

REASON FOR OUR EXISTENCE:

- To facilitate / promote / support skills development - **thereby enhancing skills supply.**
- Networking
- Represent the industry in public and private structures and initiatives to assure member interest
- Create a home for the industry regarding reference knowledge / information / direction
- Industry awareness and growth
- Give FM industry a common voice
- Enhance the credibility of FM



SAFMA STRATEGY 2010

<p><u>SAFMA IS NOT</u></p> <ul style="list-style-type: none"> •An FM service provider <ul style="list-style-type: none"> •Consultant •Social club •Recruiting agency •Promoter of individual members self interest •An industry sector <ul style="list-style-type: none"> •A charity 	<p><u>Accredited profession and membership</u></p> <p>John (Champion) HH Jacques Brendon Ernest</p> <ul style="list-style-type: none"> • SAFMA to be accredited through a gazetted process • Professionalise the association • Develop SETA accreditation of membership 	<p><u>Development of SAFMA</u></p> <p>Bill (Champion) Shaun Nicolette Maja Douglas</p> <ul style="list-style-type: none"> • How do we incorporate asset management into FM? Asset vs facility • Development of in-house FM • Develop membership growth strategy • Resource administrative office (incl regional support) • Development of Income streams • Marketing / brand / communication strategy • Legal entity 	<p><u>Knowledge bank</u></p> <p>Andre (Champion) Chris Ronald Donna Liza Brendon</p> <ul style="list-style-type: none"> • Industry survey • Develop an independent knowledge bank • Develop a glossary of terms • Develop a reference point for generic documents 	<p><u>Established practice</u></p> <p>Andrew (champion) Keith Cliff Thabiso</p> <ul style="list-style-type: none"> • Engaging constructively with Global FM • Establish a technical team to determine relevant best practice • Green Buildings • Disseminate information • Explore international experiences/ trends (CH BW JS JM)
<p><u>CONTEXTUAL CONSIDERATIONS</u></p> <ul style="list-style-type: none"> •Market in a growth trend • Predominantly in-sourced • Multiple points of entry • Multi disciplinary approach • Insufficient appropriate skills <ul style="list-style-type: none"> • Lack of local research • BBBEE • Sustainability •Infrastructure challenges •Service delivery challenges 	<p><u>VALUES</u></p> <ul style="list-style-type: none"> •Professionalism •Integrity •Diversity •Innovation 		<p><u>VISION 2012</u></p> <p>SAFMA is the custodian of local and global FM knowledge, engaging with both established and emerging markets, reflecting the diversity of its increasing membership of accredited professionals</p>	
<p><u>INDUSTRY CORNERSTONE</u></p> <p>Effective support services Productive workplaces</p>	<p><u>SAFMA PURPOSE</u></p> <p>THE professional association recognized both locally and internationally for its role in supporting, representing and advancing Facilities Management on a sustainable and ever growing basis.</p>			

