

		Annual 2010-2012	Annual 2012-2014
Communication: Genuine Leather Promotion Consumer Education	Note 1	R130 000	R143 000
Education and Training: ISTT Contribution Crafts Training	Note 2	R57 000	R62 700
Industry Liaison: SLTC Contribution ICT Membership	Note 3	R30 000	R33 000
Administration (To Facilitate Communication)			
Secretarial Expenses		R18 600	R20 460
Meeting Expenses		R18 600	R20 460
Travelling Expenses		R12 400	R13 640
Accounting and Audit Fees		R12 400	R13 640
Total		R279 000	R306 900

Note 1: Communication / Advertising / Promotion

During the latter half of 2009 and first half of 2010 the SHALC executive in collaboration with Twins communication started on the launch of the Genuine Leather Mark promotion and consumer education and this will be in full swing in the latter half of 2010. Funds are needed to keep this going and sustain momentum.

Note 2: Education and Training

We are committed to help with funding as in the past of the International School of Tanning Technology as this is the only recognized training facility for our industry and they are actively training the previously disadvantaged members of the community. We would also like to spend funds on the training of persons from less privileged communities in the art of leather craft and have been contacted by the Metswedeng region to help in this regard for an arts and crafts incubator project that they are launching.

Note3: Industry Liaison

As previously we are committed to a sponsorship of the SLTC convention. Further we have decided to once again become members of the International Council of Tanners of which SHALC used to be members. This membership is very important from both an international and legal exposure point as well as to protect our Genuine Leather Mark.

Yours Sincerely

Ernest Heunis
Chairman SHALC