

Opportunities in hospitality through FEDHASA Cape membership

South Africa's hospitality industry is poised for strong growth in the next five years. According to a report issued by PricewaterhouseCoopers in June 2013, this growth will be driven by a vast increase in inbound travellers into the African continent.

In the midst of a stagnating economic climate, the onus is on members of the hospitality industry to be cognisant of this positive prediction and to take every opportunity to make it a reality for their establishment.

Key ways to do this are to stay informed of developments and updates within the industry, maintain a strong network of industry peers, and to take advantage of special offers within the sector that will put your establishment in a stronger financial position.

A FEDHASA (The Federated Hospitality Association of Southern Africa) Cape membership is a means to accomplish all three.

Michele de Witt, chair of FEDHASA's Western and Northern Cape division ('FEDHASA Cape'), urges those in the hospitality industry to use the association as a touchstone for knowledge, networking and unique benefits in this period where establishments are gearing for growth.

She says: "With FEDHASA's new credit card discounts and workplace banking from Absa, there has never been a better (or more pertinent) time to be a member of the representative body for the South African Hospitality Industry."

As FEDHASA's financial partner, Absa has announced special merchant rates for FEDHASA members only. Members only pay 2% commission on credit card business (irrespective of monthly turnover), and 1% commission on debit cards (both excluding VAT and including a minimum monthly service fee of R375.00). The special rates also include reduced monthly terminal rentals.

If you do not bank with Absa you can still benefit from being a FEDHASA Cape member as there will be no transfer costs from an Absa EFT POS terminal to your bank account.

Other benefits

These special rates are one of many benefits of a FEDHASA Cape membership. Other benefits include: a 25% discount on commercial SABC TV licences, preferential rates at Ultra Liquors, a Checkers Corporate Benefit Card and related

discounts, and free member listings on Dining-Out/Sleeping-Out. Members also receive selected member-to-member discounts from other industry supplier members, some of which are extended exclusively.

In addition, members have access to specialised, industry-related advice and assistance, including legislative and labour relations updates and advice, among others. FEDHASA Cape provides their members with direct representation and/or lobbying in private sector negotiations and representation in organisations such as TBCSA, TGCSA SAT, NdT, CATHSSETA and Wesgro, as well as with Joint Association Member (JAMMS) partners including Cape Town Tourism, SAACI WC and SATSA WC.

The networking opportunities with other industry segments and players through workshops, forums and events are invaluable, and regular communications and updates from FEDHASA Cape ensure that members are always informed of developments within the industry, keeping them ahead of the pack.

De Witt comments: "The next few years will be interesting for the hospitality sector in South Africa. It's up to each establishment to see how big a part they will play in that growth, and the partners they choose to help them get there will likely make all the difference."

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