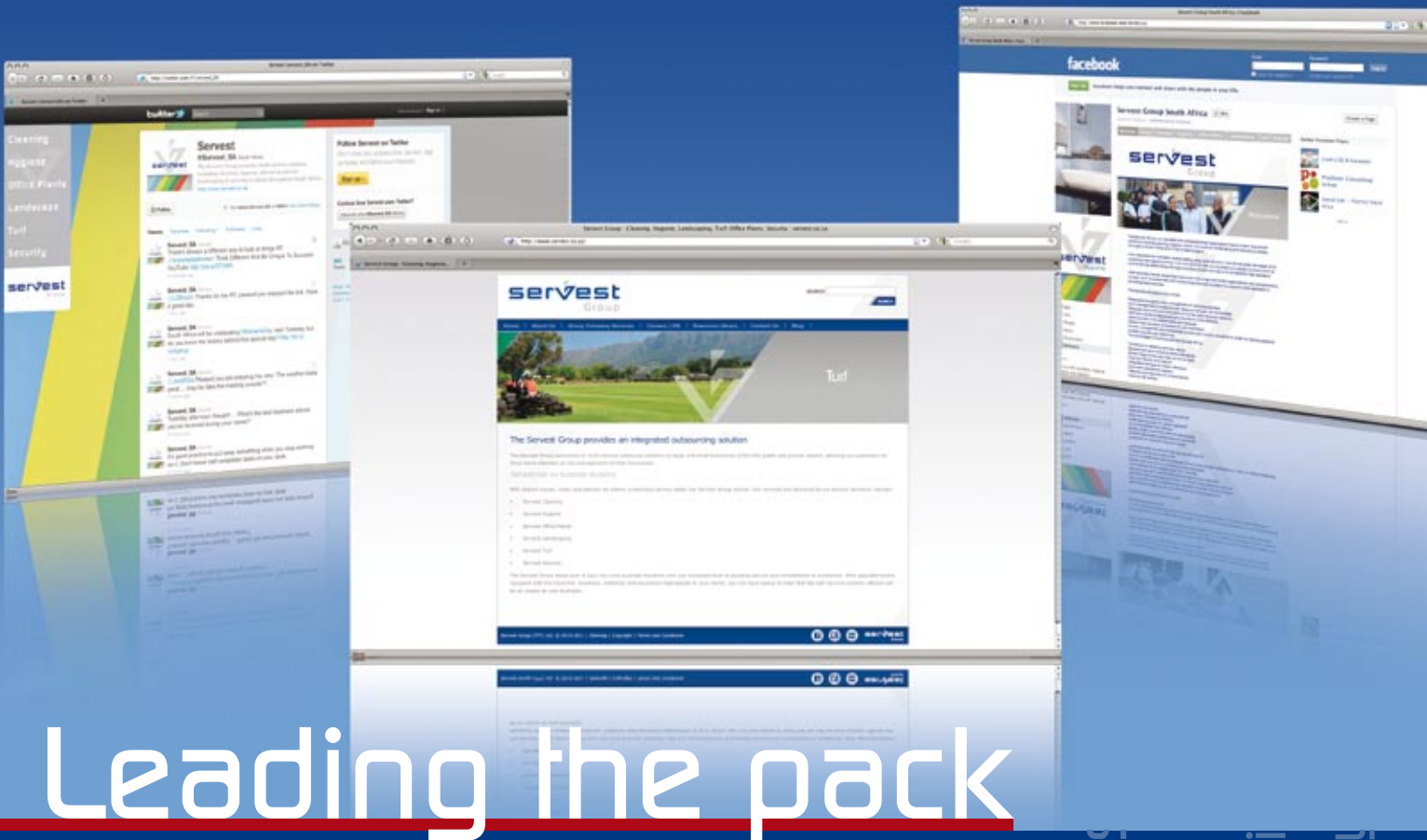


servest
Group

The Source

Volume 29 · August 2011



Leading the pack

Facebook, Twitter, LinkedIn and the Blogosphere – by embracing these social media platforms, the Servest Group is setting the trend in the services industry. Read more about the strategic ways in which we are harnessing social media in this issue.

Plants, Servest
personal service and
integrated outsourcing
service solutions

From Servest
Landscaping,
a commitment
solution, focusing
by being totally



Agents for change

From the desk of Dennis Zietsman,
Servest Group Chief Executive

Change is inevitable, in business especially. Numerous quotes and clichés encapsulate change, how to handle it, why it is necessary and that it is ongoing. We know that without change we cannot go forward. It is often difficult to anticipate the effect that change will have on an environment, an individual, a community or a business, but as long as change is positive and people understand the need for it, it will be accepted and embraced.

We know that if we carry on doing things the way we have always done them, we are unlikely to change the outcome. As individuals we should constantly be looking at our lives and trying to change aspects, even small ones, to make our lives better. The same applies to our business lives – constant change and improvement is essential.

Change agents should not only be among business leaders, but are also needed throughout all levels of business. A good example of the positive effects of change is the new Servest

branding. We have had only positive feedback from this initiative both in South Africa and in the United Kingdom.

Another area of change that we are currently involved in is social media. The Internet has changed our lives so rapidly and so significantly. It's changed the way we think, the way we do things and the speed at which we react. It's no longer good enough to use outdated methods of communication. As a business we need to take note of this and change our approach.

Servest is fully immersing itself in this new wave of communicating and we have addressed this in this edition. Along with the digital age comes a digital generation who are not interested in the way things have been and the way things have always been done. They demand change. Let's all be change agents. Let's change things for the better.

I'd like to conclude with: "Without change there can be no breakthroughs. Without breakthroughs, there can be no future".

Going social

Did you know that the Servest Group is also an industry leader in the social media arena?

Staying true to its status as industry leader and trendsetter, the Servest Group is leading the services pack when it comes to social media. Since March 2011, the Group has been utilising four popular social media platforms: Facebook, LinkedIn, Twitter and the Blogosphere (more commonly known as blogging).

The conversation has started

Frankie Brooks from Roots SA explains that these social platforms allow Servest to stay in touch with existing and potential clients, people who are interested in the services industry, as well as staff.

To this end, it's not only using social media platforms to showcase projects, but also to share global trends, informative articles, quick tips and inspirational messages with online audiences. And they are responding positively. After just four months, Servest already boasts an impressive 811 'likes' on Facebook and 684 Twitter followers, proving the value of quality information and of course, engaging directly with an approachable, knowledgeable and very responsive source.

Looking forward

She adds that the Group has realised the strategic importance of embracing social media. That's why it has partnered with a specialised social media agency in developing its online strategy. Its aim: utilising social platforms in a structured and strategic manner.

Based on US and European research, social media will continue to grow exponentially. The Servest Group will be geared up and ready to reap the rewards – from increased awareness and new business to the identification of opportunities (or threats) and improved insights into customer needs.

Visit

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Building a legacy

More about one of the biggest ever Servest projects



Preparing the pitch at Isiqalo Primary School in Westonaria

Servest Turf is helping to realise the 2010 FIFA World Cup's promise of leaving a lasting legacy. It has secured a contract to construct and maintain 13 FIFA legacy football pitches, as well as 19 clubhouses throughout the country – from Springbok to Phuthaditjaba and Makhado to Queenstown.

What makes the contract unique is that FIFA certified artificial turf is used as a playing surface on these fields. Although Servest Turf has focused mainly on natural grass fields in the past, it secured the contract thanks to its impressive World Cup track-record.

Team effort

Ensuring the delivery of high-quality pitches, Servest Turf has partnered with Desso, a preferred FIFA supplier. All layer works, drainage and irrigation are installed by Servest Turf, while a specialised Desso team installs the artificial turf surface. Johan Louw, Divisional Director of Servest Turf Construction, oversees all processes and manages the clubhouses' construction with the help of his dedicated team including Charl Marais (Operations Manager), Claudia Kassebaum (Contracts Administrator), four project managers, operational teams and a huge team of subcontractors. All technical and logistical support is handled by Brian Allin and his team.

A lasting contribution

Johan's excitement about the opportunities that this project will unlock is almost tangible. For the past four years, he has done his homework, researching artificial playing fields, installation methods and suppliers. All of this knowledge, combined with Servest Turf's World Cup experience and the

team's willingness to go the extra mile, is now being put into practice. The results speak for themselves. The team is delivering quality fields that not only meet FIFA's exacting standards, but will also make communities smile.

"The World Cup legacy stretches beyond just delivering the pitches and clubhouses. We only use local labour and suppliers in those communities, and that means we are helping to boost economic growth and skills in these areas. We are excited to be contributing to the World Cup's legacy," explains Johan.

Gearing up

This project has led to Servest Turf securing an additional contract for the construction of an artificial turf pitch in Hout Bay, Western Cape. Johan, who has been the driving force behind Servest Turf's expansion into the artificial turf arena, believes this is just the beginning. "Our mission is to become the preferred supplier of artificial sports surfaces, providing a one-stop offering from installation to maintenance."

Did you know?

- Preparation of the field takes three months. The artificial turf installation can be completed in six days. During the installation 18kg silica sand and 15kg rubber granules are used per square metre.
- An artificial playing field's maintenance expenses are only a fifth of a natural grass field's costs.
- Artificial turf can sustain 40 football games per week, while natural grass can only withstand five to six matches.



Adding the finishing touches

Under control

The keys to successful invasive alien plant control? Expert knowledge, dedication and rapid action

Servest Landscaping recently assisted the South African National Biodiversity Institute (SANBI) in KwaZulu-Natal with the coordination of its Early Detection and Rapid Response (EDRR) programme.

“The programme is the first line of defence in eradicating species which may invade the countryside to the same extent as Lantana, Chromoleana, Bugweed and others. It is recognised as vital to South Africa’s biosecurity,” says Ken Farnsworth, Divisional Manager, KwaZulu-Natal.

More about this contract

“Servest Landscaping was responsible for controlling three newly declared emerging weeds, namely Pompom weed, Parthenium (or Demoina weed) and Formosa Lily. When we started the contract, no herbicides were listed to control these alien invaders. We were excited to play our part at the forefront of this ongoing battle,” explains Ken.

“Servest established a hotline for public reports of these plants and then directed teams to rapidly respond. As SANBI required the collection of in-depth field data – from GPS coordinates of each weed to the amount of herbicide used – all field work was monitored closely,” he adds.



Secret to its success

Although the contract was completed at the end of April 2011, Servest Landscaping is continuing to strengthen its relationship with SANBI. Together with the Wildlife Society of South Africa, it is also assisting several conservancies on KwaZulu-Natal’s South Coast in applying for Lotto funding to control alien plants in their areas. In addition, the experience gained on the SANBI project has led to a similar contract at the King Shaka Airport in Durban.

The project proved just what a difference professional project management and dedication can make. As Ken mentions: “This type of work involved hikes through thick bush in the noonday sun and tackling what looked like an insurmountable problem... until days later when the invasive plants lay strewn about.”

Quick project fact

Almost 723 800 of the targeted weed species were treated!

Playing our part

Servest Landscaping contributes to a prestigious win

15 Alice Lane Towers, one of Servest Landscaping’s contracts, recently scooped two major awards at the South African Property Owners Association (SAPOA) Innovative Excellence in Property Development Awards 2011.



This iconic building in Sandton, Johannesburg won the ‘Best Building in the Office Development’ category and took home the award for Overall Winner in all categories. As the company that installed the landscaping, an integral part of its aesthetic, Servest Landscaping is honoured that the building has been lauded with such awards.

“It fills everyone at Servest Landscaping with a great sense of pride and accomplishment to be involved in a building which is so prominent, both in terms of the design and the awards,” says Mikki Roxmouth, Divisional Director. “Good partnerships with the main contractor and other contractors on the site assisted us in perfecting the landscape as everyone shared a common vision.”

Green leaders

Stars of the SALI Awards of Excellence



Greens employees show off their SALI Awards of Excellence

The recent South African Landscape Institute (SALI) Awards of Excellence, held as part of the South African Green Industries Council (SAGIC) convention, confirmed it yet again: Servest is the leader in the landscaping, maintenance and construction industry. The Group won an impressive 23 awards with the nearest competition winning 18 awards. This tally included 11 gold, 5 silver and 7 bronze awards.

Presidential recognition

Last year, Mahlamba Ndlofpu, the official Presidential Residence, was one of the stars at the SALI awards. It won the award for 'Best Landscape and Turf Maintenance', as well as trophies for the 'Best use of Colour' and 'Best Landscape and Turf Maintenance', effectively making it South Africa's top garden.

President Jacob Zuma recently invited the Servest Landscaping team, responsible for Mahlamba Ndlofpu's upkeep, to visit him so that he could thank them personally.

"With great excitement the team assembled early on 17 May 2011. Never have I seen our Servest Landscaping staff shine so much. The President couldn't believe that it takes so many dedicated people to make his gardens beautiful. Three very proud Area Managers handed the 2010 awards over to him, after which he congratulated us for setting the standard in South Africa and thanked us for our hard work. And when the photo opportunity came, he instructed the household to fetch his camera as he wanted some photos too," says Melanie Belcher, Landscape Designer, with a smile.

The proud team with president Zuma



It also included some of the evening's top accolades, namely the 'Best Landscape and Turf Maintenance' Trophy for House Oliver Tambo (Servest Landscape Maintenance) and 'Best Specialised Turf Construction Trophy' for the Eye of Africa golf course (Servest Turf Construction).

An annual multiple SALI award winner, Servest's achievements prove that its team does not rest on their laurels, but strives to exceed client and industry expectations with every project.



Leon Jonker, Managing Director of Servest Landscaping and Johan Louw, Divisional Director of Servest Turf Construction with the coveted SALI trophies

Sales savvy

All about the Servest Group Sales Conference 2011



Servest's sales stars at the Servest Group Sales Conference 2011

Positive energy, a high level of participation, new ideas and team building across divisions contributed to the 2011 Servest Group Sales Conference's success. Held from 8 to 9 March 2011 at the Riverside Lifestyle Resort near Vanderbijlpark, the event focused on social media, branding and sales-related matters. Sales staff and managers were invited, as well as the various Servest MDs.

As always the conference had an impressive line-up of speakers, including Stafford Masie (IT expert and former CEO for Google Africa), Anthony Swart (CEO of the Brand Union) and Barry Tuck (Gorilla Creative Media).

Social media focus

The first day of the conference centred on social media – with good reason. “In order for Servest to remain relevant and keep ahead of its competitors, sales teams need to communicate with clients using the platforms which appeal to them and which they are tuned into,” says Vic van Eck, New Business Development Director.

Participants had the opportunity to put their new social media knowledge to good use during an interactive social media workshop, facilitated by Gorilla Creative Media, Roots SA and the HiSide Group. “It involved making short, impactful YouTube video clips which showcased Servest's service offering to clients. Each group had to create a script which had to be approved prior to filming,” he explains. These videos were flighted during a social media theme party where staff dressed up as stars.

Sales focus

The second day included a branding update, sales forum workshops presentations, after which the conference was concluded on a high note by Victor Vermeulen. Although an accident left Victor, a talented cricketer, paralysed, he has remained optimistic and determined. He shared his story of courage, inspiring the Servest sales force in the process.

2011 Servest Operations day

Setting the tone for growth in the UK

Servest in the UK recently held its annual Operations day aimed at Operations Managers. This forward-looking event underlined the importance of who we are as a company, where we have come from and where we want to go. Importantly, it focused on how we can build on our successes to achieve the ambitious growth strategy of becoming one of the top five providers of multi-services in the UK.

On the agenda

Presentations were given by each department, along with group presentations from the Operations Team on ‘how we can grow our business’. In addition, UK Chief Executive Officer, Rob Legge delivered an inspirational message.

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Building team spirit

A Servest golf day was held on the following day, and several of the Senior Managers showed off their golf prowess at the Suffolk Golf Club in Fornham St Martin, Bury St Edmunds. Various prizes were up for grabs. Everybody had an enjoyable time and agreed that it provided the perfect ending to the Operations day.

Delegates who attended the 2011 Servest Operations day



Business intelligence

Business tools and tactics on the agenda at the recent Financial Directors Conference

Using business intelligence as a market differentiator has become crucial in the corporate arena. Therefore, this year's Financial Directors Conference, held on 20 and 21 July 2011 at Maropeng in the Cradle of Humankind, focused on the tools that can be used to translate business data into strategically valuable information.

Knowledgeable speakers delivered insightful presentations on a range of topics. These included social media, the benefits of using data analysis in managing fraud, the power of Customer Relationship Management (CRM) software, creating reports from Accpac (the accounting package currently used by the Group), and the state of labour.

Other presentations were of a more tactical nature. Tanushka Ramdayal, Group Accountant focused on the updated Financial Policies and the implementation of new International Financial Reporting Statements (IFRS), while Andrew Maggs, Group Financial Director outlined the procedures to be followed in the upcoming budgetary cycle.

The Maropeng Museum tour, as well as the 'A day of Glass' video prepared by Corning Incorporated, were some of the Conference highlights. According to the Corning website, "the video depicts a world in which interactive glass surfaces help you stay connected through seamless delivery of real-time information – whether you're working, shopping or relaxing."

We are the champions

In April 2011, the Servest Group hosted its annual Operations Conference in Johannesburg at the Indaba Hotel, at Cape Town's The Pavilion Conference Centre and in Durban at One-on-One Events. Aimed at operations managers and employees, the insightful conference focused on the importance of being a Servest brand champion.

"We have 23 000 staff in the field and each of them is a Servest brand ambassador. Therefore, the conference centred on 'the bigger Servest picture' and the role each employee can play as a brand champion. We wanted to encourage each attendee to share this important message with his or her team so that it reaches all of our staff in the field," says Vic van Eck, New Business Development Director.

Attendees also learnt more about Servest's communication, sales and social media strategies, as well as operations' role in debtor's collections and the relationship between cost management and sustainability. However, the conference highlight was the brand workshop facilitated by John Ingram, Training and Coaching Consultant from the HiSide Group.

"Each attendee – including management – had to make a pledge to Servest as to how they were going to maintain their status as brand champion," he adds. They received brand champion badges and a laminated copy of their pledges.

Inspiring and motivating our Operations teams

Seen at the Operations Conference



Meet the Exco

Introducing four members of the Servest Exco

Kevin Derrick, Divisional Chief Executive for the Cleaning, Security, Parking and Hygiene Divisions

Strong points: I'm self-motivated, focused and passionately driven, seeking excellence at all times.

Personal motto: Make it happen.

After hours: I am a professional hunter and love the outdoors. I also collect and restore classic cars (I have an affinity for American muscle cars at the moment). My other hobbies include watching rugby, going to the gym, clay pigeon shooting with the kids and reading, especially history, biographies and business philosophy.

Family life: Spending time with my wife, Toni and our children, Courtney (18) and Wesley (14) is the best.

Something you may not know: I have my own rip skater; the kids got tired of sharing theirs with me.

Alternative career: A game farmer specialist mechanic with a huge warehouse full of old cars to restore on a large tract of unspoilt land somewhere in the African bushveld.



Leon Jonker, Managing Director of Servest Landscaping

Personal motto: Great leaders need to be great servants first.

Family life: I'm married to Ronel. We have two daughters, Bianca (16) and Mieke (11).

After hours: I love the outdoors, and enjoy camping and seeing new places. We recently did a road trip through Namibia and finished it off by canoeing down the Gariep and sleeping under the stars. Sharing experiences like these with my family is important to me. I also enjoy rock and surf fishing, a round of golf and reading fiction (and occasionally, biographies). In addition, I'm a keen biltong hunter.

Sports scholar: I've been known to take leave to sit under the oaks watching test cricket. I enjoy the strategy and psychology involved in major sporting contests. A lot of that applies to business too.

Leon in seven words: What you see is what you get.

Something you may not know: I wear the apron in our kitchen and cook most of our meals.



Simon Manaka, Executive Director of Servest Landscaping

The best thing about working at Servest: I love interacting with people and building strong relationships with our clients and colleagues. I'm also motivated by exceeding expectations.

Personal motto: Deal with challenges one by one when they arise.

Personality traits: I help others to change their thinking and to see things in a positive manner. I am honest and trustworthy, but difficult to please.

After hours: I love watching soccer. I also enjoy reading books about coaching and mentoring, and playing a part in solving challenges within my community.

Family life: My wife, Jeridah, and I have three kids, Mashilo (22), Moloko (19) and Kgaugelo (11).

Something you may not know: I started in this business 24 years ago as a gardener and worked myself up the ranks through determination and commitment.



Redewaan Isaacs, Director of Namkwa

The best thing about working at Servest: There are always challenges. The only consistency is change, which means you always need to improve your skills to remain competitive.

Personal motto: Learn and apply. When you gain new knowledge it should not be shelved but applied.

Family life: My wife, Rafeeqah and I have one daughter, Ridwah (5).

After hours: I enjoy hiking and spending time with my family.

Redewaan in five words: Fairly direct, firm and fair.

Background: I studied Horticulture which is quite diverse, and completed a degree in Environmental Management. These qualifications have helped me to handle our diverse projects.



Health is wealth

Servest Cleaning leads the way with wellness

cleaning

SERVEST
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“At Servest, we understand that employee wellness is an investment in our company’s most valuable resource – our people. Employees are more likely to be attracted to, remain with and contribute to a company that appreciates them,” says Alex Berndt, Servest Cleaning’s Managing Director. The primary focus of a wellness programme is to improve health and create a culture that supports wellbeing, adds Marilyn Nolan, National Social Economic Development and Wellness Manager at Servest Cleaning. These are some of the employee wellness initiatives at Servest Cleaning:

The Health Passport

Specifically designed for cleaning operatives, the health passport is an effective way for individuals to keep a record of their personal health. The passport, which is small enough to be kept in a pocket, contains key information about each person, such as cholesterol and sugar levels, blood pressure, body mass index (BMI), blood group and medical conditions.

HIV Mobile Unit

Last year, Servest Cleaning provided cleaning services to a number of Gauteng hospitals during a spell of industrial action, as part of the Lead SA initiative. Building on this relationship, the Department of Health recently sent a mobile HIV testing unit to the Linbro Park offices where voluntary HIV testing took place. This unit, which can also test for TB, cholesterol and sugar, is now being deployed to all Servest Cleaning’s sites.

Body and spirit

All Servest employees are also able to participate in Tai Chi sessions, which are held at Servest Cleaning, every Friday from 8.30 to 9.30 – at no cost.



Servest staff balancing body and mind

Losing those extra kilograms

Servest Cleaning has also introduced its employees to a weight loss programme. The Cleaning division will now run the ‘The Leaner Me’ competition. The competition is open to all employees and great prizes can be won.

Counselling and guidance facilitation

Servest Cleaning assists employees by facilitating counselling and guidance. The service is available to all employees in need. It also boasts its own dedicated ‘i-Care’ telephone line. Employees can SMS their details to this number and a representative will call them back – at the company’s cost – to assist.

Optometry

An optician recently visited Servest Cleaning’s central office and employees could get their eyes tested for free. Those who needed glasses were able to pay for them over three months. This initiative is being expanded.

Introducing Servest Marine

servest
Marine

Exciting changes at CMS

Carrier Marine Services (CMS) is now wholly owned by the Servest Group and that means it also has to adopt our branding. Sharing its corporate identity with the rest of the Group, CMS will become Servest Marine, a change that will take effect on 1 October. When it comes to its transport work, Servest Marine vehicles will be marked with a ‘sub brand’, Servest Transfers, to better describe the nature of this service to clients.

“We are very excited by the new brand. Being part of a bigger Group will give us many new opportunities to grow and will help us to improve how we do things, providing an even better service to our clients. So, watch this space as we start a new journey, taking Servest Marine into the future,” says Julian Hurrie, Divisional Managing Director.

Going the distance

Servest Security goes the extra mile for employees

Servest Security recently helped two Security Officers show their mettle at South Africa's top marathon events. It assisted Sikhumbuzo Bhulose to participate in the Two Oceans marathon by paying for his airline ticket to Cape Town. Sikhumbuzo completed the race in 5 hours and 8 minutes.

This division also sponsored Sikhumbuzo and Bonginkosi Mbanjwa with R1 500 each to buy running shoes to run the Comrades marathon. Sikhumbuzo finished in 8 hours and 47 minutes, while Bonginkosi completed the race in 10 hours and 7 minutes.



Sikhumbuzo Bhulose with Dirk Jones

"It's important to help those who put in long training hours to run long distances. A healthy work force is more motivated and has direction, which in turn impacts work performance. I also believe that employees who are recognised for their personal achievements will have positive attitudes towards the company and will encourage other employees to do the same," says Dirk Jones, Managing Director of Servest Security.



Bonginkosi Mbanjwa with Dirk Jones

Little Hands take to the sky

Falling for a good cause



Phillipa Murfitt, CJ Howden and Becky Miller before their sky dive at Beccles in Suffolk

On 14 May 2011, ten employees from Servest's UK head office unleashed their inner adrenaline junkies and skydived to raise funds for the company's Little Hands charity. Servest started this organisation to support children's causes in the UK.

Through this initiative, Servest's very own skydivers raised more than £4,000 for East Anglia's Children Hospices (EACH). Little Hands, which has already raised more than £17 000 for EACH, is now planning its next event – a charity gala ball and auction.

"We are so grateful to all our jumpers. There were many nervous people, but they all had smiles on their faces when they completed the jump. I am so proud of everyone who took part," said Jack Barnard, Charity Committee Member.

Hannah Bloom, EACH's Suffolk Fundraising Manager commented in the Bury Free Press Newspaper: "Servest should be proud of its hard work and dedication to raising funds for children's charities. We can't thank them enough for their donations to EACH and we wish them well with their fundraising activities in the future. I hope their efforts inspire others to get involved and raise funds for worthy causes."

Teeing it up

Servest golf day feedback

Servest's recent golf day aimed to build relationships. The chosen venue even supported this goal. The event was held on 26 May 2011 at the prestigious Simbithi Country Club on KwaZulu-Natal's North Coast, where both Servest Security and Servest Landscaping are service providers.

"Golf provides a great opportunity to spend four to five quality hours with a client. The golf day allowed us to strengthen relationships and realise cross-selling opportunities by introducing clients across the various divisions. The small field of 40 players contributed to that, ensuring close personal interaction with clients," says Vic van Eck, New Business Development Director.

The day ended with a prize-giving event and dinner. The hole-in-one, scored by one of Servest's clients, Steve van Greunen, coincidentally the Simbithi Estate Manager, was undoubtedly one of the day's highlights.



Steve van Greunen, the Simbithi Estate Manager

Heartfelt cleaning



In July 2011, the Servest Cleaning team joined the world in giving 67 minutes of their time to commemorate Mandela Day. This day is all about celebrating former President, Nelson Mandela's life by making a difference in the lives of others. Joined by friends and family, the team helped to clean classrooms at Lawley Secondary School near Johannesburg. In true Servest spirit, they also handed out 450 sweets packets and donated cleaning materials to Lawley Secondary and Die Mossie Primary. In addition, Alex Berndt, Servest Cleaning's Managing Director kindly offered to sponsor a Lawley learner's school uniform and shoes. At this event, Servest employees once again showed just how big their hearts are.

Congratulations

By reading the Servest comic series from cover to cover, employees not only learnt about our vision and values, but also stood a chance to win one of five Pick n Pay vouchers valued at R500 each. Every entrant was asked a number of questions about the comics and our values, and had to impress with his or her knowledge. Servest will use the information gathered in this way in other employee initiatives. In the meantime, if you want to know anything about the comics or our values, ask the winners:

- **Nozipho Majola (Servest Landscaping and Turf Maintenance – KZN)**
- **Simon Mphela (Servest Security – PTA)**
- **Tiyiselani Chauka (Servest Security – PTA)**
- **Tsakni Baloyi (Servest Cleaning – JHB)**
- **MR Hiraman (Servest Cleaning – KZN)**



From Servest Cleaning, Servest Hygiene, Servest Office Plants, Servest Landscaping, Servest Pest Security, you get personal service and a commitment to excellence. As a group we provide an integrated outsourced solution, focusing on providing superior quality and innovative service solutions by being totally committed to adding value our clients.

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