

## Becoming a Patron of the Western Cape Property Development Forum (WCPDF)

**THE BIGGEST CHALLENGE THE WCPDF FACES**, as an NPO with low membership fees (which we purposely keep low to ensure participation by the broadest economic range within our industry), is month-to-month administrative survival.

Our annual conference brings in a fair share to cover these costs, but the backbone lies in the support our members make through the membership fees they pay – among which are also our Patron Members.

### HOW WE RUN:

The entire organisation runs on a fully-voluntary Management Committee (ManComm) made up of 37 respected industry professionals who all run their own companies or industry organisations. In addition, a small part-time administrative team is remunerated for consultancy services it offers in terms of media and communications, general administration and bookkeeping. The WCPDF therefore runs on the proverbial “smell of an oil rag”, and yet is recognised by the public and private sector (including the media) as being *the* voice of the collective property development and construction industry in the Western Cape. (See “WCPDF in the news” [here](#).)

Therefore – to help keep the organisation stay afloat and in particular cover our administrative costs - in 2021, we introduced patronage of the WCPDF, the benefits (and options) of which vary, appropriate to the different levels of patronage paid (see overleaf). Patron benefits exist over and above those benefits enjoyed by regular membership.

A patronage remains in place for a 12-month period from the time payment is received.

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**Management:** Deon van Zyl (Chairperson), Alwyn Laubscher (Secretary), Rod MacPhail (Treasurer)

**Administration, Communications & Media:** Carola Koblitz ([media@wcpdf.org.za](mailto:media@wcpdf.org.za)) • **Membership:** Geneveve Walker ([info@wcpdf.org.za](mailto:info@wcpdf.org.za))

**Committee:** Bafikile Simelane (SACPCMP), Chris Steffen (ASAQS), Chuma Giyose (DAG), Cobus Bedeker, Dacre Hattingh, David Faure, Dylan Hubner (YIPA), Georgina Smit (GBCSA), Gershon Manana (UCT: Campus Planning & Design), Imkita Ntshanga (SAIBPP), Jacques van Niekerk, Jedd Grimbeek (ACPM), Jeremy Wiley (Cape Chamber of Commerce & Industry), Kabous Fouché, Kevin Roman (SAPOA), Lorenzo Vimercati, Mariska Auret, Masivelane Monzi (TDoWC), Matthew Gray (UDISA), Matthew Law, Nicola Irving (ClfA), Nonelela Mtwana (Wesgro), Paul Faria (CESA), Rehana Boolay (Wesgro), Roekeya Bardiën (MBAWC), Rudolf Murray (SAFCEC), Simmy Peerutfin, Simon Beamish (SAACPP), Simon Nicks, Steve Fanner (SAICE), Tali Bruk (SAPI), Tashreeq Jaffar, Wynand Schutte

	<b>PLATINUM R100 000</b>	<b>GOLD R75 000</b>	<b>SILVER R50 000</b>	<b>BRONZE R25 000</b>
<b>PATRON ACKNOWLEDGEMENT</b>				
<ul style="list-style-type: none"> <li>Acknowledgement on WCPDF's <b>Home page</b> with a carousel image, logo and byline.</li> <li>Listing on WCPDF's Patron page with logo, company profile and contact details, plus links to company website and social media platforms.</li> </ul>	√  250-word profile	√  200-word profile	√  150-word profile	√  100-word profile
<b>MEMBERSHIP BENEFITS</b>				
<ul style="list-style-type: none"> <li>Full corporate membership status for the organisation as appropriate to the patronage. All patrons will be given full membership benefits, which extend to fulltime company employees listed as organisation members. The number of employees to be registered as members is commensurate with the level of patronage.</li> <li>First-hand and ongoing access to information on the most important industry developments as they occur, including access to Members' Only events and the WCPDF's monthly newsletter.</li> <li>Complimentary tickets to the WCPDF Annual Conference, as appropriate to level of patronage.</li> <li>Special discounted costs at WCPDF's paid-for events during the year of patronage (ie: including discounted registration at the WCPDF annual conference), in line with the number of employees listed, commensurate with the level of patronage (see above).</li> </ul>	√  Up to 151 employees	√  Up to 50 employees	√  Up to 25 employees	√  Up to 10 employees
	√	√	√	√
	4 tickets	3 tickets	2 tickets	1 ticket
	√	√	√	√
<b>PROMOTION ON MEDIA CHANNELS</b>				
<ul style="list-style-type: none"> <li>Press release issued to mainstream property-centric media announcing patronage.</li> <li>If agreeable, comment from the patron (where relevant) will be included in other selected media releases issued either by the WCPDF and/or to promote a major new initiative within the patron's company/organisation (up to a maximum of two releases per patronage year).</li> <li>Acknowledgement of the patronage agreement in the Chairperson's upfront introduction in the relevant edition of the WCPDF monthly newsletter with link to patron's website.</li> <li>Separate article about the patron to appear within the body of the same WCPDF newsletter with link to patron's website.</li> <li>Acknowledgement of the patronage on other WCPDF social media platforms (eg. LinkedIn, Facebook and Twitter).</li> </ul>	√  √  √  √	√  √  √  √	√  √  √  √	√  √  √  √