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## MINUTES OF A MEETING HELD BY THE ACSG COMMITTEE ON 27 NOVEMBER 2020

### MEETING ATTENDEES

- Jaco de Jager (Chairman)
- Petrus Nel (Treasurer)
- Sandra Schlebusch (Director)
- Judith Williamson (Support and Compliance Manager)

### AGENDA

1. 2019 – 2020 Annual Financial Statements
2. Comparison of the 2 years
3. Reasons for the operating deficit
4. Acceptance / rejection of financial statements

### MINUTES

#### 1. 2019 – 2020 Annual Financial Statements

The treasurer tabled the financial statements that reflect **an operating deficit of R100 251** for the 2019 – 2020 financial year.

#### 2. Comparisons Between the Two Years

- a. Comparison of conference attendance:

2019		2020	
Academy workshops Members & Guests	12	Academy workshops Members & Guests	5
Students		Students (discounted fee)	4
Pre-conference workshops (4 Workshops)	22	Pre-conference workshops (6 Workshops)	60
Conference – Day 1	63	Conference – Day 1	82
Conference – Day 2	65	Conference – Day 2	70

More people in total have attended the 2020 conference.

**Committee:** Carl Herman; Stacy Isaacs; Jaco de Jager (Chairman); Petrus Nel (Treasurer);  
Sandra Schlebusch and Judith Williamson (Support and Compliance Manager).

- b. Comparison of the number of conference attendees who was not invoiced during 2019 and 2020 conferences:

Description	2019	2020
Dinner Guests	1	5
MoU Partner Representatives		2
Honorary Members	1	2
*Presenters that attended both Conference Days	2	4
Presenters that only attended their own Sessions	2	11
Students who won the SIOPSA student grant		3
Sponsor Representatives		1
Winner drawn at previous conference	1	1
Committee Members	3	4
Total	10	33

\*International Keynote Speaker and spouse; 2 AC Academy training programme presenters

The difference in numbers is due to:

- 1) More presenters just attending their own sessions
- 2) Students sponsored by the SIOPSA grant
- 3) Dinner guests attending the 40-year birthday celebrations

- c. Comparison of overall conference income:

2019		2020	
Overall income	R 576 000	Overall income	R 528 000

The overall income was R 48 000 less in 2020.

d. Comparison of delegate fees:

		2020	2019
AC Academy: Observer 101 & Designing Centres 101		R7000	R7000
AC Academy: Designing Simulations 101		R10 500	R10 500
Attending two pre-conference workshops	Members	R3 608	R3 704
	Guests	R4 260	R4 608
Attending one pre-conference workshop	Members	R2 087	R2 087
	Guests	R2 739	R3 148
Attending both conference days	Members	R5 391	R5 130
	Guests	R6 087	R6 783
Attending one conference day only	Members	R3 608	R3 704
	Guests	R4 260	R 4 608

The attendance fees for the AC Academy training programmes were kept the same for the two years. The pre-conference workshop attendance fees for two workshops were reduced in 2020 to attract more delegates. The guest fees for the workshops were substantially reduced to attract “new” people to the ACSG conference activities. Although the member attendance fees for one conference day were slightly decreased, the attendance fees for both conference days were slightly increased. The attendance fees for guests attending one day or both conference days were decreased in the attempt to attract more “new” people.

e. Comparison of income from sponsorships

Sponsorships in 2019		Sponsorships in 2020	
Evaalex - Whova App (paid directly to Whova) & Venue Breakaway Rooms (indicated as conference income)	R20 000	Evaalex - Whova App (paid directly to Whova) & Venue Breakaway Rooms (indicated as conference income)	R21 000
	R5 217		R5 217
Pinsight – Cocktail function & entertainment (indicated as conference income)	R21 478	Pinsight – presenter gifts & entertainment (indicated as conference income)	R26 086
Precision ACS – presenter gifts (indicated as conference income)	R7 771	TTS – Lanyards & Venue breakaway rooms (indicated as conference income)	R5 217
LEMASA – Venue Breakaway rooms (indicated as conference income)	R5 652	CHC Consulting – Delegate Bags (indicated as conference income)	R4 347
TTS – Lanyards &	R3 478	University of Pretoria in memory of Deon Meiring	R9 695

Sponsorships in 2019		Sponsorships in 2020	
Venue breakaway rooms (indicated as conference income)		(indicated as conference income)	
		University of Johannesburg – Industrial Theatre & Virtual Tournament	R30 000
		Thomas International - Venue Breakaway Rooms (indicated as conference income)	R4 000
		SIOPSA Government Grant (indicated as conference income)	R25 800
<b>Total</b>	<b>R 63 596</b>	<b>Total</b>	<b>R 131 362</b>

The sponsorship amount increased with R 67 766 from 2019 to 2020. The meeting concluded that the loss would have been higher if the ACSG had not sourced the sponsorships. It was decided that the committee would continue with the active sourcing of sponsorships.

**f. Comparison of venue costs:**

Venue Cost 2019		Venue Cost 2020	
Erinvale, Somerset West	R 344 666	Hilton, Sandton	R 272 445

The 2020 conference venue costs were R 72 221 less than the venue fees for 2019, meaning that a cost saving was realised.

**3. Reasons for the Operating Deficit**

The financial loss can be described to:

- **Less income** - R 305 942 - was generated during the 2019 – 2020 financial year compared to the 2018 – 2019 financial year. Reasons for the less income:
  - The conference income for 2019 was R576 000 compared to the conference income of 2020 of R528 000 (based on the conference spreadsheets). It shows a difference of R 48 000 more conference income during 2019.
  - A decision was taken to keep the conference registration fees the same as 2019 or lower the fees where possible due to delegates complaining that the conference fees were too high during 2019. In addition, a decision was also taken that the ACSG would have a diversified conference rate at the 2020 conference to accommodate students.
  - During the 2018 – 2019 financial year the AC Academy training generated a substantial amount of additional income apart from the conference income. Training modules were presented to two clients generating the difference in income between 2018 – 2019 and 2019 – 2020 financial year. No additional AC Academy training programmes were conducted in the 2019 – 2020 financial year.

To address the deficit, the following were decided:

- More income must be generated:
  - The AC Academy training modules should be presented in an online format to possibly attract more people internationally to enrol for the programmes
  - Webinars presented throughout the year could be another source of income (although the webinars are mostly a brand building exercise)
  - Sponsorships for year-round expenses could be sourced, e.g., the various costs associated with maintaining an online presence can be funded by a sponsor.
  - The 2021 conference expenses and other operating expenses should be kept at a minimum, while actively sourcing more paying conference attendees for the actual conference (Thursday and Friday).
  - When comparing the annual operating expenses of 2019 and 2020, it seems as though our annual operating expenses are approximately R240 000. It is therefore decided to consider the *annual operating expenses* (R 240 000) together with the conference cost, as well as the market tolerance for conference fees when calculating future delegate conference registration fees and the target number of conference attendees.

#### **4. Acceptance / Rejection of Financial Statements**

The meeting agreed to accept the annual financial statements dated 31 May 2020 as a true reflection of the ACSG finances during the 2019 – 2020 financial year.