### W A T E R F A L L

**ISSUE 11** 2018

### Vaterfall Irail Running

TREES IN WATERFALL MORE INTERNATIONAL PROPERTY AWARDS

GLAMOUR WOMEN OF THE YEAR AWARDS 2018



### 6 reasons why Waterfall is becoming **Gauteng's business** destination of choice



LOCALITY

Ease of access and excellent visibility



SAFETY

Protection from threats of any kind



#### INFRASTRUCTURE

Custom build to specific requirements



#### SUSTAINABILITY

Total holistic, green, urban design



#### AMENITIES

Work and life intersect here



#### VITALITY

Designed as a pedestrianfriendly, bikeable city Attacq's value proposition is to **deliver sustainable income distributions and capital growth** through real estate investments and developments with a

focused approach.

Waterfall Point

The Atria

The Ingress

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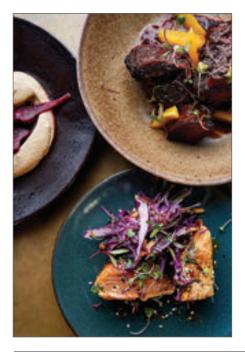
Chantell (Commercial) 081 283 8568

David (Industrial) 083 561 0416

Attacq 087 845 1101

www.waterfallcity.co.za www.attacq.co.za WATERFALL

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• EIA Publishing Office: 011 327 4062 • www.eiapublishing.co.za • Publisher: Nico Maritz nicom@nowmedia.co.za • Editor: Bev Hermanson 071 205 9502 bevh@tjmedia.co.za • Marketing Manager: Martin Fourie 072 835 8405 martin@eiapublishing.co.za

Advertising sales: Jeff Malan 079 369 9121 jeffm@nowmedia.co.za and Lungisa Maseti 078 071 2472 lungisam@nowmedia.co.za
 Assistant Editor & Production Co-ordination: Nicole Hermanson nicoleh@nowmedia.co.za



### OUR CLIENTS...

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# A message from **WATERFALL**

Waterfall Management Company is proud to announce that the Waterfall development has yet again won an International Property Award for the trailblazing development that is Waterfall.

Not only have we been named the Best Mixed-use Development in South Africa for the fifth year running, but we have also received a nomination for Best Mixed-use Development in Africa by the International Property Awards - Africa and Arabia chapter.

We are delighted with these most recent wins and hope you will share in our pleasure by reading our article this month about these latest achievements.

And speaking of awards, we would like to congratulate Attacq, who recently received three accolades linked to the Mall of Africa, at the South African Council of Shopping Centres (SACSC) Footprint Marketing Awards event. While these include a gold in the Community Relation category for the Mall's successful Africa Art Collective Event, the same event also won a silver award in the Sales & Promotion Events category. The third and final award was again a silver in the Integration category, for hosting the National Antique and Decorative Arts Faire.

A different kind of awards ceremony happened at Mall



River Bushwillow

of Africa this month too, when the GLAMOUR Women of the Year Awards were staged at the mall. This annual event celebrates strong and confident local women who are making their mark on the world in areas including activism, sport, business and health. You can read about the contest in our magazine, and the winners will be profiled in the December 2018 edition of GLAMOUR.

One reason why Waterfall is such a lovely place to live and work is the natural environment on offer, with

lush greenery creating a real country feel. Much of the credit for that goes to landscaping company STM, and in this edition of the magazine you can read more about their tree planting efforts on Waterfall.

STM has a goal of planting anything from 500 to 1 000 new trees every year. Their efforts are increasing as more of the Estate is completed and the gardens, lawns and river banks need restoring to their natural beauty.

Finally, our regular article from Netcare looks at the intriguing topic of science fiction versus science fact. We are sure that you will enjoy the thoughts of Dr Ronald James Urry, whose expertise includes Robotic Surgery. He's a sci-fi fan himself and points out that many of today's technological marvels were first imagined by science fiction writers.

You might be surprised to learn that some of the equipment being used at Netcare's Waterfall City Hospital wouldn't look out of place in the *Star Wars* movies! Fortunately, we still need the expertise of people like Dr Urry to control these instruments, but who knows what will happen in the coming decades?

Enjoy the read and until next time, Waterfall Management



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# More International Property AWARDS FOR WATERFALL

#### Waterfall named Best Mixed-use Development in South Africa for fifth year running



#### W A T E R F A L L



Tertia du Toit, Communications Manager of Waterfall Management Company and Willie Vos, CEO of Waterfall Management Company with the awards.

t a lavish ceremony held at the exclusive Waldorf Astoria Dubai Palm Jumeirah Hotel on 11 October 2018, Waterfall Management Company was honoured with the Best Mixeduse Development in South Africa 2018/2019 award for the Waterfall development. Besides scooping this prestigious award for the fifth year in a row, Waterfall was also nominated for Best Mixed-use Development in Africa by the International Property Awards -Africa and Arabia chapter. In addition, Balwin Properties won the Best Leisure Interior South Africa award for the Lifestyle Centre at The Polofields, Waterfall, designed by LYT Architects.

Now in their 26th year, the International Property Awards celebrate the very best projects and professionals in the industry worldwide, covering the regions of Asia Pacific, Africa and Arabia, Europe, USA and the Americas, as well as the UK. Judging focuses on design, quality, service, innovation, originality, and commitment to sustainability.

The highest scoring, five-star winners from each category in Africa will be automatically put forward for rejudging against the five-star winners in the other regions of the world. Following this re-assessment, the 2018 international winners in each category will be identified as the 'World's Best'. These winners will be announced at the grand gala presentation dinner to be held at the Savoy Hotel in London on 3 December 2018.

Last year, Waterfall not only won Best Mixed-use Development in Africa for the fourth year running, but also walked off with the top honors for the first time, when named Best International Mixed-use Development 2017/2018. Willie Vos, CEO of Waterfall Management Company, said "Waterfall made history last year as the first South African company to ever win the Best International Mixed-use Development award. We can only hope that we can achieve the same feat in 2018. We are thrilled to have once again won Best in South Africa. Fingers crossed for Best in Africa and then the world!"

"Waterfall is a whole new city that offers integrated, fibre-ready livework-play environments that provide unsurpassed quality of life in a vibrant urban setting. Such award recognition amplifies this and is testament to the world-class development unfolding here," concluded Vos.

www.waterfall.co.za www.propertyawards.net

### AFRICAN PROPERTY AWARDS

DEVELOPMENT

\*\*\*\*

BEST MIXED-USE DEVELOPMENT SOUTH AFRICA

Waterfall by Waterfall Management Company





### HIVE OF INDUSTRY AT WATERFALL



his year has proven the Waterfall Logistics Hub is a hotspot for industrial property development. Several high-profile deals and relocations in 2018 have emphasised the appeal of the area.

Melt Hamman, Chief Executive Officer of Attacq, says: "Good visibility and

accessibility make Waterfall Logistics Hub an attractive location for ultramodern, light and high-tech industrial, logistics and distribution businesses.

Many of the brands choosing Waterfall confirm that the location has a strategic service advantage. The ability to have cross-functional teams on one site enables seamless collaboration, improved productivity and increased customer satisfaction."

Among the leading brands that have recently chosen to make the industrial quarters their home are Cummins, Dis-Chem, Superga, Zimmer Biomet and Pirtek. All were motivated by the opportunity to secure high-quality, purpose-built developments.



#### Zimmer Biomet is a worldwide leader in the design, manufacture and marketing of orthopaedic reconstructive products as well as sports medicine, biologics, extremities and other related surgical products. The company recently broke ground on a 4 000m<sup>2</sup> consolidated office and warehouse facility designed to improve distribution and storage proficiency, as well as allow for enhanced efficiencies.

Steven Orange, Zimmer Biomet Vice President Northern Europe, who was in the country for the sod turning event, commented: "As a multi-national company that prides itself on being a leader in our field, we are proud to be associated with Waterfall, as it is one of the best property developments in South Africa, recognised for its state-of-the-art buildings."

Attacq has also recently commenced with the development of a 2 926m<sup>2</sup> warehouse for Pirtek Southern Africa, the number one provider of fluid transfer solutions.

To take advantage of economies of scale, two speculative midi warehouses of 4 657m<sup>2</sup> and 5 296m<sup>2</sup> are being developed at the same time. One of the midi warehouses has successfully been let to Superga/ Kappa, the Italian apparel, footwear and accessories brand. Attacq has had previous success with speculative warehouses. Dis-Chem, SA's leading pharmacy group, signed a lease on an 8 518m<sup>2</sup> warehouse, originally developed on a speculative basis.

There is still limited space available in this midi unit complex – an excellent opportunity for a like-minded brand to consider a strategic presence in what is fast becoming the centre of Gauteng's commerce and logistics industries.

W A T|E|R|F|A L L

Hamman says Attacq is extremely proud to have such prominent brands at Waterfall's logistics precinct. "We believe our strategic location and ease-of-access to national logistics routes make it easier for their much-needed products to reach the people who need them most." This combination of benefits is a key driver in ensuring continuous growth in industrial commercial activities in the Waterfall node.

Good visibility and accessibility makes Waterfall Logistics Hub an attractive location for ultra-modern, light and high-tech industrial, logistics and distribution businesses



### GROWING WATERFALL'S GREENERY

he Waterfall development is already an attractive sea of green with an abundance of trees and grassland. Add to that the Jukskei River and it feels more like the countryside than the city. But the number of trees you see now is just a fraction of what is planned, with a goal of planting anything from 500 to 1 000 new trees every year.

"The more trees the better," says Pieter Gnade, who plans to make Waterfall as rural-looking as a residential estate can be. Gnade is the project manager of the landscaping division of STM, one of the contractors that landscape and maintain the common areas. "We want to incorporate as many trees as possible, so we work with the Residents' Associations (RAs) to identify areas that require more trees or plants. The main focus is to improve and expand the number of trees on the Estate," he says.

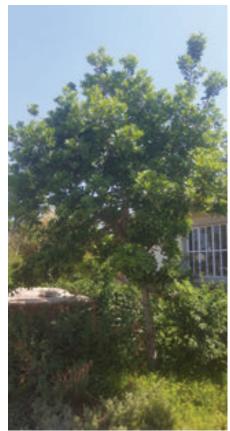
In the seven years that STM has worked here, it has planted more than 2 000 trees. "We don't like to plant trees that are less than three years old, so they are already strong and have a much better success rate," says Gnade.

The type of trees planted is dictated by the specific area where the trees will stand and the need to be waterwise, particularly as climate change delivers more extreme weather conditions such as droughts. The preference is for indigenous trees well suited to the environment, or endemic trees native to the Highveld climate. That includes lavender trees, which Gnade appreciates for their lovely scent and likes to plant in the residential zones. Wild peach, wild and false olive trees, wild pear and cheesewood are common species gaining ground here. Nearer to the river, STM is planting river bushwillow and stinkwood.

Intensive planting is necessary to repair any damage caused by turning the land into a building site, as the



Wild Pear



Cheesewood



White Stinkwood

homes and offices are built. Once construction ends in each area, STM moves in to restore as much nature as possible. At the moment, STM is busy landscaping Country Estate North.

#### CONTROLLING INVASIVE SPECIES

Some trees alongside the Jukskei River are thirsty, invasive species that crowd out indigenous varieties. STM controls those by ringbarking them so they gradually die, and plants indigenous trees around them. Gnade explains that they don't just rip them out, because that would create a barren area, so they are removed gradually. "By the time the invasive trees die, the indigenous trees will have taken over, so it's a process," he explains.

Residents are encouraged to plant trees in their own gardens, as long as they work from the list of preferred varieties, so that they retain the indigenous atmosphere. They should avoid waterguzzling varieties and prevent the introduction of invasive species.

It's also important to buy from reputable nurseries to avoid introducing destructive pests. The latest scare is the shothole borer, a Vietnamese beetle that's causing havoc around the world by boring into trees and destroying them from the inside out. You can detect it by looking for holes the size of a matchstick head, often surrounded by a gummy resin. Unfortunately you can't cure the trees once infested, so Waterfall must remain free from the beetle.

"Buying trees from a reputable nursery ensures that we do not bring in something that could create an epidemic," says Gnade.

Waterfall is fortunate to have the very professional Keith Kirsten Nursery on site, he says, with well cared for plants that match the list of preferred varieties.



**River Bushwillow** 



Lavender Tree



False Olive

### A CELEBRATION OF POWERFUL FEMALES

GLAMOUR Women of the Year Awards 2018





The much-anticipated GLAMOUR Women of the Year awards took place at Mall of Africa, Waterfall City, on 3 November 2018. Now in its 9th year in South Africa, the occasion is held in honour of strong and confident local women who are making their mark on the world by driving positive change in their respective fields.

#### W A T E R F A L L

his year, GLAMOUR adopted a fresh approach to Women of the Year, in line with the brand's recent revamp, by devising new award categories. GLAMOUR hosted a group of South Africa's most influential individuals, as they revealed the following winners, in the award categories listed below:

- Health: Dr Sindi van Zyl
- Media & Advertising: Thabile Ngwato
- Music: Shekhinah
- Art & Design: Candice Lawrence
- Business: Farah Fortune
- Activism & Goodwill: Thokozani Ndaba
- Social Media Influencer: Kefilwe Mabote
- Sport: Kgothatso Montjane
- TV & Film: Connie Ferguson
- Icon: Doreen Morris

GLAMOUR Editor-in-Chief, Asanda Sizani, elaborated on what it takes to be one of the Women of the Year winners, and the brand's outlook on women in modern society: "They are change-makers, trailblazers and inspirational. This is a pivotal time for women's voices, and GLAMOUR not only believes in the collective force of women, but encourages solidarity and active contribution by diverse women in today's society."

Last year's winners embody determination, courage and grace. One of them is start-up entrepreneur Aisha Pandor, winner of the Business category. She spent two years as a management consultant before her desire for her own business motivated her to launch SweepSouth, an app for domestic workers. She gave more details: "We struggled to find a domestic worker, so we met with a few women from an agency. Hearing about their terrible pay and conditions inspired an idea for an app that would change all of that."

Another 2017 winner is Carol Tshabalala, who broke barriers in

#### GLAMOUR Women of the Year Awards 2017

FROM LEFT TO RIGHT:

Nqobile Nxumalo, former Online Editor Danica van der Veen, former Special Projects Manager Sarah Tuft, Mary Sibande, former Editor-in-Chief Pnina Fenster, Ryki, Aisha Pandor, Leandie du Randt Bosch, former Promotions Assistant Lauren Williams, Becky Motumo and Anza Mametsa. Missing winners: Nadia Jaftha, Sizophila Dlezi, Sbahle Mpisane, Carol Tshabalala and Marilyn Hoole.



the category of Media. She was, as a young black woman, hired to present the wildly popular sports show *Laduma*, before years later becoming the female face of SuperSport. She also presented the 2010 FIFA World Cup and travels the globe interviewing coaches and athletes. Carol spoke to GLAMOUR about her role and said: "Now it's Carol the broadcaster, not Carol the female broadcaster. The days of being called 'a woman in sport' are gone."

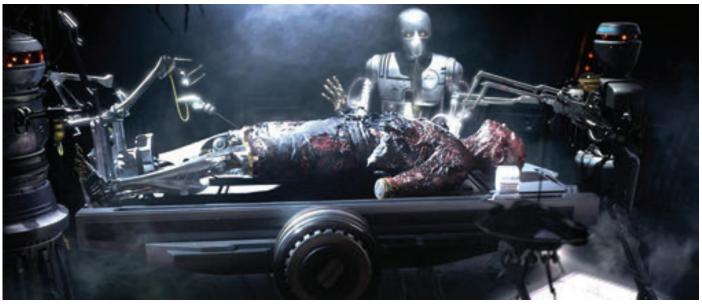
Mary Sibande, also a winner in 2017, made waves in the category of Art. She is the creator of a groundbreaking sculpture portraying a black woman in traditional English attire. She described it: "Her purple Victorian dress was a protest against being a maid – she wouldn't be able to work dressed like this – and purple represents privilege." Mary has had her work exhibited in some of the world's major museums, including Cape Town's Zeitz MOCAA and Washington's National Museum of African Art.

These women have proven themselves to be esteemed role models for the women of the future, and have set a stellar example for future winners. The 2018 awards ceremony was sponsored by E! Entertainment, L'Oréal Paris and Mall of Africa. The event preceded the launch of the December 2018 issue of GLAMOUR (on shelf on 26 November 2018), which will feature a photo shoot and interview with each of the 10 winners.

These women have proven themselves to be esteemed role models for the women of the future, and have set a stellar example for future winners.



### **SCIENCE FICTION - SCIENCE FACT**



Darth Vader undergoing robotic surgery. Image credit: Star Wars. Episode III, Revenge of the Sith, written and directed by George Lucas, produced by Rick McCallum. 20th Century Fox, Lucasfilm Ltd., 2013.

By Dr Ronald James Urry, Specialist Urologist and Robotic Surgeon, Netcare Waterfall City Hospital



"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution." am fascinated by the idea that many of today's technological marvels were born in the imagination of science fiction authors and screen writers. Jules Verne, Aldous Huxley, Arthur C. Clarke, Isaac Asimov, Gene Roddenberry, George Lucas and others all imagined inventions in their books and films that would, years later, move from the realm of science fiction into science fact.

The 'tricorder' from Gene Roddenberry's 1966 television classic *Star Trek*, for example, uncannily predicts the functionality of modern smart phones.

When characters in science fiction stories are hurt and need medical care, one of a myriad of amazing, imagined medical devices is called into action. One such device, a commonly used sci-fi literary trope, is the robot surgeon. The characters of George Lucas' *Star Wars* stories, created for the first time in 1977, were cared for and operated on by robots. In *Star Trek Voyager*, released in 1995, the ship's doctor was a holographic doctor.

Today, nearly 40-years after the debut of *Star Wars* and 20 years after the first episode of *Star Trek Voyager*, robotic-assisted

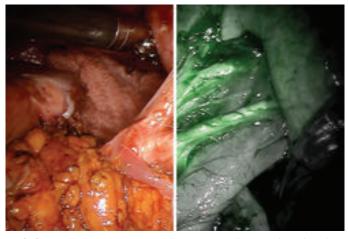
#### W A T E R F A L L

surgery is as much part of science fact as science fiction. The da Vinci surgical system is arguably the best-known surgical robot. The first generation was launched in 2000 and there are currently more than 4 000 da Vinci robots in use worldwide. At Netcare Waterfall City Hospital, the da Vinci surgical system, one of three at Netcare hospitals, is used primarily for treating patients with prostate, kidney and bladder cancers.



Da Vinci robot prepped for surgery.

Perhaps the most significant difference between the robot surgeons of science fiction and the realworld surgical robots is the absence of autonomy. The surgical robots of Gene Roddenberry's and George Lucas' imagination autonomously operated on patients without human control. The da Vinci surgical system, on the other hand, is simply a tool in the hands of a human surgeon, much like a scalpel. It is much more advanced than a scalpel, however, providing surgeons with enhanced 3D vision with magnification, enhanced dexterity, greater precision and improved ergonomics. It allows for minimally invasive procedures requiring

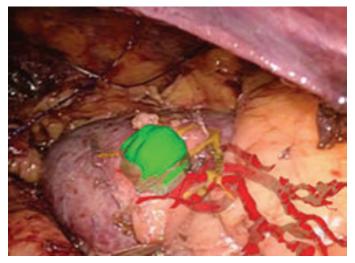


Firefly fluorescence imaging in action, demonstrating the arterial supply to the kidney. The left image shows normal vision, the right image shows fluorescence of the renal arteries. Image credit: Intuitive Surgical, https://www.intuitive.com/en/products-and-services/da-vinci/vision.

delicate dissection and reconstruction to be performed with fewer side effects and shorter hospital stays.

Novel technologies are being incorporated into surgical systems to enhance surgeons' senses and dexterity. One such technology is Firefly *fluorescence imaging*. Near-infrared technology, embedded into the camera of the surgical robot, allows for accurate visualisation of key surgical landmarks by the fluorescence of intra-venously injected indocyanine green dye.

Already in development is *augmented reality surgery*. Using cameras, tracking technology and other specialised equipment, pre-operative diagnostic imaging is superimposed over real-time surgical video. This provides the surgeon access to a virtual, rendered, composite image to identify the location of, for example, a tumour within an organ.



Three-dimensional model image of a kidney tumour (green) superimposed onto a surgical image. Image credit: Hekman et al.

Technology is advancing at an astronomical rate. In years to come, we may be diagnosed by a holographic doctor using computer-assisted diagnosis and operated on by an autonomous surgical robot; but then again, these may be nothing more than the crazy ideas of science fiction authors.

You can find more information on urologists offering robotic surgery at Netcare hospitals to treat prostate, kidney and bladder cancer at <u>www.netcarehospitals.</u> <u>co.za/Specialised-services/Robotic-assisted</u>

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Waterfall News

### FIRSTLA PARADA NGAULENG

#### opens at Waterfall Corner

a Parada is already a firm favourite with Capetonians, with the city playing host to three of these vibey, upmarket restaurants. And now, Jo'burgers can finally also enjoy one of SA's best tapas-style eating experiences!

Debbie Theron, head of Attacq's Asset Management, Mixed Use and Commercial portfolio, comments: "We are delighted that the La Parada brand has selected Waterfall Corner as the perfect destination to introduce its bespoke, small-plate offering to Gauteng. The eatery adds a new choice to the menu of much-loved restaurants in the centre." La Parada opened for business in early November.

With an impressive interior, boasting ornate pressed ceilings and an eclectic selection of Spanish tiles, La Parada specialises in the sharing of small plates that incorporate a Spanish flair and a great vibe.

"We're very excited about opening the first La Parada in Jo'burg and more so about the location being in Waterfall. We believe La Parada is a fitting addition to what's already available at Waterfall Corner, providing residents a distinctive space and unique style of food," says Tahlia Bester, Marketing Manager of the holding company, Harbour House Group. "La Parada is perfect for after work drinks close to home and will be an ideal venue to host your visitors over the Festive Season."

La Parada serves everything from smart, snack-style choices like prawn croquettes, to more robust offerings like crispy Pork Belly or their grilled cheese with ham and truffle – catering for every level of appetite. The La Parada offering works for any time of the day and suits the brand's diverse mix of guests.

With many patrons popping in for afternoon drinks and a light bite rather than a sit-down dinner which is after all the origin of tapas - the drinks list encourages as much experimentation as the menu.





Operating Hours: 8 am – 12 am (Lunch is served from 12 pm)



Kyalami Schools (NPC) consist of three high-performing independent (private) schools, namely Beaulieu Preparatory, Kyalami Preparatory and Beaulieu College – all located in the north of Johannesburg in Kyalami, Midrand. Our two Preparatory Schools also each have their own Nursery School and the latest addition to our Brand of Schools is the affiliated Kya-Kids Crèche which is situated next to the indoor sport centre at Beaulieu College.

Our learners, the future leaders, are at the heart of every decision. Our profession and calling is to nurture and support children to develop and assist them to become the best they can be. Collectively, we are committed to the development of inquiring, lifelong learners. The fast change of pace in the world today, coupled with the doubling of the growth rate of knowledge every few years, means that our children will experience a very different world than the one we know. As such, we offer holistic learning programmes to support the most important capacities that young people now need, in order to make their way in the increasingly demanding world of the 21st century: the powers of creative thinking and problem-solving, moral and values-based education, and a strong academic base so they can become global achievers in whatever field they choose to work.





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#### **EVENT DIARY**















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#### La Parada

from 7am till late

End Nov - 27 Dec

**Festive Trading Hours** 

Open 7 days a week Waterfall Corner

La Parada Bar De Tapas first opened its doors in Bree Street, one of Cape Town's hottest food strips – as a tribute to the Spanish bars that bewitched Hemingway. La Parada offers tapas born from Spanish heritage but curated for the South African palate.

Patrons can pop-in for afternoon drinks and a light bite rather than a sitdown dinner - which is after all the origin of tapas. The drinks list encourages as much experimentation as the menu. Bookings - 010 594 5557

#### Personal Gift Selection

#### Crystal Court

To help make the gift-buying process easier, Mall of Africa's personal shopper will be curating a selection of gifts from the variety of desirable items available in stores. Shoppers will be able to browse the gift displays and choose the perfect gifts for their loved ones.

#### Donate a Bear in partnership with Hamleys

1 Dec – 15 Jan 2019 Mall Trading Hours

#### Mall of Africa

Shoppers will be able to buy and donate a teddy bear by popping it through the heart of the 4m tall Hamleys wire teddy bear outside Woolworths on the upper level. All teddies will be donated to the Teddy Bear foundation.

#### **Gift Wrapping Services**

7 Dec - 24 Dec Festive Trading Hours

#### Mall of Africa

Shoppers can get their gifts beautifully wrapped by the Midrand Rotary Club for a nominal fee. All proceeds will be donated to Kitty & Puppy Haven, Sihlangene ECD Forum and the Dolphin Acres.

#### Mall of Africa Extended Trading Hours

8 Dec - 1 Jan 2019 Festive Trading Hours

Mall of Africa

Mall of Africa will be staying open for longer from 8 December 2018 to 1 January 2019. Visit www.mallofafrica.co.za for our festive trading hours.

#### The Beach

8 Dec - 23 Dec

#### The Park

Waterfall Park will be transformed into a summer playground to be enjoyed by all ages this December.

Waterfall Park will be open from Saturday 8 December until Sunday 23 December with a choice of two sessions per day: 9am till 1pm or 2pm till 6pm for R 50 p/p per session (children under two years of age can play for free) which allows access to all of the activities.

For more information visit www.mallofafrica.co.za.

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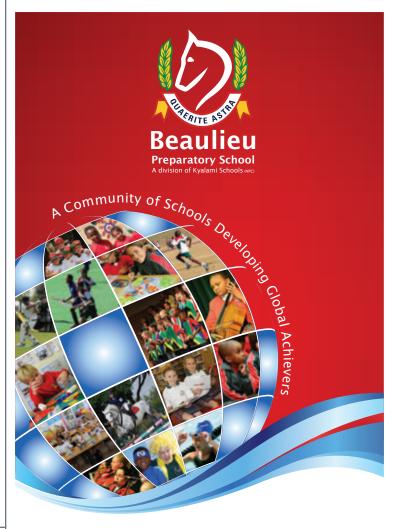




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Beaulieu Preparatory School is a school for its community, where children come first. Children are cared for, valued, inspired and nurtured to achieve success through encouraging their imagination, creativity, intellectual curiosity, academic achievement and their physical, personal and social development.

We prepare children for a world that is ever changing, through increasingly sophisticated technologies. The staff at Beaulieu Prep aim to bridge the real divisions that exist, through a constant focus on critical thinking and excellence. We expect to see our children develop as highly skilled individuals who will be inspired to develop and learn for the rest of their lives. Our ethos, values and discipline are communicated through our

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### ISUZU KB DOUBLE CAB



Despite the market upheaval created by the General Motors' withdrawal from SA last year, Isuzu's decision to go it alone and continue manufacturing was a brave move that already appears to be paying dividends.

ugust saw the double celebration of 40 years of KB production and the reaching of 600 000 units produced in SA, proof of the love and respect that this model has, especially among the farming community. The KB has to rank among the toughest 'Kannie Dood' vehicles available.

To coincide with these milestones, we recently had 2 versions of the KB on test giving us a good opportunity to sample what they are all about. Single and double cab versions are available with a choice between 2.5 and 3L diesel power. We had double cabs with both engine options.

It's my personal opinion that, in many cases, the highest powered bakkies are only necessary if you regularly carry heavy loads or if you are going to be doing a lot of towing. Bakkies, with a very few exceptions, are NOT sports cars built for racing. Even more so in diesel power, so why pretend?

However, as double cabs have developed and become default family vehicles, many want the luxuries and extras that often only appear on the top models. In this regard, I think Isuzu have made a great move by adding 2.5 X-Rider versions to the range.

Our first test was the full-fat 3L 4x4 with 5 speed auto transmission. With 130kW and 380Nm available and a

lazy automatic gearbox, you immediately know that nothing will stop you in this one. LX spec means that all the luxuries are catered for as well. I got the opportunity to do a bit of 4x4 testing and it simply crawled its way over and around a rocky slope without missing a beat.

One point is that once you simply twist the dial next to the gear lever into 4 low, there is a constant beep to inform you of this fact. I'm sure many owners who regularly use 4 low will find a way to silence this most irritating sound. My other 'picky point' is the absence of a reverse camera on such a large vehicle.

Next up came the 2.5L in X-Rider trim, this time in 5 speed manual. X-Rider adds a number of visual and trim items, bringing the vehicle close to big brother in terms of spec and luxury. The choice between manual and automatic is a personal one - if you regularly commute in traffic then I have reached the stage where I will always go for an auto. Yet, I am constantly amazed at how light and easy the clutch and gearshifts have become on modern large bakkies and cannot term this a negative factor.

Pricing is always one of the biggest deciding factors. The X-Rider 4x4 costs R454 100 with the 3.0LX Auto listed at R585 700. A 5 year/90 000km service plan is included.

Use these links to view our videos of both versions: https://www.youtube.com/watch?v=\_SFPI14wnS8 https://www.youtube.com/watch?v=T2WW07B\_7ME





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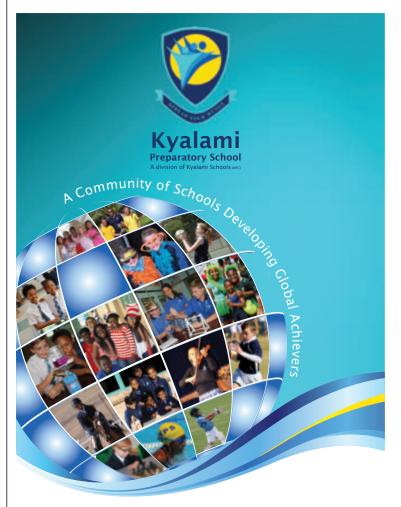
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### WATERFALL TRAIL RUNNING

#### Bringing people together in nature

By Philippa Viljoen



eon running shirts are a common early morning sight along the Waterfall trail paths. One specific group of runners has been seen out and about a bit more frequently in the past months. They are an interesting mix of people: an accountant, a marketing manager, a few business owners, a mom and an insurance broker. Nicknamed the Waterfall Trail Crew, they meet up in the Estate and run!

Each year, a few more people get added to the Waterfall Trail Running WhatsApp chat and the group continues to grow. The strong runners support the weak ones and the average runners hang out somewhere in the middle, with the occasional child joining in for a few kilometres - a proper disjointed family running affair.

In 2015, a very energetic runner threw out an idea of running the Otter Trail, so they did. The proverbial bug had bitten and Waterfall trail running trips were set in motion. Having conquered the RCS Sox Trail Run last year, this year the crew set their eyes on the Oyster Catcher. Families loaded up (6 kids), and they all headed to Boggoms Bay for another running adventure. The Oyster Catcher trail runs follow the famous Oyster Catcher hiking route, from the Gourits River Mouth to Mossel Bay via the St Blaize hiking route - a lighthouse to lighthouse run along the coast. This race is limited to 200 runners only. The BBC classes it as one of "30 unforgettable hikes to do before you die", and GETAWAY Magazine rated it as one of the top 5 South African hikes. The aim is to ensure that hikers/runners enjoy every step and learn much about our fragile and beautiful environment.

#### HOW THE RACE WAS INSPIRED

"I grew up in Mossel Bay and always enjoyed running on the beach, seeing



#### W A T E R F A L L

St Blaize hiking route high above on the cliffs. There are also the recently discovered Pinnacle Caves along the way, from where they believe man originates. So with all this in mind, Hano and I decided to put together a 3 day trail run where we can showcase the best of all of that and share with people our beautiful area and the fragile Oystercatchers."

The 2018 edition of this event again

stretched over two weekends with the 3-day run taking place over the Heritage Day weekend and the 2-day option over the weekend of 29 - 30 September. The two runs were identical, except for the 3-day event's extra day that covered 16km from the Gourikwa Nature Reserve to the Eco Marine Lodge.

At the end of the first day of the 3-day event, lan Kent was second to cross the finish line with a time of 01:16:31. Steven Aronson came in third, sporting a time of 01:22:57 and fourth position was taken by female veteran runner, Carly Kent (01:26:30).

The second day, which is also the most technical of the three days, covered a total distance of 20km, starting at the Gouritz River mouth and concluding at the Sandpiper Cottages and Sports Centre in Boggoms Bay. Although technical and challenging at times, with runners having to traverse small, ankle-rolling boulders, this second stage also offered panoramas of magnificent plant life and sea views that this worldrenowned trail is famous for.

The third and final day of this stage race kicked off in the quaint seaside village of Dana Bay after which runners



the lovely birds, the Oystercatchers. They make a distinctive noise when they take off and they were endangered a few years ago. It would have been such a pity if they died out because of us, the humans. Due to this, I started chatting to Fred Orban from Boggoms Bay who has done a lot for the conservation of the Oystercatcher birds and conservation in general in our area," explains Sonja Otto, an event organiser at Trisport.

"The coastline from the Gourikwa Nature Reserve to Mossel Bay is so special, with a lot of variety from fishermen's trails, sandy beaches with lots of Oystercatcher sightings, some boulder hopping, the beautiful Fransmanshoek point, the small village Vleesbaai and, of course, the beautiful and historic



The winner: lan Kent



Veteran women winner: Carly Kent



Three of the Waterfall Trail Crew



#### Wayne Viljoen

made their way via Pinnacle Point to Mossel Bay along the St Blaize hiking trail. This area is world famous as the home of the Point of Human Origins – an archaeological site with the earliest evidence of modern human behaviour.

As per previous years, the event's final stop was at the Big Blu restaurant at Mossel Bay's famous The Point. Here, runners cooled down in the tidal pools located in front of the restaurant and recapped their favourite race moments over an ice-cold drink.

After 3 days and 52km of perfect weather conditions and incredible scenery, the overall top positions were as follows:

#### **Race Winners**

- 1. Ian Kent (Masters Men) 04:42:59
- 2. Steven Aronson (Open Men) 04:52:02
- 3. Carly Kent (Veteran Women) 05:24:39

#### Category positions for the Waterfall Trail Crew

3rd (Veteran Male) – Wayne Viljoen 4th (Veteran Male) – Lloyd Barker 4th (Veteran Female) – Sally Barker 3rd (Open Woman) – Lisa Aronson 7th (Veteran Woman) – Jenna Murray Smith

• Angus Murray-Smith ran day 1 and 3. He had to rest his ankle on day 2.

The weekend was filled with all sorts of crazy moments. Hopping



lan Kent



out of the cars to stop and pose in a canola field, kids swimming in tidal pools waiting for the parents at the finish and, most importantly, bonding with friends. Before they had even left, the discussion was on, what next? Arriving home and the very next morning the Waterfall Trail Crew WhatsApp chat was buzzing about what time should they meet to run the Waterfall path in preparation for the next adventure.

#### Waterfall Trail Crew Comments:

Steven Aronson: Trail running gives me the feeling of being free, the thrill of the adventure and challenging my body and mind to greater heights.





Lloyd and Sally Barker



Jenna Murray-Smith

Lisa Aronson: My best memory - the last 2km of the 2nd day when my friends could see me at my breaking point and pushed me (literally, thanks Wayne) and motivated me to the end. Couldn't have been more grateful in that moment.

Sally Barker: Adventures like the Oyster Catcher teach you a lot about yourself, they push you out of your comfort zone and take you to beautiful places with special friends.

Lloyd Barker: Running brings to my life a sense of balance and perspective in a frenetic world.

Ian Kent: My highlight was running on the pristine unspoilt beaches

stretched out in front of me, the sound of the waves and the rare encounter with the African Black

Angus Murray-Smith: I recall pain and suffering mixed in with the joy of finishing.

Oystercatcher and a penguin!

Jenna Murray-Smith: We start as a team and always finish as a team. I love the training and the buildup to races more than the actual race. Having a bunch of people with similar interests and hobbies makes it so much more rewarding.

Carly Kent: Finishing a race is always cool, but arriving to your kids jumping



Lisa and Jenna



Steve Aronson

up and down with excitement and pride is something very special.

Dylan Viljoen (11 year old): Next year I am running alongside my dad.

Wayne Viljoen: The hardest part of the race was taking a wrong turn on day 3 and doing a tough extra 2 km. One of the best things about living in Waterfall is you open your front door and you have your own trail run on your doorstep.

For more information about the Oyster Catcher Trail Runs and other exciting adventures, contact Sonja Otto from Trisport: sonja@trisport.co.za, Janine: janine.swart@csm.com, or visit www.oyster-catcher.co.za





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### HOW TO WOW OVERSEAS VISITORS

By James Clarke Pictures by Mary Broadley

hose of us who live in the cosy, walled-in estates around Gauteng are sometimes visited by friends, relatives or business associates from foreign lands - and, if you are like me, you feel compelled to impress them with 'wow facts' about this much-criticised country.

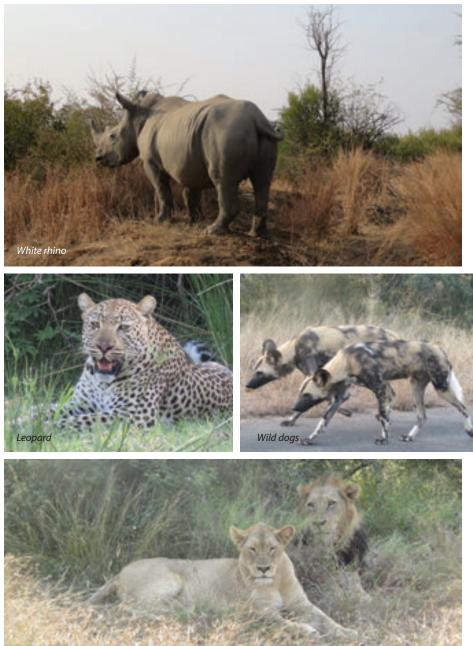
Visitors invariably experience a certain thrill of excitement and nurture expectations when arriving in Africa, of all places. One is obliged to take them somewhere and tell them about the most positive and alluring aspect of this country's odd character – its wildlife.

I don't necessarily mean wow them by cranking out 'facts-that-will-amaze' - like how the giraffe's heart is the size of a bucket or that old male lions eventually starve to death because there are no females to hunt for them. But, bearing in mind how most overseas visitors have read of the slaughter of Africa's elephants and rhino, they might be (and probably will be) surprised to know the situation here is quite different from the rest of Africa. Thanks to a comprehensive report by the Johannesburg-based Endangered Wildlife Trust (EWT), South Africa's situation can be regarded as far more optimistic than what exists elsewhere in Africa.

The EWT was the brainchild of an old friend, Clive Walker of the Waterberg. Clive, a game ranger turned artist, author and conservator, founded the EWT in 1973. It became Africa's most active and effective wildlife institution whose recent national survey has caused a stir.







Buffalo

Bear in mind that apart from becoming extinct, the saddest fate to befall a wild animal species is to be categorised as 'extinct in the wild'. Most visitors assume that our black rhino is in this category and on the brink of oblivion. After all, it is now listed as 'critically endangered' by the IUCN (International Union for the Conservation of Nature). That's one notch above 'extinct in the wild'. But the IUCN's trusted associate in South Africa, the EWT, says while the black rhino is on the brink from a global point of view, locally it is rated as 'vulnerable' - two categories more optimistic than being 'critically endangered'.

Male and female lions

Not long ago, the EWT produced a 700-page report - *Red Data Book* of the Mammals of South Africa: a Conservation Assessment. It is possibly the most comprehensive wildlife status evaluation of any country in the world.

The global IUCN report says the elephant is in dire straits across Africa and is being poached for its ivory on a scale that cannot be sustained. Some countries have lost nearly all their elephants. By contrast South Africa has too many.

While poaching may be relieving the population pressure in say, Kruger Park, the stress and widespread disruption caused by poaching is having traumatic effects on the elephants' extraordinary and quite admirable social structure.

The EWT points out that South Africa is the third richest country in the world in terms of its variety of animals and plants. From an international tourism



Elephants in Pilansberg National Park

point of view, it certainly has the most charismatic species and the most accessible places for viewing wildlife.

An overseas visitor can practically be guaranteed to see a rhino in its natural habitat. There's the Pilanesberg National Park, 90 minutes from Johannesburg and Pretoria by car, which has both the rare and secretive black rhino as well as the much larger white rhino. There are at least 700 black rhino in South Africa with 230 in Kruger Park and 463 in the Zululand reserves according to the EWT's 2016 count. That's a good basis to grow the population.

In my book, *Overkill*, I recall how 50 years ago, the white rhinoceros was down to 437 in Zululand, its last refuge. Now there are thousands with a healthy population in Kruger Park despite the poaching for rhino horn (which, thankfully, is now declining). The EWT's chief executive, Yolan Friedmann and her all-female executive, say South Africa is one of 12 countries that, among them, possess two thirds of the world's living species. Here are some 'wow' facts to impress visitors: We have almost 300 different kinds of land and sea mammals ranging from the world's tiniest (the shrews) to the world's largest - the blue whale. Among them we have the world's largest land mammal (elephant), tallest (giraffe), fastest (cheetah); the world's largest bird (ostrich) and the heaviest flying bird (kori bustard) - as well as other superlatives.

But it will need vigilance and intelligent management to stabilise our wildlife situation. Of the 295 mammal species, half (147) are currently doing fine in the category of 'least concern'. Ten are regarded as 'critically endangered'. Seven of these 10 critical mammal species are found nowhere outside South Africa and include two species of moles, two species of bats and the Ongoye red squirrel.

A couple of months ago, Mary and I wrote of our stay in the Southwest Karoo where one of the 10 'critically endangered' species exists: the riverine rabbit. It is unique to that region. There may be as few as 1 500 left. Its biggest threat is habitat destruction. We found that conservation has greatly improved in the region but the rabbit continues to decline.

The report makes the point that, while the potential loss of such species is not going to excite the public mind, "the ecological significance of these smaller mammals may nevertheless be important to the survival of other species. Any loss of a species reduces diversity and therefore threatens the whole."

As John Donne wrote: Never send to know for whom the bell tolls...\* What will surprise many is to find that the lion and the cheetah are 'vulnerable'. There are fewer than 2 500 lions in the wild in South Africa with 2 000 in Kruger Park and its abutting reserves. The wild cheetah's population is 460.

\*An expression from a sermon by John Donne. Donne says that because we are all part of mankind, any person's death is a loss to all of us: "Any man's death diminishes me, because I am involved in mankind; and therefore never send to know for whom the bell tolls; it tolls for thee."



Young hippo



Spotted hyena



Kori bustard

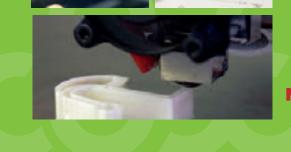
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# **TOP10**



#### 1. Summer savings with Oaklands on the Knoll (Knysna).

Rates from R736 per self-catering unit per night. Each unit sleeps four guests. Offer excludes flights and taxes. Valid between 1 November and 14 December 2018. For more information visit www.booking.com.



#### 2. Early bird discount offer from Finfoot Lake Reserve.

Rates from R2 360 per chalet per night. Offer is applicable for midweek stays, and includes one night's accommodation, breakfast, dinner and two activities. Valid between 1 November and 13 December 2018. For more information visit www.finfoot.co.za; email: finfoot@dreamresorts.co.za or contact them on 060 605 5878 / 012 277 8900.

#### 3. Unwind in Zanzibar this December with Rove Africa - Islands and Safaris.

Rates from R22 050 per adult sharing. Offer includes return flights to Zanzibar, approximate taxes, return transfers,



TRAVEL

seven nights' accommodation at Sandies Baobab Beach Resort with breakfast, lunch, dinner and selected drinks daily, daily activities and more. Valid from 1 - 22 December 2018. For more information visit www.roveafrica.co.za; email: info@roveafrica.co.za or contact them on 011 453 2790.

#### 4. Explore Thailand at a bargain with Perfect Destinations.

Rates from R11 640 per person sharing. Offer includes return flights departing from Johannesburg, airport taxes, return airport transfers, 8 nights at the 4-star Best Western Premier Bangtao Beach Resort & Spa in a deluxe room



with breakfast daily. Valid between 1 May and 15 August 2019. For more information visit www.perfectdestinations.co.za email: info@perfectdestinations.co.za or contact them on 021 250 0752.

#### 5. Maldives all-inclusive offer from Starlight Holidays.

Rates from R21 930 per person sharing. Offer includes return flights departing from Johannesburg, approximate taxes, seven nights' accommodation with breakfast, lunch,



dinner and selected drinks, bicycle hire for the duration and more. Valid between 24 November 2018 and 12 January 2019. For more information visit www.starlight.co.za; email: sales@starlight.co.za or contact them on 087 357 9133.

#### W A T|E|R|F|A L L



#### 6. Tintswalo Safari Lodge & Manor House's 3 for 2 offer.

Rates from R10 650 per person sharing per night. Rate includes one night's accommodation at the five-star Tintswalo Safari Lodge in Hoedspruit, in an Explorer suite with all meals, selected drinks and game activities. Book two nights and receive a third night complimentary. Valid between 1 and 30 November 2018. For more information visit www.tintswalo.com; email: res1@tintswalo.com or contact them on 011 300 8888.

#### 7. Explore the Mediterranean with MSC Cruises.

Rates from R7 425 per person sharing. Offer includes seven nights' accommodation, all meals and entertainment. Offer excludes port charges, flights and taxes. Visit Italy, Malta, Spain and France.



Set travel dates 26 January - 2 February 2019. For more information visit www.msccruises.co.za or contact them on 087 075 0850.

#### 8. Experience Turkey over New Year with Azure Travel.



Rates from R13 155 per person sharing. Offer includes seven nights' accommodation, selected meals, English-speaking guides and entrance fees. Offer excludes flights and taxes. For more information visit www.azuretravel.co.za; email: info@azuretravel.co.za or contact them on 011 678 1146.

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#### 9. Enjoy a romantic break with aha Sefapane Lodges and Safaris in Phalaborwa.

Rates from R6 000 per couple for five nights. Offer includes five nights' accommodation with breakfast daily. Available midweek only for South African residents. Valid until 15 December 2018. For more info visit www.aha.co.za; email: cro@aha.co.za or contact them on 010 442 5885.



#### 10. Affordable family skiing in Livigno, Italy with Pure Skiing.

Rates from R21 360 per person sharing. Offer includes return transfers, seven nights' accommodation in a threebedroom apartment, six-day ski pass & hire, Christmas dinner, 10-day Bryte Travel Insurance and more. Offer excludes flights and taxes. Travel between Saturday 22 December and Saturday 29 December 2018. For more information visit www.pureskiing.co.za or contact them on 0861 123 754.

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### A THIRD WAVE OF CONVERGENCE

Africa's entertainment and media industry enters a dynamic new wave of convergence



As the mobile device cements itself as the pre-eminent source of the E&M experience, the most disruptive, forward-thinking companies are striving to create an integrated ecosystem suited to this consumer-driven dynamic. This is according to PwC's *Entertainment and media outlook: 2018 – 2022: An African perspective* released recently.

By 2022, total E&M revenue in South Africa is expected to reach R177,2 billion, up from R129,2 billion in 2017. Internet (access and advertising) is expected to grow at a compound annual growth rate (CAGR) of 11,3% over the forecast period to reach R91,2 billion, up from R53,4 billion in 2017.

Overall, E&M growth will be less reliant on internet access revenue as organic growth opportunities in internet connections start fading towards the end of the forecast period. Internet advertising will greatly exceed TV advertising in terms of growth, leading the way with a 13% CAGR over the forecast period to reach R9,4 billion. Internet advertising will overtake TV advertising spend in 2022.

The Outlook is a comprehensive source of analyses and five-year forecasts of consumer and advertising spending across five countries (South Africa, Nigeria, Kenya, Ghana and Tanzania) and 14 segments: internet, data consumption, television, cinema, video games, e-sports, virtual reality, newspaper publishing, magazine publishing, book publishing, business-to-business (b2b), music, out-of-home (OOH) and radio.

Vicki Myburgh, Entertainment and Media Leader for PwC Southern Africa, says: "It's clear we're in a rapidly evolving media ecosystem that's experiencing Convergence 3.0. In Convergence 3.0, the dynamics of competition are evolving while a cohort of everexpanding super competitors and more focused players strive to build relevance at the right scale. And business models are being reinvented so all players can tap into new revenue streams by, for example, targeting fans and connecting more effectively with customers to develop a membership mind-set."

"The pace of change isn't going to let up anytime soon. New and emerging technologies such as artificial intelligence and augmented reality will continue to redefine the battleground. In an era when faith in many industries is at a historically low ebb and regulators are targeting media businesses' use of data, the ability to build and sustain consumer trust is becoming a vital differentiator."

ouisne

South Africa's E&M industry faced a challenging year in 2017 amidst economic and socio-political uncertainty. Total E&M revenue rose at a comparatively low rate of 6,8% yearon-year to R129,2 billion. A bounceback in 2018 sees an anticipated 7,6% year-on-year growth, while the CAGR to 2022 is forecast at 6,5%.

South Africa will see a strong CAGR of 7,6% for consumer revenue to 2022, moving from R93,9 billion in 2017 to R135,7 billion in 2022. Beyond revenue from the internet segment (buoyed by apps revenue) there are many success stories, most notably that of video games, which will surpass books, magazines and B2B to become the third-highest contributing consumer segment.

There is a striking difference in growth between digital and nondigital revenue, which have CAGRs



of 11,4% and 1,8% respectively. Put another way, digital revenue will add R41,3 billion and non-digital revenue R6,7 billion in absolute terms to 2022. The non-digital elements of five different segments – books, magazines, newspapers, OOH and video games – will all decline to 2022.

#### **VIRTUAL REALITY**

Within this overall increase, the fastest revenue growth will be in the digitally driven segments. Virtual reality will lead the way, albeit from a low base, at a five-year CAGR of 55% to reach R671 billion in 2022, from R75 billion in 2017. "The exceptional growth in VR reflects the excitement in this space. VR devices and experiences are in the early stages of being accepted by the mainstream, as VR now emerges as a viable long-term platform for unique, immersive experiences, attracting major investment from media and technology companies eager to seize a share of this fast-growing market," Myburgh adds.

After a breakthrough year, South Africa's total e-sports revenue is forecast to rise from R29 million in 2017 to R104 million in 2022, a CAGR of 29%. A host of high profile events in 2017 helped to propel e-sport further towards the mainstream, and a number of similar events have been and are being held this year.

#### **VIDEO GAMES**

A booming social/casual sector is driving strong growth in the video games segment. Total revenue is forecast to rise from R3,1 billion in 2017 to R6,2 billion in 2022, a CAGR of 15%. TV and video will continue to be a major driver of consumer spend. Following growth at 4,8% CAGR over the forecast period, the total TV market will be worth R40,8 billion by 2022.

The shift from physical to digital media has been one of the core drivers of the global and local E&M market for many years. But different media segments have experienced strongly contrasting patterns of digitisation. In some cases, consumers have been quick to drop physical formats and embrace digital alternatives at the first opportunity.

### BOOKS WILL REMAIN POPULAR

Although the growth rate for physical books is moderate, it is notable that books are performing far better than any other non-digital sector. "Permanency and collectability may be the reason for this. Books are seen as collectibles often owned and displayed for many years, making the loss of their physical presence more significant," explains Myburgh. Although books currently seem to have the best prospects of any physical media format, they are, like every other media segment, just one disruptive digital competitor away from major upheaval.

Newspapers and magazines will see revenues decline over the next five years. In 2017, total newspaper revenue fell by 2,9% to R8,6 billion. The forecast for the years ahead is for decline at -4% CAGR. By 2022, South African total newspaper revenue is expected to drop to R7 billion.

Despite 24/7 access to media and entertainment, the appeal of shared, live experiences still attracts audiences. Music events still draw large crowds, with ticket sales set to see an 8,0% CAGR to 2022, helped by major tours from popular crowd-pulling acts in 2018.

Recovering admissions and rising ticket prices together with improved offerings will see box office revenue deliver modest growth at a 3,5% CAGR through 2022. South African audiences are prepared to pay a premium to watch big-budget films with surround sound, vibrating seats, temperature change, strobe lights and so on. Radio continues to have a solid listener base in South Africa, with a weekly reach of 91%. Radio revenue is projected to rise 3,9% CAGR over the forecast period to surpass the R5 billion mark in 2022.



#### **CHAT APPS**

Chat apps and social platforms have become an increasingly important part of day-to-day life for consumers, both in South Africa and worldwide. As usage and entertainment rise, key players from across the E&M industry have teamed up with these platforms, growing them into 'one-stop shops' for consumer needs.

The report shows that advertising in the E&M industry was mostly affected by South Africa's economic environment, with cautious growth of just 1,9% year on year. An improvement is expected to 2022, with a 3,3% CAGR bringing total advertising revenue to R41,5 billion, from R35,3 billion in 2017. New technologies and devices like artificial intelligence (AI), virtual and augmented reality, voice-based smart home devices and virtual assistants look set to drive innovation in online advertising on a global scale in the coming years.

#### Nigeria

Nigeria saw a huge 25,5% rise in E&M revenue in 2017 to US\$3,8 billion, although US\$605 million of this US\$764 million rise was attributable to internet access. A 21,5% CAGR is anticipated to 2022, with revenue reaching US\$9,9 billion in that year. Again, internet access revenue will account for 89,6% of this absolute growth.

#### Kenya

Kenya's E&M industry saw 17% year-on-year growth in 2017, again propelled by growth in the internet sector. An 11,6% CAGR will take the country to US\$2,9 billion in 2022, from US\$1,7 billion in 2017. Outside of the Internet space, TV and video revenue dwarfs the other segments.

#### Ghana

Ghana's E&M industry has more than tripled in value since 2013. Total revenue reached US\$752 million in 2017. It is forecast to surpass US\$1 billion in 2019 and to total US\$1,5 billion in 2022, increasing at a 14,2% CAGR. As with Nigeria and Kenya, internet access spend accounts for much of this revenue and growth. Ghana is in a strong position for further E&M growth as revenue gains critical mass over the next five years.

#### Tanzania

Total E&M revenue in Tanzania stood at US\$496 million in 2017, having risen 28,2% year on year. Continued momentum at an 18,3% CAGR will see revenue reach US\$1,2 billion in 2022, 2,3 times the size of the market in 2017. Tanzania's E&M revenue make-up is ostensibly similar to that of Ghana, although here internet revenue takes a slightly less dominant position. Among them, the five countries considered in the *Outlook* will, driven by Nigeria, add US\$12,4 billion in revenue from 2017 to 2022, at a combined CAGR of 11,9%. Although much of this will fall into the hands of telcos, there are significant opportunities for content providers too. The engine of growth here will be organic, with increased populations and gradually increasing disposable income swelling the ranks of potential E&M consumers – and ever-increasing internet access greatly expanding the range of E&M opportunities available.

"To succeed in the future that's taking shape, companies must re-envision every aspect of what they do and how they do it. It's about having, or having access to, the right technology and excellent content, which is delivered in a cost-effective manner to an engaged audience that trusts the brand. For those able to execute successfully, the opportunities are legion," Myburgh concludes.





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W A T | E | R | F | A L L

# ARE YOU MEMORABLE FOR THE RIGHT REASONS?

By: Briony Liber

### Your image vs your reputation. Which is more important?

Businesses spend a lot of time creating and working on their brand: their logo, their value proposition, their offerings to various stakeholders, their differentiators, their social media presence and voice, which is the 'personality' of the business. In essence, businesses create the image and experience that they want to be known for.

Just like businesses, as an individual managing your career like a business, you have the ability to create your brand... and should be doing so because it gives you a greater level of control over how you want to be 'seen' and what you want to be known for.

But what we WANT to be known for is not always the same as what we ARE

known for. There is a distinct difference between brand and reputation.

Brand is something you can create and control.

Reputation is something that is based on the opinions and beliefs that people in general have about someone or something. So while the image or brand of your personal 'business' may remain within your control, your reputation is in the eye of the beholder.

Your reputation can be made, and your reputation can be damaged – sometimes by your own actions and behaviour. But it can also be informed by gossip and rumour, by misunderstandings and misinterpretation, and by the personal and individual experience of one or two people who have the ability to influence the opinions of others.

So if a reputation can be as fickle as what others think of you, should you care? I would say yes. And I will tell you why I say this in a few anecdotes.

How you make people feel is sometimes more important than your technical brilliance.

A while back I worked with someone who is a technically gifted person: he has amazing knowledge and experience, could problem solve with the best of them, but very few people wanted to work with him. I saw people resign from a project if he was on it. I saw his name come up in discussions around team composition, and a less technically qualified person

#### Waterfall **Business**

being chosen for the team. Why? Because he was unpleasant to work with. He was miserable, cynical, destructive in his comments, wanted everything to be done his way and rarely found the ability to say anything complementary to his colleagues.

He developed a reputation for being unpleasant to work with, to the extent that even people who were new in the organisation and had never worked with him knew that he was someone to avoid if at all possible.

That's reputation in action!

However, being trusted and respected is sometimes more important than being liked. I worked with someone for a while who was an absolute delight to be around. She was funny, she was thoughtful and generous, she always brought shortbread and cappuccinos to our meetings, she always put up her hand to help out, and you could guarantee that if someone was going to stay at work after hours to help out, it would be her.

Sounds like someone who would be a pleasure to work with, someone who would have a reputation for being dependable and trustworthy right?

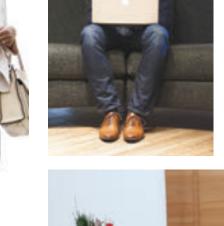
Not so much! She had no appreciation of the need for timeous communication. We were in the car, on the way to a meeting with a client when she decided the time was right to tell me that the client might be very unhappy with us and was planning to have another consultant in the meeting to take over from us. That meeting was one of the most uncomfortable experiences of my life. But that wasn't why I didn't trust her. The reason I didn't trust her was that after that incident and a thorough debriefing on what information was critical for priority communication, she didn't learn from the experience and, on at least a few other occasions after that, only communicated critical information when we were already in a crisis. I couldn't trust her to anticipate and plan. And when I was asked if I would recommend her to work on a project with international colleagues, I declined to do so.

That's reputation in action!

So in the business of being you, think about these questions...

- How big is the gap between the brand you are aiming to create and your reputation (opinions and beliefs that others have of you)?
- 2. What responsibility do you have for the extent of that gap and what is outside of your control?
- 3. What actions can you take to bring closer alignment between your brand and reputation?

To connect with Briony Liber, email: briony@brionyliber.com, or visit her website: www.brionyliber.com.



How you make people feel is sometimes more important than your technical brilliance.



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# SUMMERTIME AVOCADO RITZ

Nothing says summer quite like al fresco dining. This easy to make Avocado Ritz recipe makes for the perfect light snack before the sun goes down.

This easy and full of flavour Avocado Ritz recipe serves 4 guests.





16 large deveined, unshelled prawns1 small gem lettuce (quartered)2 avocados (halved and peeled)2 limesSea salt, freshly ground blackpepper and paprika

### For the MARIE ROSE sauce, mix:

½ cup good-quality mayonnaise
2 tablespoons tomato sauce
1 tablespoon Worcestershire sauce
1 tablespoon lemon juice
1 teaspoon creamed horseradish
Season with sea salt and freshly
ground black pepper, to taste.

#### **INSTRUCTIONS**

Steam the prawns in batches for 3 minutes on each side, or until firm.

Divide the lettuce among four bowls and add the avocado.

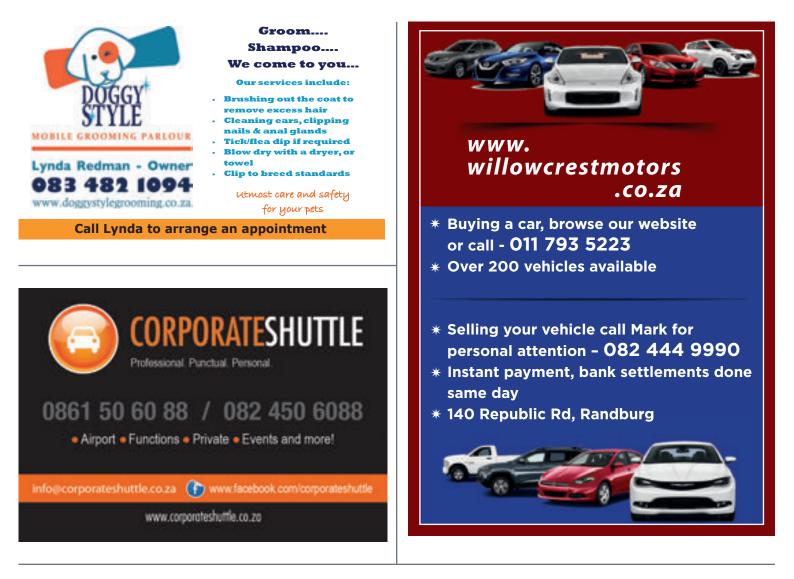
Top with the prawns, squeeze a little lime juice over them and season to taste. Add the Marie Rose sauce.

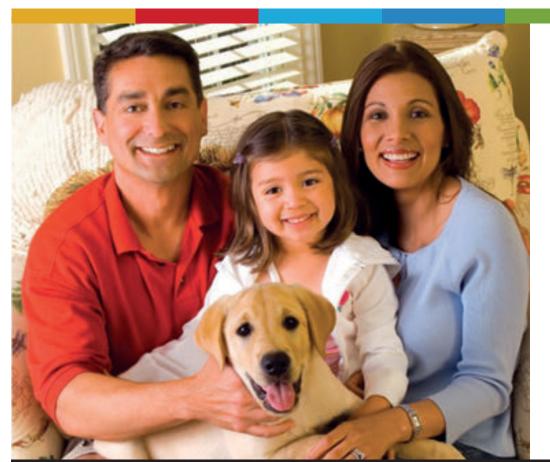
Sprinkle with paprika for extra flavour and decoration.











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### **MOVING • STORAGE • RELOCATIONS**

# **TEST-A-MATICS**

By Kelley Bloemink

Many people assume that testwriting involves only the ability to perform on the day of the test. However, the preparation that we put into play prior to the test performs an equally important role.

he ability to perform well in tests is a skill that requires consistent practise and hence, our students are tested on a regular basis. Tests are designed to assess students on a number of different levels and these include: • What they know (the knowledge they bring into the test outside of what was studied);

- What they have learned (the content of the test);
- What they understand (of what they have studied);
- What they can apply (to show that they have truly learned the material);
- What they can deliver within a time frame (the ability to perform under time pressure).

These principles should be present in the design of all tests so that students are given an opportunity to perform on varying levels.

Questions should also be varied to allow for more concrete, knowledgebased questions as well as more interpretative application-type questions. A well-structured test will incorporate all of these elements to give the student a chance to display his or her knowledge across a broad band of questions.

There are many elements at play in the build-up to test day.

Essentially, I teach pupils HOW to prepare for tests so that they can perform optimally on the day. These guidelines are designed to assist students in applying a number of different procedures so that they are in a position to deliver their best.

**1. THE RIGHT SPACE.** Where you study is very important to how you will study. Work in a room that has fresh air, natural light, a comfortable chair and a desk that is at the right height. Ensure that all stationery is on the desk. Remove all distractions

like cell phones, computers, etc. that are not necessary for study purposes. When working at night, place a desk lamp on the desk – one that displays light from the top down and spreads across the work space.

2. STUDY IN ADVANCE. Start preparing at least 3 - 4 days prior to the test so that your brain has time to adequately process the material. Avoid cramming at all costs. Cramming does not allow you to process the information, and often leads to students saying that they simply forgot the work, or experienced a block. Cramming also creates anxiety because there is not sufficient time to prepare thoroughly.

**3. CHUNKING.** Divide the study material into small, manageable pieces so that you are not overwhelmed by the volume of work. Also, allocate a timetable to your study sessions. When you are working from a schedule, it is much easier to chunk your time effectively. Work through each section, one section at a time. Ensure that you understand what you are studying so that you can

#### W A T | E | R | F | A L L

commit it to long-term memory. Use a study method that works for you and don't try new methods amidst the study session as this will simply confuse you and eat into your time.

**4. DISTRACTIONS.** Take action against possible distractions. Remove the distractions from the room so that you are not tempted to be distracted. Alert the people in your home to your study schedule so that they are mindful of your activities.

**5. READY-STEADY-GO.** Ensure that you have had a good night's sleep the night before the test and eat a hearty breakfast in the morning. Avoid stimulants such as coffee and energy drinks as they will simply spike your energy levels temporarily. Arrive at the test venue on time and avoid huddles of people discussing the test as this could expose you to unnecessary anxiety. Keep calm and focused.

6. BE CONFIDENT. Aim to do your best in the test and don't allow negative thoughts to cloud your mind. Focus on what you know and what you can do. Use positive selftalk to keep yourself on track during the test. Don't ever tell yourself "I can't do this". If you tell yourself you can't, you probably won't.

**7. QUESTION TYPES.** Be familiar with the different types of questions and the expectations thereof, e.g. multiple choice, true or false, fill-in, short questions and essay-type questions. Each of the questions posed to you requires knowledge of HOW to answer it and it is essential that you answer it correctly. Familiarise yourself with the different types of question words that are used in tests, e.g. analyse, examine, explain, extrapolate, justify, etc., so that you answer the questions correctly.

#### 8. PUT THE HIGHLIGHTER DOWN.

There is no need to turn your question paper into a luminous work of art. Students often go overboard with the highlighter which disputes the point of extracting the relevant information. It can also be a very time-consuming activity.

**9. POSTURE POWER.** Maintain good posture whilst writing the test. Sit straight up in the chair with your feet flat on the floor. Try to keep your back straight. When you slouch, you squash your internal organs and this creates an uncomfortable work frame. Furthermore, avoid leaning your head on your hand whilst writing as it can make you sleepy. Drink water throughout the test to keep yourself alert and energised.

#### **10. KEEP YOUR EYE ON THE CLOCK.**

As soon as the test starts, note the time. Regularly check the clock or your watch so that you are constantly aware of the time. It is a good idea to divide the sections of your test into test frames so that you work to a schedule.

**11. KEEP CALM** and don't freak out. When you get flustered, your thinking brain switches off and you can't easily extract the information you are looking for. If a specific question throws you off guard, close your eyes, take three deep breaths and carry on – if you don't know the answer to the question, move on to the next one. You cannot afford to waste time trying to 'find' the answers that don't pop up immediately.

**12. EDIT YOUR TEST.** If you know your work and work within time frames, you will finish the test. Tests are not designed not to be completed! Use the last 5-10 minutes to check your work.

The amount of time you put into preparing adequately for tests and the rules you follow on the day play a large role in your overall performance. Be mindful of the expectation of each test in each subject so that you can go full throttle in answering the paper. Tests naturally cause anxiety and uneasiness amongst students, but if you are well-prepared, you will eliminate a large portion of the nervousness.









Back yourself and be confident – you've got this!

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Senior Maintenance Manager	Jaco Beukes	072 052 0375	jacob@trafalgar.co.za	Maintenance
Maintenance Manager	Arno Botha	083 307 4685	arnob@trafalgar.co.za	Maintenance
Environmental Manager	Ruan Spies	083 307 4783	ruans@trafalgar.co.za	Environmental and Landscape Management
Building and Control Manager	Aveer Singh	010 591 4671 010 591 4950	aveers@trafalgar.co.za	Building and Control
Communications and Administration Manager	Cindy Selowe	010 591 4671 083 307 4718	cindyse@trafalgar.co.za	Communications and Admin
Receptionist	Lely Mabaso	010 591 4950	lelym@trafalgar.co.za	Biometric Enrolment
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### RESTAURANT COMPETITION for NOVEMBER

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- 3. Bookings need to be made in advance with the restaurant detailed on the voucher.
- 4. Service charges/gratuities are not included, regardless of any balance left over
- after the meal.
- 5. Vouchers will be numbered. Please provide your voucher number when you make your reservation.
- 6. The competition is open to readers over the age of 18.
- 7. Indemnity: The publishers, Waterfall and any other associated parties are not responsible for the fulfilment of the service from the restaurant once the prize has been awarded.

RGET

The restaurants featured in this competition have been carefully chosen and, even if you aren't a winner, we hope that you'll enjoy visiting them whenever you are looking for a memorable culinary experience.

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