

design.advertising

fishpond

company profile



overview

Fishpond is a small, professional design and advertising agency which offers our clients design solutions and packages, tailor made for their unique needs. We specialise in turning ideas into powerful brands and creating effective advertising campaigns from the most basic of briefs. We offer our clients a comprehensive service where strategy and research always form part of any solution.

We strive to work alongside our clients in order to turn their ideas into tangible products.

design & desi
advertising

design & adve
DESIGN & AD

VERTISING

vision.mission

Vision

To grow into a medium-sized, through-the-line advertising agency known for our creative and innovative work, effective design solutions and the integrity of our work ethic.

Mission

Fishpond aims to deliver the best creative solutions possible for every one of our clients. Integral to achieve this, we commit ourselves to understanding our clients' business operations and branding/advertising needs first. It is our aim to build lasting relationships with clients. We aim to continuously improve and develop our design skills to stay in line with industry standards.

Fishpond cares about the environment and we aim to guide our clients by making sustainable choices a part of our practice. We also support social responsibility ideals and partake in pro-bono design for social upliftment charities.



more about us...

Services offered

We specialise in Graphic Design, Corporate Identities, Advertising (developing of campaigns incl. copy and message), Books, Magazines and Annual Reports (Layout), Newsletters, Brochures, Flyers, Invitations, Posters, Calendars, CD design, Packaging and Labels, Point-of-Sale, Signage, Exhibition Stands, Websites, Emailers, and E-newsletters.

We also offer Branding Strategies, Marketing Ideas and Collateral, Printing, Promotional Items, Copywriting and Photography.

Capacity

Fishpond has extensive experience in the production of print media products for a wide range of clients. Our design studio with a capacity of two full time designers, functions well under pressure to consistently produce quality work. Our designers hold University degrees in graphic design and boast exceptional conceptual skills. Furthermore we are able to boost our capacity at any given time by drawing from a separate studio with the capacity of seven fulltime designers, situated within our building.

references

Industry Experience

We approach every project with careful planning, integrity, passion and insight. Our field of expertise is wide and our experience vast. Our conceptual capabilities and hardworking nature will add measurable value to any project.

Fishpond has successfully completed a wide range of projects including, Bi-monthly Magazines, Annual Reports (Layout only), Corporate Identities, Websites, Brochures, Newsletters, Billboards etc.

Experience and References

Client: Standard Bank

Reference: Christelle Jones, Tel: 011 636 5712

Client: Blackmoon Advertising and Research

Reference: Gareth McKinnel - Director, Tel: 012 346 8933

Client: Forever Resorts

Reference: Lara Doundoulakis – Brand & communications manager, Tel: 012 423 5636

design & advertising

contact page

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Contact person: Carin Rankin-Fisher

Office Suite 1, Unit 9 Guild House, 239 Bronkhorst Street,
Nieuw Muckleneuk, 0075

Postnet Suite 616, Private Bag X10, Elarduspark, 0047

Company reg: 2006/045538/23
VAT reg: 4630231175

www.fpdesign.co.za

portfolio preview

Annual Report



PREAMBLE TO THE Constitution

We, the people of South Africa,
Recognise the injustices of our past;
Honour those who suffered for justice and freedom in our land;
Respect those who have worked to build and develop our country; and
Believe that South Africa belongs to all who live in it, united in our diversity.
We therefore, through our freely elected representatives, adopt this Constitution as the supreme law of the Republic, so as to

- Heal the divisions of the past and establish a society based on democratic values, social justice and fundamental human rights;
- Lay the foundations for a democratic and open society in which government is based on the will of the people and every citizen is equally protected by law;
- Improve the quality of life of all citizens and free the potential of each person; and
- Build a united and democratic South Africa able to take its rightful place as a sovereign state in the family of nations.

May God protect our people.
Nkosi Sikelel' Afrika; Mosisa boloka sethoko sa haka.
God save South Africa; God bless South Africa.
Muzoni bhulwetho Afrika; Hosi kwekwa Afrika.

| | | | |
|--|---|--|--|
| <p>We have improved our financial position from a deficit of R1.1 billion to a surplus of R1.1 billion.</p> <h3>Surplus</h3> <p>Preferred Employer Award by Top Magazine in 2010</p> | <p>60% passed the International Regulatory Board of Auditors (IRBA) compliance assessment</p> <p>Demographic profile improving</p> <h3>10 years</h3> <p>as auditors to the United Nations</p> | <p>Key Controls tool introduced to influence positive audit outcomes</p> <p>Centenary of the AGSA in 2011</p> <p>Improvement of audit outcomes still marginal</p> <p>First year implementation of revised tariff model</p> | <p>Costs have dropped by 6,6% in the past under review</p> <h3>6,6%</h3> <p>Municipality debt collection deteriorating</p> <p>333 Cleaned Accounts and 224 Reopened Accounts in 2010</p> |
|--|---|--|--|

We received above-industry-average quality scores from independent reviewers

Our published audit reports trigger action by the leadership of the auditees to improve audit opinions



CORPORATE GOVERNANCE

CORPORATE Governance

CORPORATE Governance

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The Constitution of the Republic of South Africa, 1996 establishes the Auditor-General of South Africa (AGSA) as a state institution, outlines the manner in which the Auditor-General is appointed and defines the institution's principles and key functions. As such, it provides the corporate governance framework for the institution.

Standing Committee on the Auditor-General

The National Assembly established the Standing Committee on the Auditor-General (SCoAG) in June 2008 to monitor oversight and to ensure the AGSA's compliance with the Public Audit Act (PAA). In terms of the PAA, the committee is tasked with monitoring and promoting the AGSA's success in independence, integrity, dignity and effectiveness. The committee also advises the National Assembly on a range of matters relating to the AGSA.

Audit Committee

The Audit Committee of the AGSA was established in terms of section 40(3)(b) of the PAA. The committee works to ensure oversight and to ensure that there are no management irregularities. It assists the Deputy Auditor-General in discharging his duties in relation to section 43, with regard to:

- monitoring effective, efficient and transparent systems of financial management, risk management and internal control; and
- ensuring an effective internal audit function.

In addition, the committee assists the Deputy Auditor-General in monitoring the following:

- Approval of the systems and procedures to be followed in the selection and appointment of external auditors.

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The committee then refers its recommendation on the appointment of the auditors to SCoAG for approval.

- The appointment and approval of the AGSA's internal auditors, supervision of all internal audit activities and delivery on an agreed internal audit coverage plan.
- The assessment and review of the proposals made to ensure accurate financial reporting.
- The review of reports from the internal and external auditors on the effectiveness of the risk management processes and controls.

In terms of section 40(3)(b) of the PAA, the Audit Committee must comment in the annual report on the effectiveness of internal control based on its evaluation of the AGSA's financial statements.

The Audit Committee may, in terms of section 40(3)(c), communicate any concerns it may have to the Auditor-General, external auditors of the AGSA and SCoAG on the oversight mechanism.

Members of the National Assembly who served on SCoAG in 2009-10

African National Congress (ANC)

- Mkhulu, A.S. M (Chairperson)
- Mabandla, M. J.M
- Mabandla, P.H. S.B.G
- Ngwenyane, M. M. A
- Nzuzi, M. J. D. M.
- Sobilo, M. J. J.
- Tsheni, M. J. J.

Congress of the People (COPE)

- Makube, M. J. M

Inkatha Freedom Party (IFP)

- Ngqo, M. N. V.

Democratic Alliance (DA)

- George, D. D. T.
- Steele, M. M. H.

Table 6: Dates and purpose of SCoAG meetings held in 2009-10

| Dates of meetings | Purpose of meeting |
|--------------------|--|
| 24 June 2009 | Review of Chairperson |
| 22 July 2009 | Executive summary of AGSA's comments to the Deputy Auditor General |
| 13 August 2009 | Initiation of SCoAG |
| 24 August 2009 | Meeting by Audit Committee on the appointment of external auditors for the AGSA |
| 18 September 2009 | Constitution of SCoAG including appointment of external auditors and report on AGSA findings issued |
| 30 October 2009 | Presentation of 2008-09 Annual Report of the Auditor-General |
| 30 October 2009 | Presentation and tableting of AGSA Strategic Plan 2010-2012 |
| 30 October 2009 | Meeting by Deputy Auditor-General on the Strategy Plan and Budget targets, as well as audit director's findings, internal and risk management structures. |
| 9 November 2009 | Meeting by the AGSA on audit tools and standards, attended by the South African Institute of Chartered Accountants (SAICA) and the National Treasury of the Republic of South Africa |
| 16 November 2009 | Approval of the 2009-10 Internal Report of the Strategy Plan and Budget 2010-2012 |
| 24 February 2010 | Presentation of Review plan for SCoAG |
| 26 - 31 March 2010 | Tourism strategy plan for SCoAG's oversight |



CORPORATE Governance 19

The Audit Committee's terms of reference also reviewed every year to ensure that they remain relevant and comply with applicable legislation.

Composition of the Audit Committee

The committee consists of three external independent members. One member will retire during the next financial year (2010/11). Two more external independent members will have to be appointed to replace the committee's membership to four and ensure smooth succession in the future.

Details of the Audit Committee's members and attendance (as found in the Report of the Chairperson of the Audit Committee on pages 65 to 71 of this report)

Remuneration Committee

In terms of section 34(2) of the PAA, the Auditor-General is responsible for determining the terms and conditions of employment of all employees in the organisation. The Remuneration Committee (REMCO) was established to provide specialised advice to the Auditor-General on remuneration and related issues. The committee plays an advisory role and the final decision-making power rests with the Auditor-General.

In fulfilling its advisory role, REMCO assesses and makes recommendations on the following matters:

- General trends and practices regarding employment

benefits, including the structuring of conditions of employment and remuneration packages.

- The framework or broad policy for the remuneration of executive and senior management.
- Design and take for any performance-related pay schemes, whether already in operation or yet to be initiated.
- General advice on remuneration.
- Any other human resource management issue which the Auditor-General may wish to table for discussion.

Overview of REMCO activities

In accordance with its terms of reference, the committee made recommendations on the following issues:

- Annual salary adjustments of AGSA employees, including senior executives, for 2009/10.
- Performance bonuses for the 2009/10 financial year.
- The committee supported the Executive Committee's recommendation to pay performance bonuses for 2009/10.
- The annual review for AGSA employees on which the committee commented advised SCoAG.
- The appointment of two new committee members, namely Bernard Ndlovu and Phisofo Sisonke.
- In terms of reference and current work plan.

For the past under review, REMCO has fulfilled all its responsibilities and functions set out in its terms of reference.

Table 7: Attendance record of the REMCO in 2009-10

| Members | Meeting of 11 June 2009 | Sub-committee on 22 October 2009 | Internal and external members |
|----------------------------|-------------------------|----------------------------------|-------------------------------|
| Dr M. Bester (Chairperson) | Attended | Attended | External |
| Dr M. Mkhize | Attended | First reported to attend | Internal |
| Dr Ndlovu | Not yet appointed | Attended | External |
| Dr Sisonke | Not yet appointed | Attended | Internal |
| Dr Ndlovu | Appointed | Attended | Internal |
| Dr Ndlovu | Appointed | Attended | Internal |
| Dr Ndlovu | Appointed | Attended | Internal |
| Dr Ndlovu | Appointed | Attended | Internal |

portfolio preview

Brochure book (210mm x 210mm)



"Where forgetting
time and everlasting
luxury becomes a
habit..."



Auyala Game Lodge

★★★★

Forever Resorts Auyala Game Lodge is set in 700 hectares of nature reserve in the Limpopo Game area of Mpumalanga. This 4-star Lodge offers luxurious thatched chalets and panoramic views of the valley. If you are looking for bush and tranquility with more than 100 species of game and bird life on your doorstep, then Auyala is the place to be.

At Forever Resorts Auyala Game Lodge there is no need to leave the house, the swimming pool provides a haven from the pressures of every day life. The 4-star Lodge situated in the heart of well kept game and provides everything you'll need to relax and be pampered in total bush surroundings. The beautiful thatched chalets provide a welcome retreat that away from the busy afternoon sun. And relaxing panoramic views can be enjoyed from the bar and pool deck. The lodge also includes a fully equipped bar.

Guests can choose between the beautiful, Spite room, full breakfast with hot coffee, making facilities and an extra bathroom. Or the more relaxing, dual the beautiful thatched chalet and ensuite suite offer a welcome alternative. Although Auyala offers the perfect get away from it all ideal for relaxing and rejuvenating body and mind, there are lots of activities for the more adventurous. A large Game drive in the orange light of the setting sun, shooting and horseback riding are all a few minutes drive from the lodge.

The Lodge caters for smaller conference groups of up to 12 people and is ideal to host a special occasion, the bar and pool deck are ideal for your requirements.

Auyala Game Lodge is the ideal venue for a beautiful wedding. Your own guests to a special outdoor event and custom your own in a magical bush setting.

Address: 57 Am-uchela Mpumalanga | Tel: +27 (0)13 362 3075 | Fax: +27 (0)13 362 5088 | E-mail: info@foreverresorts.co.za | www.foreverresorts.co.za | GPS: 29° 29' 58.37" S | 30° 27' 28.6" E



Arcadian Guest House

★★★★

Forever Resorts Arcadian Guest House is a peaceful retreat away from it all - just close enough to some of the best attractions that Pretoria has to offer. The serene bush gardens and antique furnishings make this a grand place to stay!

In the heart of the capital city's embrace, Pretoria is a city of nature and history. Forever Resorts Arcadian Guest House is a beautiful grand old house with antique and classical style rooms. The house is set in a beautiful bush garden, with the University Buildings, Loftus Verschoor sport stadium, the University of Pretoria, the newly finished Square business district, restaurants and entertainment centres on your doorstep. This is the perfect choice for business or leisure. Places of interest, convenience and

amenities are all within reach. The four bedrooms are fully equipped for your business or leisure stay. Enjoy luxury and convenience with a host of amenities, including: Pretoria is the grand location. And after a hard day's work, relax and enjoy the hot springs and hot mineral water. For a special occasion, enjoy a morning tea or an unforgettable dinner. This is the perfect choice for your business or leisure stay. Book now! Book now!

910 Arcadia Street, Arcadia, Pretoria | Tel: +27 (0)11 433 1087 (city) | Tel: +27 (0)11 342 3079 | Fax: +27 (0)11 433 1087 (city) | Arcadian Guest House, Pretoria | Tel: +27 (0)11 433 1087 (city) | www.foreverresorts.co.za | E-mail: info@foreverresorts.co.za | GPS: 28° 14' 17.9" S | 28° 22' 17.9" E

portfolio preview

Brochure aimed at gaining new interns for Audit firm.

WHAT DO WE DO at TAG incorporated?

At TAG Incorporated we provide you with the tools to kickstart your Chartered Accounting career. TAG is a firm with a bright future – the combination of a number of small practices has resulted in an emerging professional, one-stop service firm where clients of all sizes and industries are accommodated with excellent service standards.

We aim to be a one-stop professional services company providing our clients with the following:

- Audit and advisory services
- Outsourced accounting services
- Taxation
- Outsourced payroll business
- Company secretarial compliance

CONTACT US:

Tel: 086 182 4462 / 012 809 7000
 Fax: 012 809 3223
 Email: quarry@tagfx.co.za
 Private Bag 625, Commercial Ridge, 5545,
 Great House View, 13 Pump Street, Tlokweng,
 Office Park, Silver Lakes, 008 – Goringwe.

At TAG all our employees are nurtured to develop to their full potential. Join our resourceful team today and discover what you're capable of achieving!

Kickstart your career

BUSINESS PROFESSIONALISM – AUDIT EXCELLENCE

1 WHAT DO WE OFFER Trainee Accountants?

TAG is big enough to provide trainees with a broad spectrum of professional training opportunities through our diverse client base from small owner managed entities to multi billion rand property funds, multinational enterprises to mining operations. From the smallest enterprise right through to listed entities.

At TAG you will be exposed to the full spectrum of professional skills you will require to become a Chartered Accountant. Apart from on the job mentoring we provide regular training interventions to supplement your skills.

2 WHAT MAKES TAG so unique?

TAG is an emerging firm able to align ourselves with the ever changing business world and the increasing demands being placed on the Chartered Accountancy and Audit professions.

Given TAG's size, we are geared to easily adjust to the requirements and needs of not only the industry, but also the clients' unique needs.

Our methodologies and passion are the result of the ongoing commitment of the directors and staff who make up our team to find solutions where others fail.

Our clients encompass a wide spectrum of industries. No business is too small or too big for us.

3 Our DREAM TEAM of young, successful PROFESSIONALS!

Our people are our most important asset. Due to the multifaceted nature of our business you will never be 'just another employee'. TAG provides the platform whereby committed and dedicated individuals can excel and sharpen their skills that form the foundations of an exciting career.

Where dream careers become reality!

BUSINESS PROFESSIONALISM – AUDIT EXCELLENCE

Corporate Brochure for same Audit firm.

INDUSTRIES

TAG delivers its services to a wide variety of clients, from individuals, small and medium enterprises to listed companies in a wide spectrum of different industries.

The industries include:

- Property development
- Commercial property investment
- Manufacturing
- Professional services
- Mining (Platinum, granite, diamond)

CONTACT US:

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 Great House View, Tlokweng Office Park,
 Silver Lakes, 008 – Goringwe.
www.tagfx.co.za

We utilise analyse optimise synchronise

You capitalise

BUSINESS PROFESSIONALISM – AUDIT EXCELLENCE

Our goal at TAG is to be a firm respected for its integrity and expertise, effectiveness and our uncompromising determination for service excellence.

ABOUT US

TAG is a firm with a bright future – the combination of a number of small practices between 1998 and 2010 has resulted in an emerging professional, one-stop service firm. Clients of all sizes and industries are accommodated with excellent service standards and benefit from our proximity and growth.

TAG is a resourceful firm able to align ourselves with the ever changing business world as well as the increasing demands being placed on the Chartered Accountancy and Audit professions. Given TAG's size, we are geared to easily adjust to the requirements and needs of not only the industry, but also the clients' unique needs.

Our methodologies and passion are the result of the ongoing commitment of the directors and staff who make up our team to find solutions where others fail.

Our clients encompass a wide spectrum of industries. No business is too small or too big for us.

SERVICES

We aim to be a one-stop professional services company providing our clients with the following:

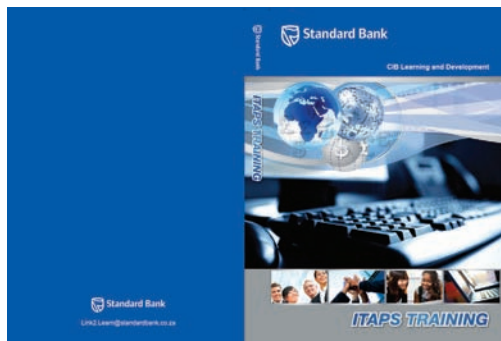
- Audit and advisory services
- Outsourced accounting services
- Taxation
- Outsourced payroll bureau
- Company secretarial compliance

While auditing forms the foundation of our business we constantly evaluate client needs. The nature and range of our services and the manner in which we provide them are determined by the specific needs of our clients. We make a point of getting to know our client's business and thus establishing the foundation for a long term professional relationship.

BUSINESS PROFESSIONALISM – AUDIT EXCELLENCE

portfolio preview

Training pack for Standard Bank



portfolio preview

Magazine



Menu for café



portfolio preview

Various Pull-up banners



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FOREVER RESORTS

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RESORTS

- Badplaas *** | Blyde Canyon ***/****
- Gariep ***/**** | Loskopdam ***
- Plettenberg *** | Swadini ***
- Tshipise *** Warmbaths ***
- Phalaborwa Safari Park ****

RETREATS

- Ruby Cliff Horse Ranch *** | Silver Falls
- Leopard's Trail Guest Farm
- Arcadian Guest House ****
- Rex's Ranch ***

HOTELS

- Centurion Hotel **** | Mount Sheba ****
- White River Lodge *** | Impala Inn ***
- Warmbaths Hotel ****
- Badplaas Hotel ***

LODGES

- Blue Mountain Lodge *****
- Ramoswe Lodge ***
- Isiyala Game Lodge ****
- Amanzi Mountain Reserve ****
- Waterfall Safari Lodge ***/****
- Tulani Safari Lodge ***

FOREVER RESORTS

www.foreversa.co.za

portfolio preview

Various Posters

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Keynote Address: Mr. Llewellyn van Wyk

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Bookings: Pella - 082 269 4409 | PC Enquiries: Bert - 076 371 0474 | www.foreverresorts.co.za

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FOREVER RESORTS wants your opinions and comments to make our resorts the perfect place to be...

SEND ONE OF THE FOLLOWING TO RAISE YOUR COMMENT:

1. Forever + Accom + your comments
2. Forever + Camp + your comments
3. Forever + Hydro + your comments
4. Forever + Conf + your comments
5. Forever + Eco + your comments
6. Forever + Gen + your comments

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"HOOF-UP"

1 & 2 November 2008

Horse lovers, don't miss this spectacular annual horse exhibition!

The "Hoof-Up" Festival will be held 1 & 2 November 2008 at the Forever Resorts Badplaas Equestrian Centre. Don't miss out on lots of exciting events and displays with over 20 different horse breeds. Participate in equestrian and public dog shows, see various riding classes, basketball skills and a daring mechanical bull, join us and celebrate **Peter Koen** for his award of 1st and National Equestrian Year. Adults only R100 and kids under 12 only R50 per child for the entire weekend.

FOREVER RESORTS
BADPLAAS

Contact Details for the Festival:
Phone: Pella 082 853 1129 | 1 November only: Pella 082 361 3920 | Accommodation: Pella 012 344 4000
www.foreverresorts.co.za

portfolio preview

Corporate Identities



FINE JEWELLERY

