

TWO OCEANS MARATHON NPC 14th ANNUAL GENERAL MEETING (AGM), TOM NPC BOARD REPORT FOR 2022/2023

The current Two Oceans Marathon (TOM) NPC Board deems it a privilege to present the Board Report for the 14th Annual General Meeting of the Two Oceans Marathon NPC.

- Mr. William Swartbooi (Easterns Kraaifontein) [WPA Representative] (Chair)
- Mr. Allan Ryninks (Wild Runner) [WPA Representative] (Vice Chair)
- Mr. Garth Schreiner [WPA Representative]
- Mr. Graham Bentz (Pinelands AC) [WPA Representative]
- Mr. Ian McDonald [Celtic Harriers]
- Mr. Angelo Kriger [Celtic Harriers]
- Ms. Ilse De Wet [Celtic Harriers]
- Ms. Phumi Mlotshwa [Celtics Harriers]
- Ms. Liezel Short (Satori) [Ordinary Members]
- Mr. Paul Murphy (Carbineers) [Ordinary Members]
- Mr. Ashraf Orrie (Itheke AC) [Ordinary Members]

Professor David Maralack resigned from the TOM Board on 12 April 2023.

Ms. Liezel Short also completed her term as an Ordinary Board Member and has availed herself for re-election.

Mr. Paul Murphy has completed his term as an Ordinary Board Member and will step down this year. We thank Paul for the commitment shown and valued expertise he brought to the TOM brand.

Each of the abovementioned board members has served the TOM Board with distinction and excellence. The TOM family formally acknowledges and thanks them for their valuable contributions, both by way of their personal time and the application of their respective skill sets.

1 TOM BOARD MATTERS

In line with our mission, values and vision, the focus of the TOM Board has been to deliver the current event and then go into early planning for another world-acclaimed event, to strengthen stakeholder partnerships and to promote cohesiveness, teamwork and innovation at all levels of the organisation.

The Chairperson, William C Swartbooi, hereby also expressly acknowledges and thanks the TOM Directors for their commitment over the past year, which has seen them unselfishly give of their time and expertise to ensure our iconic brand remains going from strength to strength globally.

Further specific thanks from the Chairperson are hereby expressed to the Deputy Chairperson, Allan Ryninks, for his dedication and steadfastness in continuing to serve the TOM organisation so expertly and faithfully in the face of extreme health issues.

1.1 Sub-Committee System

The Board established a sub-committee system to ensure a concentrated focus on particular areas of expertise which would collectively encapsulate and tackle the collective board responsibilities.

In terms TOM's internal financial policies, Liezel Short was elected as the chair of the Finance Committee, **Fincomm**. Liezel held weekly meetings with her Sub Committee and arranged a Fincomm Strat session. Fincomm ensured that many financial processes were tightened and instituted deeper fiscal oversight overall.

The **Building Committee** was led by Ian McDonald. As an engineer, Ian used his expertise to address our building compliance issues.

Angelo Kriger chaired the **Race Advisory Committee** (RAC). RAC met frequently to ensure that all operational milestones were met on time and that matters of an operational nature were executed well. This critical sub-committee was integral to ensuring that our event was a major success.

The **Communications and Sponsorship Committee** was chaired by Ilse de Wet. Ilse's expertise in this field added extensive value to our brand. Various meetings were held to deal with issues pertaining to brand management as well as engagement with sponsorship agencies, and the appointment of The Treble Group as the official sponsorship agency for the Two Oceans Marathon NPC on 23 August 2023.

Treble will render and be responsible for the following non-exhaustive list of services to TOM:

- Increasing the current sponsorship pool to the financial benefit of TOM
- Developing a commercial plan
- Managing key sponsorship agreements
- Undertaking a rights audit of all TOM tangible and intangible assets
- Overseeing rights management and contractual adherence between all parties and TOM
- Negotiating sponsorship and allied commercial agreements on behalf of TOM.

1.2 Other Board Meetings

The Chair, Vice-Chair, and Race Director held regular weekly meetings, to ensure outcomes efficacy.

A Board induction meeting for new Directors was held on Wednesday, 8 February 2023.

The new Board's first strategic session was held on Wednesday, 14 February 2023.

The next Board strategy meeting with a dedicated planning focus was held on Saturday, 13 May 2023, one month after our TTOM 2023 event. The focus of this meeting was to create a framework which would give direction to the TOM Office regarding planning and milestones for TTOM 2024.

Discussions also centred around office vacancies, evaluating and unpacking what did and did not work in TTOM 2023, so as to improve the rollout and execution of TTOM 2024 to maintain our leading status as a top world event.

1.3 Other Board Activities

A delegation of the board engaged with the **City of Cape Town** (CoCT) officials in early July 2023 to prepare and discuss the TTOM 2024 event. Thereafter, regular meetings were held at the TOM office and/or the CoCT office. These meetings and exchanges formed part of the renewal of ties between TOM and the City of Cape Town.

Allan Ryninks represented TOM at the **23rd AIMS World Congress**, which was held in Osaka, Japan, on 23–25 February 2023. The AIMS conference is held every two years in various countries in the world. This year, the theme of the congress was, “Designing the Running Future”. Allan engaged and networked with many marathon organisers to strengthen ties globally between TOM and other leading races, and bring back innovations on best practice for TOM to implement.

2 TOM OFFICE MATTERS

TOM's permanent staff component has been reduced compared to previous years. The focus remains on ensuring that resources are utilised optimally. Contract staff members were seconded to fulfill particular functions, as and when necessary.

2.1 TOM OFFICE STAFFING

The TOM Office currently comprises six employees:

1. Race Manager = Mr. Hilton Kearns
2. Finance and Business Manager = Mr. Gary Sing
3. Procurement and Finance Administrator = Ms. Sharon Meyer
4. Communications Manager/Content Producer = Ms. Lindy-Joy Dennis
5. Customer Services/Receptionist and TOMI Co-Ordinator = Ms. Patiswa Gqetywa
6. Office Assistant = Ms. Julia Bomvana

As a result of the resignation of Grace Pambana, Patiswa was approached as part of the internal upskilling process to take over the Entries/Customer Services portfolio.

Grace was indeed a great asset to the TOM brand and was well-liked by the running community as a “go-to” person who was always willing to help and go the extra mile.

We thank the staff for their hard work and diligence in executing a successful TTOM 2023 event.

There are currently two vacancies in the TOM office:

- Operations Manager
- Entries & Runners Liaison.

These vacancies will be filled permanently when the financial position of TOM makes it fully viable to do so.

Hilton Kearns has been re-appointed as the Race Manager until 31 May 2024. We thank him for his sterling efforts in being at the coalface of executing a memorable and widely praised TTOM 2023 event.

3 TTOM 2023

TTOM 2023 was an experience that clearly underscores our event's current slogan, "Conquer the Current".

The acknowledgment of continued confidence in the event and vote of support from various key role-players, such as from our Title sponsor, Totalsports, and the City of Cape Town, was a testament to the event's success.

3.1 TITLE SPONSOR

Two Oceans Marathon NPC is proud to be in its second year of title sponsorship with retail apparel giant Totalsports. The title sponsorship continues to prove a great brand alignment for TOM, and especially the running community that we serve.

As the partnership continues to mature and strengthen, we warmly acknowledge and thank Totalsports for their role in helping TOM sustain its status as a Jewel Event on the Western Cape events calendar. The close working relationship and regular meetings with their team underscored the good relationship and strengthening of ties between both parties.

Preparations for the Totalsports Two Oceans Marathon 2024 are on track – and in fact, ahead of the curve. Special preparations are in progress to celebrate the landmark 25th anniversary of our Two Oceans Half Marathon.

3.2 TTOM 2023 EXPERIENCE

This year we were able to strengthen ties with key role-players who have become integral to the success and sustainability of our iconic event.

Leading up to TTOM 2023, we collaborated with the Sports Science Institute on Training Tips and Guides, a Training Run and Expert Talks. The talks by Professor Andrew Bosch focused on two themes, namely, "Dietary strategies to optimise training recovery" and "Performance and training for the Totalsports Two Oceans: The Final Weeks", which were well received. We are indeed thankful to Kauai who came on board with refreshments at both talks.

This year, 2023, was the second year in which our event was held over a two-day format. The learnings of the past year enabled us to focus on the Ultra and the Half Marathon respectively.

The batch starts in both events were retained as a result of the learnings from the 2022 event. The focus was on reducing the risk of runner safety incidences by better allowing for rolling road closures and traffic management, and allowing medical personnel to reach runners more easily and in a short time period, if required.

The early Ultra Marathon start was purely to accommodate the transport management plan, ensuring that roads could safely re-open to traffic at the stipulated times.

City of Cape Town Executive Mayor Geordin Hill-Lewis welcomed runners to the Ultra Marathon, and fired the start canon, with Alderman JP Smith and Councillor Mzwakhe Ngavashe doing the same for the Half.

The 2023 Two Oceans Marathon Expo at the Cape Town Convention Centre was challenging in many ways, as for the first time since 1973, the event moved away from the Easter Weekend, so we could not bank on a Good Friday public holiday on which runners could collect their race packs. There was also a robust demand for Expo space, activations and interactions up to the last minute which required unanticipated planning and execution over and above what was in place, but which ultimately served to enhance the Expo ambiance and experience.

The Expo was open to all until the Saturday of the Ultra Marathon, but only Half Marathon runners could collect their race packs at the Expo on Saturday.

3.3 TTOM 2023 HIGHLIGHTS

This year as an organisation we celebrated our second successful year of hosting our globally spectacular event over two days, and for the first time since 1973, the event was not held on the Easter Weekend, but attracted record numbers of participants and spectators, cementing this format going forward.

Spreading the event over two days helps the City of Cape Town to best deploy its resources, while also mitigating in favour of the growth of the race. Separating the Half and the Ultra allows both races to grow over two days.

Once again, the event was also sachet-free. This ground-breaking environmental milestone was achieved in collaboration with our Official Hydration Partner, Powerade, and our official Beverage Partner, Coca-Cola, who dispensed water, Coke and Powerade from container trucks into wax-lined paper cups.

Improved preparations allowed us to announce the opening of entries for TTOM 2023 in November 2022, significantly earlier than in previous years. Indeed, entries for TTOM 2024 have already opened and closed. The early opening of entries is important for runners who have to make extensive travel arrangements, particularly international runners, who are returning in increasing numbers after the pandemic.

The Ultra Marathon attracted 10 133 entrants, with 16 980 runners entering the Half Marathon. A total of 2 377 runners arrived on our shores from 76 international countries, including from the Rest of Africa. The countries with the highest number of international participants were the UK, Germany, Netherlands, the USA and Brazil.

How rousing it was to hear the crowd welcoming four-time consecutive champion Gerda Steyn who thrashed her own record, setting a new record finish time of 03:29:05. In total she bagged R500 000, thanks to the record incentive of R250 000 by Title Sponsor, Totalsports.

In the men's Ultra Marathon, it was congratulations to novice Givemore Mudzinganyama from Entsika Athletics Club, winning in 03:09:55.

We also want to congratulate Nancy Will of Pinelands AC who broke both the WPA and SA woman's 70+ record over 50km with 4:58:52. In addition, Nancy also broke the Woman's 70+ course record by finishing in a time of 05:41:41.

In the Half Marathon, Mbuleli Mthanga won the men's 21.1 km in a time of 01:03:57. At the end of August 2023, we were sadly informed of the passing of this talented athlete and mourned his death with the rest of the running fraternity.

In the women's Half Marathon, it was Emma Pallant who took the honours in 01:14:16.

3.4 TWO OCEANS MARATHON INITIATIVE (TOMI)

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 GivenGain 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 that provided support based on 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 selection process:

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

In 2023, we exceeded our R1 million Challenge for Good Causes with a total of R1 549 748 raised for charitable causes as a result of the event, including on GivenGain, our official event fundraising platform. Once again, all amounts raised on GivenGain were paid over weekly to the more than 60 charities partaking.

R231 893 was directly donated to TOMI. Beneficiary applications for 2023 will be opening soon and these donations will be fully disbursed in due course.

ASICS, our Technical Footwear Partner, generously donated 84 pairs of shoes to three charities that were identified through our TOMI initiative. The shoes were well received and welcomed by:

- Khululeka Grief Support
- Evalena Foundation
- Girls with Wings.

3.5 GOLD LABEL STATUS AND SPECTACULAR RECORDS SET

TTOM 2023 was once again certified an IAU Gold Label Status Ultra Marathon. Besides the prestige the accolade brings to the event, it also meant that all record times and personal bests were eligible for official recognition by the IAU.

3.6 BROADCAST

The broadcast of TOM events falls under the auspices of Athletics South Africa (ASA). Contractually, under the contract between ASA and SuperSport, only the Ultra Marathon could be broadcast and was duly so done on Saturday, 13 April 2023.

The Ultra Marathon was broadcast live on SuperSport Variety 3 and was also screened in a secondary capacity on 4 other SuperSport channels, namely SS Grandstand, SS Variety 1, SS Variety 2 and SS variety 4.

The 100% media equivalency value of the broadcast was R48 960 921. All sponsors combined received R42 627 464 in media exposure, with Two Oceans Marathon having received 50% of that media value at R21 738 287 and our title sponsor, Totalsports, having received 34% of overall media value at R14 633 968.

Compared to 2022, media value was up 58% for Two Oceans Marathon and 12% for Totalsports despite the lack of a Half Marathon broadcast, due to carefully considered branding and strategic interventions.

Negotiations and discussions are in place to broadcast both races in 2024.

4 TTOM 2024

Following positive discussions with the City of Cape Town during the post-race evaluation, the TTOM 2024 dates, as ratified by Athletics SA and Western Province Athletics, were announced on 23rd June 2023. The Ultra Marathon is scheduled for Saturday, 13 April 2024, with the Half Marathon set for Sunday, 14 April 2024.

Entries for the Ultra and Half Marathons opened on Saturday, 15 July, and we are pleased to say that entries for these events have largely sold out, although a limited number of new entries will be made available at a later date, and there will be the usual substitution period.

We are pleased to announce that the Trail Run, Fun Runs and Cape Town International Friendship Run will return for 2024. These are scheduled for **Friday, 12 April 2024**. Entries for these events will be announced once some logistical details are finalised.

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

5 CLOSING REMARKS

While the brand has recovered well post-pandemic, challenges remain but with these, come opportunities. We have been humbled by the sponsorship interest shown towards our brand.

We will continue to be guided by supplier, sponsorship and business best practice principles and motivated to build offerings that can be expanded and leveraged more and more.

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.