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PULL-OUT Programme The IFV Family Fun & Freedom Day

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Residential Sales and Rentals



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EUNICE: 071 676 5940 RENTAL AGENT

IRENE FARM VILLAGE & CORNWALL HILL

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PICTURE PERFECT OCC DATE ASAP. 250M2, 3 BEDROOM HOME. 2 BATHROOMS, LOUNGE , DINING, ENCOSED PATIO, POOL, DBL GARAGE. EUNICE 071 676 5940 WEB REF 915



CUL DE SAC WALK TO SCHOOL! 4 BEDROOMS, 3 BATHROOMS, LOUNGE, DINING, TV ROOM, KITCHEN, SCULLERY, POOL, DBL GARAGE, PATIO, COVERED BALCONY + SERVANTS QUARTERS. NINA 082 963 1994 WEB REF 939



RENTAL OCC 1 JUNE/JULY 4 BEDR, 3 BATHR, LOUNGE, TV ROOM/DINING OPEN PLAN, STUDY, COVERED PATIO, POOL, S/Q, 3 GARAGES. EUNICE 071 676 5940 WEB REF 938



SPACE GALORE......WELL LOCATED! 6 BEDROOMS, KITCHEN + SEP SCULLERY, 5 LIVING AREAS, 3 BATHROOMS, STUDY, 4 GARAGES, S/Q, POOL. 4000M2 STAND.

4 GARAGES, S/Q, POOL. 4000M2 STAND. NINA 082 963 1994 WEB REF 924



CORNWALL HILL R4.450mill NEG

4 BEDROOMS, 3 BATHROOMS, STUDY, OPEN PLAN LOUNGE/ DINING, KITCHEN, SCULLERY, DBL GARAGE, S/Q, COVERED PATIO. APPROVED PLANS FOR 150M2 COTTAGE!! NINA 0829631994 WEB REF 943 The Villager focuses on Irene Farm Villages. The magazine is delivered to the home of each resident on the Estate. The magazine is co-ordinated and published by Estates in Africa (Pty) Ltd on behalf of the Home Owners' Association of Irene Farm Villages. The opinions of workers and personnel of Estates in Africa (Pty) Ltd do not necessarily reflect those of the HOA of Irene Farm Villages.

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Cover Photograph by Marthinus Horak

SUPERIOR REALTY

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Jonathan Koen 073 206 3877 **▼** 012 662 5663

Singly the transformation of the transformat

Single storey home that offers an open plan design fit for the entertainer with three living areas with garden access. The open plan solid wood kitchen adjacent to two living areas is the perfect setting to cook and interact to your heart's desire while the kids have their own tv lounge area separate from the main living room and dining room, this space can also be used for a formal lounge. The property offers 3 bedrooms, all spacious and on one level with two full bathrooms. The main suite has its own en suite bathroom and access to the garden

Working from home? Looking for an open plan home with an unbeatable lay out

and amazing finishes? Look no further! This single level home with completely open plan design, featuring a solid wood kitchen with granite work surfaces, dining room that will fit any table and lounge area big enough to entertain any extender family. Open the siding doors to enjoy the

area with built in braai overlooking indscaped garden with water res. The property features spacious

finished with earthy colored tiles and high

end taps. All windo

ds and imported pla

the fourth bedroom can be

vs feature solid wood

office





Want an immaculate home that offers the privacy and tranquility and stunning views over landscaped parks? Want a home with gorgeous finishes, layout and unbeatable location? Situated on a corner stand adjacent to the biggest park inside Irene farm villages, this home offers great entertainment space, with stack doors that bring the outdoors in. Sit on the huge patio, overlooking the sparkling pool while listening to the birds in this tree rich street. The home offers 3 bedrooms, all upstairs, with 2 designer bathrooms with the latest fittings. The main suite opens up to a balcony with great views. Downstairs is a study, open plan lounge dining room and breathtaking beech wood kitchen with granite counter tops

Sit on the massive patio and enjoy a stunning view of a landscaped park in the estate adjacent to the property, providing the perfect backdrop for entertaining or just to get away from busy city life. This property with its serene surroundings provides the buyer with the ever illusive estate living without compromising on privacy, space and exceptional finishes. The property offers spacious living areas, all open plan that opens up to the patio with built in brais, tack doors open to provide the prefect balance between indoor and outdoor living, enjoy winter night in front huge freplace in the lounge dining area. Brand new kitchen with high end appliances, fit for a chef. This property has 3 bedrooms, pajama lounge, large study, 2 garages and a store room, auto sprinkler system and nex fireplaces.

old you want, it's Jonathan you call

Estate News





At van Niekerk

Dear Residents

It has become a reality that the human race has to live faster and faster in order to keep up with its own process of evolutionary discoveries and demands, which have become too fast to keep up with. This is even experienced in the management of the estate. We are already on our way to the second quarter of 2016. Having said this, I am glad to say that we as an Estate Management Team are keeping up, due to the dedication and hard work of the Team.

"With self-discipline, all things are possible."



By the time that this issue of *The Villager* lands on your desk, the Special General Meeting of March 2016 would be something of the past. The important matters discussed and the resolutions passed will be highlighted in the next *Villager* and also circulated via e-mail to all the residents.

The preparations for the Fun, Family and Freedom Day on

the Estate Manager

Wednesday, the 27th April (public holiday) are progressing well. The event is planned by the Community Investment Committee (CIC) and the Environmental Management Committee (EMC) with support from the Estate Management. The event will take place on the southern side of the Estate, adjacent to The Village Main Street. The programme is included in this issue.

All our residents are invited to come along on the day in support of and participation in this event, which promises to be a great opportunity to meet one another while having fun and celebrating the diversity in the estate.

The Vodacom Fibre to the Home ("FTTH") project is in progress. It has been a long time since Vodacom was appointed by the HOA as the preferred service provider for the FTTH. The main delay at this stage is the granting of the Right of Way for the micro trenching in the municipality roads. This civil work will be carried out by Neotel. It is expected that the site establishment will be done by the end of April and approximately two months thereafter the fibre installation at homes will be completed. However, residents must take note that the FTTH will only be installed at those houses that have already signed up with Vodacom. AliSom Communications, which has taken over from Fibre Connect, will be doing the marketing, advertising and signing up of residents for the FTTH. The contact person is Chris Merts, who can be contacted on 082 452 8523. The marketing team will from time to time visit the estate to assist Residents with the signing up and to respond to enquiries.



The last springbuck was darted and removed from the estate on Friday, the 4th March 2016. The removal of the buck is in line with the official notice that was served on the HOA by the Gauteng Department of Agriculture and Rural Development. The duikers and steenbokkies are permitted to stay and to roam in the estate, as they are indigenous to this habitat. The Environmental Management Committee will be approached to investigate the establishment of a friendly environment for the duikers and steenbokkies in order to preserve their habitat. The existing feeding and water troughs will be placed in various locations in the veld areas to assist the little buck and other animals in the dry season.









The maintenance and painting of the northern boundary wall, stretching over a distance of one kilometre, has been completed by Boy after three months of strenuous work. Boy, who was contracted by the HOA, will continue with the maintenance programme, which has been shifted to the boundary walls facing the various parks. Members will be notified once a specific wall needs maintenance and painting. Members will also be requested to prepare and maintain the exterior of their own boundary walls, where it has become so dilapidated that it is impossible to paint a wall without first applying new plaster. This programme is part of the 2015/2016 special levy budget. Further funds were made available by the HOA Board for the next financial year.



The recycling programme in Irene Farm Villages is well underway with a participation of approximately 50%. We appeal to those residents who are not participating, to reconsider and to put out your recyclables on a Thursday morning. The green bags are available at the Estate Office.

The maintenance of the estate parks and gardens came under tremendous pressure due to the dry season during February and March. At the most critical time of watering the younger plants, the pull axle of the water tanker broke off, leaving us without a tanker. Plan B was to make use of the fire-trailer to water the plants, whilst we have arranged for the tanker to be fixed. We are aware that the weeds in the lawns have proverbially taken over, mainly because the kikuyu grass cannot compete with the weeds that flourish in the drv and hot climate. The garden team is addressing this problem. It was also the first time in many years that we noticed that some of the succulents died due to the drought. We are however positive that once there is good rain, we will be able to re-establish and bring the parks back to the high standard of maintenance as before. One of our aims is to preserve water and we urge our residents to do the same.

In the previous two issues of *The Villager*, you were introduced to the Yellow Wood and the Chess Parks. The third park on my list is

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"Golf Park". It could arguably be the best maintained park by residents. This park is situated on Erf 2458, measuring 5,631m², adjacent to Cornwall Drive, between Essex and Sussex Drives. This park is named after the golf putting green, which forms part of the landscaping of the park. The putting green was constructed and established in August 2008. Behind the construction and the establishment of the putting green are residents Mornay Coetzee and Marne Dirks, who paid R25,080 for the construction of the putting green at the time. On the insert you will get a good idea of what the putting green looked like after construction in 2008 and today. The putting green and the lawn surrounding it are looked after by the garden maestro, Stevie Sithole. Residents are welcome to come and exercise their putting skills here.





Estate News

The traffic circle in front of the main gate, which was constructed last year, was inspected after the retention period of a year. A number of civil snags were identified and the construction company of Irene Land Corporation will be attending to these in the weeks to follow. Thereafter we will proceed with the rock masonry work in and around the traffic circle. We are still on the lookout for a qualified or experienced rock mason artisan. If you know of one, please contact the Estate Manager.

There are a fair number of building activities in the estate. Since the beginning of the year the Aesthetic Sub Committee ("ASC") received the building plans for one new dwelling and eight additions and alterations. This is a good indication of the continuous investment in properties in the estate, which itself, is constantly pushing up the prices of properties. Apart from this positive tendency, the Estate Management shall on an ongoing basis, request owners to attend to the maintenance of their properties, in order to maintain a high level of aesthetics. With regard to alterations and or additions to dwellings, the attention of members are drawn to the very important new HOA Rule 4.6.6.5, that was adopted at the 2015 AGM and which prescribes the following important building periods, namely: "The building operations and works of any additions and/or alterations to the existing property shall be completed within three (3) months from the commencement date.



On request, the Board would consider an extended period for large and or complex alterations. The commencement date shall be the date upon which the appointed contractor and his/her employees are registered for the first time at the Estate Office as stipulated on the official registration form for contractors. If the building operations and works are not completed in time, a penalty of R250 per day will be imposed until the date of completion. The date of completion shall be the date upon which the Estate Management has carried out its final inspection of the property and only after it has received the Certificate of Occupation from the Tshwane City Council."

I once again appeal to our residents to make sure that their pets are looked after well, especially when residents leave home for a day or more. Dogs become lonesome and then tend to bark incessantly, which causes a nuisance to the neighbours. One of the solutions would be to engage the service of one of our in-house pet-sitters or ask your neighbour to look after your pets. The estate's security is usually on the run over weekends, attending to stray dogs and complaints of dogs barking.

Probably the second most reported complaint received relates to the nuisance caused by noises - be it the volume of music, or rowdiness during house parties, or the mowing or brush-cutting of the lawn after 12-midday on a Sunday, or doing DIY maintenance till late at night, etc. Residents are kindly requested to consider your neighbours at all times. If you anticipate that there will be more than the usual volume of noise, please chat to your neighbours beforehand.

The new web site should be up and running soon. Be on the lookout for further information to follow. Residents are invited to like us on Facebook.

Regards From the Estate Management Team

P. S. "Kindness, like a boomerang, always returns"— Unknown.



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Security

Dear Residents

I would like to welcome all the new Residents and tenants to Irene Farm Villages.

How often do you look into your rear view mirror when driving into the Estate? Take a minute to notice the vehicle standing behind you when you stop at the entrance gate to place your finger on the biometric fingerprint reader. Please check your rear view mirror when driving into the Estate whether it is during the day or even late at night. Be vigilant when driving to the Estate, you never know who is following you into the Estate. Criminals follow people from the shopping centres to their homes to rob them or to hijack them.

Residents please be aware that tailgating is one of the ways that criminals use to enter security estates in order to conduct robberies or hijackings. Should you drive to the Estate and become suspicious of



a vehicle following you, stop at the finger print reader and call one of the Security personnel to your vehicle. If a person with criminal intentions is following you and notice this, they will immediately turn back and drive away.

How many of you leave your handbag in the trolley when you do shopping. This is very dangerous!, Your handbag, cellphone, wallet or even the keys of your vehicle may

remember Make Sure

• That all vehicles that are parked in driveways must be locked and all valuables (e.g. laptops, wallets, handbags and GPS navigators) must be removed from the vehicle.

 That alarm systems must be activated and in a working condition.
 Please test your alarm system regularly to ensure that it is in a good working condition and that it does

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- send out a signal when activated.
- To be vigilant at all times in the Estate and report any suspicious activities directly to the Bidvest Protea Coin Security.
- To be law abiding citizens and prevent crime, register all domestic workers and gardeners and make sure that they have IDs or valid passport documents.

Residents can contact me directly should they be interested in having an alarm system linked to our Protea Coin 24hrs Call Centre in Highveld Techno Park.

Marchell Galant • galantm@proteacoin.co.za • 082 300 1835



disappear while you are collecting an item from the shelf. Always make sure that you have all your valuables on your person.

Criminals have a new modus operandi and that is to follow people out of the shop and rob them while loading the groceries in their vehicle. In this way they can take your vehicle or just rob you of valuables that you may have on your person. When approaching or leaving your vehicle, be aware of your surroundings. Avoid parking next to vans, trucks or even cars with darkly tinted windows.

Residents, please be vigilant whether you are shopping, driving from home in the morning, driving to work or wherever you may go. Criminals are always looking for a soft or easy target. Should you use your cellphone while stopped at a traffic light at night, be aware that the cellphone light is visible to criminals and it may reveal how many people are in the front seats. When driving alone, keep all doors locked and windows closed.

Kind Regards

Marchell Galant Contract Manager EPS Irene Farm Villages Tel: +27 12 665 5602 Mobile: +27 82 300 1835 E-mail: galantm@proteacoin.co.za

IMPORTANT NUMBERS

24HR SECURITY GUARD ROOM: 012-662-1688

24HR CONTROLLER: 082-947-7610

24HR SHIFT MANAGER 082-838-7779

SECURITY MANAGER 082-300-1835

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Financial

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IRENE FARM VILLAGES HOME OWNERS' ASSOCIATION

Summary Income Statement

February 2016

ST	February 2016	Tear	to Date	יטוז	ariance	
	Actual	Budget	Acutal	Budget	Value	
Operational Income						
Levy Income						
Normal Levies	884 123	884 145	10 283 745	10 284 003	(258)	0.0%
Other Income						
Interest Received	23 890	11 400	363 753	132 600	231 153	174.3%
Contractors Permits	33 750	16 530	221 855	192 270	29 585	15.4%
Estate Agent Registration	0	0	108 023	95 000	13 023	13.7%
Post Box Annual Fee	0	1 710	31 630	32 730	(1 100)	-3.4%
	941 763	913 785	11 009 007	#######	272 404	2.5%
Operational Expenditure						
Professional /Administration	49 865	54 551	798 241	735 098	(63 143)	-8.6%
Accounting Fees	39 366	38 468	436 011	435 189	(822)	-0.2%
Audit Fees	0	0	79 836	75 254	(4 582)	-6.1%
Bank Charges	2 167	2 736	29 046	31 824	2 778	8.7%
Insurance	8 331	9 357	132 200	146 421	14 221	9.7%
Legal & Professional Fees	0	3 990	121 148	46 410	(74 738)	#####
General Office	20 924	11 719	168 276	173 099	4 823	2.8%
Office Equipment	15 771	1 026	29 767	16 934	(12 833)	-75.8%
General Expenses	1 156	1 687	44 801	42 423	(2 378)	-5.6%
Office Refreshment	751	855	10 754	9 945	(2 3) 3)	-8.1%
Printing & Stationary	2 946	3 990	37 475	46 410	8 935	19.3%
Telecommunication	300	4 161	45 480	57 387	11 907	20.7%
Operational Expenses	143 259	210 928	1 728 766	2 409 543	680 777	28.3%
Municipal Charges	33 537	59 244	402 448	659 700	257 252	39.0%
Recycling	8 247	8 483	94 682	96 389	1 707	1.8%
Donations	0	5 700	5 000	72 000	67 000	93.1%
Wildlife Conservation	0	0	5 451	10 840	5 389	49.7%
Meetings	1 810	15 618	35 695	38 922	3 227	8.3%
Salaries & Wages	99 665	121 883	1 185 490	1 531 692	346 202	22.6%
Security	478 577	509 617	5 700 225	5 721 366	21 141	0.4%
Access Control (ClickOn)	20 145	20 520	239 050	238 680	(370)	-0.2%
- ClickOn Recovery	(11 749)	(11 970)	(137 153)	(139 230)	(2 077)	1.5%
Equipment Maintenance SLA	0	19 046	227 021	213 594	(13 427)	-6.3%
Security Maintenance	0	6 555	100 650	76 245	(24 405)	-32.0%
Guarding Services	470 182	475 466	5 270 657	5 332 077	61 420	1.2%
Papairs & Maintonanco	155.000	125 404	1 502 000	1 554 550	E2 460	⊃ /0/
Repairs & Maintenance Equipment Maintenance	155 009 23 456	135 494 6 042	1 502 098 63 523	1 554 558 70 278	52 460 6 755	3.4% 9.6%
Fuel						
General Maintenance	1 537	3 306	25 750	38 454	12 704	33.0%
	9 750	3 990	46 369	46 410	41 6 424	0.1%
Infrastructure Maintenance	12 254	4 583	46 873	53 307	6 434	12.1%

FINANCIAL FEBRUARY

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Estate News

- ATTACK



IRENE FARM VILLAGES HOME OWNERS' ASSOCIATION Summary Income Statement February 2016

	February 201	ary 2016 Year to Date		YTD Variance		
	Actual	Budget	Acutal	Budget	Value	%
Park Facing Boundary Walls	0	0	0	0	0	100.0%
Park Maintenance	0	4 902	57 263	57 018	(245)	-0.4%
Park Maintenance Contract	108 012	110 049	1 258 950	1 258 593	(357)	0.0%
Vehicles	0	2 622	3 370	30 498	27 128	88.9%
	847 634	922 309	9 897 607	10 593 664	696 057	6.6%
Operating Profit / (Loss)	94 129	(8 524)	1 111 400	142 939	968 461	
Non-Recurring Revenue						
Special Levies	0	0	858 000	858 000	0	0.0%
Estate Penalties	0	0	49 439	0	49 439	100.0%
Late Building Penalties	0	0	106 500	0	106 500	100.0%
Late Payment Penalties	4 957	2 280	49 950	26 520	23 430	88.3%
Expense Recovery	0	0	0	0	0	100.0%
Other Income	0	0	0	0	0	100.0%
Plan Fees	0	0	81 773	0	81 773	100.0%
Sale to Members	0	0	39 436	0	39 436	100.0%
Non Deguning Evenence						
Non-Recurring Expenses ILC Land Purchase	0	0	0	0	0	100.0%
Debt Write-off	0	0	432 214	0	-	100.0%
Park Development	0	0	432 214 6 080	0	(432 214) (6 080)	100.0%
Dolomite Risk	0	0	4 608	0	(4 608)	100.0%
Village Identity Project	0	0	309 233	250 000	(59 233)	-23.7%
Boundary Walls	13 996	0	106 000	160 000	54 000	33.8%
Historic Tshwane Accounts	0	0	0	408 000	408 000	100.0%
Water Tanks	0	0	0	0	0	100.0%
Environmental Development	0	0	7 339	47 000	39 661	84.4%
Cash Provision	51 762	17 100	55 762	198 900	143 138	72.0%
Stand Sales	0	0	141 702	0	(141 702)	100.0%
Net Positive/ (Negative)	(60 801)	(14 820)	122 160	(179 380)	301 540	
Net Profit / (Loss)	33 328	(23 344)	1 233 560	(36 441)	1 270 001	

Account Ability

Office Address:

Sovereign Drive, Route 21 Corporate Park

Accounting Office Hours

8:00 to 13:00 Monday to Friday

Office Tel:

082 780 0059

Accounts Email:

accounts@aams.co.za

IFV Accounts:

Winny Boshoff

Summary Income Statement by Account Ability

and the



Money can't talk,
 yet it can make lies look true.
 South African proverb







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The IFV Family Freedom Fun Day

07h00 – 08h00: Mini Sunrise Walk

Come and explore the first two-kilometre leg of the new Village Meander while breathing the fresh crisp morning air... you can then enjoy a hot coffee and some rusks at the end of the walk.

On 27th April







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Did you know that 680 trees have been planted in the estate with the assistance of the residents since 2013? As a resident you may donate R100 for a tree ID-tag with your name, stand number as well as the details of the specific tree on it. Donations must be made at the Estate Office, where records will be kept of all the names. The tags will be made after the event.









08h00 - : Village Meander and Poster Exhibition of Community Investment Committee Projects

101 activities identified for you and the family to participate in and to tick off in and around the estate.

A range of recipients benefit from the participation and contributions made by residents through a range of community driven projects inside as well as outside of the estate that will be on display. Come and join one or more of these projects and initiatives.



08h30: Cultural cauldron potjie competition commences

Challenge your neighbours or residents of a specific street within the estate to participate in this competition. The theme is Freedom in Diversity and big prizes are at stake. The rules are simple. The potjie must be cooked over gas, and not an open fire. The winners will be judged on ingredients, taste, presentation, themed dress code and atmosphere/ aesthetics of your camp site. Enter your team name, member names and entrance fee (only R20 per team) by contacting the Estate Office: admin@ irenefarmvillages.co.za. The Estate Office has entered its team and is ready for any challenge!





09h00 - 12h00: A range of exciting activities for children and the youth

Village Treasure Hunt and a Village Amazing Race with some Village Games in between for all to participate in!







11h30 – 12h00: Launch announcement of activities and projects in estate

The estate with the assistance of its residents are making leaps of progress with the implementation of

- 1. Development of the Walking trail
- 2. Maintenance and painting of the boundary walls
- 3. Grass cutting collection drive for the farmers
- 4. Rehabilitation of the old dumping site; filling up has started
- 5. Drafting of the infrastructure development plan
- 6. Plans drafted by the Architect
- 7. SQ appointed to estimate cost.

Relates to the plans approved during past 2015 AGM

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13h00: Winners of the cultural cauldron (potjie) competition

Come and smell the aroma of the winning potjie!





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SMALLS

PETSITTING: Contact me, I take excellent care of your pets while you are away – at your house. I have clients in and outside IFV who can provide references on my quality of pet caring. Phone Michiel: 071-016-0913/082-448-5844. www.MyPetcare.co.za

GARDENER: Frans, an excellent gardener, is looking for work on a Tuesday. He already works for four families in the estate on the other days. Reference: Nicole: 072-905-7400. Frans: 060-887-8134.

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Estate News

The man who 'ticked'

We are currently witnessing a lot of intolerance, namecalling and general upheaval in the South African educational and political arenas.

Instead of trying to deconstruct and reconstruct the current events to make sense of it, it is probably a better idea to keep things light for the sake of our own sanity – or maybe insanity. So, let me tell you a story.

I bumped into Hennie (or Bok) at the tender age of ten in the rural town where I grew up. He must have been twice my age. On that particular day, he came running down the stairs of the Post Office (which was a highly revered institution at the time). When he reached level ground he inexplicably collapsed and started convulsing.

An old guy that could clearly see the shock on our faces explained: "Boetie Bok het vallende siekte" (freely translated –Boy Bok is an epileptic). In time, we all came to terms with Bok's condition and also realised that he had hidden theatrical talents – as he clearly exhibited in my father's shop a few years later.

One day he came into the shop accompanied by his mother, Mart. The old lady (who was also the local angling champion) explained that Bok had a sort of early warning system whenever he felt an epileptic attack was coming on. "He starts ticking", she explained. And low and behold, at that point, Bok started making a tick, tick, tick sound.

My father was not prepared for the immediate action that Aunt Mart took when her son started ticking. She reached up (because she was fairly short) and smacked him hard on the ear! It clearly had the right effect, because Bok immediately stopped "ticking" – and mercifully did not go into a seizure!

But Bok's affliction did not get the better of him. Although he got some sort of disability grant from the state, he proved to be quite an entrepreneur. He took the initiative to paint all the street names on the cement culverts on street corners in town and must have earned a few Rand for his trouble.

At one point he started building elaborate and rather big limousines from wire ("draadkarre" – freely translated wire cars). The local kids started placing orders and he soon had a roaring draadkar-business going!

The bodywork of these beasts was constructed from fertiliser bags and then meticulously painted. The cars were also elaborately branded. The silver star of the Mercedes donned many of his creations.



When I was in high school, Bok took up guitar-playing. He told us that he saw a Jannie Raath-advert in a magazine (the small mail order ad showed a baboon playing guitar) and that the advert immediately intrigued him. He ordered the self-help book and in time started holding one-man concerts (on his Pat Malone) with an electric guitar, and amplifier – equipped with a microphone.

Although his choice of music (mostly the classics of Jan and Sannie Briel) must have raised a few people from the dead, no-one complained. As a matter of fact, you could hear him singing numbers like "Die apie se bruilof" (The baboon's wedding) in about a 200-meter radius because the amplifier was always turned up at maximum volume. He also manufactured an instrument from a tea box, rope and broomstick. The latter sounded like a cross between a rhythm guitar and a cello – when he plucked away at the 'strings'.

But that is not where his prowess as a performer ended. We walked over to listen to his music one night, and he decided to do an impromptu imitation of a crying baby (a prank that he apparently pulled in class when he was still at school). His former teacher must obviously have been hard of hearing because he started searching for the crying baby. The three of us – who taped his crying baby act – concluded that it sounded more like a trumpeting elephant!

And then a new preacher arrived in town. He was a do-gooder of some sort with a slickly combed head of hair and very peculiar moustache. When this guy –

Estate News

who got the nickname of the Wolf – decided that Bok must start doing protected labour, all hell broke loose. Bok started a smear campaign against the poor man that would have put P.T. Barnum (the father of Public Relations and a renowned publicist) to shame.

We speculated that he did not want to be told what to do – or that he did not really like the idea of having an official job. Some of the older people were quick to point out that Hennie (that was his Christian name) was clearly just lazy – which was something most of the younger generation took with a pinch of salt. After all, he did work – from time to time – but he decided when and where he would do so.

Anyway, the preacher could not convince him to take up a job. Later he also laid into the community for gossiping about him. To make a point, he took out his stencils that he used for the street name project, and painted "Skinderdorp" (Gossip Town) on the post of his front gate.

Maybe he had a premonition about how he would come to his end. Because, ironically, he took on a painting job at a service station had an epileptic fit and fell down the scaffolding. He broke his neck – and died instantly.



- People can create their own opportunities (sometimes against all odds) and become successful in what they do
- In order for people to flourish in a community (and also in broader society) the other people must be tolerant
- For each action, there is clearly a reaction. Which means that sometimes you can get more than you bargained for
- Even Bok knew how important it was to exercise freedom of speech and the rest of the community just had to put up with his views (political correctness did not come into the picture – and as far as I know no one suffered as a result of it)
- More importantly, though, this story hopefully reminds us that we must not take ourselves too seriously; and then the kicker.....
- To work, can be deadly!

Makes you think, doesn't it?



Social Media

RISK AND REWARD FOR BUSINESS

INTRODUCTION

Social media platforms refer to software applications that are deployed through websites or downloaded to smart devices. These applications enable people to participate in online social networking; communicating, creating and sharing content, collaborating and building communities. In little more than a decade, the industry has grown exponentially to two billion active social media accounts creating some of the world's wealthiest people and most valuable companies.

THE SOCIAL MEDIA BUSINESS MODEL

Social media platforms create an audience by enticing users with a valuable service, for which no direct fee is charged. The audience then becomes the product to be sold.

People wishing to utilise the social media platform must first create a user profile. This may include a username, avatar (personal image), background information and an email address or mobile phone number for authentication. User profiles and their activity on the application, such as "Liking" or viewing a new product or visiting an affiliated website, provide personal information and an indication of current interests. This enables the platform to develop more detailed consumer profiles for each user, indicating the types of products and services they may be receptive to.

The user's attention and consumer profile is then sold to advertisers, who wish to market their products and services and better understand their market. Much like print and televised media, revenue is generated primarily from advertising. However, when it is used well, social media can provide a far more focused and measurable impact on the target audience than traditional advertising.

OPPORTUNITIES CREATED BY SOCIAL MEDIA FOR BUSINESS Direct marketing

Social media platforms are well suited to direct marketing for companies selling products and services to the public. Marketing is targeted at individuals based on their consumer profile and location.

Building reputation capital

Company pages can be used to build reputation capital and brand awareness with subscribers by publishing positive company news, such as significant achievements, capacity, capability and corporate social investment activities.

Crisis Communication

Much of the damage to reputation is caused by the manner in which an organisation responds to a crisis. Social media provides platforms for these organisations to keep affected stakeholders informed of developments and receive and respond to questions and comments.

Communication

Social media is a cost effect means for staff working in remote locations to maintain social contact with family and friends at home.

Recruitment

Social media can be used to build professional networks. This provides a vehicle for employers to engage with prospective employees, to build skills databases and advertise vacancies.

Customer support

Social media provides a platform for customers and members of the community to communicate publicly with the organisation. This may include complaints about poor service, product quality or inappropriate staff behaviour,

Social Media

reports of fraud, technical assistance and requests for product and service enhancements.

Education and training

Platforms enabling users to share videos are becoming a convenient and effective way for people to acquire knowledge. This media is being applied in areas such as induction of new employees, safety, health, quality, ethics and compliance.

THREATS ASSOCIATED WITH SOCIAL MEDIA FOR BUSINESS Security breaches

Malware is software that is designed to disrupt or damage a computer system. This type of software can be executed by injecting code into credible social media sites and e-mails. Clicking buttons that have been infected, such as "Accept Friend Request" or "Like" then executes the code. Spyware is a type of malware that enables a hacker to gain unauthorised access to a device, with the intention of collecting information by transmitting data covertly. This can be used to record keystrokes, collecting passwords and usernames. It could also be used to remotely activate the device's builtin microphone or camera, collecting confidential price sensitive information.

Reputation risk

Social media provides public platforms for users, both informed and uninformed, to share opinions and broadcast negative events and crises. The speed with which news can spread, difficulty in ensuring commentary is fair and accurate and global reach makes this form of risk challenging to mitigate.

Loss of productivity

Facebook's Q2 2015 earnings report indicates that their 968 million daily active users spend on average 46 minutes per day on Facebook, Messenger and Instagram. This equates to more than 271 billion manhours consumed in 2015 by these



three applications alone. Assuming that a significant number of users are employed, and that a portion of time spent on social media by employees may be during working hours, the cumulative cost (due to lost productivity) of social media to the global economy could be trillions of rands annually.

Identity theft

Hackers may create fake accounts to impersonate a person or company, or hack into official accounts, and post content that furthers their own agendas. They may also wish to defame the account holder by posting malicious content such as text, images and video.

Loss of intellectual property

The terms of use of data transfer or storage services offered by many social media platforms usually give the service provider a worldwide licence to reuse or modify the user's content. These terms can be changed at any time by the service provider, and are implicitly accepted by on-going use of the service.

CONCLUSIONS

Social media technology significantly increases related risk exposure. Simply ignoring social media in no way mitigates the associated threat. However, individuals and companies willing to confront the exposures can manage them proactively and benefit from the powerful opportunities created by this medium.

ACKNOWLEDGEMENT

Some of the material in this article is based on content written by the author for the Engineering & Construction Risk Institute (ECRI) and is used with permission.

Dr Greg Ker-Fox is founder of FoxCo Risk, a boutique risk management consultancy.



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