

## **TWO OCEANS MARATHON NPC 13th ANNUAL GENERAL MEETING (AGM), TOM NPC BOARD REPORT FOR 2021/2022**

### **6 OCTOBER 2022**

It is a privilege to present the Board Report for the 13<sup>th</sup> Annual General Meeting of the Two Oceans Marathon NPC on behalf of the TOM NPC Directors who served during the past year:

- Mr. Allan Ryninks (Wild Runner)
- Mr. Barry Matthew (Celtic Harriers)
- Mr. Garth Schreiner (WPA)
- Mr. Hilton Kearns (Celtic Harriers)
- Mr. Ian McDonald (Celtic Harriers)
- Mr. Keith Temmers (WPA)
- Ms. Liezel Short (Satori)
- Mr. Paul Murphy (Carbineers)
- Mr. Sipho (Seeps) Evans (Celtic Harriers)
- Ms. Thabisile Dlamini (WPA)
- Mr. William Swartbooï (Easterns Kraaifontein)

Mr Sipho Evans steps down from the board, having reached the end of his two-year term and is relocating to the United Kingdom for work purposes. The other board member who will not be available for re-election after having reached the end of his two-year term is Mr Hilton Kearns.

Mr Keith Temmers completes his term as a representative of Western Province Athletics.

Mr Barry Matthew will also be leaving the TOM NPC Board, mid-term due to increasing work commitments.

Each of these board members served the TOM Board with distinction, and we formally acknowledge and thank them for their important contributions.

Building on the groundwork, training and positive challenges faced and undertaken as a Board in both 2020 and 2021, we have honoured our commitment to good and transparent corporative governance, strategic steering of the organisation and enterprise excellence.

### **NEW TITLE SPONSOR**

On 15 February 2022, the Two Oceans Marathon was proud to announce that leading sports apparel retailer, Totalsports, had been signed as the event's new title sponsor. The news was warmly welcomed by the running fraternity, Athletics South Africa, and other sporting bodies, and indeed the industry as a whole.

We believe that the brand alignment of Totalsports, and the world leading Two Oceans Marathon lived up to the promise of an enhanced runner experience as was evident in the Totalsports Two Oceans Marathon 2022, and will surpass expectations as the partnership matures.

## **TTOM 2022 HIGHLIGHTS**

To enable the growth of the race, the event was held in a two-day format on 16 and 17 April 2022, with the Half and Ultra Marathon being hosted on those days respectively. In another first, the Totalsports Two Oceans Marathon 2022 went sachet-free in an effort to eliminate plastic waste from the route. This ground-breaking environmental milestone was achieved with the strategic collaboration of our Official Hydration Partner, Powerade and Coca-Cola, who dispensed water, Coke and Powerade from container trucks into wax-lined paper cups.

### **Entries**

Despite the late opening of entries, the Half Marathon was close to capacity in terms of entrants, while the Ultra Marathon attracted more than 4 000 entrants.

The gender split in the Half Marathon was 51,3% in favour of male athletes, making it the most evenly 'entered' race by gender breakdown yet. In the Ultra, 74,4% of the runners were male athletes while 25,6% were female athletes. The gender breakdown in the Ultra is in keeping with the gender split over the last few years.

### **Broadcast**

For the first time the event was broadcast on SuperSport. With a recorded viewership of 336 837 for the live broadcast on SuperSport and an additional 172 159 viewers for the highlights broadcast in the week following the event, the TTOM2022 generated media exposure to the value of R22 384 843. As at 17 May 2022, the Two Oceans Marathon had reported the highest audience across the 9 Marathons broadcast by that date on SuperSport.

### **Gold Label Status and spectacular records set**

TTOM 2022 was certified an IAU Gold Label Status Ultramarathon, and besides the prestige the accolade brings to the event, it also meant that all record times set over 50km during TTOM 2022 were eligible for official recognition by the IAU.

As far as records go, spectators at the finish and viewers at home were in for a treat when Gerda Steyn broke the 33-year-old Women's Ultra Marathon record, clinching a memorable victory in 3:29:42 and earning a R250 000 incentive from title sponsor, Totalsports, for breaking the record.

Also breaking the record was runner-up Irvette van Zyl who shaved five seconds off the time set by Frith van der Merwe to finish in 3:30:31.

## **TTOM 2022 CHALLENGES**

The event was not without its challenges, firstly, in the form of the late opening of entries on 11 February 2022. Once an agreement to proceed with the event in a two-day format was reached with all required stakeholders, entries for the first running of the Totalsports Two Oceans Marathon 2022 commenced and set the stage for a hugely successful event. It marked a triumphant return of the Two Oceans Marathon and the 51<sup>st</sup> running of the globally iconic Ultra Marathon.

The other big challenge presented itself in the form of opposition to running the event on the Easter Weekend, and specifically, on 17 April 2022. The decision to split the Half and Ultra Marathons, with the Ultra Marathon being run on Easter Sunday, was taken to ensure the safety of all runners, suppliers and staff involved in the event; to meet the necessary compliance mandates required by the Covid-19 Risk Management Strategy; and to allow both races to start early so that roads that had been closed could be reopened as early as possible.

The objections to staging the Ultra Marathon on Easter Sunday came despite extensive, months-long consultations with the most affected parties, namely the Christian community and body of churches and beyond; as well as extensive road safety and traffic management plans significantly mitigating any potential inconvenience to road users on 17 April.

It is acknowledged with gratitude and humility, that there was also tremendous goodwill enjoyed by the TOM NPC in this regard. Several churches shifted their church service times to allow easy and safe access for Easter Sunday worshippers.

On 11 April 2022, the TOM NPC issued a statement apologising to all affected communities for the unintended consequences of running the Ultra Marathon on Easter Sunday, and reiterated that this occurrence was a one-off anomaly. It is this undertaking, along with other singularly and equally important factors, that have mitigated against staging the two-day Totalsports Two Oceans Marathon 2023 over the Easter Weekend.

## **TWO OCEANS MARATHON STAFFING**

The TOM Office had a staff complement of eight employees:

1. Race Director
2. Finance and Business Manager
3. Race Operations Manager
4. Procurement and Finance Administrator
5. Communications Manager/Content Producer
6. Entries and Runner Liaison
7. Customer Services/Receptionist and TOMI Co-ordinator
8. Office Assistant

Debra Barnes stepped down from her role as Race Director at the end of September 2022 but remains active in an oversight capacity until the end of October 2022 and will support the TOM NPC on various sponsorship matters where required.

The TOM NPC is grateful to Debra Barnes for steering the organisation through one of the most difficult periods in its history, including the forced cancellation of the 2020 event due to the COVID-19 pandemic; and particularly with regard to her leadership at the TOM Office.

TOM Race Operations Manager, Grant Bolters, resigned to pursue other opportunities.

The TOM NPC and Board wish both these staff members leaving the organisation the very best in their future undertakings.

As planning for TOM 2023 moves forward rapidly, with Event Permit applications already submitted and the imminent opening of TTOM 2023 entries in the coming weeks, race planning will continue apace with the appointment of operations and entries support teams, and service providers have been contracted in operations, logistics and marketing.

## **TWO OCEANS MARATHON TRAIL RUN SERIES**

The Trail Run Series kicked off with the Table Mountain National Park Trail Run on 30 July 2022. A TOM Trail record prize money incentive of R30 000 was on offer for the winners of each of the long trail runs (male and female) in each of the three planned events.

In the women's long distance trail race, Lijan van Niekerk delighted with her win and in the men's long-distance race, Collin Kanyimo snatched the champion's crown with a scintillating finish.

Sadly, the Nuwejaars Wetlands and Kogelberg Biosphere Reserve installments of the race as planned for 24 September and 29 October respectively were cancelled due to below average entries uptake, with entrants receiving a full refund.

## **TWO OCEANS MARATHON INITIATIVE**

Thanks to the generosity of Totalsports Two Oceans Marathon 2022 runners, R103 000 was raised by way of direct donations to TOMI. A further R319 000 was raised on Given Gain for specific charities, and these funds have already been paid to the runner-nominated charities concerned.

TOMI disbursed the total funds received to local and national community-oriented organisations providing support in the spheres of Education, Environmental Sustainability, Health and Wellness, and Athletic Development – the four TOMI pillars – to the following highly commendable charity organisations after a rigorous application procedure:

1. Mamelani Projects
2. The Homestead
3. REAL – Resource & Education Awareness for Life
4. Khululeka Grief Support
5. The LifeMatters Foundation
6. Sakhisiwe Youth Development Program

## **TTOM 2023**

Following positive discussions with the City of Cape Town, the TTOM 2023 dates as ratified by Athletics SA and Western Province Athletics will be announced imminently.

With the events now being hosted over two days, we have applied for a capacity of 13 000 in the Ultra and 16 000 in the Half Marathon.

Along with our sponsors, Totalsports, Western Cape Government, the City of Cape Town, Powerade, Coca-Cola, Wesgro, NightwinG and Southern Sun, we are looking to deliver even more value for the runner, and to showcase a world-class event that will continue to elevate our brand appeal to our stakeholders.

## **LEGAL MATTERS**

### **James Evans Membership – CIPC Tribunal**

The long-standing legal disputes between Mr. James Evans and the TOM NPC were escalated to the CIPC for review. Some of these matters have been ruled on by the Tribunal in favour of the TOM NPC and other matters are still under review for conclusion.

### **TOM NPC Building Dispute**

A lack of compliance certification forced the organisation to seek legal advice on this matter. The TOM NPC has not yet concluded this issue with the builder. The TOM NPC has opted to seek legal advice on the outstanding building work and to ensure that the organisation receives the various building compliance certificates required.

### **TOM NPC property stored off-site**

After engagements regarding retrieving TOM NPC property (apparel and equipment) from the premises where it was being stored, the lessor allowed TOM to retrieve its goods. Discussions as to compensation regarding a storage fee to be retrospectively paid are ongoing.

### **CONCLUDING REMARKS**

While the brand has recovered well post-pandemic, challenges remain but with these, come opportunities.

We will continue to be guided by supplier, sponsorship and business best practice principles and build a bigger, better core offering, which can be expanded.

Thank you to our members, runners, sponsors, and stakeholders who run every mile alongside us. Together we form an amazing matrix that will go from strength to strength as collectively we Conquer the Current.

### **The Two Oceans Marathon NPC Board**