development, corporate social investment and our procurement policies," Haber explains. "It's given us extra credibility and it's helped us to look for new business. We've since lined up a couple of public sector contracts that are starting to kick in. If we hadn't joined SEESA and got our compliance programme on track we wouldn't have been in a position to do so."

Worldsport is now in its 12th year of business and going stronger than ever under the leadership of its five directors.

"We take on major events and organise everything from sponsorship packages to logistics to media partnerships and media coverage," Haber continues.

Worldsport has been involved in events of the stature of the President's Cup at Fancourt (the biggest golfing event in the continent) the Cricket World Cup and the current Volvo Ocean Race: a 300-million dollar global event.

The company is structured to take care of every element of an event, with each of the directors heading up a different division.

On the logistics side they manage everything from traffic and crowd management to hospitality villages to infrastructure construction and AV stages. They also have a 'destination management team' responsible for creating travel and tourism packages around events.

"We have a large, tightly run operations team to make sure that whatever we're involved in is a world class event," says Haber

Thinking world class has been the cornerstone of Worldsport's business approach ever since they launched the company with the World Cup of Golf to South Africa in 1996.

"As is the case with many of our events, it was a collaboration between South African business and international partners," adds Haber.

Worldsport grew from here and they have since turned the key on a fleet of impressive events, as well as turned around several others, including the Knysna Oyster Festival (now the Pick 'n Pay Knysna Oyster Festival), the Berg River Canoe Marathon, the J&B Met and the Vodacom Durban July.

"The Knysna Oyster Festival, for example, has been a very interesting project. Together with Knysna Tourism we turned around what was ostensibly a running and cycle race into a full blown festival with Pick 'n Pay as the major sponsor."

The festival has been going for 25 years, but in the past 5 years, since Worldsport took it on, it has transformed into a major crowd puller on the South African festival calendar.

"We now have 80 partner events at the festival, including cooking expos, extreme sports, children's fairs and community events," says Haber.

As for the legendary Durban July, Worldsport got involved with Gold Circle Racing when Rothmans withdrew as the sponsor in 2001. "With Gold Circle and Vodacom as the sponsor, we've grown it back up to levels far exceeding what it was with Rothmans, plus we promote tourism to the region around the event, in collaboration with our Zulu Kingdom partners."

Strong, long-term partnerships and relationships are central to Worldsport's ongoing success. SEESA's relationship with Worldsport is helping to guide them to the next level.

"We joined SEESA about a year-and-a-half ago after mandating our Financial Director to find a solution to our BBBEE compliance needs. We wanted a highly professional approach that would enhance our structure and direction," Haber explains.



"SEESA has been a great experience and a smooth experience that has made a significant difference to our business. As a South African company we are committed to long-term growth in South Africa and this necessarily includes well-managed BBBEE transformation. With SEESA we now have an extended vision of where we would like to take Worldsport over the next five years and beyond."

SEESA AND BBBEE

SEESA's Managing Director, Marius Vosloo and Paul Rothman, was recently interviewed by Dawie Roodt on Kyknet's Ontbytsake. He addressed questions frequently asked about BEE and BBBEE.

Question: First we had BEE, now we have BBBEE. What's the difference?

Answer: BEE was initially a narrow-based approach where compliance was measured on one component alone and that was ownership. It evolved into BBBEE, which is good news for the business owner, because it gives you seven compliance components, such as skills development, BEE procurement process, social investment and ownership structure. Each component carries a certain percentage towards compliance.

Question: What does SEESA do to help people become compliant?

Answer: As a legal consultancy we specialise in guiding businesses towards BBBEE compliance and the best possible scorecard. SEESA works out a BBBEE plan for your business and assesses which components your business can work on to get your scorecard up to at least a Level Four contributor or 65%, which is really the 'pass rate' for compliance. The best rating possible is a Level 1 contributor, which is 135% compliance.



BEE Skills labour



www.seesanam.com
Namibia, Windhoek: (00264) 61 309 260



www.seesauk.com
UK, National Tel: + 44 (0) 845 644 3996

Question: Why should I as a business owner become compliant? Am I forced by law?

Answer: Compliance is still a voluntary process but there is a penalty element, and that is that you will be excluded from the procurement process and shut out of the business chain. Why? Because all businesses can achieve 20-25% on their scorecard by dealing with BEE-compliant suppliers. So why would they deal with you and get no points when they can deal with some other business and get plenty of points?

The positive side of compliance - as many of our clients can confirm - is that their businesses have grown considerably since we started helping them become compliant, because they can now get all sorts of new contracts they didn't qualify for before.

Also, don't be afraid of what your scorecard might or might not be right now because our business is to help you get your rating up in the best possible way for your size and type of business. Our service is highly affordable and it will make a huge, positive difference to your business.

Contact us and we will come to your premises to explain all.

SEESA BRINGS OUT THE BEST IN BEE

From micro-enterprises to businesses with a turnover of R35-million-plus, SEESA is currently assisting over 4 000 clients to transform into thriving BBBEE-compliant concerns.

Clients pay a once-off joining fee and a highly affordable monthly retainer to secure SEESA's comprehensive support.



For more information contact SEESA
Pretoria: (012) 810 2000 | Cape Town: (021) 910 9400
National number: 086 117 3372 | Visit our website: www.seesa.co.za