SAMSA ANNUAL REPORT 2012/13

CLIENT: South African Maritime Safety Authority

CATEGORY: **Editorial Design**

A:

SAMSA's objective is to lead and champion
South Africa's maritime interests. Their mission
is to development and position the country
as an international Maritime Centre while ensuring
maritime safety, health and environmental protection.
The brief was to recreate their Annual Report,
as it was currently seen as a visually unappealing,
technical document with niche appeal.

B:

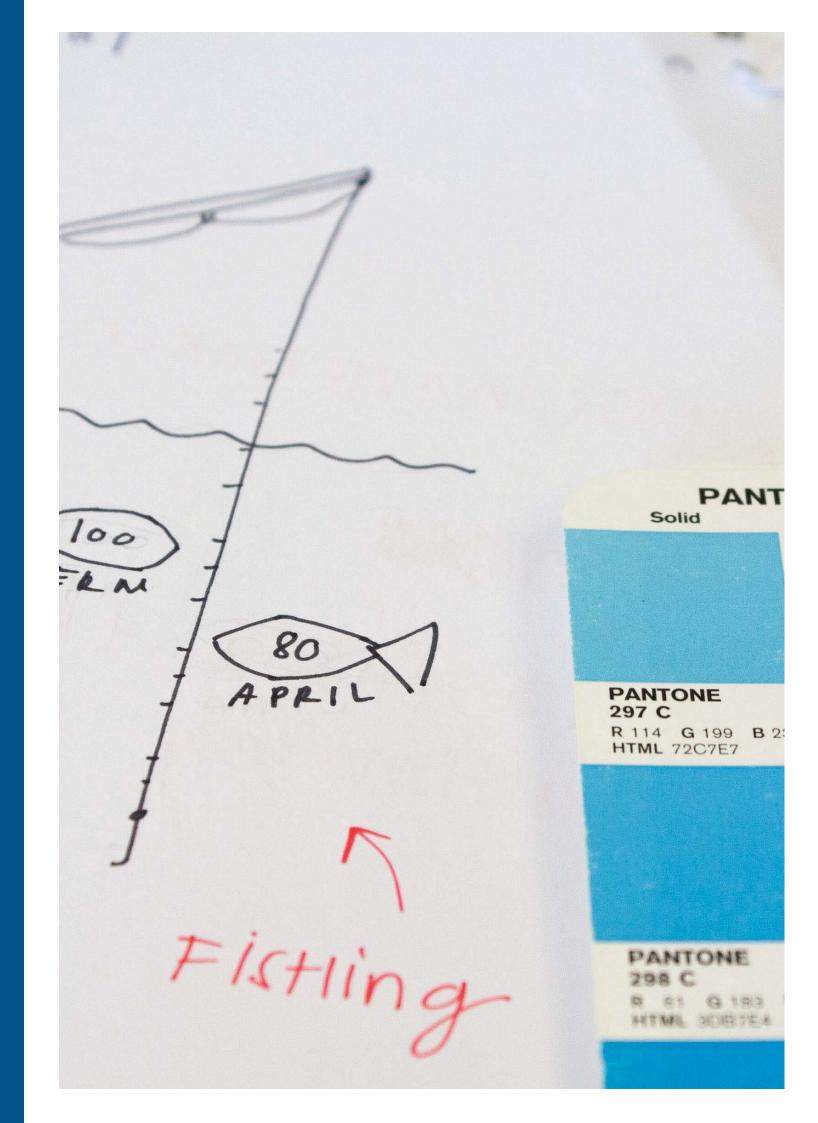
Develop an Annual Report that will position SAMSA as a Global Maritime Authority, with influence across Southern Africa and the continent.



SAMSA EXPANDING POSSIBILITIES

IT TAKES ONE WAVE TO START
A RIPPLE THAT CAN TRAVEL ACROSS
THE GLOBE. WE'RE THAT WAVE.
WE'RE AT THE CENTRE OF THE
PICTURE, ON THE PINNACLE
OF AFRICA. WE'RE THE GATEWAY
TO THE WORLD'S SEAS. WE'RE THE
WAVE MAKERS OF GROWTH,
EXPANDING OUTWARDS TO EXPLORE
NEW TERRITORIES & POSSIBILITIES.

THIS DOCUMENT WILL CHART
OUR JOURNEY TO REALISING
THIS POTENTIAL, AND TO
BECOMING KEY PLAYERS IN
INTERNATIONAL SEA FARE.
IN DOING SO, WE BECOME
THE WAVE MAKERS OF GROWTH,
NEW DEVELOPMENT AND
EXPANSION. IN ORDER TO
UNDERSTAND WHERE WE'RE
GOING, WE NEED A CLEAR VIEW
OF THE BIG PICTURE SO THAT
WE CAN UNDERSTAND HOW
THE OVERARCHING GLOBAL
CONTEXT AFFECTS OUR JOURNEY.



PART OF THE BIGGER PICTURE

COVER CONCEPT

















THE ANNUAL REPORT







THEGLOBAL PICTURE

FROM OUR HERITAGE TO OUR
VISION. FROM OUR BUSINESS
TO OUR STRATEGIC OBJECTIVES.
FROM OUR ORGANISATIONAL
CAPABILITY TO OUR CONTRIBUTION
TO THE DEVELOPMENT OF
THE MARITIME ENVIRONMENT.
THIS VOYAGE IS KEY
TO UNDERSTANDING OUR PLACE
WITHIN THE GLOBAL ENVIRONMENT
AND HOW WE WILL GO ABOUT
ACHIEVING OUR GOALS.







CHAPTER ONE The Global Picture
South African Maritime Perspective







CHAPTER ONE The Global Picture
African Maritime Perspective

AFRICAN MARITIME **PERSPECTIVE**







AFRICA HAS ABOUT
27%
OF THE WORLD'S
ARABLE
LAND

SOUTH AFRICA'S **BI-DIRECTIONAL TRADE**

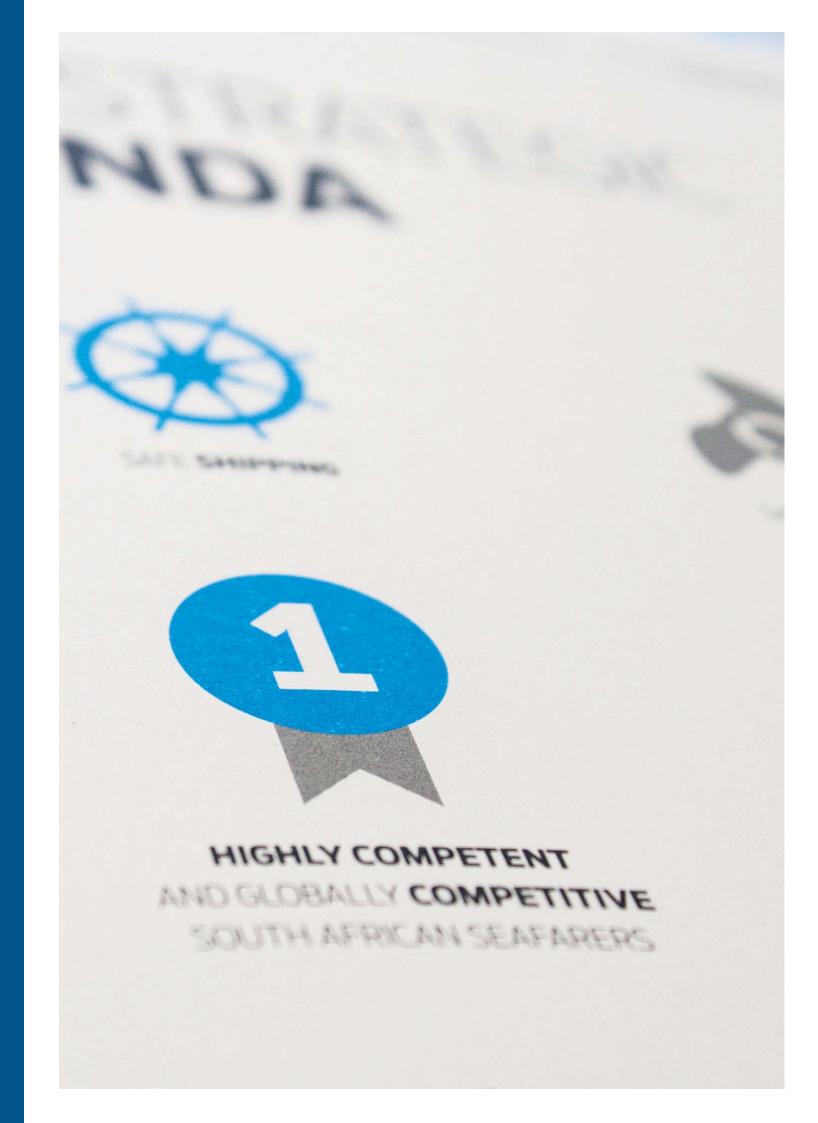


SIGNIFICANT RISKS ARE POSED TO SOUTH AFRICA BY THE GLOBAL HEADWINDS FACING THE WORLD ECONOMY — NAMELY THE ON-GOING EUROPEAN DEBT CRISIS AND THE POTENTIAL OF A HARD LANDING IN CHINA.

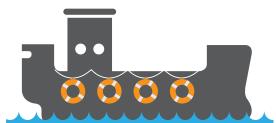
China in particular could be a real concern if growth continues to slow and the country begins to use its stockpiles of coal and iron ore, which would hit volumes of the commodities being transported on South African rail and through South African ports. The risk of strikes appear more elevated in the wake of heightened tensions in the mining sector. However Africa and sub-Saharan Africa present a huge opportunity for our economy.

CHANGING THE TIDE

OUR MISSION, VISION
AND MARITIME HERITAGE
POSITION US IN RELATION
TO THE GLOBAL PICTURE,
AND ARTICULATE THE PART
WE'LL PLAY THROUGH
REALISING OUR MANDATE
AND RISING TO THE CHALLENGE
OF BECOMING WAVE MAKERS
FOR GROWTH, NEW DEVELOPMENT
AND EXPANSION.



OUR CORE BUSINESS

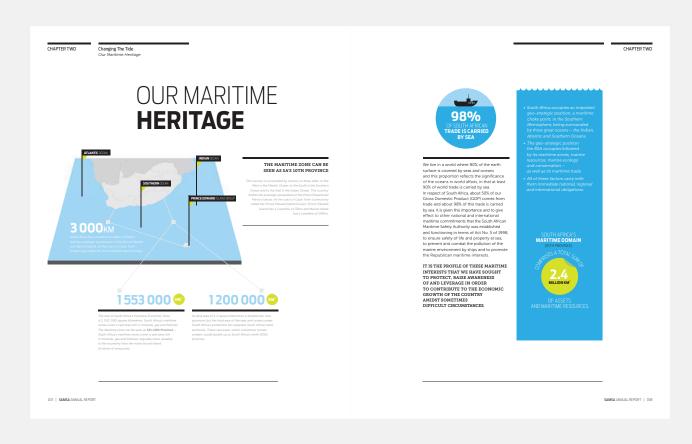


- **1.** Mitigating the risks posed to ships, people, cargo and equipment through the assurance of their safe operation in South African and international waters
- **2.** Mitigating risks of pollution by ships to the marine environment.
- **3.** Mitigating risks to South Africa's maritime interests, including security and economic well-being of the country.
- **4.** Mitigating the risks posed to people, cargo and equipment as it relates to the safe operation of small vessels and boats.





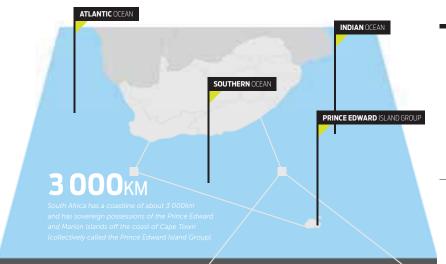








OUR MARITIME HERITAGE



THE MARITIME ZONE CAN BE SEEN AS SA'S 10TH PROVINCE

The country is surrounded by oceans on three sides: to the West is the Atlantic Ocean, to the South is the Southern Ocean and to the East is the Indian Ocean. The country further has sovereign possessions of the Prince Edward and Marion Islands off the coast of Cape Town (collectively called the Prince Edward Island Group). Prince Edward Island has a coastline of 32km and Marion Island has a coastline of 134km.



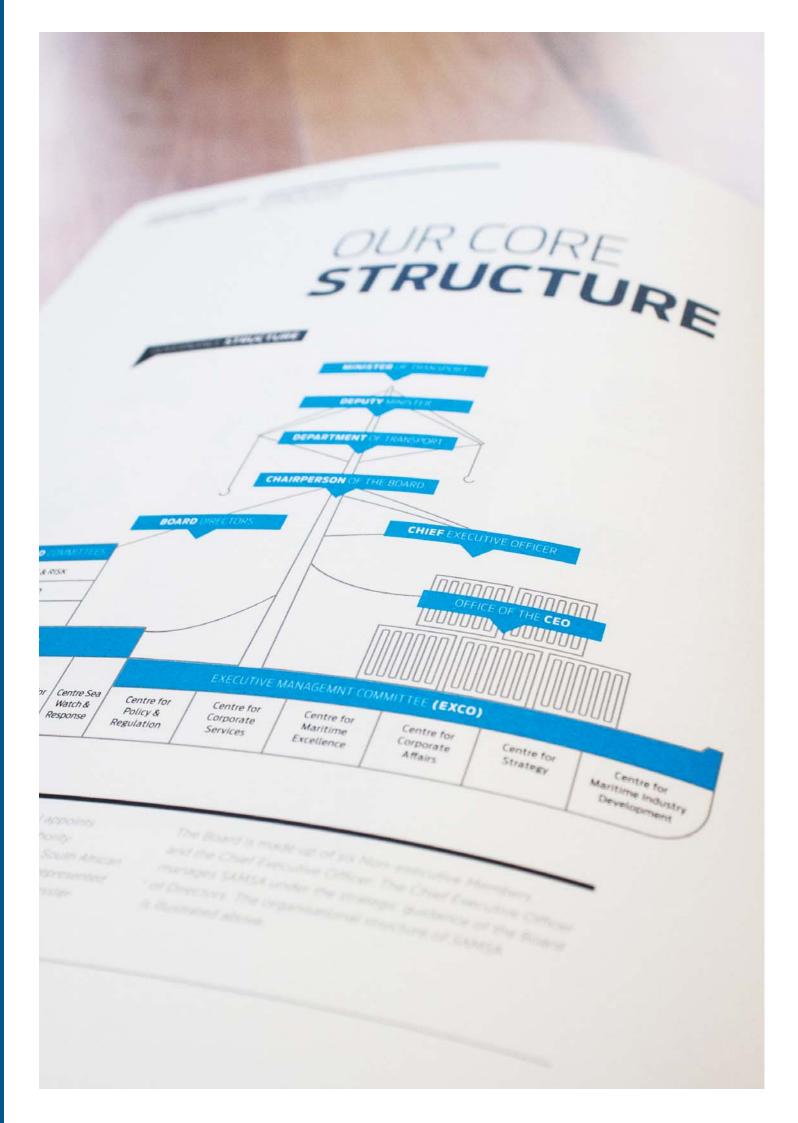


The size of South Africa's Exclusive Economic Zone is 1, 553, 000 square kilometres. South Africa's maritime zones cover a vast area rich in minerals, gas and fisheries. The Maritime zone can be seen as SA's 10th Province – South Africa's maritime zones cover a vast area rich in minerals, gas and fisheries, arguably more valuable to the economy than the riches found inland (in terms of resources).

Its land area of 1, 2 square kilometres is divided into nine provinces but the total area of the seas and oceans under South Africa's jurisdiction far surpasses South Africa's land territories. These vast areas, which sometimes remain unseen, could double up as South Africa's tenth (10th) province.

SETTING OUR COARSE

WE HAVE A CLEAR STRATEGY
IN PLACE, WHICH WILL DIRECT
US ON THIS JOURNEY. THIS IS
INFORMED BY OUR CORE BUSINESS
AND OUR ORGANISATION'S CORE
STRUCTURE. OUR VALUES WILL
GUIDE OUR CONDUCT ON THIS
JOURNEY, AND STEER US TOWARDS
OUR GOALS.



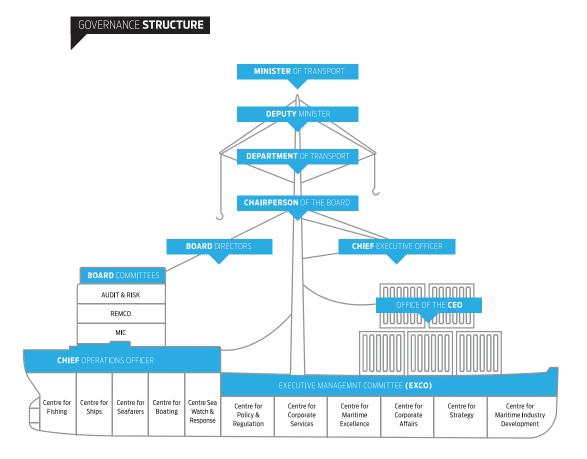








OUR CORE STRUCTURE



The Public Finance Management Act (PFMA) appoints the Minister of Transport as the Executive Authority and the Shareholder in SAMSA on behalf of the South African Government. The Accounting Authority, which is represented by the SAMSA Board of Directors reports to the Minister of Transport.

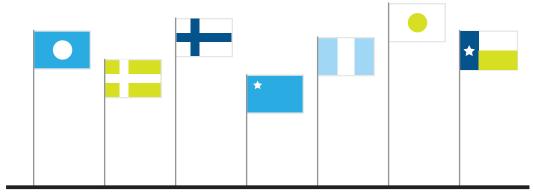
The Board is made up of six Non-executive Members and the Chief Executive Officer. The Chief Executive Officer manages SAMSA under the strategic guidance of the Board of Directors. The organisational structure of SAMSA is illustrated above.



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SHIP REGISTRY

Approximately 56 foreign shipping lines operate dedicated liner services to and from the South African ports to destinations worldwide. There are about 36 ship agencies in South Africa representing and looking after the interest of foreign merchant ships, cargo and crew of those shipping lines aforementioned.

More than 12 000 foreign ships carry approximately 240 million tonness of cargo berth on South African ports per annum. Ship ownership is of strategic importance to any maritime state hence the rush by many maritime states to attract merchant ships to register on their national Ship Registers. South Africa's Ship Register in one of the oldest Ship Registers in the continent having been established in the 1840s. Currently, South Africa does not have merchant ship on its Ship Register. This is not because there is no South African company that own such ships but those shipping companies have opted to flag their ships in foreign jurisdictions due to the fact that the South African Ship Register is considered uncompetitive.

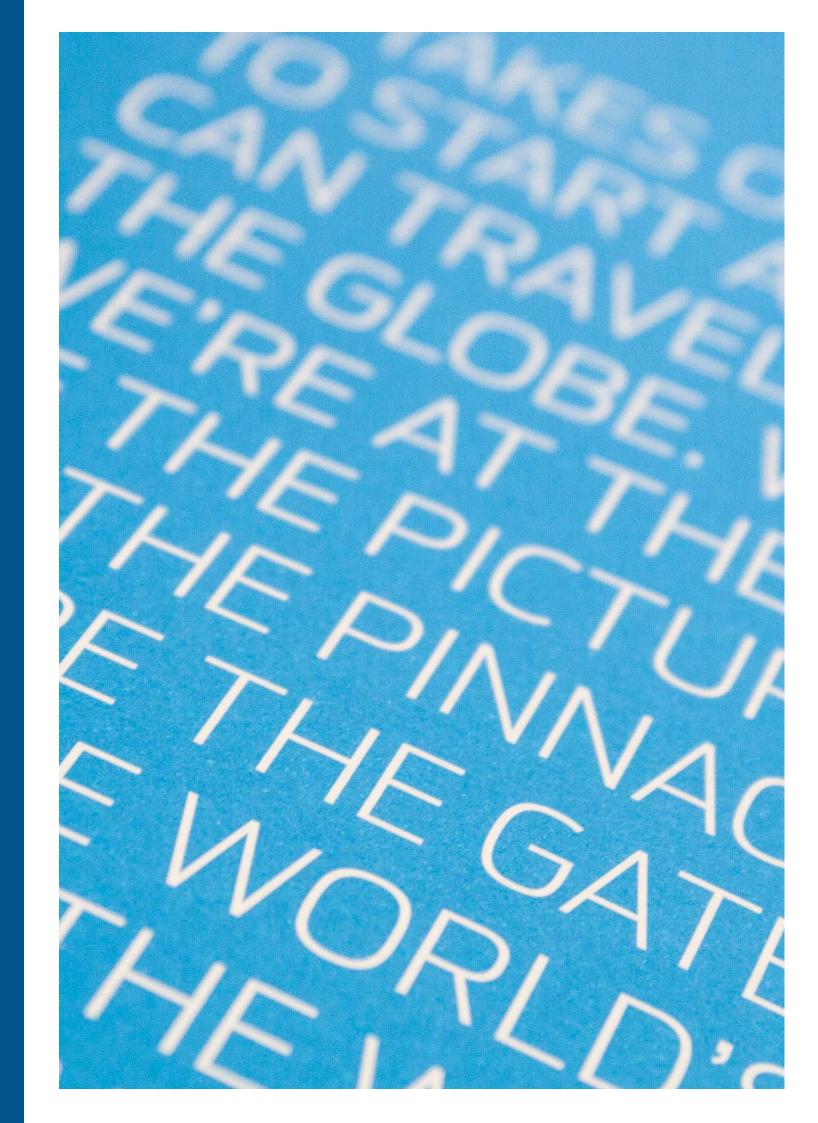
Shipping has become a global activity and ship owners have the freedom of flagging their ships in states different from that of the ship's owners. Today shipping owners decide where to locate their ships on the strength and attractiveness of national ship registers, a business decision influenced by factors such as the attractiveness of a ship registry's taxation and broader legal regime.

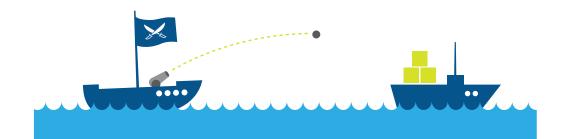
PORT CONSULTATIVE COMMITTEE

SAMSA provided secretariat duties to the Port Consultative Committee as per the National Ports Act, No. 12 of 2005.

MAKING WAVES

OUR DESTINATION IS BEING
WAVE MAKERS OF GROWTH,
NEW DEVELOPMENT AND EXPANSION,
WHICH WILL RIPPLE OUTWARDS
FROM OUR ORGANISATION,
TO SOUTH AFRICA, THE CONTINENT
AND ON TO THE REST OF THE WORLD.





RATIFICATION OF THE DJIBOUTI CODE OF CONDUCT: IMO ANTI-PIRACY CODE

On 15 May 2012, South Africa signed the Code of Conduct concerning the repression of piracy and armed robbery against ships in the Western Indian Ocean and the Gulf of Aden (Djibouti Code of Conduct). Signatories to the Djibouti Code of Conduct, which has been in effect since 29 January 2009, undertake to co-operate in a variety of activities, including: investigation, arrest and prosecution of persons reasonably suspected of having committed acts of piracy and armed robbery against ships, including those inciting or intentionally facilitating such acts; interdiction and seizure of suspect ships and property on board such ships; rescue of ships, persons and property subject to piracy and armed robbery and the facilitation of proper care, treatment and repatriation of seafarers, fishermen, other shipboard personnel and passengers subject to such acts, particularly those who have been subjected to violence; and conduct of shared operations – both among signatory States and with navies from countries outside the region – such as nominating law enforcement or other authorised officials to embark on patrol ships or aircraft of another signatory.

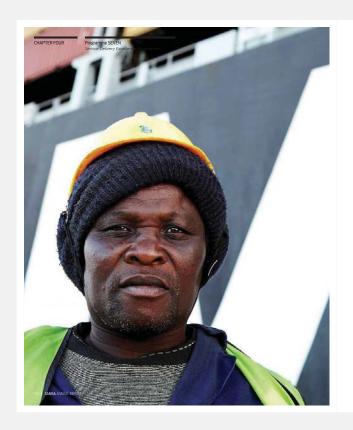
In addition, the Code provides for the sharing of maritime security related information, through the three Information Sharing Centres (ISCs) in Sana'a Yemen, Mombasa Kenya and Dar es Salaam Tanzania which have been established under the Code. Signatories to the Code also undertake to review their national legislation with a view to ensuring that there are laws in place to criminalise piracy and armed robbery against ships and to make adequate provision for the exercise of jurisdiction, conduct of investigations and prosecution of alleged offenders. In December 2012, South Africa supported by the International Maritime Organization (IMO) organised a workshop for all stakeholders to deliberate on the implementation of the Djibouti Code of Conduct. The workshop resolved, among others, on the need for designation of the National Focal Point (NFP) capable of receiving and responding to alerts and requests for information and assistance at all times 24/7/365 days. All stakeholders agreed to cooperate and collaborate in the interest of maritime security in South Africa.











Programme SEVEN
Service Delivery Excellence Progra

CHAPTER FOL

PROGRAMME SEVEN Service Delivery Excellence Programme

OUR VISION AND PHILOSOPHY
PLACES THE HIGHEST PRIORITY
ON EMBEDDING A CULTURE OF HIGH
PERFORMANCE, WE BELLIVE THAT
IT IS NOT EMOUGH TO HAVE HIGH
PERFORMANCE AS A VALUE BUT
INSIST THAT WE DEMONSTRATE
THIS THROUGH THE GOALITY
OF OUR SERVICE DELIVERY SYSTEM
AND THE WAY WE DELIGHT
AND THE WAY WE DELIGHT

We contend that our stateholder value proposition, properly constructed and delinered, can make a significant contribution towards of a significant contribution towards of the contribution of the contributi

The first phase of implementation includes the integration of the process of automating the provision of certification nervices are provided in the process of automating the provision of certification nervices are provided in the province of the province

"If the interaction between people, processes and systems is right, the results will take care of itself."

t the heart of our excellence mantra the building of a high performance culture.

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INTERNAL PROCESS PERSPECTIVE

3.1 Improve the efficacy of SAMSA's Corporate Governance and Enterprise Risk Management System.



NO.	KEY PERFORMANCE INDICATOR	BASELINE	TARGET YTD	ACTUAL YTD	TREND	COMMENTS	REASON FOR VARIANCE
6	Audit Opinion achieved on the AG's report	Unqualified Report (with matters of emphasis)	Unqualified Report (with no matters of emphasis)	Unqualified Report (with matters of emphasis)		Tracking sheet put into place to address findings raised by the AG. Internal auditors assisting with the improvement of controls in line with Board approved plans.	Improved implementation of controls.
7	Level of maturity achieved on the SAMSA Enterprise Risk Management	Level 1	Level 3	Level 3		The risk policy, strategy, framework and plan have been completed. The policy is waiting for approval from the Board.	SAMSA will start training for MANCO on ERM and deploy the system to all regions and centres by the end of the first quarter year 2013/14.
8	% Compliance with supply chain management regulations, PFMA and other governance frameworks	67%	100%	91.67%		Internal auditors assessed overall legal compliance so that all matters can be addressed in currently financial year. Guidelines on SCM, Fraud Prevention, and Whistleblowing issued by the Office of the CEO. The Bid Evaluation Committee has been appointed starting from January 2013. SAMSA maintains a register of all irregular expenditure and actions taken in line with National Treasury Practice Note 4 of 2008/2009. All relevant disclosure requirements will from time to time be forwarded to Finance to be reported in the SAMSA's Annual Financial Statements.	Oversight on supply chain practice notes and regulations.

