



The Oceana Leader as a Coach Programme

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YOU ARE WELCOME TO CONTACT YOUR TIDINGS PANEL

Contact the Tidings panel member for your division to suggest any stories for future publications.



Anthea Abraham
Oceana Group Limited:
P.O. Box 7206 Roggebaai
Cape Town 8012
Tel: 021-410 1427
aabraham@oceana.co.za



Lyn Heffernan
CEO's Office
021-410 1400
lheffernan@oceana.co.za



Tasneem Hartley
Commercial Cold Storage
021-446 6560
thartley@comcold.co.za



Thembi Ngxola
Oceana Brands
021-415 8500
tngxola@ob.co.za



Mariam Peters
Oceana Lobster
Squid & French Fries
021-508 9600
mpeters@bluecon.co.za



Shanaaz Abrahams
Blue Continent Products
021-508 9600
sabrahams@bluecon.co.za



Kevin Changoo
Sustainability
021-791 8000
kchangoo@ob.co.za



EDITORIAL TEAM: EDITOR: Anthea Abraham
• SUBEDITOR: Mariam Peters • DESIGN: Jenny Young
• TRANSLATIONS: Dr Sydney Zotwana (isiXhosa);
Jabulani Nkabinde; and Annalie Vosloo (Afrikaans).

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FOREWORD FROM THE DESK OF FRANCOIS KUTTEL

OCEANA CEO

The year, 2012, is bound to be an interesting one that lends itself to being definitive in the history of the Oceana Group. We started the year on a good note having released positive financial results and our first Integrated Report at the end of 2011, and having been verified by independent empowerment rating agency, Empowerdex, as a black-owned Level 2 Broad-based black economic empowerment contributor. This clearly demonstrates that we are on the right path in terms of our goal to position ourselves and be recognised as a leader in our industry. You may also have read about our decision to purchase the hake, horse mackerel and south coast lobster fishing rights and related assets of the Lusitania Group and associated companies as well as its cold storage business. I will share more information about this in the next issue of the Tidings.

In this issue of the Tidings, you can read about how we achieved the significant improvement in our empowerment credentials, some new appointments in the business, our latest corporate social investment initiatives, what integrated reporting is all about, as well as the Oceana Street Mile, which was the cause of loud cheering coming from Oceana House over January and February. I would like to encourage you to contact your Tidings panel representative and provide feedback about the new-look Khula comic and other recent communication material that you have received about the Trust, so that we can be sure that you are receiving the information you require. Enjoy!



STORIES THAT MADE NEWS HEADLINES

- Fishing experts jettison minister's plan to move inland: Fishing industry experts have rejected the proposal by Agriculture, Forestry and Fisheries Minister Tina Joemat-Pettersson to move Marine and Coastal Management (MCM) offices from Cape Town to Pretoria. – *Cape Times, 05 March 2012*
- Department withdraws R1bn fisheries contract: The Department of Agriculture, Forestry and Fisheries (DAFF) has put the brakes on the controversial awarding of a contract valued at nearly R1billion to black-empowerment firm Sekunjalo Marine services Consortium to combat illegal fishing on SA coastlines. – *Cape Argus, 27 February 2012*
- Questions raised over what "transformation" means: Fishing company Oceana (JSE:OCE) has achieved a level 2 B-BBEE certification, making it the 12th listed company to achieve this ranking – that is according to the latest ranking published by Empowerdex. – *Moneyweb, 10 February 2012*
- Oceana fishing for more acquisitions: Fishing company Oceana Group would look out for more acquisitions once it had bedded down the Lusitania deal, CEO Francois Kuttel said yesterday. – *Business Day, 08 December 2011*
- The Call of the Sea: Oceana has given other food producers a run for their money – *Financial Mail, 20 January 2012*
- Brimstone increases Oceana stake in food security strategy: Just two weeks after purchasing a stake in Taste Holdings, Brimstone Investments said yesterday it would pay R382,5m for an increased interest in fishing company Oceana. – *Business Day, 22 December 2011*

OCEANA GROUP CELEBRATES AN IM

“Oceana Group Limited has leapfrogged its position on the transformation ladder from a level 3 to a black-owned level 2 broad-based black economic empowerment (B-BBEE) contributor and Value Adding Enterprise.

The group’s new transformation credentials have been independently assessed and verified by accredited rating agency, Empowerdex. The significance of the improvement is the fact that the group was able to increase its score on the B-BBEE scorecard by an additional 10.65 points during the 2011 financial year.

According to Oceana Group’s Chief Executive Officer, Francois Kuttel, “In order to reach the level 2 status that we were targeting, Oceana only needed to obtain 85 points, compared to the 83.31 points previously achieved. We are extremely proud to have achieved 93.96 points, which was made possible by integrating transformation into our business strategy and educating our employees about the Department of Trade and Industry’s Codes of Good Practice (Codes). Following the increase in Brimstone’s shareholding within Oceana, our black ownership percentage increased from 50.5 % to 55.85%.”

Kuttel says that the allocation of long-term fishing rights in 2005 prompted the acceleration of empowerment initiatives within the group. He adds that Oceana’s transformation journey began with its first B-BBEE transaction in 1994. In 2004, a strategy aligned to the B-BBEE Act and Codes was launched. It was geared towards implementing clear and measurable plans on each element of the BEE scorecard and focused the transformation agenda across every aspect of the business.

During the last year Oceana improved its score on every element of the Codes where a full score had not already been achieved. Some of the factors that contributed to Oceana’s improved transformation status were recognition of its black employee share scheme, the Khula Trust, as a black new entrant and sensitisation campaigns amongst employees across the group aimed at raising awareness about the

various categories of disability in order to show the extent of employment of persons with disabilities.

The Khula Trust gives 2,439 employee beneficiaries, including those no longer in the group’s employ, a participatory right to 14,2 million shares in Oceana. At 31 December 2011, the market value of the shares owned by the Trust was R 682 million. The pre tax value of the Khula Trust to employee beneficiaries was R 682 million less the amount due to the corporate beneficiaries of R 196 million, which amounts to R 486 million.

Oceana implemented spend on the skills development of black employees was doubled from more than R6 million in 2010 to more than R13 million in 2011, while spend on suppliers with a turnover below R35 million (Qualifying Small Enterprises and Exempted Micro Enterprises) increased from R175,3 million in 2010 to R422,9 million in 2011. In addition, the corporate social investment policy was revised to focus on education and food security in the coastal fishing communities within which the group operates such as Lamberts Bay, St Helena Bay and Hout Bay. Financial support is provided to black owned joint venture partners.

Oceana’s black-owned level 2 status, which equates to a 125% recognition level on the government’s B-BBEE scorecard, poses significant benefits for its suppliers. The Value Adding Enterprise status allows suppliers to recognise an additional 25% for each R1.00 spent. Furthermore, as a black-owned company, generic suppliers to Oceana qualify for points under a sub-category of the procurement scorecard.

The elements of the B-BBEE scorecard seek to ensure that government achieves its objective of addressing the vast racial and gender inequalities in the distribution of and access to wealth, income, skills



Oceana Group Transformation Manager, Ronnelle Esterhuizen with the group’s new Empowerment certificate

PROVED TRANSFORMATION STATUS

and employment in South Africa. As a leader in the fishing industry in South Africa, Oceana realises the need to be at the forefront in respect of empowerment in order to demonstrate our support for government's transformation objectives and deliver on the expectations of all its stakeholders.

ABAKWAOCEANA GROUP BABHIYOZELA UPHUCUKO KWIMEKO YENGUQU

AbakwaOceana Group Limited baye baxhuma kwindawo ebebekuyo ngokwakumanqwanqwa enguqu besuka kwinqwanqwa 3 baya kutsho kwinqwanqwa 2 ngokwegalelo labo kwi- (B-BBEE) nakwiValue Adding Enterprise. Eli zinga litsha lale nkampani kwicala lenguqu liye lavandlakanywa laqinisekiswa sisigqeba sovandlakanyo esiqinisekisiweyo, esingabakwaEmpowerdex. Ukubaluleka kolu phuculo kukuba inkampani le iye yakwazi ukuphucula amanqaku ayo kwikhadi lamanqaku le-B-BBEE ngamanqaku athe kratya ayi-10.65 kunyaka-mali ka-2011.

NgokweGosa eliLawula eliyiNtloko lakwaOceana Group, u Francois Kuttel, "ukuze sikwazi kuya kufikelela kwinqanaba 2 esijolise kulo, abakwaOceana bekufuneka nje bafumane amanqaku angama- 85, xa kuthelekiswa nangama- 83.31 awaye afunyanwa ngaphambili. Sizidla kakhulu ngento yokuba sifumane amanqaku angama-93.96 into leyo eyathi yenziwa kukuba sithe sabandakanya inguqu kwisicwangciso soshishino esiliqili sethu safundisa nabasebenzi bethu malunga noMgaqo weSebe loRhwebo neMveliso eli ngokuphathelele kwiSebe. Kuthe ke emva kokunyuka kwezabelo zabakwaBrimstone kwaOceana, ubunini bethu obumnyama buye benyuka ukusuka ku- 50.5 % baya ku- 55.85%."

UKuttel uthi ukunikwa kwamalungelo okuloba ethuba elide ngo-2005 aye akhokelela ekukhawuleziseni kwamalinge oxhobiso kwinkampani le. Wongeza athi uhambo lwabakwaOceana ngakwicala lenguqu lwaye lwaqala ngowe- 1994 ngomcimbi wabo we-B-BBEE. Ngo-2004, kwaye kwasungulwa isicwangciso esiliqili esingqamane ne-B-BBEE Act and Codes. Sasijolise ekusetyenziseni kwezicwangciso ezicacileyo nezingqinisekayo kwinkalo nganye ye-BEE zigxininisa iphulo lenguqu kuzo zonke iinkalo zolu shishino.

Kulo nyaka uphelileyo uOceana uye wayiphucula inkqubo yakhe kuzo zonke iinkalo zeMigaqo apho ebengakufikelelwa amanqaku apheleleyo. Ezinye izinto ezithe zaba negalelo kwimpumelelo kaOceana ethe chatha zazibandakanya ukuqwalaselwa kwesikim sezabelo zabasebenzi abamnyama bale nkampani, iKhula Trust, njengenyathel elitsha lokungena kwabamnyama nelamaphulo okwazisa abasebenzi kwinkampani le ngokubanzi awayejoliswe ekwandiseni ulwazi malunga neenkalo ngenkalo zokhubazeko, khona ukuze kubonakaliswe umhlaba ohanjiweyo ekuqeshweni kwabantu abakhubazekileyo.

IKhula Trust inika abasebenzi abangama-2,439 abangabaxhamli, kubandakanya nabo bangasayisebenzeliyo le nkampani, ilungelo lokuthatha inxaxheba kwizabelo eziji-14,2 zakwaOceana. Ngomhla wama-31 Disemba 2011, ixabiso lezabelo zale Trasti ngokwamaxabiso emarke laliyi-R 682 million. Ixabiso leKhula Trust kubaxhamli abangabasebenzi phambi kokutsalwa kwerhafu laliyi-R 682 million ekuya kuthatyathwa kulo isixa esifanele ukuya kubaxhamli benkampani esiyi-R 196 million, lize liye kutsho kwi-R 486 million.

Inkcitho yakwaOceana kuphuhliso lwezakhono zabasebenzi abamnyama yaye yaphinda-phindwa kabini ukusukuka ngaphaya kwe-R6 million ngo-2010 yaya kutsho ngaphaya kwe- R13 million ngo-2011, ngelixa inkcitho kubaniki beenkonzo abangenisa ngaphantsi kwe- R35 million (Qualifying Small Enterprises and Exempted Micro Enterprises) yaye yenyuka ukusuka kwi- R175,3 million ngo-2010 yaya kutsho kwi- R422,9 million ngo-2011. Kananjalo, umgaqo-nkqubo wenkampani le kutyalo-mali entlalweni yoluntu waye wahlaziywa ngenjongo yokuba mawujoliswe kwimfundo nakuqinisekiso ngento yokutya kwiindawo eziselunxwemeni ezixhomekeke ekulobeni apho isebenza khona inkampani le, iindawo ezifana neLamberts Bay, iSt Helena Bay neHout Bay. Amahlakani amnyama kumaphulo adityanelweyo abonelelwa ngenkxaso-mali.

Inqanaba 2 likaOceana ngakwicala labanini abamnyama elithi lifike kwi-125% ngokokubonwa kwezinga le-B-BBEE ngurhulumente, lilulutho olubonakalayo kubaniki beenkonzo. Inqanaba eliyiValue Adding Enterprise linika abaniki beenkonzo ithuba lokufikelela kwenye i-25% eyongezelweyo nge-R1.00 nganye ethe yachithwa. Kananjalo, njengenkampani eyeyabamnyama, abanika uOceana iinkonzo ngokubanzi bafumana ithuba lokuzifumanela amanqaku phantsi kwenkalo ephantsi kweyeentengo.

Imiba yamanqaku enkalo ye-B-BBEE ijoliswe ekubeni urhulumente afezekise injongo yakhe yokuqwalasela umcimbi wokungalingani ukuninzi ngokobuhlanga nangokwesini kwinkalo yokwabiwa kobutyebi neyokufikelela kubo, kweyengeniso, kweyenzakhono neyengqesho apha eMzantsi Afrika. Kutsha nje urhulumente woMzantsi Afrika uye wabonakalisa ukuzinikela kwakhe okuthe gqolo kumba woxhobiso olubanzi ngokuthi afake kwigazethi uMthetho Osayilwayo owenza iZilungiso oyi- B-BBEE Amendment Bill, ekukho kwiinjongo zawo neyokukhuthaza ukuncamathela kwi-B-BBEE Act and Codes.

Njengebankqenkqeza phambili kushishino lokuloba apha eMzantsi Afrika, abakwaOceana bayayibona imfuneko yokuba babe phambili kwinkalo yoxhobiso, khona ukuze sibonakalise inkxaso yethu kwiinjongo zikarhulumente zokuzisa inguqu, size kananjalo sikwazi nokufezekisa oko kulindelwe ngabo bachaphazelekayo kumsebenzi wethu.

U OCEANA GROUP UHALALISA UKWENZA KWAKHE KANGCONO EKUSHINTSHENI ISIMO (TRANSFORMATION)

UOceana Group Limited weqe umgamu akade ezibekela wona ekwenzeni izinguquko zisuka kwizinga lesithathu (level 3) kwaya ezingeni lesibili (level 2) lobunini babaMnyama ukunikezwa amandla kwezomnotho i(B-BBEE) kanye neValue Adding Enterprise. Amaqhuzu okushintsha isimo (transformation credentials) ahlolwe aqinisekiswa yinkampani yokucwaninga esemthethweni, iEmpowerdex. Ukubaluleka kwalokhu kwenza ngcono kubangwe yikuthi inkampani ikwazile ukwenyusa isibalo sayo (score) kwiscorecard se B-BBEE ngokufakela omunye u 10.65 wamaphoyinti, ngonyaka wezimali ka 2011.

UMphathi oMkhulu (CEO) yakwaOceana Group, uFrancois Kuttel, uphawule wathi "Ukuze sikwazi ukufunyelela ezingeni lesibili leli esiliphokopheleleyo, uOceana kwadingeka ukuthi athole amaphuzu (points) angama 85, kuqhathaniswa namaphuzu angama 83.31 atholakala ngaphambili. Siyaziqhenya ke ukusho kuthi sithole amaphuzu angama 93.96, lokhu okwenzeka ngenxa yokuthi safaka ukushintsha isimo ezinhlelweni zethu (strategy) zokuqhuba ibhizinisi, nokufundisa abasebenzi bethu aMakhodi oMnyango wokuHweba namaBhizinisi okuqhuba ngokufanele uMsebenzi, phecelezi iCodes of Good Practice (Codes). Ngenxa yokwanda kokuba namasheya kaBrimstone ngaphakathi kuOceana, inani lokuba namasheya kwaBantu aBamnyama kuOceana kwenyuka kusukela ku 50.5 % kwaya ku 55.85%."

UKuttel uthi ukunikezwa kwamalungelo esikhathi eside okudoba ngo 2005 kwashushisela izinhloso zokunikeza amandla ukuthi zenzeke ngokushesha enkampanini. Waqhubeka wathi ukhalo oluhanjwe nguOceana ekunikezeni amandla kwaqala ngokuhweba nge B-BBEE ngo 1994. Ngo 2004, kwaqalwa amasu ahambisana noMthetho iB-BBEE namaKhodi. Lokhu kwakhuhloswe ngakho ukuthi kusethenziswe amasu acacile nangakwazi ukukalwa kulelo nalelo hlandla lescorecard yeBEE, ebhekene ngqo nezinhlelo ezihambisana nakho konke okuphathelele nebhizinisi.

Ngonyaka odlule, uOceana wenza kangcono ezibalweni (score) zakhe kukho konke okubhalwe kumaKhodi, lapho isibalo esigcwele sasingakatholalaki khona. Okunye okuyibangela yokuthi uOceana enze kangcono ekushintsheni isimo, kwabangelwa ukuthi inkampani yemukele abasebenzi bayo abaMnyama ohlelweni lwamasheya, lapho iSikhwama iKhula Trust, njengesikhwama asasifika emkhakheni,

CONTINUED ON PAGE 10

New Managing Director at Commercial Cold Storage

After celebrating its 40th anniversary last year, Commercial Cold Storage (CCS) began 2012 with a new chapter – the arrival of Lourens de Waal as Managing Director of the division.

The Tidings team set up an interview with Lourens to find out more about the man behind the name.

How does it feel to hold the title of Managing Director at CCS? I have never been big on titles and you certainly don't need one to take the lead or make a difference. I am however excited and positively challenged about being given the opportunity of taking the CCS team on a journey of first making it a more sustainable business and then hopefully taking it on a path of true step change. I have also enjoyed my interactions with my colleagues across the Oceana Group to date.

What motivates you? Positive people

How do you motivate others? It is important to encourage diversity of input and to be genuinely open to being challenged. People by their very nature want to contribute and you need to make sure you listen and take their contributions seriously without letting your ego get in the way. In this way, they become part of the solution and will take personal ownership for their own and the business' success.

What are some of the key contributing factors for your success to date? Anticipating customer needs, taking some calculated risks and learning from my many mistakes are definitely some of the factors high on the list. In addition, I like to focus on positive team behaviours and translating the strategic direction and aspirations of the business into a practical plan. When it comes to my wife and three children, I need



to do better. Prior to joining Oceana in December, I was constantly travelling for many years and I now look forward to being a more present and successful husband and dad.

How would you describe your managing style?

Even though I believe in challenging people with stretching goals and focusing on output, combining it with a healthy dose of having some fun along the way is very important. Further than that I would like to think I am very open-minded and approachable.

Holding the role of Managing director at CCS is another checkpoint in your career. What has your professional journey been like thus far?

I qualified as a cost accountant, but that career lasted about 3 months – way too exciting! From there I survived a few years as a Financial Manager, before I took over the bulk cold storage operations for I&J for their local and export markets. Thereafter, I assumed the role at Vector Logistics as national operations manager and finally ended my previous employment as first supply chain director, and then customer director for what has become the market leader in the SA frozen logistics market.

What are your personal interests and passions? I love mountain biking and have been known to crash several times! Once a year my wife and I also like to go skiing in Europe. The remainder of my free time now belongs mainly to my kids, with our late arrival keeping us on the run. One day I will learn to play the guitar, cook, kite surf, fish...

Where do you see yourself in the next ten years? The dreaded question! Hopefully, I will be creating a legacy of making an increasingly positive impact on people's lives.

PHILLIP CONRADIE TAKES OVER THE REINS AS OCEANA BRANDS' NEW OPERATIONS DIRECTOR

Phillip Conradie appears to be ready and eager to take on the challenge of being responsible for the continued success of Oceana Brands' (OB) operations.

He assumed his new position on 1 December 2011, leaving behind the role of Managing Director at Etosha Fishing in Walvis Bay, Namibia, where he has worked for the past 17 years. Phillip says he was working for Premier Group when he was required to start up and head the Etosha Fishing cannery. Five years later Oceana Group bought Premier Fishing's shares in Etosha and took over the cannery in 1999 and, according to him, it is now "one of the best canneries in the world".

Being in Namibia, Phillip says he had to make many independent decisions and was the driver of operations of the cannery. He clearly sees the value in team work and, as a manager, prioritises the development of a strong and efficient team. His aim is to create teams out of the employees working on the operations side of the business. He is confident that with strong teams, his expertise, knowledge and experience, he will take the St Helena Bay cannery and Fishmeal Plant to the same standard as the one in Walvis Bay.

With regard to the fishmeal plant in Hout Bay, Phillip says he is excited about working together with Wilhelm van Zyl to improve



operations and business at the Hout Bay plant, especially considering their combined management skills, technical and operational expertise, and vast experience in the fishing industry. He is up to the challenge of turning the fishmeal operation around following disappointing results last year.

He describes himself as being a "hands-on" manager, a view supported by OB's Global Head of Sales and Marketing, Andrew Plastow, who says Phillip does not mind "getting his hands dirty" with employees on the ground. It is for this reason that Phillip has garnered himself a reputation as an accessible manager, who has worked hard to get to where he is today. Phillip explained that he started his career

doing maintenance work on fishing vessels.

On a personal front, Phillip and his partner Sanel with her daughter Selené have set up home in Langebaan. He says his family loves the move and enjoys the different environment. From a small private school with about 100 learners, Selené is now adapting to a school in Langebaan with close to 800 learners! Phillip says his partner of the past eight years has been his strength and support during this period. Coincidentally, she has also been in the fishing industry for many years. Phillip was born in Cape Town and spent his childhood in Saldanha on the Cape west coast.

KHULA TRUST COMIC

GROWING WITH OCEANA AND THE KHULA TRUST



The Oceana Leader as a Coach Programme



Jane Wilkinson with the USB-ED CEO: Professor Frik Landman

The Oceana Leader as a Coach Programme started off with what seemed like a simple request to the University of Stellenbosch Business School (USB) for a coaching programme for our Management Team to help them develop their leadership skills and assist them in 'getting the best' out of their employees. However, this was not the case.

Roger Maitland from Lifelab and Heilet Bertrand from USB soon got Oceana Group HR quite closely involved with putting together a programme that would be unique to Oceana. Quite a bit of research was conducted before the programme was launched and included interviews with employees from various parts and across various levels of the business to identify a 'coaching style' that best suited the organisation. Our first programme was launched on the 25th of May 2011 at USB with ten Managers.

The objectives of the programme are to:

- Improve the management of career development for those employees who show potential
- Assist line managers to use the performance management system proactively and developmentally through the application of coaching skills
- Enable a continuous focus on employee development through the year
- Increase the implementation of training in the workplace
- Identify employees' potential and assist them with their development
- Support leaders to build relationships amongst team members.

Thus far, 39 of our Managers have completed the programme, with 31 completing the programme successfully, including six who achieved distinctions (75% and more for their assignments).

Jane Wilkinson, Oceana Group HR Manager participated in the USB Coaching Certificate Programme. Not only did Jane successfully complete the programme but she also went on to achieve the USB's Directors' Award.

The programme will be rolled out to Grade D managers. We will also be attempting to maintain coaching conversations in the workplace through regular Coaching Circles where we will discuss coaching techniques and related people management topics.



(left to right) Tim Turner (OLSF), Robynne Schneider (CCS), Natalie Groepes (Oceana Group), Roger Maitland (Lifelab), Anthonie van Niekerk (OB), Sue Hoare (Oceana Group), Titania Stephanus-Zincke (Oceana Group), Mirella McGowan (CCS), Porcia Freese (OB), Jane Wilkinson (Oceana Group), Zane Blaauw (BCP), Brian Talbot (BCP), Georgina Sylvester (OLSF), Wiehahn Smit (OLSF), Jayesh Jaga (OB), Suleiman Salie (OLSF), Andrew Plastow (OB), Pierre Rocher (BCP), Kobus Louw (CCS), John Stephenson (OB). Absent: Hoffie Rautenbach (CCS), Hans Rademeyer (CCS), Jaco Ollewagen (CCS), Willie Venter (CCS), Peter Bristow (CCS), Robert Zive (BAT), Terence Cottle (BAT), Sunil Ranchod (BCP), Richard Carr (OB), Faizel Khan (OB), Trevor Giles (OLSF), Neil von Eckenbrecher (OLSF).

Emerging Managers Development Programme

The third intake of students on the Oceana Emerging Managers Development Programme (EMDP) at the University of Stellenbosch Business School (USB) began the six-month study programme on the 19th of January 2012. An orientation day was held to give them greater insight to what the EMDP entails and about USB as a service provider of the training. The delegates, who are either new to a management role or have shown potential for career development, were selected from across the group. They will graduate on the 11th of July 2012 after presenting group assignments to a panel that will consist of USB lecturers and members of the Oceana executive management team. Line Managers and sponsors of their assignment topics will also be in attendance at the graduation ceremony.

(Left-right) Carmen van Wyk (OB), Kevin Changoo (OB), Renzke Treu (Oceana Group), Buford Segal (OB), Ruberto Jantjies (BCP), Lawrence Jacobs (OB), Charlene Josias (BCP), Nuha Hendricks (Oceana Group), Azalia Arendse (BCP), Stacey Joseph (CCS), Darryl Hess (OB), Vanessa Dedricks (Oceana Group), Davinia Arnold (OB).



Climbing the Ladder of Success



Former bookkeeper, Gadija Bowman, was recently appointed to the position of Accountant after completing a Bachelor of Accounting Science (BCompt) in June 2011.

She started her studies ten years ago at the age of 25. She took a few minutes out of her busy schedule to speak with a member of the Tidings panel.

What does your new position entail? I am responsible for overseeing the financial management in the Oceana Group Cape Town Office. This involves checking spend against budget, doing monthly reporting and forecasts, that is, looking at planned expenditure, ensuring that suppliers are paid and assisting with group insurance.

What do you love most about your new job? Having a view of the bigger picture in greater detail as I am now responsible for the overall financial management of the office.

Often a new job comes with new challenges. Have you found this to be the case? Very much so... with new learning come new challenges. I had to start doing forecasts on my own, group insurance, budgets, as well as now managing others whereas before I did not have people reporting to me.

How large is your team and of whom does it consist? My team consists of Nishada Govender and Denise Le Bron, both assistant accountants.

How would you describe your management style? I don't like micro managing, but would prefer to give employees room to fulfil their duties within a deadline driven environment.

Have you mapped the next step on your career path and, if so, where to from here? I am still familiarising myself with this new role, so haven't thought of this yet, but I will be studying within the next 6 months towards my Association of Certified Chartered Accountants (ACCA) qualification, which is a UK-based qualification.

Where do you see yourself in ten years time? Still with Oceana doing what I love to do – finance.

How would you encourage other aspirant women who may be juggling an already demanding role and a family and are now thinking about studying further? Time is key, so while the opportunities are available, you need to take it. It is hard work but the benefits at the end outweigh all the pain and suffering during your studies. At the end, you will feel good about yourself and your achievement. However, a good support structure at work and at home is what helped me endure the long road.

'Vuzi Vuzela' Going Strong



Lucky Star has been a sponsor of a weekly comic strip, "Vuzi Vuzela" in The Daily Sun newspaper, since 2009. This sponsorship was secured during all the hype and build up to the 2010 World Cup Soccer to create top of mind awareness and excitement around Lucky Star. Aptly named "Vuzi Vuzela" because if you say it quickly (really quickly) it sounds like "vuvuzela".

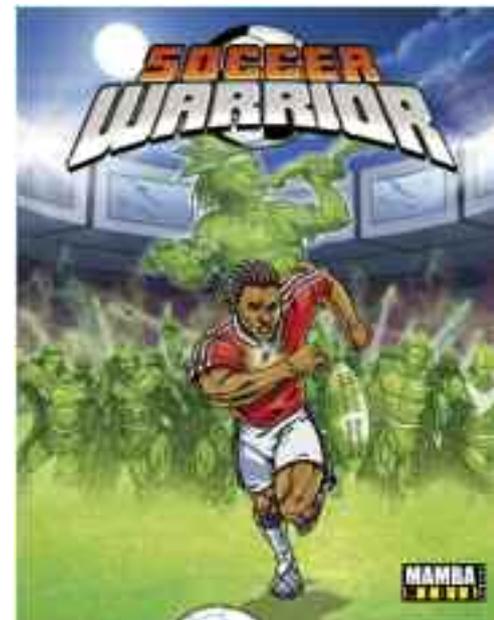
Due to the popularity of this weekly strip, the media owners, Mamba Media, have also created a monthly comic book, which will be inserted into 300 000 copies of the Sunday Sun.

The monthly comic book "Soccer Warrior" is built around Vuzi Vuzela's story of an average South African moving from the rural lands into an urban environment and although having amazing ambitions, he still has his feet firmly entrenched in tradition and family.

This 16-page format includes full page, full colour advertising pages and subtle product integration for sponsors, as well as monthly grand prize giveaways.

Each time readers wish to enter Soccer Warrior competitions, they are navigated to the series' new mobi site, soccerwarrior.mobi. A competition entry is completed when readers register through the mobi-site. Mamba Media has also included poll research questions to gauge some consumer insights over and above offering cash prizes and giveaways to readers, which will help Oceana Brands understand its consumer database even better.

The other non-competing sponsors include Big Brands such as: Coca-Cola, Snickers and Adidas.



Paarden Eiland Fire Fighting Team does the Oceana Group Proud

As reported in the previous issue of the Tidings, the national finals of the 2011 Mutual Risk Group (MRG) fire fighting competition were held in Modderfontein on the 18th of November. The team from CCS Paarden Eiland was among the 13 finalists that qualified for the last stage of the competition.

During the team's preparation, they watched video footage of previous competitions. Team leader, Piet Pretorius, says, "It was a tremendous help to watch and see where previous teams made their mistakes and also assisted us in planning our training sessions. A great deal of practice went into the safety aspect of the fire drills."

Pretorius describes the experience of heading off for, and being in, the finals: "When we departed for Johannesburg the guys could not hold back, as some of the team members had never been on a plane before. The excitement was felt by all. When we arrived in Modderfontein, we staked out our rivals because we knew that some of the teams had been to the nationals a number of times before, while it was only our first time. We started off the competition in fifth place for the obstacle run. The second round for the fire extinguishers was on hand, and we drew number seven for that round. Here we ended in fourth place overall. Thanks to the draw numbers we had the opportunity to observe the participating teams and adjust our game plan accordingly. We also knew we had a good chance for first place as it was a new venue and none of the other teams were familiar with the grounds.

The very last round for the hose drill saw us hold seventh position for the draw. This is where we had our best run in the competition by far. We had our fire out after about two minutes and this put us in joint third place with County Fair, who had been leading the competition from the start.

Like all the other teams, we knew we had made mistakes, but we were more than satisfied that we had given our best. We were no longer the underdogs but rather a team that could compete with twelve of the best in the country. There are no words to describe the joy we felt when the final results were announced. We had progressed from eighth place in the first year to an impressive third place in the nationals in our second year.

The powerful team spirit and dedication certainly helped and all I can say is, well done Paarden Eiland! It is great to be part of the team and have the opportunity to guide you. To all the other teams out there, watch out, we are here to stay."

BACK, L to R: Michael Maloi; Michael Dedricks; 2 County Fair participants; Piet Pretorius. CENTRE, L to R: Shaun Tarrentaal; 1 County Fair participant. FRONT, L to R: Jonathan Ludewyk; + 2 County Fair participants.



CONTINUED FROM PAGE 5

OCEANA GROEP CELEBRATES AN IMPROVED TRANSFORMATION STATUS

kwandiswa amasu okwazisa ngaso kubobonke abasebenzi enkampanini, lokhu kwenziwa kuhloswe ukwazisa wonke umuntu ngezinhlale ezehlukene zokukhubazeka, ukukhombisa ukuthi inkampani ingenza kangakanani ukuqasha labobantu abanokukhubazeka.

ISikhwama iKhula Trust inikeza abasebenzi abangabahlomuli abazi 2,439, kufaka nalabo abangasasebenzi enkampanini, amalungelo okubandakanyeka kumasheya kaOceana ayizigidi ezingama 14,2. Ngo 31 Disemba 2011, inani lokuthengisa amasheya ayesengaweSikhwama lase lingama R 682. Inani lawo ngaphambi kwentela elalinikezwa abasebenzi abangabahlomuli lalizigidi ezingama R 682 wezigidi. Uma kususwe inani elalitholwa ngabahlomuli abayinkampani elingama R 196 ezigidi, kusho ukuthi inani elaliya kubasebenzi liR 486 wezigidi.

Imali eyasetshenziswa nguOceana ekuthuthukiseni amakhono kubasebenzi aBamnyama yaphindwa kabili, isukela cishe ku R6 wezigidi, yazoma ngaphezu kuka R13 wezigidi ngo 2011, kanti imali echithiwe ikhokhela abathengisi bethu yaba eyayingaphansana nje kwama R35 wezigidi (Qualifying Small Enterprises and Exempted Micro Enterprises), yenyuka isuka kuma R175,3 wezigidi ngo 2010 yaya kumaR422,9 ezigidi ngo 2011. Ngaphezu kwalokho, umshuwalense wokutshala izimali emphakathini, icorporate social investment policy, wabuyekwezwa ukuze uxile kakhulu ekuvikeleni imfundo nokudla emiphakathini edobayo, ehlala ngasogwini lapho inkampani isebenzela ngakhona, ezindaweni ezinjengo Lamberts Bay, St Helena Bay neHout Bay. Uxhaso lwemali luyanikezwa kulawomabhizinisi abaMnyama okubanjiswene kuwo ngokwemisebenzi, ama joint venture.

Izinga lesibili lokuphatha kwaBamnyama (black-owned) lakwaOcena, elilingana no 125% wokwemukelwa kwiscorecard sikahulumeni kwi B-BBEE, kufaka inzuzo enkulu kulabo abathengisela inkampani imisebenzi yabo. Izinga leValue Adding Enterprise livumela abathengisi ukuthi bemukele u25% ngaphezulu kulelo nalelo Randi abalisebenzisile. Ngaphezu kwalokho, njengenkampani ephethwe ngaBamnyama, abathengisi nje baka Oceana bathola amaphuzu athile ngaphansi kwiscorecard sokuthengwa kwezimpahla iprocurement scorecard.

Okuqokethwe yiscorecard se B-BBEE, ukuzama ukuqinisekisa ukuthi uhulumeni uyazifezisa izinhloso zakhe zokwehlisa igebe elikhona lokungalingani ngenxa yebala kanye nobulili ekusabalaliseni komthotho, amaholo, amakhono kanye nokuqashwa eNingizimu Afrika. Uhulumeni waseNingizimu Afrika usanda kukhombisa intshisekelo yakhe yokunikeza amandla okuvulekile kubantu, ngokufaka umthethosivivinywa wokuchibiyela iB-BBEE kwigazethi, okukhona phakathi kwaawo, izinhloso zokuthuthukisa ukuhambisana noMthetho iB-BBEE namaKhodi.

Njengomholi kwibhizinisi lokudoba eNingizimu Afrika, uOceana uyasibona isidingo sokuthi abe phambili ekunikezeni amandla ukuze akhombise ukuthi uyayisekela izinhlelo zikahulumeni zokuletha ushintsho kwisimo, nokuqiniseka ukuthi lokho okulangazelelwa ngababandekanyekayo kulelibhizinisi kuyafezeka.

OCEANA GROEP VIER 'N VERBETERDE TRANSFORMASIE STATUS

Oceana Groep beperk het 'n reuse sprong op die transformasieleeleer geneem en opgeskuif vanaf 'n vlak-3 na 'n vlak-2 breed-gebaseerde swart ekonomiese bemagtiging (B-GSEB) bydraer wat in swart besit is, en het ook die Waardetoevoegende Onderneming-status behaal. Die groep se nuwe transformasie getuigskrifte is onafhanklik deur die geakkrediteerde waarderingsagentskap, Empowerdex, beoordeel en bekragtig. Die belangrikheid van die verbetering lê daarin dat die groep daartoe in staat was om sy B-GSEB telkaart met 'n bykomende 10,65 punte gedurende die 2011 finansiële jaar te laat toeneem.

Oceana Groep se Hoof Uitvoerende Beampite, Francois Kuttel sê: "Ten einde die vlak-2 status wat ons geteiken het te kon bereik, het Oceana slegs nodig gehad om 85 punte te verkry vergeleke met die 83,31 punte wat voorheen behaal is. Ons is besonder verheug met die 93,96 punte wat ons bereik het wat moontlik gemaak is deur transformasie by ons besigheidstrategie te integreer asook om ons werknemers op te lei oor die Departement van Handel en Nywerheid se Kodes oor Goeie Praktyk (Kodes). Vanweë die vermeerdering van Brimstone se aandeelhouding in Oceana, het ons persentasie swart eienaarskap van 50,5% tot 55,85% toegeneem".

Saying "good-bye" to the traditional Annual Report

An article published in the Business Day on the 16th of November 2011 states: "The board of directors and management of listed companies are going back to school as they learn how to overhaul the way annual reports are produced." This was the reason for quite a stir in the world of financial reporting last year as companies tried to navigate their way around the requirements of a new style of reporting, details of which we were first released in a Discussion Paper on 25 January 2011. South Africa was the first country in the world to launch this Framework for Integrated Reporting. Gone was the traditional annual report focusing on the financial performance of a company and targeting primarily shareholders.

According to the King III Report on Governance for South Africa 2009, an Integrated Report (IR) is a "holistic and integrated representation of the company's performance in terms of both its finance and its sustainability." King III also states that "Reporting should be integrated across all areas of performance, reflecting the choices made in the strategic decision adopted by the board, and should include reporting on the triple context of economic, social and environmental issues."

During an Integrated Reporting seminar presented by the South African Institute of Chartered Accountants (SAICA) in March last year, it was said that the need for a new style of reporting was triggered by the 2008 financial crisis, together with climate change and ecological crises facing the planet. According to Sustainability expert, Jonathan Hanks from Incite, a fourth crisis that demonstrates the need for integrated reporting is socio-economic inequality. Hanks



said the crises required a transformation of the way a business operates. His comment is supported by initiatives such as the Carbon Disclosure Leadership Index and the Johannesburg Stock Exchange's (JSE) Socially Responsible Investment (SRI) Index.

The parameters within which an IR is produced includes the global Reporting Initiative (GRI) III Indicators; King III; the JSE Listings Requirements; the International Financial Reporting Standards (IFRS) and Companies Act. Indices like the SRI Index calls on investors to consider their choice of investments more carefully by not only looking at the financial results of a company but also its commitment to operating in a responsible and ethical manner. This commitment should be visible by way of the disclosure of a company's business strategy, which should

highlight the key issues that may affect the company's future growth prospects together with the risks and opportunities; the level of transparency with which it has engaged with its stakeholders on these issues, and the response adopted by the board of directors.

Oceana Group has been integrating sustainability into its business strategy over the past few years and last year released its first IR. The group is currently reviewing the process followed with the development of the 2011 Oceana IR to improve the format and structure of its report in 2012. As Deloitte's Nina le Riche stated in the Business Day article when referring to the response from listed companies in South Africa to integrated reporting, "It is more of a journey and if we compare ourselves with our countries, we are ahead of the rest of the world so I am actually impressed."

By Anthea Abraham

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OCEANA GROUP CELEBRATES AN IMPROVED TRANSFORMATION STATUS

Mnr Kuttel meen dat die toewysing van langtermynvisvangregte in 2005, die bespoediging van bemagtigingsinisiatiewe in die groep aangewakker het. Hy voeg by dat Oceana se reis na transformasie reeds met sy eerste B-GSEB transaksie in 1994 begin het. In 2004 is 'n strategie in ooreenstemming met die Wet op B-GSEB en die Kodes van stapel gestuur. Die uitgangspunt was die implementering van duidelike en meetbare planne ten opsigte van elke afdeling van die SEB-telkaart en het die transformasie-agenda by elke aspek van die besigheid betrek.

Gedurende die afgelope jaar, het Oceana sy telling in elke afdeling van die Kodes waar hy nie reeds volpunte in behaal het nie, verbeter. Van die redes wat bygedra het tot Oceana se verbeterde transformasie-status, is die erkenning van sy swart werknemer aandelekema, die Khula Trust, wat 'n nuwe inskrywing is sowel as sensitiwiteits-opleidingsveldtogte onder alle werknemers van die groep wat daarop gerig is om bewustheid te kweek oor die verskeie kategorieë van gestremdheid en die omvang van die indiensneming van mense met gestremdhede.

Die Khula Trust bied 'n deelnemende reg tot 14,2 miljoen Oceana-aandele aan 2 439 werknemerbegunstigdes, insluitend diegene nie langer in diens van die groep nie. Op 31 Desember 2011 het die markwaarde van die aandele wat deur die Trust besit word, R692 miljoen beloop. Die voorbelaste waarde van die Khula Trust vir werknemerbegunstigdes het R682 miljoen bedra minus 'n bedrag van R196 miljoen verskuldig aan korporatiewe begunstigdes wat dan op 'n bedrag van R486 miljoen te staan kom.

Oceana se geïmplementeerde uitgawes ten opsigte van die vaardighedsontwikkeling van swart werknemers het vanaf R6 miljoen

in 2010 meer as verdubbel tot R13 miljoen in 2011. Uitgawes met betrekking tot verskaffers met 'n omset van minder as R35 miljoen (Kwalifiserende Klein Ondernemings en Vrygestelde Mikro Ondernemings) het van R175,3 miljoen in 2010 tot R422,9 miljoen in 2011 toegeneem. Daarbenewens is die korporatiewe sosiale beleggingsbeleid hersien ten einde meer klem te lê op opleiding en voedselsekerheid in die vissers-gemeenskappe aan die kus met wie die groep sake bedryf, soos Lambertsbaai, St Helenabaai en Houtbaai. Finansiële steun word aan gesamentlike ondernemingsvennote in swart besit gegee.

Oceana se vlak-2 status in swart besit, wat gelykstaande is aan 'n 125% erkenningsvlak op die regering se B-GSEB telkaart, bied betekenisvolle voordele aan sy verskaffers. Die Waardetoevoegende Onderneming-status laat verskaffers toe om 'n bykomende 25% vir elke R1,00 spandeer, te erken. Daarbenewens kan generiese verskaffers van Oceana, as 'n maatskappy in swart besit, in 'n sub-kategorie van die werwingstelkaart vir punte kwalifiseer.

Die samestelling van die B-GSEB telkaart poog om te verseker dat die regering sy doelwit bereik om die omvattende rasse- en geslag-songelykhede in die verspreiding van welvaart, inkomste, vaardighede en indiensneming aan te spreek. Die Suid-Afrikaanse regering het onlangs sy voortgesette verbintenis tot 'n breed-gebaseerde benadering tot bemagtiging bewys deur die proklamering van die B-GSEB Wysigingswet wat, onder meer, ten doel het om 'n navolging van die Wet op B-GSEB en die Kodes af te dwing.

As 'n leier in die visserynywerheid in Suid-Afrika, besef Oceana die noodsaaklikheid daarvan om voortou ten opsigte van bemagtiging te neem om ons onderskraging van die regering se transformasie doelwitte te bewys en aan die verwagtinge van al ons belanghebbers te voldoen.

LONG SERVICE AWARDS

OCEANA GROUP – 15 years

Jane Wilkinson joined Blue Continent Products (BCP) in January 1997 as a Personnel Officer and was promoted to Human Resources (HR) Manager later that same year. In May 2000, she was appointed BCP HR Director and then moved to Oceana Group's offices as Group HR Manager in October 2002. Jane lives with her partner Chris and 11 year old daughter, Gina. She says, "My hobbies are shopping and eating (hence my participation in the biggest loser competition) and my favourite music is ABBA much to my colleagues despair!!"

OCEANA LOBSTER – CAPE TOWN

(RIGHT) Geyrieya Hendricks (15yrs) and Neil von Eckenbrecher (10yrs)

OCEANA LOBSTER LIMITED – HOUT BAY

(BELOW) l-r) Nigel Lawrence (factory manager) presenting awards to P Mahanjana (40yrs), N Gulwa, P van Neel (20yrs) and A Mbonjeni (15yrs).



OCEANA LOBSTER – ST HELENA BAY

Back row from left to right: P Lesch (25yrs), S Williams (25yrs), S Marais (30yrs), Y Snyders (35 yrs), S Buziek (35yrs), J Roberts (40yrs). Front Row from left to right: S Abdol (10yrs), R Koopman (15yrs) and V Engelbrecht (10yrs). Absent J Vraagom (15yrs).



LAMBERTS BAY FOODS

From left to right: Front: R Kaprio (40yrs), WM Xoma (40yrs) Second Row: L Maarman (30yrs), J Mtshobo (30yrs), T Miggel (25yrs), MJ Botha (20yrs). Third Row: C Madonsa (20yrs), S Joseph (20yrs), J Phillips (20yrs), T Mbele (20yrs), KY Petersen (20yrs). Back Row: S Sokomani (15yrs), S Losper (10yrs), J Leonard (15yrs), AH Ceres (15yrs), W Consalves (15yrs) and LG Engelbrecht (10yrs).



OCEANA BRANDS

Betsinda Lucas (10 yrs), Sylvia Claassen (10 yrs), Charoll Coetzee (10yrs), Mike Copeland (10 yrs), Pietie Gerber (20 yrs), Henk Hunter (25 yrs), Johnny Simons (35 yrs).

CALAMARI FISHING – PORT ELIZABETH

(right) Anton (Pietie) Gerber (10 yrs)
Absent: Wayne Brown (10 yrs)



COMMERCIAL COLD STORAGE

PETER BRISTOW – 15 years

(right) Peter Bristow started as general manager at City Deep in October 1996 and appointed a director one year later. He says: "In the 15 years of my service we have grown the store from an empty 14500 pallet facility to a full 26300 pallet facility."

Peter, who has three boys and a girl, says his children have all survived his parenting, as he has been on his own for 11 years.

Peter says: "I have enjoyed every day of my time with CCS. I appreciate everything that the company has done for me over the years. We are going through changes at the moment, which are very exciting. The people are great, loyal and hard working."



MR. WILLIE VENTER – 10 years

Willie Venter joined CCS Namibia as the General Manager in February 2001. He says he has thoroughly enjoyed his time at CCS thus far, and the support he has received from the Walvis Bay team as well as CCS Head Office has made the tough times easier and the good times so much better. In his free time, Willie enjoys a good round of golf and connecting with nature by going camping.

JOHAN NEL – 10 years

Johan started at CCS in March 2001, as the Maintenance Manager for Walvis Bay CCS. Johan says, "It has been a tremendous learning curve working at CCS. I learnt to believe in myself, trust in my co-workers, managers and work as a team. One of the highlights for me has been that we started with short time in 2001 but in 2011 we were one of the most profitable Cold Stores! I believe that this is only achievable by good leadership and teamwork. CCS is a great company to work at, they invest in their staff by educating them."

Other CCS staff who received Long Service awards were: Ronald Reynolds from Epping (30 years); Dumalisile Sabsana from Paarden Eiland (30 years); and Richelle Morkel from Duncan Dock (10 years).



Ten years at CCS: (L-r) : Willie Venter, Titus Kakishi and Johan Nel.

Outcome of COP17

by Kevin Changoo

Last year, South Africa played host to The United Nations Climate Change Conference from 28 November to 11 December 2011. The Conference drew over 12,480 participants, including over 5400 government officials, 5800 representatives of UN bodies and agencies, intergovernmental organisations and civil society organisations, and more than 1200 members of the media. Stirring a sense of history and leadership, the South African hosts challenged negotiators in Durban, the host city, to embrace the spirit of Ubuntu or interdependence.

The conference involved a series of events, including the seventeenth session of the Conference of the Parties (COP 17) to the UN Framework Convention on Climate Change (UNFCCC) and the seventh meeting of the Conference of the Parties serving as the Meeting of Parties to the Kyoto Protocol (CMP 7). True to the spirit of South Africa, the 13 day event called for a rich mix of people and organisations working on climate change.

Negotiations over three consecutive nights resulted in the adoption of 19 COP decisions and 17 CMP decisions and the approval of a number of conclusions by the subsidiary bodies. These outcomes cover a wide range of topics, notably the establishment of a second commitment period under the Kyoto Protocol, a decision on long-term cooperative action under the Convention, the launch of a new process towards an agreed outcome with legal force applicable to all parties to the Convention, and the establishment of the Green Climate Fund (GCF). The GCF will act as an operating entity of the financial mechanism of the Convention and is expected to mobilise US\$100 billion a year by 2020.

For the first time both developed and developing countries have agreed to be covered by a legally binding treaty. A roadmap has been developed towards achieving an agreement by 2015, a year after the Intergovernmental Panel on Climate Change updates the scientific picture, and ensuring it is ratified globally by 2020. This was decided with the backdrop of ever more gloomy and increasing accuracy of climate change data as scientists are able to forecast temperature increases and impacts with increasing certainty.

“We did not inherit the land from our forefathers; instead we borrowed it from our children.” - Native Indian Proverb



Companies globally are challenged to balance competing demands, such as increasing shareholder value, with sustainable business practises. As such, Oceana recognises that practises introduced today have long term impacts for future generations and that its operations impact the environment significantly. The company has thus commissioned a study on the fishing industry's role in adapting to climate change.

This past financial year marked the second year in which Oceana participated in the Carbon Disclosure Project (CDP), which encourages companies to measure and disclose their Green House Gas (GHG) emissions. Oceana continues to seek innovative ways of managing GHG emissions and improving its water usage and conservation efforts in all its operations. In terms of the companies Environmental Policy, factories and vessels are required to minimise usage of fossil fuels and emission of gases, particulate materials, odours to the atmosphere and are in compliance with conditions imposed by legislation.

“Waste not the smallest thing created, for grains of sand makes mountains...” - E. Knight

Oceana has a continuous drive to achieve reduced energy consumption through revised operating procedures and technological advancements, recycling and using renewable and non-renewable resources, which results in the reduction of the group's carbon footprint.

With this high level of ambition and continued improvement, Oceana's response to carbon footprint reduction should evoke pride and achievement to all its employees and stakeholders.

Photographs of the COP 17 in Durban as it appears on the website www.inhabitat.com.



21 March – Celebrating Human Rights Day

By Mariam Peters

Each year on 21 March, South Africans celebrate Human Rights Day in remembrance of the anti-apartheid movement and the suffering and loss of lives that accompanied this epic struggle. It also stands as a testament that, as South Africans, we will never again be denied our human rights.

What are human rights?

Human rights are the rights that we all have because we are human beings. These rights are inalienable, which means that we do not earn them but are born with them, and that they cannot be taken away, bartered or sold by any man, government or country.

In South Africa, our human rights are protected by the Bill of Rights, which is enshrined in Chapter 2 of the Constitution and which is the highest law of our country. Every person in South Africa, even the government, must abide by the Constitution. All the rules set out in the Constitution are very difficult to change, which automatically makes the rights in the Bill of Rights also very hard to change. According to the Constitution, *“it enshrines the rights of all people in our country and affirms the democratic values of human dignity, equality and freedom.”*¹ Each and every one of us has rights, regardless of our race, age gender, sexual orientation or religious beliefs, but this also means that we have to respect others’ rights as well.

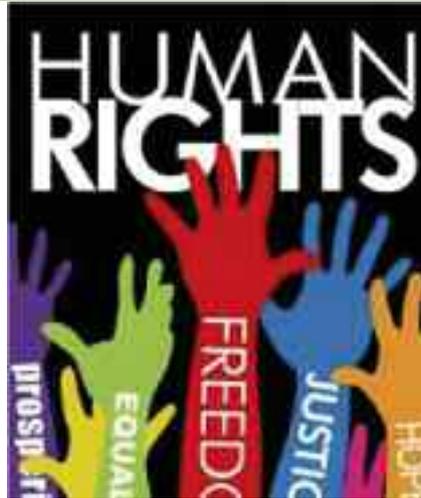
History

Human Rights Day in South Africa is celebrated on the same day the Sharpeville massacre took place near Vereeniging in 1960, when police opened fire on a group of marchers who were protesting about carrying the passbook or “dompas”.² This march was part of the Pan African Congress’ (PAC) positive action against government oppression which targeted the inhumane and undignified Pass Laws.

The Pass Laws required that all black African men living or working in the towns carry a document or “pass” with them at all times. They were immediately arrested by the police if they failed to produce this document. On 21 March 1960, groups of people without pass books marched to police stations all over the-then Transvaal and demanded that police arrest them. The reasoning was that many people would be arrested, thus overcrowding the jails. This would make the country unable to function properly and would eventually lead to the scrapping of the Pass Laws. At Sharpeville, three hundred strong police officers panicked at the size of the crowd converging on them and opened fire, killing sixty nine marchers and seriously wounding one hundred and eighty others.

On the 30 March 1960, a state of emergency was declared and thousands of black people were arrested throughout the country. The events following the Sharpeville Day massacre led to Hendrik Verwoerd banning the ANC and the PAC, thereby forcing thousands of people into exile.

According to the South African Government, our Constitution is widely regarded as the most progressive constitution in the world, with a Bill of Rights that is incomparable. This is thanks to the



unselfish and self sacrificing actions of our heroes who fought and lost their lives, and in this, gave us all a better life.

For more information on the Bill of Rights, visit www.info.gov.za.

21 Mashi – Ukugujwa koSuku lwaMalungelo aBantu

Ngayo yonke iminyaka ngomhlaka 21 Mashi, abantu baseNingizimu Afrika bagubha usuku LwamaLungelo abantu, okusuke kuyisikhumbuzo sokulwa nobandulululo, ukuhlupheka kwabantu kanye nokulahlekelwa yimpilo okwakuhambisana nalokhu kulwa nengcinezelo. Lokhu

kuba futhi yisiqiniseko sokuthi thina, njengabantu baseNingizimu Afrika, ngeke kubuye kwenzeke futhi ukuthi sincishwe amalungelo ethu obuntu.

Ayini amalungelo obuntu?

Amalungelo obuntu yilawo malungelo esinawo thina sonke, ngoba singabantu abaphilayo. Lamalungelo awasiso isipho nje, lokhu okusho ukuthi akusiwo amalungelo esiphiwa wona, kodwa ngamalungelo esiwathola ngokuthi sazalwa nawo, ngeke futhi siphucwe wona, sishintshisane ngawo athengiswe noma ngubani, uhulumeni noma izwe.

Lapha eNingizimu Afrika, lamalungelo avikelwe nguMqulu wa-Malungelo, ashicilelwe kwSigaba 2 soMthethosisekelo waseNingizimu Afrika, okungumthetho omkhulu kunayo yonke eNingizimu Afrika. Wonke umuntu eNingizimu Afrika, ngisho noHumulumeni, kufanele ahambisana noMthethosisekelo. Yonke imithetho ekuMthethosisekelo akulula ukuthi ishintshwe, kubandakanya nawo uMqulu Wamalungelo ongeke ushshwe kalula nje. Ngokuhambisana noMthethosisekelo, lamalungelo *“agcizelela amalungelo awowonke umuntu ezweni lethu futhi aqinisa inkolelo yenqubo yentando yeningi yokwazisa isithunzi somuntu, ukulingana nokukhululeka.”*¹ Yilowo nalowo muntu unawo lamalungelo, akukhalthalekile ukuthi uyiluphi uhlanga, ubudala, ubulili, indlela yokuziphatha ngokobulili nokwenkolo, kodwa lokhu kusho nokuthi kufanele sihloniphe amalungelo omunye nomunye wethu.

Umlando

Usuku lwaMalungelo oBantu lugujwa ngosuku olufanayo nosuku lokubulawa ngonya kwabantu eSharpeville ngaseVereeniging ngo 1960, lapho amaphoyisa adedela khona inhlamvu kubantu ababemasha, bekhalazela ukuphoqwa ukuphatha amapasi noma o*“dompas”*.² Lemashi kwakuyingxenye yezinyathelo ezazithathwe yiPan African Congress’ (PAC) yokulwa ngqo nengcinezelo kahulumeni eyayibhekiswe kwimithetho eyayingenabantu neyilahlazo yeMithetho yamaPasi.

Imithetho yamaPasi yayithi wonke umuntu ongumlixa oMnyama, osebenza noma ohlala emadolobheni, kufanele ngasosonke isikhathi apha the incwadi noma *“ipasi”*. Babeboshwa ngamaphoyisa ngaso zonke izinsuku uma beke bangakwazi ukuveza lezoncwadi. Ngomhlaka 21 Mashi 1960, iqulu labantu ababengawaphethe amapasi bamasha baya kumakamu amaphoyisa kusosonke isifunda esasaziwa ngokuthi yiTransvaal, baphoqa amaphoyisa ukuthi ababophe. Inhloso yalokhu kwakungokuthi abantu abaningi babezoboshwa, amajele agcwale aphuphume. Lokhu kwakuzokwenza ukuthi izwe lingakwazi ukusebenza ngokufanele, lokhu okwakuzobanga ukuthi iMithetho yaMapasi isulwe. ESharpeville, amaphoyisa angamakhulu amathathu, ayehlome eyizingovolo, ethuka uma ebona leliqulu labantu liza ngakuwo, adedela inhlamvu, abulala abantu ababemasha abayi 69,

1 SA Government Information website. Chapter 2 - Bill of Rights. <http://www.info.gov.za/documents/constitution/1996/96cons2.htm#7>

2 Heritage and History. Sharpeville remembered. <http://www.southafrica.info/about/history/sharpeville.htm>

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REMEMBER SHARPEVILLE



21 MARCH 1960
69 KILLED
180 WOUNDED

CONTINUED ON PAGE 18

'OCEANA STREET MILE'



Valentino setting the best time.

Since the beginning of the partnership between the Kaelo Health and Wellness programme and Oceana Group in February 2010, 'Wellness Ambassadors' have been appointed in different departments within the Oceana Group and tasked to keep this partnership 'alive'.

Around the world, 'Street mile racing' has become very popular and Grant Stevenson, one of the Wellness Ambassadors, suggested that Oceana introduces its own 'Street Mile' with participants given the option of either walking or running the mile.

The Route:

The "mile" began outside Oceana House at 25 Jan Smuts Street on the Foreshore in Cape Town on Monday, 16 January. Participants had to position themselves on the white barrier line in the middle of the road opposite the parking garage entrance – when it was safe to do so, of course! From there, the route snaked up the first six floors of the parking garage to the end of the parking area. Names started streaming in and for that full week races were held every day. Races were mixed, with males and females; young or old; fit or unfit; even pregnant ladies took part.

On the very first day participants had their supporters cheering them on whether they ran or walked the race. The number of supporters grew each day and the 'Oceana Street Mile' was the buzz on all the office floors.

Oceana Lobster, Squid and Fries HR Officer, Valentino Barends, quickly established himself in first place with a record time of one minute and 59 seconds, while Oceana Brands Commercial Officer, Nicole Erasmus, held the first place among the female employees with a record time of two minutes and 52 seconds. The 'Oceana Street Mile' will stop at the end of February, when the last race will be held with the 10 best 'time keepers'.



TOP ROW, LEFT TO RIGHT: The Lucky Star team; The briefing under the watchful eye of security; The organiser - Grant Stevenson - 2nd from right.
 BOTTOM ROW, LEFT TO RIGHT: Some preferred to watch; On your marks ready steady go; Valentino, who set the best time, with Pierre, Mogamat and Andre.

CCS – CITY DEEP UPPING ITS ANTE ON FITNESS

The Kaelo Health and Wellness programme has taken root at Commercial Cold Storage in City Deep. A few employees have harnessed their sporting potential and formed a well rounded and skilled soccer team. The idea was spearheaded by Otto Mnganga and Freddy Mabunda, both Operations Checkers.

Otto Mnganga shares the team's success to date. "We are weary of always being outsiders watching the action but not able to participate and this also helps us fill a void. Soccer practice sessions occur during lunch breaks where we assess the team's readiness in order to be realistic about our expectations and outcomes.

General Manager of CCS City Deep, Peter Bristow, and Operations Manager, Jaco Nell, together approved the idea and agreed to purchase the full sporting gear that the team wanted.

The road we have travelled has not always been paved with roses. All our games have been tough and certainly no walk in the park. We

have since played five games and pitted our skills against other seasoned opponents.

To date, highlights include clobbering our first opponents 2 – 1. We unfortunately lost the third game 2 – 1, but came back to win the last two games. We are hungry for more action and we are certainly not one-game wonder boys. The team is a marvel to watch, not intimidated or humiliated and have caught the imagination of local football audiences.

Lastly, we do not believe in mediocrity, we are fully capable of upping the ante. The new kids on the block are really hitting the ground running like Trojan horses!"

Photograph at bottom of page 17. Back Row: Patrick Khumalo, Kethani zulu, Bheki Zulu, Bongani Nkosi, Nhlanhla Mkwanazi, Bongonkosi Thwala, Emmanuel Ziphondo, Sabelo Mthembu, Senzo
 Front Row: Mxolisi, Dumsani, Sthembiso Mchunu, Sbu Shelembe, Doctor Mazibuko, Mandla Zulu, Thembinkosi Sithebe, Sbhongiseni Myeni, Sicelo Mpanza

BLOOD DONATION DAY AT OCEANA BRANDS HOUT BAY

On 7 February 2012, Oceana Brands Hout Bay held a Blood Donation Day Drive. The event was a roaring success with staff volunteering to selflessly donate the gift of life. The mobile clinic, which was set up in a symbolically coloured red bus, was parked on site and stocked with the necessary equipment and surplus supply of the energy replenishing, and motivating, juice and biscuits. The Tidings Team will like to applaud the event organisers for their excellent and inspiring work. The following pictures captured the fun, anxiety and triumph of the volunteers:

BELOW: TOP ROW, L-R: Fun and laughter to overcome nerves while waiting in line; Fish Meal Supervisor Stiaan Kotze leading by example; Bongeka Ntsizi smiles while donating
 BOTTOM ROW, L-R: Smiles in spite of the pain; Siraj Bestor busy filling in his personal details; Brenda Rolleston representing her HR Team



Left: Bongeka proudly displaying her completion certificate; Right: James Wichman was proud to show off his prize



Oceana Brands Hout Bay holds its annual Health, Safety and Environmental Induction



On 13 January 2012, Oceana Brands Hout Bay held its annual Health, Safety and Environmental Induction.

Staff attended the event, held at the Hout Bay Civic Centre, which comprised of a series of interactive presentations, exciting competitions and many prizes for the enthusiastic participants.

HACCP SYSTEM

Marcellus Maart informed all present about the stringently followed HACCP System. HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product.

It is thus critical to bring about proper awareness about food safety so that employees fully understand the process involved for safe and hygienic food handling.

ENVIRONMENTAL PRESENTATION

Kevin Changoo's presentation dealt with Environmental Issues that affect staff both at the workplace and at their homes. It included awareness about pollution, unnecessary wasting of resources and a summary of the company's Environmental Control System.

A video was shown which summarised the current environmental global crisis, our limited reaction time that is available and the fact that we are causing irreparable damage to the earth. Employees were encouraged to act responsibly and to do their bit to assist to conserve our environment.

HEALTH AND SAFETY

The Health and Safety team provided the staff with a series of challenging activities and competitions in order to stimulate class participation and evoke enthusiasm about safety at the workplace. Critical response procedures, regulations and stringent discipline were incorporated in various cross word puzzles and quizzes.

It is hoped that all staff will start behaving responsibly towards the environment and will follow the correct safety protocol in order to have an incident and injury free 2012.

CONTINUED FROM PAGE 15
21 March – Celebrating Human Rights Day

21 Maart – Herdenking van Menseregtedag

Elke jaar op 21 Maart vier Suid-Afrikaners Menseregtedag ter herinnering aan die stryd teen apartheid en die lyding en verlies van lewe wat met dié epiese stryd gepaard gegaan het. Dit dien ook as 'n verklaring dat, as Suid-Afrikaners, ons nooit weer van ons menseregte ontnem sal word nie.

Wat is menseregte?

Menseregte is die regte wat almal van ons toekom omdat ons menslike wesens is. Hierdie regte is onvervreembaar – wat beteken dat dit deur geen mens, regering of land van jou weggevat, verruil of gekoop kan word nie.

In Suid-Afrika word ons menseregte deur die Wet op Menseregte verskans wat in Hoofstuk 2 van die Grondwet – die hoogste wet in ons land – vervat is. Elke persoon in Suid-Afrika, selfs die regering, is onderhewig aan die Grondwetlike Hof. Alle wette vervat in die Grondwet is baie moeilik om te verander wat dit uiteraard ook baie moeilik maak om die Wet op Menseregte te verander. Volgens die Grondwet "*verskans (dit) die regte van alle mense in ons land en bevestig die demokratiese waardes van menswaardigheid, gelykheid en vryheid*".¹ Ieder en elk van ons het regte, ongeag ons ras, ouderdom, geslag, seksuele oriëntering of godsdienstige oortuiging maar dit beteken ook dat ons respek vir 'n ander se regte moet hê.

Geskiedenis

Menseregtedag in Suid-Afrika word op dieselfde dag as die Sharpeville-slagting herdenk wat in 1960 naby Vereeniging plaasgevind het toe die polisie op 'n groep optoggers geskiet het wat uit protes teen die dra van 'n "dompas"² 'n opmars gereël het. Hierdie optog was deel van die Pan African Congress (PAC) se positiewe protes teen die regering se onderdrukking asook die onmenslike en vernederende Pasboekwet.

Die Pasboekwet het vereis dat alle swart mans wat in stede of dorpe woon of werk, 'n document, oftewel "pasboek", te alle tye met hulle moet saamdra. Hulle was onmiddelik deur die polisie in hegtenis geneem indien hulle nie 'n pasboek kon wys nie.

Op 21 Maart 1960 het 'n groep mense sonder pasboeke na polisiekantere oor die destydse Transvaal opgeruk en daarop aangedring om in hegtenis geneem te word. Die gedagte daaragter was dat só baie mense in hegtenis geneem sou moes word, dat die tronke tot oorloepens toe vol sou wees. Dit sou die land onregeerbaar maak wat tot die afskaffing van die Pasboekwet sou lei.

By Sharpeville het 'n polisie teenwoordigheid van 300-man sterk, paniekbevange geraak oor die hoeveelheid protesgangers wat op hulle toegesak het en het op die skare begin skiet. Ses en negentig protesgangers is doodgeskiet en een honderd en tagtig is ernstig gewond.

Op 30 Maart 1960 is 'n noodtoestand afgekondig en derduisende swart mense is regdeur die land in hegtenis geneem. Die gebeure wat op die Sharpeville slagting gevolg het, het daartoe gelei dat Hendrik Verwoerd die ANC en PAC verban het met die gevolg dat duisende mense in ballingskap gaan woon het.

Volgens die Suid-Afrikaanse regering word ons grondwet alom as die progressiefste grondwet ter wêreld beskou met 'n Menseregte wet sonder weerga. Dit is te danke aan die onbaatsugtige en opofferende dade van ons helde wat geveg en hul lewens verloor het en sodoende vir ons almal 'n beter lewe verseker het. Vir meer inligting oor die grondwet, besoek www.info.gov.za.

KHULA TRUST COMIC

UKUKHULA KWA OCEANA NE KHULA TRUST



Winners of the Pick n Pay School Club and Lucky Star Competition

Oceana Brands, through Lucky Star, sponsors the Pick n Pay School Club as part of its CSI initiatives.

The school club forms part of the learning programme for both primary and high school grades, where pupils' learning material, teachers' material as well as competitions and prize money are sponsored to the value of more than R500 000. This learning programme is aligned to the Revised National Curriculum Statement (RNCS) and adheres to the standards set by the Department of Education.

In 2011 Lucky Star was in schools all across South Africa teaching learners about the importance of eating right and the benefits of good nutrition, particularly from canned fish. The competition tasked learners with creating a poster that highlighted the benefits of Lucky Star. This is how it worked:

- Learners had to draw a picture of Lucky Star highlighting the benefits of Lucky Star products
- The competition was run in the curriculum book compiled at the beginning of the year.

The winners were as follows:

LUCKY STAR: Big cheque for school and certificate for learner



1st prize
(R15,000 for school and R1,000 for learner)

School: Bryanston Parallel Medium in Gauteng
Learner: Une' Terblanche



3rd prize
(R5,000 for school and R1,000 for learner)

School: Makgetse High School in Gauteng
Learner: Nkati Thabiso



2nd prize
(R7,000 for school and R1,000 for learner)

School: Hopeville Primary in Kawazulu Natal
Learner: Tishen Sevenudan

Additional Lucky Star prizes to the value of R60 000 (each school gets R2,000 plus R1,000 for the learner):

1. Lee-Stania Wareley – Factreton Primary (Western Cape)
2. Dylan Visser – Bryanston Parallel (Gauteng)
3. Inika Depiparsad – Ellingham Primary (Kwazulu-Natal)
4. Titus Takysha (R500) and Timothy – Charles Hugo Primary (Kwazulu-Natal)
5. Alyssa Kista – Riverview Primary (Kwazulu-Natal)
6. Tamara Haridew – Ays Memorial Primary (Kwazulu-Natal)
7. Wanda Chamane – Dawncrest Primary (Kwazulu-Natal)
8. Suraisha Rajak – Alencon Primary (Kwazulu-Natal)
9. Sharkeaziah Valentine – Vanguard Primary (Western Cape)
10. Sphiwe Bogatsu – Thabang Primary (Gauteng)



Factreton Primary Lee-Stania Wareley with her father and sister.



AYS Memorial Primary Tamara's teacher, Tamara Haridew, Chantel, Jade and Mr. Singh.



Allingham Primary Principal Mr. Buckus, Inika Depiparsad and Graeme Wicks.



Dawncrest Primary Mr Hassan (H.O.D.), Mr Jialal (Principal), Wanda Chamane and Graeme Wicks.



Charles Hugo Primary Graeme Wicks, Titus' Teacher, Titus Takysha and Mr Whitby.



Alencon Primary Suraisha's Teacher, Suraisha Rajak and Pick n Pay School Club Co-ordinator.



Riverview Primary Graeme Wicks and Alyssa Kista.



Vanguard Primary Sharkeaziah Valentine was joined by Vangate Mall Pick n Pay staff members, Ronelle Vember, Ruwayda Solomons and Shamsunesa Sage and Dries Botha.

Steenberg Cove Primary School Breathes in Cool Air

In January 2012, three air conditioners to the value of R21 000 were installed in the mobile classroom units at Steenberg Cove Primary school in St Helena bay. The School principal was particularly thankful for the relief brought with the installation of the air conditioners, as the West Coast had been experiencing a heat wave in previous weeks.

Oceana Supports the Stop Hunger Campaign

On the 9th of December 2011, 120 Oceana Brands employees packed the Weskus Mall in Vredenburg to participate in the Stop Hunger campaign. All were dressed in their Lucky Star T-shirts and bandannas or caps. The aim was to pack as many meals as possible in the allocated time, which would then be distributed to needy organisations. At the end of the day, 16 200 meals were packed in three hours!

Two competing teams packed in each hour. During the first hour the jetty team packed meals against the cannery team and the two teams completed 25 boxes which are equivalent to 3600 meals. The jetty completed 13 boxes first, which meant they won the challenge.

The administration team packed against the fishmeal team in the second hour and the cannery and jetty were cheering them on. The fishmeal team completed their 13 boxes and won the hour challenge.

The last hour was filled with the most intense rivalry as the ladies packed against the gents and the ladies completed the 13th box in 45 minutes. The employees' enthusiasm made the shoppers in the mall very curious and attracted people who watched and donated more money into the Stop Hunger money boxes, which were stacked in the shape of a pyramid on and off the stage.



The employees and managers who participated enjoyed the day and treated it as a team building exercise.

There was great exhilaration as a cheque to the value of R35 680 was handed over to the representative of the Stop Hunger campaign.

The meals were distributed as follows:

- 11 boxes were distributed to Call to Serve soup kitchen in St Helena Bay.
- 5 boxes were given to Huis van Liefde Old Age Home that has a Meals on Wheels soup kitchen for the community.
- Hondeklip Bay Help soup kitchen received 13 boxes
- 8 boxes were taken by Stop Hunger for distribution at

their own discretion, which is part of 10% that they require as per memorandum of understanding.

- 34 boxes were distributed to crèches in St Helena bay. An agreement between Stop Hunger and the crèches will be that they spend the money they would have spent on food to educate their staff on first aid and fire fighting, which are requirements for them to receive a government food grant.

During a live interview on Radio West Coast with Stop Hunger Business Development Manager, David Jacobs, and Oceana Group Sustainability Manager, Titania Stefanus-Zincke, a caller from the Department of Social Development called in and praised Oceana for the good work that it is doing in the community.



St Helena Bay Primary School Given a Make-Over

Oceana Group recently brought smiles to the faces of educators, learners and parents when it provided the funding of R150 000 to repaint the St Helena Bay primary school. Only a few months ago, the school had received two smart boards from Oceana. The repainting was done over the end-of-year school holidays. The roof was high pressure cleaned and the water captured to prevent it flowing off the roof, which is made of asbestos. Once the job was done, it was inspected by Oceana Group Sustainability Manager, Titania Stefanus-Zincke. The community's feedback has been very positive, while the school principle mentioned the support received from Oceana in his report to the Department of Education.



Before and after photos

A Scout's Honour



In our last edition we met Kristen Cottle from the 3rd Pinelands Scout group, who was on a mission to obtain the highest cub award. We are happy to announce that Kristen received the award on the 2 December 2011.

Kristen received the 'Leaping Wolf Badge', which is the highest cub award. This year she moves on to Senior Scouts and will continue with her advancement programme.

Well done Kristen!!

Living a dream

Lucas Haywood, Maintenance Manager at Commercial Cold Storage City Deep, is a man who is living his dream. Lucas says he has always had a passion for flying, being it little model planes or "the real thing". He sent the Tidings team the following account of his first competition.

"I have being flying a microlight aeroplane for seven years, which I enjoy immensely. I try to fly every weekend, as being up in the sky has a very relaxing effect on my stress level.

I have been entering a number of competitions, as it gives me the opportunity to work with fellow pilots and navigators. In 2010, I did my first 'Starters Masters', which is a beginners' competition for micro light flying. However, last year I really 'aced' it. The competition was tough with all the routes, take off and landing challenges but it increased my ability to get to know my microlight and our potential. I was competing against SA champions so I was very proud of myself for achieving first place in the Duel Class, the category for a two seat microlight."

Lucas Haywood taking off in his microlight aircraft. He says it was a short 50-metre take-off with a one metre obstacle clearance.



Ending the year on a high note



The A-team struck again, this time on a sea rescue mission: rescuing themselves from the office for just a day, and taking to the seaside!

*(L-R) Back: Anisha Naidoo, Melanie Basdew, Yvette Willie
Front: Gillian Goosen, Sharon Gabellone, Rowena Samuels*

With cruise ships and yachts prettifying up the view from Zack's restaurant at Wilson's Wharf in Durban, and a festive vibe surging through the open deck, it was only left to the food to impress CCS's admin staff when they took to the edge of the deck-on-sea for their year-end luncheon.

It has been said that when something is very good - exceptionally so, mind you - that one experiences an "out of body" experience, be it because of good food or an amazing holiday etc. Well, Sharon Gabellone and her A-team of five decided it was time for an "out of office" experience! There was no red carpet glitz and glamour, just a cool sea breeze and the tallest cocktails at hand...or near mouth, depending on how you look at it, to kick off this fine outing! Also, and very unlike the morbid summer days Durban had to offer early in the new year, on that Friday in December 2011 summer appeared to be saying, "Were you looking for me? Well, here I am! Enjoy!!"

But as far as talking seasons go, the food didn't have much to say (and thank goodness for that as I don't quite fancy a chatty dish). I opted for a standard burger and chips meal to tone down my decadent appetizer, and so as not to spoil the espresso ice-cream shake I had my eye on. For the other ladies it was a well-rounded three course feast with their lead performer being the main course... which left me a tad jealous as my burger couldn't - though it tried very hard - stand up to its contenders. But it was my dessert which did the trick and got me back in the game: a truly high-end Italian-style finale to an especially good afternoon.

Our service also deserved a thumbs-up as our waiter had a dual job title when he was asked to take our pictures. What brilliant photos they were given the splendid weather! Now with all the boxes checked for a fine dining experience, I still missed one element that usually puts the finishing touch to these parties: dancing! Ai karamba, what's a girl to do? Well at least I got my Zumba classes! Oh well, we can't win them all and DJs also need their down time, I suppose.

By Jillian Goosen



GIVING BACK WHAT HAS BEEN GIVEN TO US.

In the more than ninety years of our fishing history, we've seen changes. But one thing has remained the same – our commitment to the sea, and to the people who go to sea for us.

For fishermen, fishing is never just a job. It's a way of life, often the only way their families have ever known. As a fishing company, we recognise our responsibility, and are happy to accept it. We are inextricably linked to the fishing communities within which we operate, as they are with us and as we all are with the sea.

That is why transformation has been an integral and important business priority since 1994 when we signed our first black empowerment ownership deal;

Why today, black employees have participatory rights to 14.2 million shares in our company through the Khula Trust, representing 11.9% of total issued share capital in Oceana Group;

Why we opened a French Fries factory to ensure continued employment for the community of Lambert's Bay when our fishmeal factory was closed;

Why we allocated 17% of our Net Profit after Tax (R4.2 million) to worthy causes in 2011, which included, among others, donating interactive smart boards to schools in Cape West Coast fishing communities;

Why we partner with previously disadvantaged individuals and groups, not only for our sustainability, but to empower them to succeed and grow their own businesses; and

Why we continue striving to be better and better at who we are and what we do.