



30 October 2017

**RED MEAT INDUSTRY FORUM
BUSINESS PLAN AND BUDGET
(2 year Extension of 4th Levy Period; 5 Nov 2018 – 4 Nov 2020)**

Function: Industry Liaison & Administration of RMIF Office

Service Provider: Red Meat Industry Forum (RMIF)

1. BACKGROUND

The Red Meat Industry Forum (RMIF) of South Africa is an umbrella council consisting of 13 nominated members each representing the interests of the most nationally representative sector specific organizations within the Red Meat value chain from primary producer to the Consumer. Its key purpose is to represent the Red Meat Industry, to negotiate for an enabling environment, to formulate Industry policy, to facilitate compliance to legislation, to identify, appoint and monitor service providers to deliver mutually agreed essential functions and to assist in sourcing funding to deliver these function to maintain a viable Red Meat Industry. The RMIF affairs are managed by a Management Committee of 4 members nominated by the RMIF Council and it conducts its affairs according to its constitution. During the 3rd levy period the RMIF Council appointed a General Manager to establish a degree of independence within the Forum and to fulfil the liaison function.

2. THE RESPONSIBILITIES OF THE GENERAL MANAGER

The General Manager serves under the direction of the Chairman and the Management Committee members. The liaison function has evolved over time and encompasses, but is not limited to managing the office and administration of the Forum; arranging, coordinating and reporting on meetings and workshops; taking of official minutes; coordinating ad hoc investigations into relevant industry matters; implementing policy decisions taken by the RMIF Council; writing of presentations, media releases, fact sheets etc.; regularly updating the website platform (www.redmeatsa.co.za); reporting on annual activities of the Forum; collecting and disseminating of industry information; liaising with key stakeholders, government and member organizations and responding to general public enquiries.



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Members: Mr D Ford (Chairman), Mr T Davidson (Vice-Chairman), Mr G Schutte, Mr G Southey, Dr K le Riche, Mr A Cocks, Mr A Mahanjana, Mr K van der Ryst, Mr K Louw, Ms T Rudman, Mr D Osborne, Mr F Kok, Mr A Vos, Ms M de Lange (General Manager)

Market Access support is included in the liaison function; extending communication and support to relevant role players to facilitate and enhance opportunities to develop market access and strategies.

The role of the Manager remains to facilitate discussion and staying abreast of the latest happenings in the policy, regulatory and legislative environment of the Red Meat Industry; keeping decision makers informed; coordinating and collating general industry comments and coordinating the statutory levy applications on an ongoing basis. It remains vital to build trust in relations with key stakeholders and the effort is essential to take the Red Meat Industry forward.

3. ENCOMPASSING SKILLS BASED FUNCTION STRUCTURE

The RMIF was established in 1994 to pursue functions from the previous Meat Board with additions that were at that time considered essential to the Industry. With the advent of the introduction of statutory levies, these functions were allocated to Service Providers who happened to be prominent industry organizations. Meeting with the fast changing times and ever changing environment, the RMIF Council have embarked on a process of adapting the organizational structure to be more relevant and to encompass a skills based function structure. Whilst the concept is being considered and industry organizations are being consulted and since the process has not yet been concluded, the Liaison Business Plan and Budget seeks to provide for ad hoc technical expert committees in the interim.

4. COMMUNICATION STRATEGY

There is a need to communicate to all key stakeholders the value and return on investment that they receive through the Red Meat Levy and the functions delivered by RMIF and Red Meat Levy Service Providers, in return for the levies paid. The Liaison Business Plan and Budget seeks to provide for a high level campaign to formally communicate to the complex and lengthy Red Meat Value Chain and its varied stakeholders in a way that would elicit cohesion and strengthen support to achieve the strategic objectives of the collective Red Meat Industry.

Quoting Judge Mervin King:

“The world of strategic communication has become critical in modern governance. One needs an ongoing communication with one’s stakeholders to understand their legitimate needs, interests and expectations. Boards need to take account of these needs, interests and expectations...” (Forward to Beyond the Corporate Sludge, Brenda Kali, 2012)



5. BUDGET PER ANNUM

RED MEAT INDUSTRY FORUM		
FUNCTION: INDUSTRY LIAISON		
BUDGET		
BUDGET ITEM	2018-2019 Budget	2019-2020 Budget
PROMULGATION OF 2018-20 LEVY	R 21 224	R -
TRADE EXPERTS (HiltonLambert)	R 211 723	R 224 426
RMIF COMMUNICATION CAMPAIGN	R 100 000	R 106 000
OTHER Experts (i.e. SP, NAHF)	R 100 000	R 128 498
RMIF OFFICE – RENT	R 81 943	R 86 859
RMIF MEETINGS - VENUE HIRE	R 49 550	R 52 522
STATIONERY	R 7 653	R 8 112
DOCUMENTS COUNCIL	R 26 603	R 28 200
DOCUMENTS MANCO	R 1 860	R 1 971
ENTERTAINMENT	R 1 406	R 1 491
REFRESHMENTS COUNCIL	R 19 305	R 20 463
REFRESHMENTS MANCO	R 8 518	R 9 029
COMPUTERS & OFFICE EQUIPMENT	R 5 047	R 5 350
WEBSITE MAINTENANCE	R 1 710	R 1 813
TRAVEL - ROAD/TRAIN/TRANSFERS	R 31 611	R 33 508
TRAVEL - AIR DOMESTIC	R 25 489	R 27 018
ACCOMMODATION	R 10 049	R 10 652
TELEPHONE/FAX/BANK CHARGES	R 19 800	R 20 988
RETAINER CHAIRMAN	R 318 000	R 337 080
RETAINER MANCO MEMBERS	R 159 000	R 168 540
SALARY GENERAL MANAGER	R 655 478	R 694 806
TOTAL	R 1 855 968	R 1 967 326

6. COMPLIANCE FUNCTION BUDGET PER ANNUM

RED MEAT INDUSTRY FORUM		
FUNCTION: COMPLIANCE		
BUDGET		
BUDGET ITEM	2018-19	2019-20
TOTAL	R 2 736 467	R 2 900 655

