

independent customer experience research company, N'Lighten. We recognise that this feedback is vital to our continued success and is used to actively address any shortfalls identified, as well as reaffirm what is being done right. Thank you for taking the time to ensure our performance today can only get better tomorrow.

## Uplifting communities and changing lives

The CTICC supports the City of Cape Town's strategic focus to be an inclusive, caring and opportunity city. Our commitment extends beyond financial support of deserving causes to creating opportunities for our staff to experience the immense personal growth that comes from volunteering their time and talents in the service of others.

In the past financial year, we contributed R1.6m to Corporate Social Responsibility (CSR) activities. A significant portion of this funding is invested in our local community partners, namely Abalimi Bezekhaya, Foundation for Alcohol Related Research (FARR), Ikhaya Le Themba, Journey of Enrichment, and Mothers Unite.

In addition to our community partners, we also support a number of other charities and non-governmental organisations (NGOs) working with the elderly, our youth and those at risk, including Jireh Community Projects, Neighbourhood Old Age Homes (NOAH), Haven Night Shelter, the National Institute for Crime Prevention and Reintegration of Offenders (NICRO) and schools, such as Zeekoevlei High School in Lotus River.

## Ensuring a sustainable future

Our commitment to environmental sustainability is well known. The Nurture Our World (NOW) team, which is composed of representatives from across the company, continued their excellent work of informing, driving and monitoring our sustainability initiatives. A key focus for the year remained minimising our water and energy usage as much as possible: the drought may be receding but the risk remains.

One of the highlights for the year was the commissioning of our reverse osmosis plant, which has already proved to be a highly effective water-saving intervention. The plant produces 200 000 litres of purified and fully potable water in a 24-hour cycle and is able to supply sufficient water to meet all of our needs. Importantly, we can now host events without placing any burden on the municipal water supply.

In this report, we also illustrate the importance of partnering with our clients to divert waste from landfill to benefit our environment and our local communities. In our case study on the 2019 Investing in African Mining Indaba, we provide insights into how, by collaborating with the event organisers, the ITE Group, we were able to successfully donate all event wood to our partners, the Orion Organisation and Cabrico Genuine Clay Face Brick and Pavers, as well as pass on waste fabric to Sealand Gear. See pages 116 to 118 for the full story.

## Shaping tomorrow, today

Looking to the future, the Fourth Industrial Revolution is upon us, and we need to keep ahead of technological developments to maintain our status as a state-of-the-art events destination. Some of the ways we

are doing this are through the automation of CTICC 1, our tap-in-tap-out system, cashless cards, the continuous upgrades to our WiFi, and of course, our new website, which integrates e-commerce and digitises some of the supply chain elements, including RFQ submissions.

Over the next five years, we are also planning to become more independent energy-wise by harnessing more solar energy and installing heat pumps: this will future-proof our energy usage. We will also strive to improve on our own waste diversion from landfill rates, seeking to better our already impressive 2018/19 rate of 86%.

## A heartfelt thank you

In this my last review as CEO, I would like to take the opportunity to thank a number of people who have made my time at the CTICC so rewarding.

Firstly, to the incredible executive team, Robert Hatton-Jones, Tracy Mkhize, Craig Barrington and Wayne De Wet. Thank you for your support, guidance and, most importantly, your great sense of humour.

To the MANCO, Leadership and CTICC staff who continue to go beyond the call of duty to ensure the delivery of exceptional experiences for our clients, you are, and will remain, the heart and soul of the CTICC. There is no doubt that our excellent results are due to your unwavering passion and commitment, not only to the centre but also to the broader Cape Town community. You always make sure we are not just on top of our game, but way ahead of it.

To our Board (past and present) and shareholders, thank you for your support and direction over the past five years. Your guidance has been paramount to my own and the centre's success, and I am incredibly appreciative of every opportunity you have afforded me.

To our suppliers, whose efforts contribute immeasurably to our success story, we are forever grateful to you for working with us to deliver and exceed our clients' expectations.

To our clients, we thank you for choosing us. We know that you have choices, and we thank you for trusting us to successfully host your events. None of our achievements would have been possible without your steadfast support.

Here's to many more years of building this outstanding business and creating an inspiring legacy for our beloved City of Cape Town, the Western Cape Province and South Africa.

**Julie-May Ellingson**  
Chief Executive Officer

# ABOUT THE CTICC



# ALWAYS FACING FORWARD

An iconic building on the Cape Town Foreshore, the CTICC is designed to host international and local conferences, exhibitions and trade shows and, in the process, create jobs and drive the local economy – now and into the future.

Our complex consists of two buildings, CTICC 1 and CTICC 2, which are connected by a Skybridge. We offer a world-class venue for conferences, exhibitions, trade fairs, banquets, concerts, film shoots and stage productions. Additionally, we have large auditoria and exhibition halls, as well as state-of-the-art private boardrooms and cafés.

The centre is ideally located in the central business district of Cape Town and is a 20-minute drive from Cape Town International Airport. It is close to a number of MyCiti bus stops, which offer efficient and safe public transport to both locals and visitors. Additionally, the conference centre is surrounded by a myriad of hotel options, countless restaurants and the internationally acclaimed V&A Waterfront, all within walking distance.

## OUR PURPOSE, MISSION AND VALUES: OUR BUSINESS BLUEPRINT

### Purpose

*“We connect people to create economic opportunities and jobs by attracting events in key economic sectors and exceeding our clients’ expectations.”*

We impact lives through the creation of economic opportunities and jobs by providing a platform for events that connect people. This is achieved by strategically aligning ourselves with the Western Cape Government’s trade and investment areas, which are further augmented by the City of Cape Town’s catalytic sectors.

As a result of this collaboration, the centre has consistently made significant contributions to the Western Cape GGP and the South African GDP, created jobs, influenced the country’s knowledge economy, and grown business and leisure tourism.

At the same time, we have built a reputation that sets the global standard for excellence in conscientious business practices, hospitality and event hosting, both locally and internationally.

### Mission

#### Making our purpose a reality through:

- Maximising economic spin-off and job creation;
- Focusing on innovation and exceeding expectations;
- Service excellence by building capable and quality staff;
- Commitment to triple bottom line sustainability practices.

### Values

#### Our values are founded on:

- **Passion** – we live to go beyond;
- **Integrity** – we are transparent in everything we create;
- **Innovation** – our commitment gives us the edge;
- **Excellence** – we create superior experiences;
- **Gratitude** – we are appreciative of the opportunities provided by the CTICC, the City of Cape Town and the country we live in;
- **Caring** – we care for one another, our clients, our business, our building and our equipment.



**Built a reputation that set the global standard for excellence**