

“SPM IN A NUTSHELL”

Signing up with SPM in a jiffy – just 6 easy steps.

1. Obtain a copy of the Application Form
 - download it yourself from www.stellenboschpm.co.za and go to Becoming a member.
 - ask Jan from SPM (zevenbergen@stellenboschpm.co.za) to e-mail you a copy
 - ask Adèle from STI (members@stellenboschtourism.co.za) to e-mail you a copy
 - click [here](#) to download the PDF.
2. Print the form
3. Fill in the form and sign it
4. Scan and e-mail the form to admin@stellenboschpm.co.za or fax it to: 021 – 883.95.94.
5. Within 5 days you will receive a countersigned copy of the agreement by fax or e-mail.
6. **Congratulations!** You're now officially member of SPM and can start charging your 1% Tourism Levy on accommodation.
Moreover, from now on you have voting rights and a direct say in who the directors of SPM will be. In other words: how the money will be spent.

Charging the 1% Tourism Levy is a piece of cake.

If you prepare invoices manually:

- Take 1% of the net accommodation amount (inc. VAT, but after discount, commission etc.)
- Add it to the accommodation amount
- Charge this total to your guests / agent / tour operator
- Make a note of all levy amounts received
- At the start of a new calendar month, add up the amounts of the previous month
- Transfer the total amount into the account of SPM before the 15th

Note: there is no VAT applicable to the Levy itself, so the VAT amount is identical to an invoice without the Levy.

If you use software like MS Excell, you basically follow the same procedure.
See example underneath.

If you use a reservation system like GuesthouseManager, InnKeeper, Hotellier, etc.:

- Go to set-up and tick the box 'Tourism Levy'
- Fill in the right percentage (1%)
- The Tourism Levy will now appear on your invoices automatically
- You can use the Report function to retrieve the total amount per month
- Transfer the total amount into the account of SPM before the 15th

ABC Guesthouse****

P.O. Box 1 - Stellenbosch 7600 - R.S.A.
T: +27.(0)21.888.8888 - F: +27.(0)21.999.9999

TAX INVOICE

Mr/s M. Rutte
Den Haag
The Netherlands

VAT no:

Date: 23/11/10

Arrival date:	01/12/10
Departure date:	04/12/10

Number of nights	Number of persons	Number of rooms	Room type/name		Rate*	Total
3	2	1	Standard	R	250,00	R 1.500,00
				R		R -
				R		R -
Sub total						R 1.500,00
Discount						R 75,00
Balance						R 1.425,00
Tourism Levy						R 14,25
Total accommodation charges						R 1.439,25

Honesty bar	R -
Internet	R -
Meals	R 250,00
Laundry	
Various	

TOTAL (including 14% VAT)	R
Deposit	
Balance (payable)	

* All room rates per person per night, excluding 1% Tourism Levy.

Thank you for visiting ABC Guesthouse

Bank Stellenbosch (branch code 111.111) - Account no. 2010/22222/02 - VAT no. 2010/22222/02

First calculate the total of accommodation charges, deduct discount/commission (if applicable), then calculate the 1% Tourism Levy and add it. Simple as that. (There's no VAT applicable.)

It's the total of these amounts that you add up at the end of the month and then transfer into the SPM account before the 15th of the following month (i.e. in December you pay the levies charged in November).

And then what? How do you spend 'my' money?

First of all: it's not your money. It was paid by guests/clients and you are merely an intermediary. As shown above, a little admin is required though.

If all STI members would participate, this would generate approx. R 3 million per annum – and this is a conservative estimate.

R 3 million additional budget to market Stellenbosch! Just compare that to the past years marketing budget of only ± R 800.000,-.

The sole purpose of SPM is to provide STI with more resources to market our beautiful town. And there's one simple reason for a separate entity: we don't want non-tourism bodies like the government to have a say in how we spend it.

Assuming SPM has sufficient funds in their account, SPM eagerly awaits proposals from STI for marketing (communication) projects, putting Stellenbosch on the map and promoting tourism – to the benefit of the entire population.

The procedure is extremely simple:

- Step 1: STI hands in a proposal for a well defined marketing project/action.
- Step 2: SPM reviews the proposal and – if approved – transfers funds into STI account.
- Step 3: STI executes the approved project and reports back to SPM with the results vs. objectives. (Within 4 weeks after the end or once every quarter for ongoing campaigns.)
- Step 4: SPM reports on a quarterly basis to its members.

Note: Individual members can initiate marketing (communication) projects/actions as well, but as it stands, SPM can only fund STI. Hence for the time being, STI will always be the executing partner and focal point for SPM.

But don't let that stop you: go to any Board member and share your thoughts for brilliant marketing initiatives with him/her!

Simple as that!

Stipulations for the use of funds:

- Projects/actions must be relevant.
- Projects/actions must achieve maximum impact and visibility.
- There must be no better/cheaper/more effective alternative to reach the same goals.
- Projects/actions must be consistent with other marketing (communication) efforts and the brand values of Stellenbosch.
- Projects/actions must not be solely political driven. No hobby-horses.
- Proposals must be submitted in a standard format.
- Results must be clearly defined and measurable.
- SPM logo must be clearly displayed whenever and wherever possible in acknowledgement that the project was funded by SPM.