



the world's most beautiful marathon

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ANNUAL GENERAL MEETING (AGM)

BOARD REPORT FOR 2017/2018

18 October 2018

It is my pleasure and honour as the Chairman of the Two Oceans Marathon NPC, to present the Board Report for the 49th Old Mutual Two Oceans Marathon and the 9th as the Two Oceans Marathon Non-profit Company. I present this report on behalf of the following Directors of the Two Oceans Marathon NPC:

1. Mr Rodney Maharage (Vice Chairperson; Transition team)
2. Mr Safwaan Lewis (Chair of Finance Committee; Transition team)
3. Mr William Swartbooi (Chair of the HR Committee; Transition team)
4. Ms Caroline Peters (TOMI social initiative)
5. Mr Harold Berman (50th celebration)
6. Mr Lester Cameron (HR subcommittee)
7. Mr Chris Goldschmidt (Entries and timing subcommittee)
8. Mr Kevin Harlock (Entries and timing subcommittee)
9. Mr Tim Jobson (Entries and timing subcommittee)
10. Ms Kathy McQuaide (Science & Health; Transition team)
11. Francois Gouws (Entries and timing subcommittee)

Special thank you to Bonita Pretorius, the Board Secretary who professionally and politely records the minutes.

I acknowledge your hard work, and solid, clear and concise contributions that you provide at each board meeting. Even though we may have divergent views and robust discussion at times, your professional approach has made my work as Chairperson much easier.

Thank you to all Directors for your unselfish contribution to both consolidate the gains of the past and to respond to new challenges. The period 2017 to 2018 has been demanding for the Board as well as the office of the TOM NPC. The departure of Ms Carol Vosloo, the General Manager of the Two Oceans Marathon NPC for three years, was one such challenge. We want to thank Carol for her sterling contribution to the Two Oceans Marathon. By establishing consistent policies and systems she has left the organisation in a favourable position to engage with partners in a proactive manner with the focus being on improving both the quality and the size of the event in different ways.

Special mention to the Transition Team: Rodney Maharage, Safwaan Lewis, William Swartbooi and Kathy Mc Quaide, who unselfishly agreed to manage the organisation with me after the departure of Carol Vosloo. Although this was not an easy task, the commitment shown by these Directors helped the organisation move forward positively.

This year is an important one in that it represents the 20th year of having the Old Mutual as the title sponsor of OMTOM. It has been an exciting partnership, that has enabled tremendous growth and development of the event. We are pleased that Old Mutual will remain the title sponsor for the 50th celebration of the Ultra Marathon and believe that their brand will always be part of the Two Oceans Marathon's DNA.

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Mr TA Jobson | Mr S Lewis | Ms KA Mc Quaide | Ms C Peters | Mr WC Swartbooi

Registration No. 2008/024732/08
PBO No. 930032372

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The Board of Directors also thank the staff of the Two Oceans Marathon NPC, who continually strive to meet the challenges of such a large and complex endeavour. We would like to thank our office team and management, Stefanie Schultzen (Marketing, Sponsorships and Communications Manager), Zohra Abrahams (Finance Manager), Grant Bolters (Operations and Logistics Manager) and the greater team for their ongoing commitment to staging a world-class event.

Whilst the Board of Directors and the Office of the Two Oceans Marathon NPC may not have been successful in achieving all the targets we set, we collectively commit to respond proactively to both concerns and criticism. It is our intent to further improve on the successes and seek solutions where there are shortcomings. In response to the departure of the General Manager and the subsequent process of finding a replacement, the Board's decision was ultimately not to fill the GM position with one person, but to appoint two people into complementary positions. We welcome Ms Sue Forge as Chief Operations Officer and Ms Debra Barnes as Chief Marketing Officer. Both are very experienced in their fields and their collaborative efforts are already bearing fruit. We are excited to work with them and look forward to them responding head on to existing challenges and to innovatively tackle others that might arise.

The Race

The continued increase in demand for entries to the Old Mutual Two Oceans Marathon year on year, not only demonstrates the growing popularity of this iconic race, but also represents the very pleasing trend for increased participation in long distance running on the African continent.

The 2018 OMTOM weekend again offered all runners, of all abilities and ages the opportunity to participate in a running festival and the ultimate experience of running arguably the most beautiful marathon which straddles two oceans, against the majestic backdrop of the Cape Peninsula and Table Mountain National Park.

The camaraderie and unbelievable spirit shared by the runners, is a true embodiment of #RunAsOne, and testament to our reputation as a leading event on the global running calendar. An unprecedented demand for entries, saw a record two-day sell out of the Ultra Marathon entries for 2018.

A favourite on the long-distance running calendar, the event again attracted the top male and female athletes in the elite field, and we are proud to have retained our IAU (International Association of Ultra Runners) Gold Label status.

The ballot system for the Half Marathon was rolled out for the second year running and it continues to provide a smoother and more equitable entry process. The Blue and Yellow (9) Number Club members enjoyed a special pre-ballot opportunity to enter both distances. The majority of South African Running Club members - the backbone of athletics in our country - were accommodated in the ballot system and received entries, with the pleasing result of an increase in Club members running the 2018 event.

The introduction of the Club Verification process on the online entry system that provided a double-check of updated Club membership licenses and qualifier information was welcomed by Club administrators. Similarly, the new partnership with WebTickets, that created a more robust payment system and so enabled many runners to pay for their entries at their nearest Pick n Pay store, was successful and appreciated.

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A total of 26 000 runners submitted ballot applications for the allotted 16 000 entries, continuing the year on year growth trend. The details can be found in the Race Results and Statistics.

Once again, the flagship Ultra Marathon, as well as the Half Marathon events had the privilege of finishing on the iconic University of Cape Town grounds with record crowds cheering on their family, friends and fellow Club Members. One of the highlights of OMTOM2018 was South African runner, Gerda Steyn, crossing the finish line to claim gold and the title as OMTOM2018 Female Winner.

We are proud of the performances of runners from Western Province such as Lungile Gongqa, Ben Matiso, Lindikhaya Mthangayi, Siviwe Nkombi, Anda Lubelwana, Tanith Maxwell, Ulrica Stander, Tracy Forbes, Jana Trojan, and Ann Stewart.

There was great emotion and elation as Ipeleng Khunou completed the Half Marathon on crutches, to rapturous applause from fellow runners, showing the true spirit of #RunAsOne.

The rain did not dampen the ever popular Friday events as the locals celebrated the much-needed downpour. The Trail Runners enjoyed the cool conditions on the picturesque Table Mountain National Park tracks and terrain. The Nappy Dash, Toddlers' Trot, 2.5 km and 5km Fun Runs continue to grow and prove a favourite family event as an introduction to the world of running. The WPA Development programme is showing some positive results as their runners led the field in the longer distances.

Colourful flags were displayed amongst the raincoats and umbrellas at the International Friendship Run hosted at the V&A Waterfront. We were honoured to have the National Tourism Minister, Derek Hanekom, officially open this event and participate in the popular 5.6km welcome run/walk with Executive Deputy Mayor, Ian Neilson.

Over 3 000 international runners from 84 countries participated in the various OMTOM races.

The Old Mutual Two Oceans Marathon remains a globally recognised event on the international running calendar. It is regarded as a leader in road running by race organisers and by the International Association of Ultramarathons (IAU). It is therefore important that the event constantly look for ways to improve, while embracing new technologies that have the potential to enhance participants' interaction with the event.

As reported at last year's AGM, the Two Oceans Marathon committed to seek innovative ways to reduce waste across all aspects of the event. A new print-on-demand system was introduced at registration to eliminate the wastage of uncollected and unrecyclable race numbers. After intense investigation by the office and testing at the Cape Town Cycle Tour, the Two Oceans Marathon NPC agreed to use the innovation. It is well known that the innovation was unsuccessful and that runners' experience was negatively impacted. The unexpected systems failure during the printing process resulted in runners having to queue at the OMTOM Registration at the Expo. The knock-on effect of intermittent down-time was significant, and the cause of incredible frustration for runners and exhibitors at the expo.

I want to apologise unreservedly for the impact that this had on the runner experience. We are determined not to let this happen again.

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We have since had extensive investigations with the relevant role players, and look forward to an improved registration process in 2019.

We remain committed to enhance and improve the race but have been painfully reminded to ensure that the runner experience should be positive at all times.

As many would now be aware, the 2018 Old Mutual Two Oceans Half Marathon had a significant medical incident, when the runner Feroza Vermeulen suffered a cardiopulmonary arrest along Southern Cross Drive. At the time of the incident, she was running with her mother and a group of fellow Nantes club members. The first responders to provide aid, were fellow runners, who immediately tended to Feroza in an effort to resuscitate her. Despite their best efforts, Feroza did not regain consciousness and was evacuated to hospital, where she sadly passed on. A full investigation of the incident, including causes, responses and recommendations for improvements occurred under the direction of the Board Chairperson.

We paid our respects to the Vermeulen family, the running community at Nantes and the first responders, who sacrificed their race to assist Feroza Vermeulen. Feroza is the first recipient of the “#RunAsOneAward”.

Special mention to the first responders whom we honoured at the Nantes Clubhouse:

- Nantes Runners: Faisha Andrews (Mother of the Deceased), Gadija Kallies, Adonis Achmat, Rashieda Abrahams
- Fellow Runners: J. Dawes, Charlotte Powell, Stuart Forsyth
- Medics (Runners) Dr. Caroline Lee, Sonia Fattah, Mariza de Villiers, Eleni Stais and Mogammat Adiel de Villiers

Race Results

Confirmation of the race results was delayed by two factors this year: the IAAF and ASA deliberations on the eligibility of athletes from Russia to participate in athletics events and positive doping results. Challenges to the doping tests results are complete and we could therefore amend and confirm the results early October. Since the race is organised under the auspices of the IAAF, we are compelled to abide by stipulations of both the IAAF and ASA.

Impact

The Old Mutual Two Oceans Marathon has seen significant growth over the last 20 years and continues to be a major contributor to the economic development of the Western Cape. The 2017 EIA (Economic Impact Assessment) conducted by the Western Cape Government reported an overall contribution of R672M, with an increase expected from the 2018 event.

We continue to have the support of the City of Cape Town and the Western Cape Government with the Two Oceans Marathon positioned as a marquee event on the Major Sporting Events calendar. Together with the Western Cape Government and the City of Cape Town, the TOM team have presented at a number of conferences, events and panel discussions on the positive impact and value major events bring to a region.

The TOM NPC's long-term financial sustainability, whilst also delivering value to their constituents, namely, strategic partners, runners and the community at large, is driven by the implementation of rigorous financial management

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policies, operational efficiencies and risk-mitigating measures. Our focussed commercial sponsorship growth strategy, albeit in an extremely challenging economic environment, is beginning to show positive results.

Two Oceans Marathon Initiative (TOMI)

We remain committed to TOMI, the social investment arm of the Two Ocean Marathon NPC. TOM NPC's strategy to creating a lasting and positive legacy, is amplified through the Two Oceans Marathon Initiative (TOMI) with four focus areas; athletic development, education, environment and health and wellness.

Runners had the opportunity to make a donation to one of our charity beneficiaries upon entering for one of our 2018 events, and we are pleased to report that our beneficiaries each received a substantial contribution:

- | | |
|----------------------------------|------------|
| 1. Wildlands Conservation Centre | - R100 000 |
| 2. Igazi Foundation | - R 40 000 |
| 3. Waves for Change | - R 40 000 |
| 4. Chaeli Campaign | - R 40 000 |

Charitable organisations were once again invited to purchase Half Marathon entries and use the event as one of their fundraising platforms. As a result, we had over 50 charity partners who raised in excess of R3.5-million for social, health, educational, environmental and community initiatives.

The GivenGain donation platform was introduced this year for runners to register and raise funds for the individual charities, which resulted in an additional R825 893 being collected for these needy causes.

Our 365 engagement with the running community continues to develop with the growth of the Club Training Runs. Hosted by a number of athletics and running clubs across the Cape Town, these training runs provide a number of benefits for the host clubs including additional exposure and training development in race organisation. For the runners a safe, organized training run with refreshment stations along the routes was very well received. Due to the growing support of the Club Runs, TOM is planning to extend the programme nationally and use the platform to drive specific TOM promotional, communications and environmental campaigns.

TOMI continued with its support of the 20th edition of the Cape Town Festival of Running in a consulting capacity, after the success of the skills transfer programme implemented three years ago. The continuing growth of long distance running in SA, the sold out half marathon and the popularity of the 5km relays, show the success of this partnership. The provision of the support services and information sharing from OMTOM augurs well for the independent staging of this mid-year event by Hewat Athletic Club.

Littering and #GoGreen Campaign

As a result of the #GOGREEN campaign and waste management plan, TOM contributed to the manufacturing of approximately 500 school desks. TOMI, in partnership with Old Mutual and Wildlands, distributed "green desks" to schools across the region. In addition, OMTOM donated an additional 40 desks to Ikhaya le Themba in Hout Bay.

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We are committed to ensure that TOMI reaches its full potential in the coming years and that it builds significantly on the likes of current programmes such as the Green desk campaign.

Environment

The drought in the Western Cape added a new challenge during the preparation for the 2018 race and OMTOM was able to run the event independent of the municipal grid, demonstrating our commitment to the conservation of our natural resources. Working with our partners, we were able to source all the race water from the Newlands Spring. A focused communications campaign to educate out-of-town runners and their supporters on the importance of saving our precious resource, was rolled out prior to and during the event. As this remains a global issue, along with the devastating effect of plastic waste on our environment, Two Oceans Marathon NPC will continue implementing the water-saving measures into the future.

Continuing our #GOGREEN campaign, OMTOM has aligned with the anti-single use plastic drive and we are proud to have led the way as the first mass participation race to implement the #ICarryMyOwn initiative. We look forward to developing this theme in future events.

50th Celebration of the Two Oceans Marathon

The Two Oceans Marathon (TOM) NPC is now preparing for one of their biggest milestones, our 50th anniversary in 2019.

The organisation is working on a 50th Celebration event that will deliver an exceptional experience for runners, spectators and partners, whilst embodying the spirit of 'Run as One'. Various initiatives and activities celebrating 50 golden years of this beautiful marathon, will be revealed over the next few weeks.

On behalf of the TWO OCEANS MARATHON NPC BOARD, I wish to thank you for your ongoing support of the Two Oceans Marathon and our numerous initiatives to grow and green our event.

We welcome an ongoing engagement with you and any inputs and insights you have that may not only improve the race, but also grow the sport of running in our country.

Financial Fitness

Despite the current economic climate, and ever-increasing requirements and costs (for logistics, medical support, technology improvements, safety and security), our financial statements reflect a positive balance. Our sponsors are more than just the commercial injection we require to stage this event, and we acknowledge the partnership and support of all our sponsors and partners: Old Mutual, adidas, City of Cape Town, Powerade, SABC, Western Cape Government, WESGRO, Cape Town Tourism, Tsogo Sun, Garmin, Pick 'n Pay, Thorp, Transact, SAB, DHL, Spur, FutureLife, Interflora, Jetline Action Photo, Penthouse Travel Sporting Tours, Runner's World, Modern Athlete and SANParks.

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The effect of the withdrawal of Old Mutual as title sponsor, has been ameliorated by an intensive search for additional sponsorship and putting into effect our commitment for internal austerity. We made significant inroads into reigning in expenditure and are comfortable with how sponsorship funding, athlete contributions and investments were spent. I thank the Finance Committee for their thankless task. We prioritise compliance across our business in accordance with South African rules and regulations and in compliance with the King IV Report.

It is important to reiterate that The Two Oceans Marathon is a non-profit company and therefore all revenue must be utilized for growth of the organisation and athletics development. No profits are distributed to any Director or member of the Company.

New Home for Two Oceans Marathon

The renovations of the property for the new TOM House in Main Road Bergvliet have commenced and the office team look forward to their new home in due course. In addition to storing all our own inventory, we will house a museum of all the special artefacts that have been collected over the years, as well as a valuable archive of photographs, footage and memorabilia of this special race over the last 50 years.

Conclusion

In closing, we thank ASA, WPA, Celtic Harriers Club, the TOM Management and Staff, the TOM NPC Board of Directors, Sponsors, Service Providers, Clubs and Runners for your contributions, hard work and commitment that made 2018 such a success. It is my belief that through collaboration, greater openness and communication, we can enhance the successes and overcome the challenges to ensure that the Two Oceans Marathon remains a successful global brand and continues to contribute to athletics, social and economic development.

It is our fervent hope that we can truly transition to be more than a race. Even though compliance, organisation, management and financial procedures have become more complex and costly, we believe that through transparency and greater professionalism, the TOM family can do even more.

A final word of thanks to Old Mutual who has always dealt with Two Oceans Marathon very respectfully and professionally. Over the past two years, we have been working with their team following a change in strategic direction. We salute all the people at Old Mutual who contributed immensely to the development of the brand Two Oceans over the past 20 years. In particular, we note the role that the late Chet Sainsbury and his wife, Annemarie played in building the partnership with Old Mutual over the past 20 years. We are pleased that Old Mutual will celebrate our 50th Ultra Marathon event as our title sponsor. Thereafter, the title sponsorship comes to an end as they move forward with their new strategic direction.

We are, as always, incredibly grateful for the support of all runners, clubs, sponsors and other stakeholders who contribute to the success of Two Oceans Marathon and the growth of running in South Africa.

Let's #CelebrateAsOne as we reflect on these amazing achievements!

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Yours sincerely

A handwritten signature in black ink, which appears to read "David Maralack". The signature is written in a cursive, flowing style.

Dr. David Maralack (Chairperson: Two Oceans Marathon NPC)

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OLD MUTUAL TWO OCEANS MARATHON 2018 RESULTS AND STATISTICS

2018 Race Results

Men 56km

- | | | |
|---------------------------|----------------|---------------------------|
| 1. Justine Kemboi Chesire | (Kenya) | Nedbank RC |
| 2. Lebenya Nkoka | (Lesotho) | Nedbank RC |
| 3. David Gatebe | (South Africa) | Hot Running AS Entsika AC |

Women 56km

- | | | |
|----------------------|----------------|--------------------------|
| 1. Gerda Steyn | (South Africa) | Nedbank RC Gauteng North |
| 2. Dominika Stelmach | (Poland) | Poland |
| 3. Charne Bosman | (South Africa) | Nedbank RC Gauteng North |

Men 21km

- | | | |
|---------------------|----------------|------------------------------|
| 1. David Manja | (South Africa) | Nedbank Dev. Club Central NW |
| 2. Namakoe Nkhasi | (Lesotho) | Nedbank RC |
| 3. Bernard Kipkemoi | (Kenya) | Nedbank RC |

Women 21km

- | | | |
|-------------------|----------------|-------------|
| 1. Nolene Conrad | (South Africa) | KPGMG WP |
| 2. Betha Chikanga | (Zimbabwe) | Maxed Elite |
| 3. Susy Chemaimak | (Kenya) | Nedbank RC |

Trail – Short Run

Men

- | | |
|---|-----------------|
| 1 | Poloko Sekhuthe |
| 2 | Stephen Millard |
| 3 | Lihle Mbuqu |

Women

- | | |
|---|-------------------|
| 1 | Takalani Ndandani |
| 2 | Linda Detering |
| 3 | Landie Greyling |

Trail - Long Run

Men

- | | |
|---|------------------------|
| 1 | Kane Reilly |
| 2 | Givemore Mudzinganyama |
| 3 | Tranquil Gumbo |

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Women

- 1 Megan Mackenzie
- 2 Samantha Reilly
- 3 Mia Uys

2018 Race Statistics:

RACE	ENTRIES
Ultra-Marathon	11000
Half Marathon	16000
Trail Runs	1000
Fun Runs	4500
International Friendship Run	750

2018 Blue Number Club Entry Statistics:

ULTRA-MARATHON ENTRIES	2018	2017	2016	2015	2014	2013	2012	2011
Ultra Blue Number Holders	1260	1384	1352	1557	1728	1850	1915	2014
Half Blue Number Holders	64	48	36	36	29	30	27	28
Yellow Number Holders	231	249	243	247	263	264	265	268
Total Entries	1537	1681	1621	1840	2020	2144	2207	2310
HALF MARATHON ENTRIES								
Ultra Blue Number Holders	441	475	382	341	358	341	277	263
Half Blue Number Holders	669	813	666	738	792	807	762	781
Yellow Number Holders	216	177	203	202	228	225	213	191
Total Entries	1326	1645	1251	1281	1378	1373	1252	1235

OMTOM Half Marathon by Numbers:

Applications Received	Over 25 000
Blue and Yellow Number Entry Pool	1000
Club Draw Pool	6000 (5700 runners paid)
General Draw Pool	5000 (plus 300 unpaid entries from the Club Pool, returned to the second draw)
International Pool	1000
Sponsored Entries (sponsors, elite runners, social development runners etc.)	1000

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