2024 ANNUAL REPORT

SOUTH AFRICAN CHEFS ASSOCIATION
ANNUAL REPORTS FOR THE PERIODS
OF 2023/2024

SOUTH AFRICAN
CHEFS ASSOCIATION
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PRESIDENT'S REPORT

Dear SA Chefs Members

On behalf of the Board of Directors, I am honoured to invite you to the Annual General Meeting (AGM) of the South African Chefs Association, scheduled for Wednesday, 9 October 2024, at the banqueting rooms of the Protea Wanderers Hotel in Johannesburg. The AGM will present the financial statements for the 2022-2023 and 2023-2024 fiscal years, providing a thorough and current overview of our financial status. By covering two consecutive years, we ensure a holistic perspective that aligns with the highest standards of financial reporting

This reporting period has been particularly challenging, shaped by escalating global economic pressures, driven largely by the Russia-Ukraine conflict, and exacerbated by local infrastructure issues such as persistent load shedding and water shortages. These challenges have directly impacted our industry, leading to reduced member engagement and diminished partner confidence, as many reinvested in their businesses to endure these turbulent times.

Despite these significant hurdles, our members' resilience has been remarkable. Chefs across South Africa have continued to support the Association, even as they faced tough economic conditions. Our commitment to addressing socio-economic issues such as crime, gender-based violence, unemployment, and inequality remains a core value. Through events and initiatives, we continue to strive towards positive social responsibility.

Year In Review

Throughout 2022 and 2023, we actively participated in various events aimed at advancing culinary arts and promoting professional development. Key highlights include the successful Hostex show at the Sandton Convention Centre in 2022 and several INFOChef events in 2023 and 2024. These platforms allowed culinary professionals to exchange knowledge and ideas.
Despite not fielding a team for the 2024 Culinary Olympics in Stuttgart, our participation in the Worldchefs Global Competition in Abu Dhabi showcased South African talent on the international stage.

We also welcomed Thandeka Feliti as our new Operations Manager, and made a pivotal change in our auditing partner, transitioning from CTF Carlisle Tax & Financial Services to PKF Octagon Inc. This decision, approved by our members at the 2022 AGM, reflects our unwavering commitment to transparency and sound governance.

“We have actively participated in various events aimed at advancing culinary arts and promoting professional development.”

Membership and Financial Overview

Our membership experienced both growth and stabilization. In 2023, we witnessed a robust increase, with membership growing from 9,102 to 12,147. However, a slight decline in 2024 to 11,660 signals the onset of stabilization. Moving forward, our focus will be on retaining our dedicated members while continuing to attract new ones by providing enhanced value.

Financially, the 2023 fiscal year presented its own set of challenges. We experienced a 24% decrease in revenue and a 70% rise in operational expenses due to strategic investments and necessary write-offs. However, 2024 marked a substantial recovery with a 120% increase in revenue and a 15% reduction in expenses. Our financial position remains strong, ensuring both short-term stability and long-term sustainability.

Governance and Future Focus

The Board remains steadfast in upholding the principles of good governance as outlined in the King IV Report. Our focus is on enhancing member engagement, fostering entrepreneurship, especially among youth and women, and addressing pressing socio-economic challenges through targeted initiatives, such as the upcoming Chefs Men conference. By forging strategic partnerships, we aim to reinforce our standing and expand our reach.

Acknowledgements

In closing, I extend my deepest gratitude to all our stakeholders for their continued support. I also want to acknowledge the dedication of the Board and the SA Chefs employees, whose tireless work has been instrumental in navigating this period with resilience and optimism. Together, we will continue to build upon our successes and strive for excellence.

Thank you.

JAMES KHOSA

President, SA Chefs

SA CHEFS BOARD OF DIRECTORS REPORT

On behalf of the SA Chefs Board of Directors, we are pleased to present the annual report for the year ended 2024. It has been a dynamic and productive period for SA Chefs as we continue to champion the culinary profession across South Africa. Our focus on training, development, and advocacy for chefs in all sectors has positioned us to enhance the growth of the culinary industry and contribute to the socio-economic goals of the country.

The board remains committed to maintaining high standards of corporate governance in line with the principles of integrity, accountability, and transparency. During the financial year, the board met monthly to discuss strategic issues and monitor the performance of the organization. In line with our governance framework, key policies and processes were reviewed and strengthened to ensure perfect compliance.

Despite the challenges posed by the ongoing economic environment, SA Chefs has maintained a stable financial position. Our prudent financial management has allowed us to invest in key areas such as skills development, member services, and community outreach. Detailed financial statements are provided in the Financial Report section of this annual report.

The board acknowledges the challenges faced by the hospitality and culinary sectors, particularly in the wake of the global pandemic and its impact on business operations. Nonetheless, we view these challenges as opportunities to innovate and adapt. The board is exploring new revenue streams, digital training platforms, and enhanced member benefits to ensure that SA Chefs continues to thrive in the evolving culinary landscape.

As we move into the next financial year, the board is focused on driving sustainable growth, enhancing member engagement, and strengthening SA Chefs' role as a leader in the culinary profession. We will continue to prioritize the development of young chefs, promote diversity and inclusion in the industry, and expand our outreach efforts to underserved communities.

On behalf of the board, we extend our gratitude to the management team, staff, and members of SA Chefs for their dedication and hard work throughout the year. We also wish to thank our partners, sponsors, and stakeholders for their continued support.

We look forward to another year of growth and collaboration.

Sincerely
SA Chefs Board of Directors

ABOUT SA CHEFS ASSOCIATION

SA Chefs is a non-profit industry body, founded more than 50 years ago, that represents the interests of chefs, cooks and caterers at all levels, with a focus on skills development, the celebration of culinary professionals and transforming the industry.
SA Chefs aims to have a significant impact on the careers of the chefs with whom we share the knowledge that our members have acquired through international food promotions, competitions, workshops, educational conferences and various other learning experiences. To date we have over 12 500 members that include catering and hotel company directors, restaurateurs, chefs, cooks, culinary educators, apprentices and trainees; who can be found in every type of catering field.

Vision

To reflect South Africa's culinary diversity, promoting the art and science of cookery in South Africa.

Mission

To set and maintain the highest level of culinary excellence, food standards, and professionalism throughout South Africa's hospitality industry.

Values

- Integrity and honesty
- Trust and respect
- Open communication
- Fairness and equality
- Loyalty and commitment
- Reliability and supportiveness
- Development of skills through education Innovation and transparency
- Equal opportunity for all members

BOARD OF DIRECTORS 2024

President
Chef James Khoza

Chair – Transformation Task Force
Member – Finance Committee
Member – Partnerships Task Force
Advisor – Membership Engagement Task Force
Advisor – Youth Advisory Task Force

Vice President
Chef Coovashan Pillay

Chair – Finance Committee
Chair – Partnerships Task Force
Member – Communication Task Force
Advisor – Regional Committees

Chef Andile Somdaka

Member – Regional Committees
Member – Membership Engagement Task Force
Member – Youth Advisory Task Force
Member – Youth Advisory Task Force

Chef Candice Adams

Chair – Communication Task Force
Chair – Youth Advisory Task Force
Member – Education Committee
Member – Designations Task Force
Member – Competitions Committee
Advisor – Women in Culinary

Chef Mahlomola Thamae

Member – Regional Committees
Member – Competitions Committee

Chef Oliver Reddy

Chair– Membership Engagement Task Force
Member – Transformation Task Force

Chef Sizwe Cebekhulu

Chair- Communications Task Force
Member – Membership Engagement Task Force
Member – Transformation Task Force
Member – Youth Advisory Task Force

Chef Thomas Hurter

Chair – Education Committee
Chair – Designations Task Force
Member – Communication Task Force
Member – Youth Advisory Task Force

Chef Warren Frantz

Chair – Regional Committees
Member – Competitions Committee

Chef Gregory Henderson
Co Opted Director

Chair – Competitions Committee

REPORTS

HUMAN RESOURCE REPORT

Reporting Period: 1 March 2023 – 31 July 2024

The Human Resource (HR) Report for the period from 1 March 2023 to 31 July 2024 provides an in-depth analysis of the workforce structure, equity, and movements within the SA Chefs. This section highlights key metrics related to staff composition, employment equity, and age distribution, offering insights into how the organization has managed its human resources during a period of both challenge and growth.

The report also delves into staff movements, including terminations, new appointments, and promotions, as well as remuneration matters such as salary adjustments and bonuses. It concludes with a review of HR-related decisions, including the activities of the Remuneration Committee, and a summary of general matters such as staff policies, labour issues, and training initiatives.

As of 31 July 2024, the South African Chefs Association (SA Chefs) operates with a core staff of six, distributed across departments as follows:

Department	Headcount
Operations	1
Memberships	1
Projects	1
Finance	1
Professional Body	1
Social Media	1
Total Staff	**6**

Employment Equity

The staff composition as of the reporting date is as follows:

Gender	Afican	Indian	Coloured	White	Total
Male	2	0	0	1	3
Female	2	0	0	1	3
Total	**4**	**0**	**0**	**2**	**6**

Age Breakdown

The team is diverse in terms of experience and age, with the following distribution:

Age Group	Headcount
30+	1
31-40	2
41-50	3
50+	0
Total	**6**

Staff Movements (1 March 2023 – 31 July 2024)

- Terminations:
  - End of Contract: 7 (including interns)
  - Resignations: 1
  - Total: 8
- Engagements/Appointments:
  - Permanent Appointment: 1 (Junior Social Media Coordinator)
  - Fixed-term Contracts: 3 (CAP Facilitators)
  - Total: 4
- Promotions: None during this period.

Details of Staff Movements

- Two interns under the YES program completed their contracts, which ended as planned.
- The Youth@Work program appointed five interns, with two stationed at the Auckland Park office and three at CWC. One resigned, and the other two completed their contracts by 2024.
- Jason Pitout, initially hired on a fixed-term contract as Financial Controller, transitioned to a permanent role in April 2024 without a service break.
- Three CAP Facilitators were appointed for 2024 projects, with contracts ending upon project completion.

Remuneration

- Salary Adjustments: Increases were implemented on 1 March 2023. No further adjustments were made as of 31 July 2024.
- Bonuses: None were issued during this period.
- Leave Liability (as of 31 July 2024):

Department	Leave Days
Operations	9.88
Membership	23.25
Projects	13.25
Finance	23.25
Professional Body	8.96
Social Media	2.5

Remuneration Committee

- 2023 Committee (until October):
  - Alister Esau (Chairman)
  - Linah Maruping (Director)
  - Coo Pillay (Director)
  - Thandeka Feliti (Operations Manager)
  - Lynn Yazbek (External Consultant)

- 2024 Committee (from November):
  - Coo Pillay (Chairman)
  - Thandeka Feliti (Operations Manager)
  - Oliver Reddy (Director)
  - Tommie Hurter (Director)
  - Lynn Yazbek (External Consultant)

General Matters

- No labour disputes occurred during the reporting period.
- New earnings threshold amendments were noted, effective 1 March 2023.
- UIF and maternity leave policy amendments were implemented on 1 July 2024.
- Staff policies were updated to align with these changes.
- A CCTV system was installed despite initial resistance; all POPIA protocols were followed.
- Training for competition judges was completed by E. Gericke. First Aid and Firefighting training remain pending.

MEMBERSHIP REPORT

MEMBERSHIP REPORT

Reporting Period: 2019 – 2023

Introduction

Over the past three years, SA Chefs has experienced significant growth and developed strategic initiatives to enhance membership value and expand its professional network. Despite challenges such as the global pandemic and economic constraints, the association has continued to strengthen and increase its membership base, highlighting the resilience and appeal of SA Chefs.

Membership Growth

- 2019: Achieved notable growth in professional membership.
- 2020: Membership remained steady, despite the challenges posed by the COVID-19 pandemic.
- 2021: A 15% increase in new memberships demonstrated a resurgence of engagement and interest in the culinary community.
- 2022: A significant milestone was reached, with SA Chefs surpassing 10,000 members, solidifying its position as a leading culinary association.
- 2023: While the growth rate moderated, the association continued to focus on retaining committed members and attracting new members through innovative initiatives.

Key Challenges

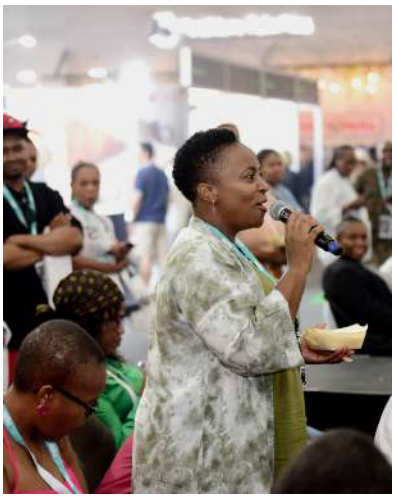
The period from 2019 to 2022 brought with it several challenges, including:

- 2019: Difficulty in retaining junior members after the expiration of their two-year membership.
- 2020: Pandemic-related restrictions severely impacted events and in-person gatherings, leading to reduced engagement.
- 2021: Virtual events, while innovative, struggled to replicate the engagement of in-person gatherings.
- 2022: Economic pressures and uncertainty led to financial strain on members, impacting membership renewals.

Events (2019-2022)

In response to these challenges, SA Chefs continued to offer value through a range of events:

- 2019: Comprehensive database updates, application process improvements, and a member file clean-up.
- 2020: Hosted a Virtual Chef's Forum in June and offered Online Cooking Classes from July to September.
- 2021: Celebrated its 50th Anniversary in March, hosted a Virtual Good Food & Wine Show in May, and conducted Culinary Masterclasses from August to October.
- 2022: Organized the Info Chef Exhibition in February, SA Chefs National Competition in June, Cape Town Food & Wine Festival in September, and Durban Food Festival in November.
- Objectives set for 2023
- Going forward from 2022, SA Chefs aimed to:
- Develop a robust professional membership category.
- Conduct a meticulous age analysis to prevent large-scale membership write-offs.
- Drive membership growth through innovative initiatives.
- Implement a CRM (Member Management System) to enhance engagement and member experience.



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ECTION

Membership Categories and Benefits

- SA Chefs continues to offer various membership categories to suit different levels of experience and engagement within the culinary community:

Membership Type	Annual Fee
Junior Membership	R165 (for 2 years)
Youth Membership	R165 per year
Professional Membership	R295 per year
Associate Membership	R295 per year
Foreign Visa Membership	R600 (for 2 years)
Corporate Membership	R3750 per year
Training Provider Membership	R3200 per year

Membership Benefits include:

- Access to the World Chefs Association.
- Networking opportunities through SA Chefs platforms and events.
- Job opportunities via our website and social media platforms.
- Participation in culinary competitions.
- Judging accreditation and opportunities.
- Skills training and development at the Centre for Culinary Excellence (CCE).

Membership Summary (2019-2023)

Category	2019	2020	2021	2022	2023
Academy of Chefs	41	45 (+10%)	50 (+11%)	55 (+10%)	60 (+9%)
Associate Member	85	90 (+5.9%)	95 (+5.6%)	100 (+5.3%)	105 (+5%)
Corporate Member	98	105 (+7.1%)	115 (+9.5%)	125 (+8.7%)	135 (+8%)
Fellow Member	69	75 (+8.7%)	80 (+6.7%)	85 (+6.3%)	90 (+5.9%)
Foreign (Visa) Member	187	200 (+7%)	215 (+7.5%)	230 (+7%)	245 (+6.5%)
Honorary Member	29	30 (+3.4%)	35 (+16.7%)	40 (+14.3%)	45 (+12.5%)
Junior Member	5696	5800 (+1.8%)	5900 (+1.7%)	6000 (+1.7%)	6100 (+1.7%)
Professional Member	2192	2250 (+2.6%)	2300 (+2.2%)	2350 (+2%)	2400 (+1.9%)
Training Member	68	70 (+2.9%)	75 (+7.1%)	80 (+6.7%)	85 (+6.3%)
Youth Member	572	580 (+1.4%)	590 (+2.1%)	600 (+1.7%)	610 (+1.7%)
Patron	10	12 (+20%)	15 (+25%)	18 (+20%)	20 (+11.1%)

Regional Breakdown (2019-2023)

Region	2019	2020	2021	2022	2023
Africa/Foreign Visa	60	65 (+8.3%)	70 (+7.1%)	75 (+7.1%)	80 (+6.7%)
Eastern Cape	554	560 (+1.1%)	570 (+2.2%)	580 (+1.8%)	590 (+1.7)
Port Elizabeth	745	750 (+0.7%)	760 (+1.3%)	770 (+1.3%)	780 (+1.3%)
Free State	213	220 (+3.3%)	230 (+4.1%)	240 (+4.3%)	250 (+4.2%)
Gauteng	4055	4100 (+1.1%)	4150 (+1.7%)	4200 (+1.4%)	4250 (+1.2%)
KwaZulu Natal	1396	1400 (+0.3%)	1410 (+0.7%)	1420 (+0.7%)	1430 (+0.7%)
Limpopo	138	140 (+1.4%)	145 (+3.6%)	150 (+3.4%)	155 (+3.3%)
Mpumalanga	228	230 (+0.9%)	235 (+2.2%)	240 (+2.1%)	245 (+2.1%)
North West	493	500 (+1.4%)	510 (+2.2%)	520 (+2%)	530 (+1.9%)
Northern Cape	60	65 (+8.3%)	70 (+7.7%)	75 (+7.1%)	80 (+6.7%)
Western Cape	1105	1110 (+0.5%)	1120 (+1.1%)	1130 (+1%)	1140 (+0.9%)

SOCIAL MEDIA REPORT

SOCIAL MEDIA REPORT

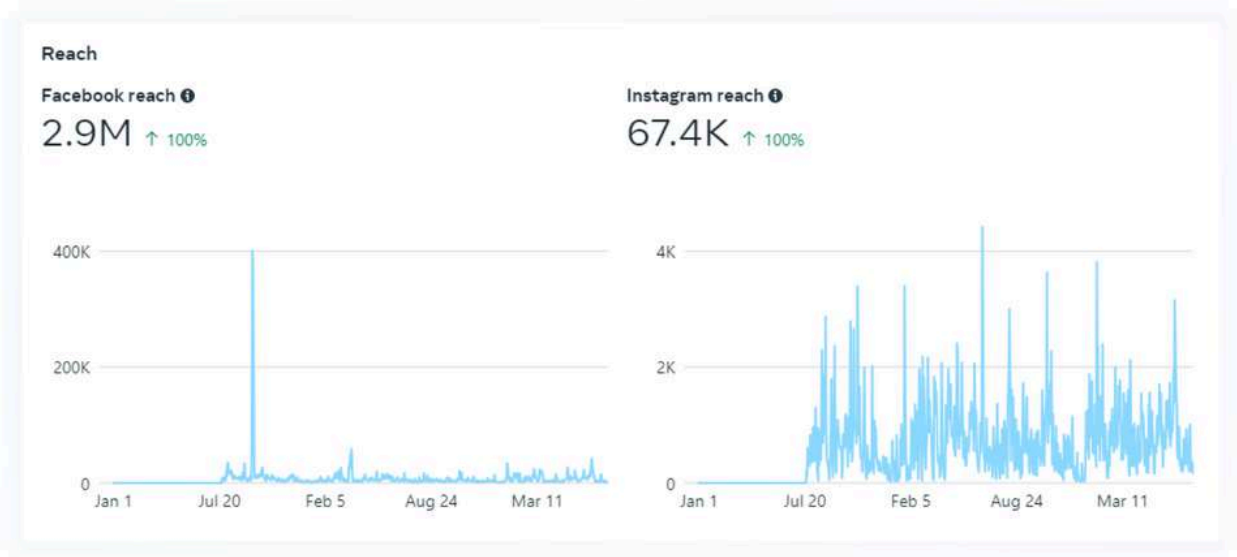
Introduction

This report analyses social media data for SA Chefs. The report considers data on Facebook and Instagram performance, including follower growth, top performing content formats, audience retention and page visits.

Reach

The graph shows the social media reach for both Facebook and Instagram over a set time period.

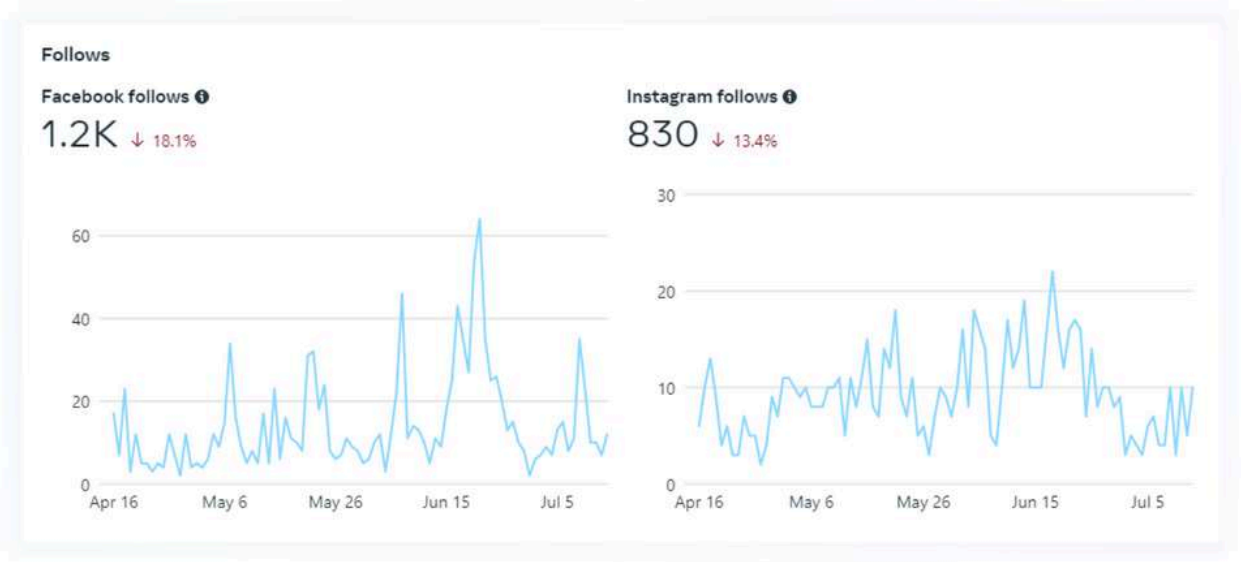
- Facebook Reach: 2.9 million, with a 100% increase since 2022.
- Instagram Reach: 67.4 thousand, also a 100% increase since 2022.
- Facebook has a significantly higher overall reach than Instagram.
- The reach on both platforms appears to be cyclical, with peaks and troughs throughout the time period.



Follower Growth

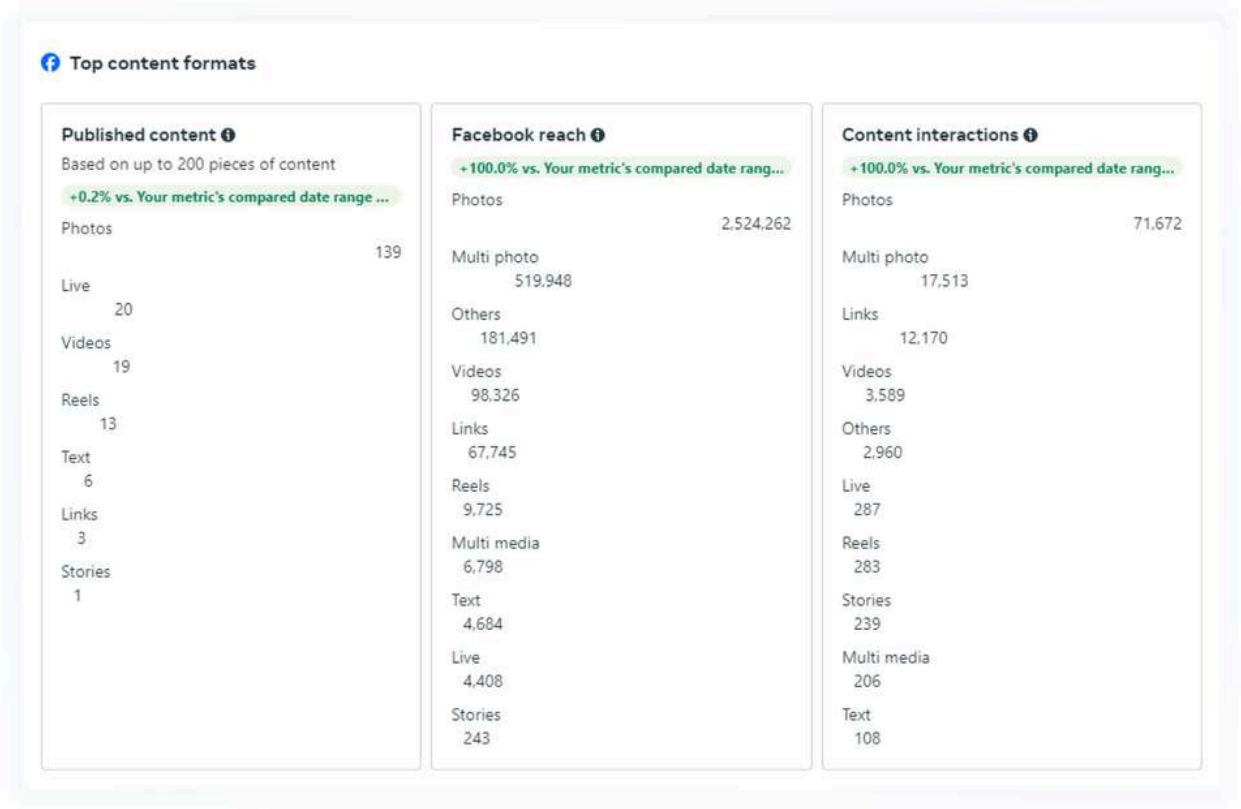
Both platforms have experienced follower growth over the past two months.

- Facebook: 450.3K followers (23.8% growth)
- Instagram: 18.4K followers (47.5% growth).



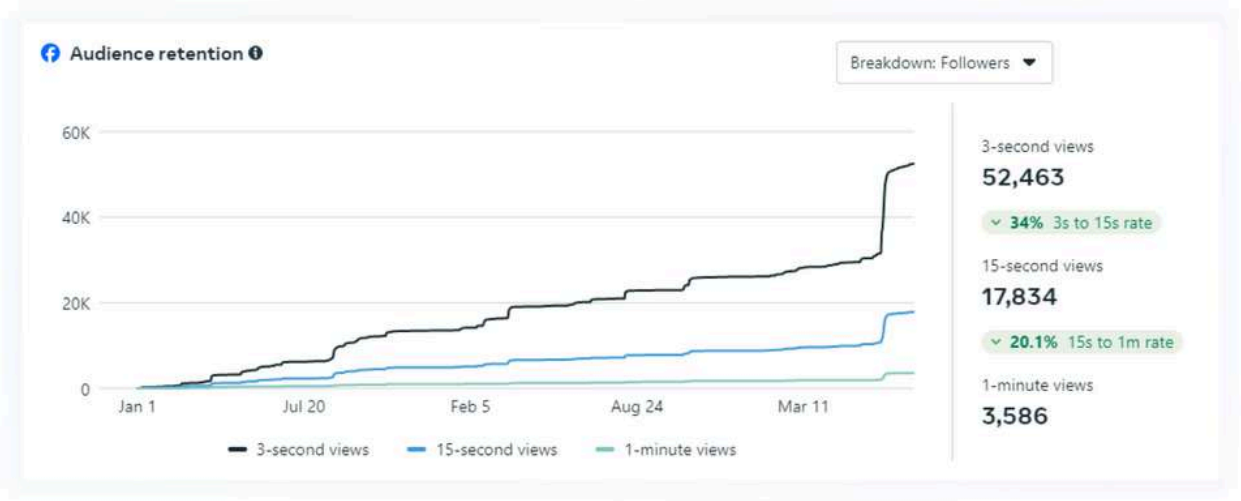
Top Performing Content Formats (Facebook)

- Photos were the most successful content format on Facebook, achieving a 100% increase in reach and engagement compared to the platform's average.
- Live videos outperform other formats other than photos, generating a reach of 519,948 and 17,513 interactions.
- Text posts and links underperform with lower reach and engagement.



Audience Retention (Facebook & Instagram)

- The audience retention graph for Facebook posts shows a significant drop-off in viewers within the first few seconds.
- By the 15-second mark, only 20.1% of viewers remain, and by one minute, the number drops to 10.3%.



Top Performing Content Formats (Facebook)

- Both Facebook and Instagram experienced impressive reach growth. Facebook reach increased by 23.8% to 450.3K, while Instagram saw a surge of 47.5% to 18.4K since April 16th 2023.
- Both platforms gained new followers in 2023. Facebook led with a significantly larger follower base (450.3K), and Instagram showed a promising growth rate of 47.5%.
- Photos were a clear winner on Facebook, achieving a 100% increase in reach and engagement compared to the platform's average. Live videos also performed well, generating a significant reach of 519,948 and 17,513 interactions.

LinkedIn & Twitter Analysis

LinkedIn Audience Breakdown:

- 36.5% Food Service Professionals, followed by other roles like Salespeople and Business Owners.

Twitter:

- 4,559 followers, good engagement potential, particularly for real-time updates and interactions.

Audience Retention (Facebook & Instagram)

1. Increase Follower Engagement: Develop campaigns to convert non-followers to followers on Facebook and Instagram. Offer exclusive content, behind-the-scenes looks, and interactive posts to engage current followers.
2. Leverage LinkedIn for Professional Growth: Create content that caters to the diverse professional roles within our LinkedIn audience. Share industry insights, professional development opportunities, and success stories.
3. Enhance Twitter Interaction: Utilize Twitter for real-time engagement. Host Twitter chats, live-tweet events, and use multimedia content to keep the audience engaged.

Conclusion

SA Chefs has demonstrated significant reach and engagement across multiple social media platforms. By focusing on converting non-followers to followers, leveraging LinkedIn for professional growth, and enhancing Twitter interaction, SA Chefs can continue to grow online presence and support its mission of celebrating and advancing the culinary arts.

PROJECTS REPORT

PROJECTS REPORT

Reporting Period: 2022 – 2023

The year 2022 saw a significant period of growth and development for SA Chefs. The organisation invested considerable time and resources into the conceptualisation and launch of its own Culinary Skills development programmes that were aligned to community and informal businesses development, The Culinary Accelerator Programme and the Master-shisanyama Training Programme were the testament to the dedication of the Board Members and the SA Chefs office team.
The association proudly introduced the SA Chefs Culinary Accelerator Programme and the Master-shisanyama Course Material. These courses were designed to up skill both young and seasoned culinary professionals to communities nationwide. SA Chef's commitment to advancing the culinary arts in South Africa remains unwavering, and is excited to share the highlights of the projects and initiatives from the past year.

Projects

Nestle Youth Culinary Talent (YOCUTA) Programme:
- Graduation: 16 youth in Gauteng
- Graduation Ceremony: 7th July 2022 at SA Chefs Association offices

National Youth Chefs Training Programme:
- Programme put under moratorium in 2020
- 381 City & Guilds pastry beneficiaries with incomplete qualifications
- Close-Out report submitted to address outstanding liability debtors from 2020

SA Chefpreneurs Annual Golf Day (Eagle Canyon Golf Estate):
- Funds Raised: Supported 3 Chefpreneurs with R10,000 each
- Sponsors: Nestle Professional, RCL Foods, Beyers Chocolate, Specialized Group, NDS Chefs Academy, JCPS Chefs School, BCE, City Lodge Group, Soweto Hotel, BRM, WAKANDA

Entrepreneurial Workshops:
- facilitated by Chef Miles Kubheka
- Market Your Food Business: 24th June 2022, facilitated by Itumeleng Lekomanyane

Impact Analysis

Nestle Professional Young Culinary Talent (YOCUTA)	SA Chefpreneurs Golfday	Entrepreneurial workshops
- Culinary Skills Development of 16 youth in Gauteng. -Provided young chefs with the credentials and confidence to pursue careers in the culinary industry.	- Raised funds to support three SA Chefpreneurs with R10,000 each. - The involvement of multiple sponsors underscores a robust support network for the culinary community, promoting collaboration and resource sharing among industry players.	- Food costing, financial management, and marketing, facilitated by industry experts. - Boosting their confidence and competence in running successful food businesses.

Closure remarks for 2022

As we reflect on the achievements of 2022, the association is filled with pride and gratitude for the hard work and dedication of its team, partners, and participants. The success of its Culinary Accelerator Programme and the positive impact of its various initiatives demonstrate the potential of the culinary arts to transform lives and communities.









2023 ANNUAL PROJECT REPORT

2023 ANNUAL PROJECT REPORT

Introduction

In 2023, SA Chef's culinary training programs made significant strides in empowering youth and communities across South Africa. Through various initiatives, the association successfully graduated numerous participants, equipping them with culinary skills and opening doors to new opportunities. The programs spanned several regions and catered to diverse groups.

The decision made by SA Chefs Association to formalize the Culinary Accelerator Programme material as a contribution to Skills Development and further conceptualized the Shisanyama Course material resulted to 75 beneficiaries being trained on these training materials.

Overall Statistics:

- Total Graduates: 77
- Total Trained: 91
- Membership gain: 79
- Programs Conducted: 6

SA Chefs Membership Spinoff

All 91 learners trained in 2023 have been offered membership to the South African Chefs Association (SA Chefs). Unfortunately, 12 from the ETDA Programme had to drop out at the very initial stage of the project. This membership provides them with access to a professional network, resources, and opportunities to further their careers in the culinary industry.

Projects

1.1 Nestle Youth Culinary Talent (YOCUTA) – Graduations

In 2023, the Nestle Professional Young Culinary Talent (YOCUTA) programme saw the graduation of sixteen (16) youth in Gauteng. The graduation ceremony took place at the South African Chefs Association offices on October 13, 2023.

Statistics:

- Graduates: 16
- Location: Gauteng
- Date: October 13, 2023

1.2 B-Loved Culinary Accelerator Programme

The B-Loved Culinary Accelerator Programme celebrated the graduations of five (5) beneficiaries. These individuals received their certificates during a ceremony hosted at the South African Chefs Association office on January 18, 2024.

Statistics:

- Graduates: 5
- Location: South African Chefs Association office
- Date: January 18, 2024

1.3 Anglo Inyosi Coal Community Trust Culinary Accelerator Programme

The Anglo Inyosi Coal Community Trust Culinary Accelerator Programme had twelve (12) beneficiaries graduate and receive their certificates on June 12, 2024. The graduation event was held in Witbank Emalahleni, Mpumalanga.

Statistics:

- Graduates: 12
- Location: Witbank Emalahleni, Mpumalanga
- Date: June 12, 2024

1.4 Kgolo Community Development Trust Culinary Accelerator Programme

Twenty (20) beneficiaries from the Kgolo Community Development Trust graduated and received their certificates on July 24, 2024. This ceremony took place in Kuruman, Northern Cape Province.

Statistics:

- Graduates: 20
- Location: Kuruman, Northern Cape Province
- Date: July 24, 2024

1.5 EDTEA Mastershisanyama Skills Programme

The KwaZulu-Natal Department of Economic Development, Tourism, and Environmental Affairs (EDTEA) trained twenty-four (24) individuals from six establishments selected from four KwaZulu-Natal municipalities. Of these, twelve (12) individuals graduated and received their certificates on May 28, 2024.

Statistics:

- Trained: 24
- Graduates: 12
- Location: KwaZulu-Natal
- Date: May 28, 2024

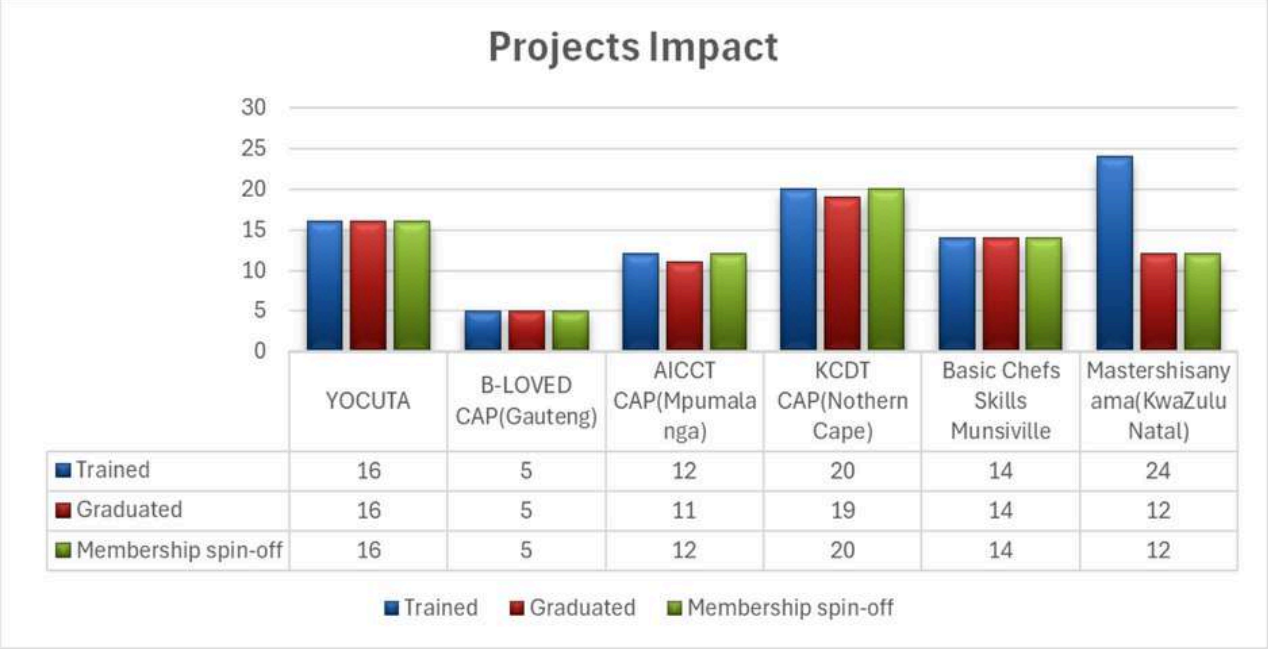
1.6 Gauteng Tourism Authority Munsiville Skills Programme

The Gauteng Tourism Authority, in partnership with Munsiville Tourism and SA Chefs, trained fourteen (14) individuals from Munsiville. The beneficiaries completed their training in November 2023, and all learners received their certificates.

Statistics:

- Trained: 14
- Graduates: 14
- Location: Munsiville
- Date: November 2023

Impact



Purpose:

- Increased employability of graduates in the culinary and tourism sectors.
- Potential to attract tourists to Munsiville through improved culinary offerings.
- Empowerment of local individuals, contributing to overall community development and pride.

Overall Impact:

- **Total Graduates:** 77 individuals across various programmes.
- **Geographic Spread:** Programmes were spread across multiple provinces, ensuring a wide-reaching impact on South Africa's culinary and hospitality sectors.
- **Economic Diversification:** Training initiatives contributed to economic diversification, especially in regions traditionally reliant on specific industries such as mining.
- **Community Development:** Each programme contributed to community upliftment, economic development, and cultural preservation.
- Employment Opportunities: Graduates from these programmes were likely to find employment or start their own culinary businesses, contributing to the local and national economy.

Report Closure for 2023

Upon reflection on the successes of 2023, the association is filled with pride and optimism for the future. The graduation of 77 individuals and the training of 91 participants signify more than just numbers; they represent lives transformed and opportunities created.

SA Chefs extends its deepest gratitude to its partners, stakeholders, and participants who contributed to the success of these programs. Their dedication and support have been instrumental in achieving its goals.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EDUCATION & SKILLS DEVELOPMENT

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Professional Body Recognition:

In 2022, SA Chefs achieved re-recognition as a SAQA-recognized professional body for the third time, with this recognition extending until 2027. This re-recognition is a testament to the Association's ongoing compliance with the Policy and Criteria for the Recognition of a Professional Body and the Registration of Professional Designations.

In August 2023, SAQA requested a monitoring submission, which was diligently prepared and submitted in January 2024. The policies governing the professional body were revised in 2023 to align with the latest SAQA requirements, ensuring that SA Chefs remains at the forefront of industry standards.

Designations and RPL (Recognition of Prior Learning):
SA Chefs has played a pivotal role in the Tourism Sector Human Resources Development Strategy (TSHRD), engaging with the Department of Tourism to streamline the RPL pilot project.

RPL Outcomes (2022):
The pilot project, launched in 2021, culminated in the designation of 14 new chefs in 2022. The graduation ceremony, held at the City Lodge Waterfall, was attended by key figures from the Department of Tourism, SA Chefs leadership, and the City Lodge Hotel Group. Designations awarded included 13 new Cooks and 1 Chef de Partie.

Board Member Designations (2023):
In 2023, SA Chefs initiated a strategic drive to designate board members and committee chairs as part of its ongoing professionalization efforts. The designated members include:

- Chef James Khoza
- Chef Candice Adams
- Chef Coovashan Pillay
- Chef Tommie Hurter

The Association aims to continue this initiative by designating the remaining board members, all SA Chefs judges, and regional committee chairs by the end of 2024.

Skills Development Provider Engagement

Cape Town Provider Engagement Tour (March 2022):
The SA Chefs Education Committee, in collaboration with Prue Leith and the Cape Peninsula University of Technology (CPUT), conducted a successful engagement tour in Cape Town.

Objectives:

The primary objectives of the tour were to engage with Technical and Vocational Education and Training (TVET) colleges, provide them with updates on the occupational qualifications framework, and clarify the requirements for the Chef Trade Test.

The Education Committee aimed to build strong relationships with these institutions to ensure alignment with industry standards and to support the delivery of quality education to aspiring chefs.

Key Outcomes:

- The tour was well-received, with significant interest from TVETs in understanding the pathways to professional recognition and the role of SA Chefs in supporting their students' career progression.
- Several TVETs have expressed interest in establishing closer ties with SA Chefs, including potential collaborations on curriculum development and student support initiatives.

EduChat and Ongoing Provider Engagements (2022-2023):
EduChat sessions were organized as an ongoing platform for training providers to engage with SA Chefs, discuss challenges, and share best practices. These sessions have been instrumental in maintaining open communication channels and ensuring that training providers are up to date with the latest industry developments.

Strategic Provider Engagements:
Beyond EduChat, the Education Department scheduled targeted engagements with key training providers throughout 2022 and 2023. These engagements focused on critical issues such as curriculum alignment, quality assurance, and the professional development of educators.

Publication Contributions

SA Chef Magazine Contributions:
The Education Department made regular contributions to the SA Chef Magazine, using this platform to inform and educate the wider culinary community on important topics.

Articles emphasized the importance of professional recognition, the value of SAQA designations, and the role of RPL in formalizing the skills of chefs who may not have followed traditional educational pathways.

Mentorship:
The department highlighted the significance of mentorship in the culinary arts, showcasing successful mentor-mentee relationships and providing guidance on how to establish effective mentorship programs within kitchens and training environments.

A special focus was placed on promoting the use of indigenous ingredients in South African cuisine. The articles explored the cultural significance of these ingredients, their potential for innovation in modern culinary practices, and the benefits of sourcing locally.

Other Key Activities:
Competitions and Regulatory Engagements:
SA Chefs was actively involved in organizing and supporting culinary competitions, which served as a platform for identifying and nurturing talent. These competitions also provided opportunities for young chefs to gain recognition and advance their careers.

The Education Department also engaged with regulatory bodies to ensure that the culinary industry's needs are considered in national policy discussions. This included participating in committees and working groups focused on skills development, education standards, and industry regulations.

Culinary Accelerator Program (CAP):
Launched as part of the Association's youth and SMME empowerment strategy, CAP aimed to fast-track the development of young chefs and small businesses in the culinary sector. The program provided participants with access to mentorship, industry insights, and opportunities to showcase their talents.

Collaborations with Educational Institutions

Partnerships:
SA Chefs strengthened its partnerships with educational institutions across South Africa. These collaborations focused on curriculum development, student support, and research initiatives aimed at advancing the culinary arts.

The Association also provided guest lectures, workshops, and industry insights to students, helping to bridge the gap between education and industry practice.

Industry Committees:
SA Chefs representatives continued to play an active role in industry committees, contributing to discussions on standards, qualifications, and the future of culinary education in South Africa.

REGIONAL OVERVIEW

REGIONAL OVERVIEW

Free State Committee Annual Report 2024

Committee Members:
Deon Pastor, Janice Solomons, Michele Fourie, Sumari Rauch, Ishmael Khoalera, Patso Nikolov, Kamo Sithole

Introduction

The Free State Committee's guiding principle for 2024 was to "have fun and enjoy cooking." The committee aimed to integrate this spirit into every event that is organized, as well as in its interactions with chefs who may not have typically been involved with SA Chefs. By attending their establishments and informing them about the committee's mission, the committee successfully expanded its network.

Despite 2024 being a busy year for Bloemfontein and the Free State region, the committee made notable strides in raising awareness about SA Chefs. The committee availed itself to mentor and engage with junior chefs, which led to several inquiries from chefs looking to join the committee, strengthening the future and sustainability of SA Chefs in the region.

The committee was also self-sufficient in hosting Info Chef 2024. The feedback from sponsors was overwhelmingly positive, and the committee was able to secure a major sponsor for Info Chef 2025.

At the start of the year, the committee outlined several goals:
- Cupcakes for Cancer
- 3 x Chefs Tables
- Local Competition
- Info Chef
- Charity Event
- Each committee member to recruit a second chef to assist with their portfolio
- International Chefs Day

While the committee faced challenges in fulfilling all its objectives due to work commitments, it achieved significant successes in the following events:

1. Info Chef 2024:
This event was a resounding success, with great feedback from all participants. Two of the partners expressed their satisfaction with the event and were eager to support Info Chef 2025.

2. Chefs Table 2024:
The committee combined this event with Info Chef 2024, and it was a sell-out success. Both guests and chefs thoroughly enjoyed the experience.

3. Business Breakfast:
At the request of Chef Size, the committee hosted a business breakfast that was well-received by attendees. The hope is to make this an annual event.

Challenges:

Several committee members have been considering stepping down due to various personal reasons. Unfortunately, recruiting new committee members has been challenging, as many chefs expect compensation for their time, while only a few affluent chefs have shown willingness to volunteer. This creates an imbalance in the cultural representation within the committee.

There is also a growing concern that smaller provinces like the Free State are being excluded from major events and receiving insufficient support, such as when requesting promotional materials for expos or career days. This has contributed to a negative perception of SA Chefs among some committee members.

Looking ahead, the committee has already secured dates for Info Chef 2025 (April 10-11, 2025) and confirmed a sponsor. Due to high demand, the committee plans to increase attendance at the Chefs Table event from 100 to 150 guests. Many suppliers who were involved in 2024 are eager to increase their participation in 2025.

Committee goals for 2025 include:

- Hosting a local competition involving colleges, schools, and chefs, with finals taking place at Info Chef 2025.
- Organizing seminars where established chefs can share their experiences with up-and-coming talent.
- Holding “Ready Steady Cook” events at local markets to promote the profession, using a mobile cooking station created by one of the members of the committee. A major supplier is also looking into developing another station for the committee to use.
- Planning a charity event, with proceeds sustaining a chosen charity for the entire year.

The committee is excited for the opportunities that 2025 holds and remain committed to growing SA Chefs' presence in the Free State while fostering talent and innovation within the Free State culinary community.

Gauteng Committee Annual Report for 2022-2023

The Gauteng Committee has had a productive and impactful two years, working diligently to uplift the culinary community through a range of initiatives. The committee shall provide a summary of the events and collaborations that took place during 2022 and 2023, all aimed at supporting students, industry professionals, and local communities.

Key Events and Collaborations

1. Info Chef 2022 and Info Chef 2023:
Hosted at the head office, this informative event catered to students and industry professionals. The event provided valuable insights into industry qualifications, current supplier products, and trends in the culinary world.

Info Chef 2023: Held at the Indaba Hotel, this edition continued to educate attendees, with a focus on the latest developments in the culinary industry. Participants benefited from networking opportunities and exposure to industry experts.

2. Heritage Chefs Table:
In collaboration with Chef Andile, the Heritage Chefs Table was an exclusive event that celebrated local and traditional South African cuisine. The event focused on showcasing how indigenous ingredients can be modernized and adapted for both family-style and elevated fine dining experiences.

3. Mandela Day Collaboration with Southern Sun (2022 & 2023):
The committee partnered with Southern Sun in 2022 and 2023 to support Ratang Bana, a community center in Alexandra that cares for and feeds 1000-2000 children daily. On Mandela Day, the committee provided hot meals to the children in collaboration with the Culinary Wellness Council (CWC) initiative. Ratang Bana also taught children how to grow vegetables and become self-sustaining, making this collaboration an essential contribution to the community's well-being.

4. December Christmas Lunch for the Alexandra Kidz Clinic (2022 & 2023):
The Alexandra Kidz Clinic provides support for children and women affected by domestic abuse, offering shelter, guidance, and food. The committee organized a Christmas lunch for the children at the clinic in both 2022 and 2023. The proceeds raised by the committee throughout the year were used to provide not only a festive meal but also gifts for the children, bringing joy during the holiday season.

5. Culinary Campus Visits:
The Gauteng Committee conducted campus visits at various culinary institutions, including the International Hotel School (IHS) and Capsicum Culinary Studio in 2022 and 2023. These visits involved introducing students to the committee and providing them with insights into the culinary industry.

Plans are already in place to expand these visits to other campuses in 2024, as part of the ongoing mission to support and engage the next generation of culinary professionals.

Conclusion:
The Gauteng Committee has made a tangible difference in the lives of students, professionals, and local communities through its initiatives over the past two years. The committee looks forward to continuing this important work in 2025, with plans to further expand its outreach and impact in the culinary world.

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