

EVERGREEN NEWSLETTER

ALOE ALOE

EVERGREEN
Lifestyle
at lake michelle

"Swap 'why is this happening to me?' to 'what is this trying to teach me?' 'It will change everything ."

Jay Shetty

Dear Residents,

I hope you all had a good week.

It looks like we are in for some good weather this weekend if the wind behaves.

Looking at our social calendar, the next of our bigger events will be the Potjiekos Competition. We want to do it slightly differently this year and start with an event committee made up of residents who have experience in organising or entering Potjiekos competitions. The aim is to have more pots going this year so that each table enjoys their own pot but which still gets judged by a panel to finalize a winner for 2023. The Event Committee will however have to come up with the rules and scoring criteria for the competition. We have no fixed date confirmed and we can still be flexible, depending on suggestions we receive from residents who are willing to put their hands up to assist on the Event Committee. Anyone interested can contact me directly.

In this week's newsletter we keep looking at all things local. This time at Peers Cave right around the corner from us and also, believe it or not, a local man swallowed by a whale.

We also share 2 easy one pot recipes meaning minimal slaving away in the kitchen.

Currant affairs or scares? Read more about the "out the box idea" by SA Tourism to boost the tourism industry and the South African economy.

As usual, in our Book Club, we feature a great selection of books. Your suggestions for this page will be most welcome.

Wishing you all a wonderful weekend.

Regards
Riaan and the Evergreen Team

WEEK 6

IN THIS ISSUE

Weekly Activities

Your weekly guide to sport & recreational activities in the Village

It's A Celebration
Birthday's, Anniversaries & New Residents

What's On The Menu

Delicious meals on offer this week!

Did you Know

Remembering, and forgetting, Peers Cave

Whale swallows man, who lives to tell the tale

Bon Appétit

Easy one-pot chicken recipes

Current a "scares"
Ribn proposal to sponsor Tottenham Hotspur

Book Club

Lucy By The Sea By Elizabeth Strout

All Creatures Great and Small By James Herriot

The Penguin Lessons by Tom Michell

ACTIVITIES & EVENTS

MON 6 FEB	TUE 7 FEB	WED 8 FEB	THUR 9 FEB	FRI 10 FEB	SAT 11 FEB	SUN 12 FEB
09h00 STRETCH CLASS 1ST FLOOR LOUNGE	09h00 CALLENETICS ACTIVITY ROOM 1	09h00 STRETCH CLASS 1ST FLOOR LOUNGE	08h45 LOW IMPACT CARDIO ACTIVITY ROOM 1	09h00 BACK CARE YOGA ACTIVITY ROOM 1		
10h15 AQUA AEROBICS POOL	10h00 BRIDGE ACTIVITY ROOM 2	10h00 25 JAN CHRISTIAN FELLOWSHIP 1ST FLOOR LOUNGE	10h00 KNITTING GROUP MAIN LOUNGE	09h15 AQUA AEROBICS POOL		
	14h00 GOLF CROQUET FISH HOEK BOWLING CLUB	15h00 LINE DANCING ACTIVITY ROOM 1	10h30 TÁI CHI ACTIVITY ROOM 1	11H00 LINE DANCING ACTIVITY ROOM 1		
	14h30 TABLE TENNIS TABLE TENNIS ROOM	REMINDER! WEDNESDAY IS RECYCLING COLLECTION DAY	14h00 BRIDGE ACTIVITY ROOM 2			From 12h00 SUNDAY LUNCH BISTRO
GAMES ACTIVITY ROOM 2		FROM 09H00 MOBEE WASH BASEMENT (BOOK AT RECEPTION)	14h30 TABLE TENNIS TABLE TENNIS ROOM	17H00 RESIDENT SOCIAL MAIN LOUNGE	14h30 TABLE TENNIS TABLE TENNIS ROOM	14h30 TABLE TENNIS TABLE TENNIS ROOM
	17H30 MEDICLINIC LAUNCH BISTRO	14H30 GARDEN CLUB 1ST FLOOR LOUNGE		18H00 DINNER BISTRO		

UPCOMING EVENTS

FEBRUARY

FRIDAY NIGHT DINNER - 3RD & 10TH

MEDICLINIC EVENT - 7TH

GARDEN CLUB - 8TH

MOBEE CARWASH - 8TH & 22ND

VALENTINES DINNER - 14TH

BIRD INTEREST GROUP - 15TH

QUIZ NIGHT - 16TH

MARCH

PSG TALK - 16TH

ST PATRICK'S PUB NIGHT - 17TH

BINGO NIGHT - 23RD

MOVIE - 29TH

CONTACT DETAILS

STRETCH CLASS - SUE 072 212 0277

AQUA AEROBICS - RENATE 082 519 443

GAMES - CECILE EXT. 2011 / NORMA EXT. 2089

CALLENETICS - LOUISE EXT. 2143

BRIDGE - CECILE EXT. 2011

TABLE TENNIS - RONNIE EXT. 2035

GOLF CROQUET - NORMA EXT. 2089

CHRISTIAN FELLOWSHIP - JOHN EXT. 2018

LOW IMPACT CARDIO - LOUISE EXT. 2143

TÁI CHI - ROBERT EXT. 22129

KNITTING GROUP - JEN EXT. 2026

BACK CARE YOGA - CLAIR 083 453 5539

SALON - JANINE 073 294 9655

ACTIVITIES & EVENTS



GARDEN CLUB TALK

Johan Fourie is a soil scientist who is going to talk about soil composition and how to get the maximum out of your soil.

He will talk about general principles that apply across very diverse growing requirements in diverse soils. He will cover how to improve the soil and what to use when, to achieve the best growing results.

Questions and general discussion on our particular gardening challenges here at Evergreen will be welcomed.

Date: Wednesday, 8 February

Time: 14h30

Venue: First Floor Lounge

Cost: R20pp

Tea and coffee available at R10pp

**RSVP to Val Stockden by Monday, 6 February
on ext. 2056**

or email: valstockden@gmail.com,



BIRD INTEREST GROUP

We will be presenting videos, in particular, one of the Cape Parrot, which is the Birdlife SA, Bird of the Year. The Cape Parrot is endemic to SA and is restricted today to Montane Forest mostly in the Southeast of SA.

We are starting with a discussion to assess the overall interest of outings and walks, and possibly Pelagic Boat trips to see the ocean birds.

Date: Wednesday, 15 February

Time: 14h30 for 15h00

Venue: First Floor Lounge

Tea and coffee available at R10pp

**RSVP to Ian Alexander by Monday, 13 February
on ext. 2094**

IT'S A CELEBRATION

*Count your age by friends, not years.
Count your life by smiles, not tears. — John Lennon*

BIRTHDAYS

6 FEBRUARY

SALLY SMITH - Noordhoek
NORMA ROOS - Noordhoek
VERONICA FRASER - Noordhoek

7 FEBRUARY

ELBETH REED - Noordhoek
MARLEEN PRITCHETT - Noordhoek

8 FEBRUARY

ADELHEID HOLLERMAN - Noordhoek
ARNOLD BEHRMAN - Noordhoek

11 FEBRUARY

OSCAR STOPFORTH - Noordhoek
IAN ALEXANDER - Noordhoek

12 FEBRUARY

LYNN HARDING - Noordhoek



WHAT'S ON THE MENU?

Bistro

WEEKLY MENU

OPEN DAILY

08H00 - 16H30

BOOK ON

EXT 2404

DAILY MEAL

ORDERS BY 12H00

MON 6 FEB	BBQ CHICKEN PITA SERVED WITH SAUTÉ POTATOES	BLUE CHEESE & CAMELISED ONION QUICHE WITH SALAD
TUE 7 FEB	SPAGHETTI BOLOGNAISE & SIDE SALAD	FISHCAKES, SAVOURY RICE & SALAD WITH TARTARE SAUCE
WED 8 FEB	ROAST CHICKEN LEG ¼, BABY POTATOES & VEGETABLES	SWEET & SOUR TEMPURA PORK WITH EGG NOODLE STIR-FRY
THUR 9 FEB	BEEF LASAGNE & SIDE SALAD	CHICKEN STRIPS & CHIPS WITH SIDE SALAD
FRI 10 FEB	TURMERIC BATTERED FISH WITH CHIPS & SALAD	BACON, BLUE CHEESE & LEEK PHYLLO PARCEL WITH CHIPS AND SALAD
SAT 11 FEB	BEEF BOBOTIE, YELLOW RICE & GARDEN SALAD	BBQ GRILLED CHICKEN, SAUTÉ POTATOES & SEASONAL VEGETABLES
SUN 12 FEB	SUNDAY 2 COURSE LUNCH MAIN COURSE PINEAPPLE & CHERRY ROAST GAMMON WITH ROAST POTATOES & ROAST VEGETABLES DESSERT CHOCOLATE PUDDING & ICE CREAM	

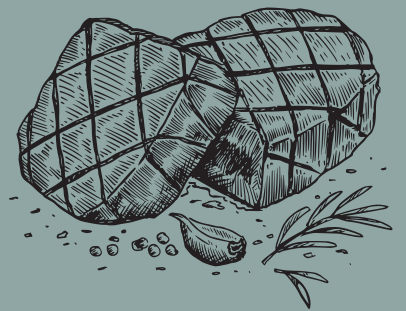
FRIDAY NIGHT DINNER - R95

STEAK (200G SIRLOIN)
WITH CHIPS, SIDE VEG OR
SALAD

**PANKO CRUMBED CHICKEN
SCHNITZEL**
WITH CHIPS & SIDE SALAD

BARBEQUE PORK RIBS (400G)
WITH CHIPS, SIDE VEG OR
SALAD

HAKE & CALAMARI
WITH CHIPS, SIDE VEG OR
SALAD



**SEE CALENDAR FOR DINNER
SERVICE DATES**

DAILY MEAL - R65 | SUNDAY LUNCH - R125 (LAMB R145)

DID YOU KNOW?



REMEMBERING, AND FORGETTING, PEERS CAVE

In the opening decades of the twentieth century the excavation of cave sites in South Africa was carried out by a range of licit and illicit operators. Some, like John Goodwin and his student Berrie Malan, regarded themselves as professional prehistorians. Others, like Peter van Riet Lowe, came to the discipline of archaeology via other careers. Still others – enthusiasts, amateurs, semi-official excavators, and "avocational archaeologists" to use the current phrase – operated on the fringes of official regard and scientific recognition.

Peers Cave – also known as Skildergat – is a large and imposing cave site situated on a south-facing koppie above the Fish Hoek valley, due south of the city of Cape Town. It is the most obviously promising archaeological site in the chain of mountains that forms the Cape peninsula. At the time of its excavation it had an exceptionally deep deposit. It also contained the only rock paintings to be found in a roughly one-hundred-kilometer radius (and the most southerly rock paintings on the continent of Africa). Its south-facing aspect protects the cave from the northwesterly winds that bring the Cape's winter rain. It commands an imposing view of the valley, the wetlands, and the ocean on either hand.

Victor Stanley Peers (1874-1940), a railway worker, and his son Bertie (1903-1939), lived in the Fish Hoek valley. They had a number of enthusiasms including archaeology, palaeontology, and in Bertie's case, collecting snakes. Janette Deacon and Mike Wilson report that Goodwin, who had dug a trench in the cave in 1925 (Goodwin 1929), met the Peers father and son and encouraged them to continue with this work (Deacon and Wilson 1992). The Peers excavated the cave between 1927 and 1929, working on weekends, public holidays and during their annual week of leave. They used spades, picks, and dynamite to shift the larger boulders (the marks of the explosions are still visible on the walls). In the upper levels they found a shell midden, up to 1.5 metres thick, dating to the Later Stone Age. The remains of six persons, two nearly complete female skeletons and four children, were found buried in this layer, "tucked into cavities in the rear wall" (Deacon and Wilson 1992:3). They were buried with marine-shell pendants, ostrich-eggshell beads, bone awls, arrow points, bored stones, and in one case, a small leather bag filled with herbs. Two more skeletons were found in the Stillbay (Middle Stone Age) deposits below the shell midden, but were judged to have been buried from the midden level.

A ninth skeleton was recovered from the deposit below the Stillbay layer (layer 3). This individual was described by Sir Arthur Keith, the British anatomist, as a male, about 30 years old, and 1.57 meters tall. The remains immediately achieved celebrity as the "Fish Hoek Man".



His fame depended on his having been associated with the Middle Stone Age layer, at a time when human remains from the MSA were extremely rare. Interest in this find was so great that when visiting archaeologists attending the joint meeting of the British and South African Associations for the Advancement of Science arrived in Cape Town, they "went direct from the mail steamer to the cave before going anywhere else" (Deacon and Wilson 1992:2). On the cover of a booklet on Peers Cave issued by the Fish Hoek Municipality in 1941, Sir Arthur Keith is reported to have said: "It will be a long time before so perfect a discovery as that made by the Peers is repeated". At the Durban Meeting of the South African Association for the Advancement of Science in 1932, JC Smuts declared: "The exploration of the cave is not yet complete, but already it promises to be the most remarkable cave site yet found in South Africa" (Jager 1941:9)

What are the terms of our engagement with a site like Peers Cave, might be one of the questions that we ask in the wake of the site's destruction. Do we think of it as a place of discoveries and secrets? And are these secrets best pried loose with dynamite and shovels? Or are there other ways of knowing, other regimes of care that come into operation?

The Peers' methods were haphazard, and the progress of their excavation was poorly documented. They kept only representative samples of the stone implements from each layer, and these became mixed with finds from other sites. The vast majority of the stone implements – likely numbering in the tens of thousands – and almost all the non-human bone, were tipped down the talus slope, where they lie to this day.

Bertie Peers died in 1939 of a snakebite, and Victor died the following year. Keith Jolley, a student of Goodwin's, undertook further work at the cave between 1946 and 1947; however he "was unable to finish the work satisfactorily" (Deacon and Wilson 1992: 3). In 1963 an American doctoral student, Barbara Anthony, carried out further excavations, but her work was also never completed or fully published. Following Anthony's excavation, bone from the postcranial skeleton of Fish Hoek Man was dated to about 12000 BP, placing it well within the Later Stone Age, "and showing the great antiquity earlier claimed for it to have been incorrect". Tom Volman, then a PhD candidate at the University of Chicago, studied the artefacts from the three sets of excavations. He concluded that a reliable culture-stratigraphic sequence for the upper levels could not be established from the reports of the Peers and Jolly. Deacon and Wilson title their short account of Peers Cave "The Cave the World Forgot", referencing a history of sloppy excavation and incomplete publication.

There used to be an idealised diorama of Peers Cave in the South African Museum, showing two San/Bushman hunter/gatherers looking out over the lush valley. Visiting Peers Cave today is a depressing exercise. The walls of the cave are graffitied and smoke blackened. The rock paintings have disappeared. A line painted around the circumference of the cave shows the height of the deposit before the Peers began excavating. It runs well above our heads. The slopes of the koppie, which would have been covered in fynbos in the 1920s, are choked with invasive Port Jackson willow. Tangled among the roots of the alien vegetation, eroding down the slope of the hill, the majority of the contents of the cave lie in disarray. The dead of Peers Cave lie in cardboard boxes in the archaeological collection of the South African Museum where they are little studied. Rock climbers use the surrounding rock face and the cave itself, but a recent advisory from ClimbZA reports the "unofficial closure of Peers Cave" following attacks on climbers. African Independent Church groups use the cave and its surrounds for their ceremonies. Fish Hoek's satanists, much alluded to in the contemporary lore of the town, reportedly use the cave for their dark arcana.

The status of Victor and Bertie Peers needs further comment. They were fringe actors in a discipline under formation, but they also throw a revealing light on archaeology itself. It is interesting that Goodwin, who arrived at the University of Cape Town in 1923 to take up a post in archaeology and ethnology, should not have taken up the task of excavation. He was in correspondence with the Peers, and offered to have casts made of the skull of Fish Hoek Man (which the Peers planned to sell). He also offered to redraw the Peers plans of the excavation, which were regarded as being too exuberant for scientific publication. These plans, together with drawings of some of the smaller shelters in Kalk Bay, are among the most beautiful artefacts to come from the archive of the excavation of Peers Cave. They speak (in spite of themselves) of the always unstable frontier where empirical enquiry shades into something else (fascination, empathy, obsession).

They also speak of the pathos of death, the intimacy of the grave, and the disruptive nature of the act of exhumation.

"While Bertie was proud as punch about his skeletons, the neighbours shuddered at the ghoulish figures, and the strange pets that this young man was forever bringing home."

Peers Cave occupies an unstable place in a local tradition of archaeology and Stone Age studies. It was probably occupied on and off for the last 200 000 years. Prior to its excavation it existed as a living site, a sacred site, and a site of ancestral burial. It also existed as an unparalleled archive of life on the southern peninsula, but an archive whose meaning and unfolding are not readily apparent.

What are the terms of our engagement with a site like Peers Cave, might be one of the questions that we ask in the wake of the site's destruction. Do we think of it as a place of discoveries and secrets? And are these secrets best pried loose with dynamite and shovels? Or are there other ways of knowing, other regimes of care that come into operation? What has been lost (a great deal, obviously), and what has been gained?



Peers Cave exists as a kind of absent presence. What we encounter is the empty, ruined container of a site. It tells us almost nothing about life in the past. What it does tell us something about is the discipline of archaeology, and the nature of society in the valley in the period of its excavation.

Fish Hoek was laid out as a township in 1918. With its radial street plan, its proximity to the ocean, and its rail link to the city centre, it promoted itself to a growing white middle class as a model town on the urban periphery. Perhaps the most salient feature of the site is that it should have lived so powerfully in the mythos of the town that it overlooks, and that this mythos should have been based on a misapprehension (the false attribution of Fish Hoek Man to the Middle Stone Age). Two images by way of conclusion: the first was published in a supplement to the Cape Times of March 3, 1928, on "The Fish Hoek Excavations", and reprinted in *The Story of Peers Cave* with the caption: "While Bertie was proud as punch about his skeletons, the neighbours shuddered at the ghoulish figures, and the strange pets that this young man was forever bringing home" (1978: 14).



These need to be an idealised drawing of Stone Tools in the South African Museum collection.



Bertie has his arms draped around two of the skeletons from Peers Cave. The three face the camera, the living man and the dead but rearticulated skeletons, brought back into the world of the present through their exhumation, through the figure of "Fish Hoek Man", and through the symmetry of their poses. In a second image Victor's daughter Dulcie, who was eleven when they started digging Peers Cave, shakes hands with one of the skeletons. The gag here is about how short the adult hunter/gatherer is (Dulcie in her bobby socks and party dress towers over him). What a strange fate to have overtaken the dead of Peers Cave. The lessons here are all in one direction. We send up our voices to the cave on the hill; in the answering echo we hear only ourselves.

WHALE SWALLOWS MAN, WHO LIVES TO TELL THE TALE: "SUDDENLY IT GOT DARK..."

In the Bible, there is a story of a man called Jonah, who was swallowed by a whale and lived to tell the tale. In 2019, marine conservationist Rainer Schimpf became a real-life Jonah when he was swept into the mouth of a Bryde's Whale. Schimpf was off the coast of Port Elizabeth while filming a sardine run, a feeding frenzy, when suddenly everything around him went dark.

"I looked down and there were lots of sharks and some penguins... we were watching that for less than a minute and then suddenly it got dark."

Rainer Schimpf, marine conservationist
Schimpf knew that it was a whale that swallowed him because, if it had been a shark, he would have been dead.

A Bryde's Whale's head weighs about three tonnes while, in total, it weighs about 50 to 70 tonnes. It grows to about 12 to 17 metres in length; about the size of a bus. Despite its huge size, a Bryde's Whale's throat is incredibly small and is not able to swallow more than tiny fish and sea creatures.

"My only thought was that it cannot swallow me because the throat of a Bryde's Whale, in particular, is only about the size of your lower arm."

Rainer Schimpf, marine conservationist
Schimpf adds that if the whale had tried to swallow him, the whale would have ended up hurting itself. While in the whale's mouth, Rainer held his breath and hoped to be released soon.

"I was wondering when is it going to release me. When I had the incident it was about 80 meters deep and normally they go through the bait ball. And there was lots of fish with me in that situation in the mouth. [It could have also] dived down and released me somewhere further down."

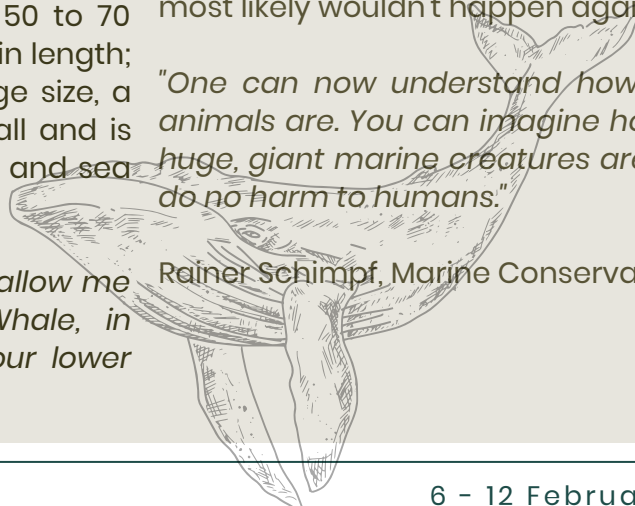
Rainer Schimpf, marine conservationist
When the whale realised that Schimpf was not a fish, it spat him out, completely unharmed.

"I didn't have a blue bruise or anything. And the whale got away with its fish and dived down, and was not seen again."

Rainer Schimpf, marine conservationist
After assessing if he and his team were okay, Rainer was back in the water continuing his work. Given the unlikelihood of the incident happening in the first place, Rainer was confident that it most likely wouldn't happen again.

"One can now understand how sensitive those animals are. You can imagine how careful these huge, giant marine creatures are. They definitely do no harm to humans."

Rainer Schimpf, Marine Conservationist



BON APPÉTIT



EASY ONE-POT CHICKEN RECIPES

CHICKEN AND CHORIZO WITH TOMATOES

Ingredients

30ml oil | 225g spicy chorizo, skinned and thinly sliced | 2 red onions, peeled and quartered lengthways | 8-12 chicken thighs, trimmed of excess fat | 6ml paprika | 1 garlic clove, peeled and finely chopped | 5 ml dried oregano | 250 ml dry white wine | 250 ml chicken stock | whole tomatoes, peeled and in juice

Method:

- Heat the oil in a large saucepan over medium heat.
- Fry the chorizo and onions for 7-8 minutes, turning occasionally to soften the onions and release the chorizo oils. Remove with a slotted spoon and set aside, leaving the oil in the pan.
- Add the chicken to the pan. Sprinkle the paprika, garlic and oregano over, season lightly and turn the heat up a little. Brown the chicken on both sides, about 4 minutes per side.
- Pour in the wine and scrape gently around the pan to deglaze. Stir in the chorizo, onions, stock and tomatoes, mashing the tomatoes in with a fork. Reduce the heat to low and simmer uncovered for 45 minutes, stirring occasionally.
- Garnish as desired then serve with baby potatoes or rice and vegetables.

THAI-INSPIRED GREEN CURRY CHICKEN SOUP

Ingredients

Curry paste: 3 green chillies, deseeded | 1/2 medium onion, chopped | 15ml fresh ginger, grated | 2 garlic cloves, chopped | 125ml fresh coriander | 2 lemongrass, chopped | 30ml lime juice | 10ml coriander seeds | 10ml soy sauce | 5ml ground cumin | freshly ground black pepper | salt

Soup: 1/2 onion, chopped | 4 skinless and deboned chicken breasts | 200g wild mushrooms, chopped | 1 tin coconut milk | 500ml chicken stock | 80g rice noodles | 150g baby corn | 150g sugar snap peas | salt and freshly ground black pepper | 45ml fresh basil



Method:

- For the curry paste, combine all of the ingredients in a food processor and blend until fine.
- For the soup, heat the oil in a pot over medium heat.
- Add the onion and chicken and fry, 5 minutes.
- Turn the heat up to high and add the mushrooms and fry, 2 minutes.
- Add 3-4 tablespoons of the prepared curry paste and fry, 2 minutes.
- Add the coconut milk and stock; turn the heat back down to medium heat and simmer, 10 minutes.
- Add the rice noodles and corn and simmer until tender, 2 minutes.
- Stir in the sugar snaps and chopped coriander.
- Season the soup to taste and scatter some small basil leaves over each portion.

MAKING THE HEADLINES



FROM LINDIWE SISULU, WITH LOVE: INSIDE SA TOURISM'S R1BN PROPOSAL TO SPONSOR TOTTENHAM HOTSPUR

Documents obtained by Daily Maverick show that the South African government, through its marketing agency SA Tourism, is preparing to ink a deal worth R910,997,814.75 to sponsor one of the English Premier League's best-known teams, Tottenham Hotspur. Executive Summary: Proposed 36-month sponsorship partnership with Tottenham Hotspur FC", reads the first slide of a PowerPoint presentation stamped with the logo of SA Tourism. Marked "Company Confidential", this first presentation was apparently given by SA Tourism's acting CEO, Themba Khumalo, on 27 January.

Daily Maverick understands that the proposal was due to be discussed again by the SA Tourism board, via a second – more elaborate – presentation, also in Daily Maverick's possession, on Tuesday night.

Although Tourism Minister Lindiwe Sisulu was slated to be at Tuesday night's SA Tourism board meeting, Daily Maverick has established that she ended up meeting Khumalo separately, ahead of the meeting.

Sisulu, through her spokesperson Mpumzi Zuzile, initially referred Daily Maverick's questions on the sponsorship proposal to SA Tourism, while SA Tourism had not responded to Daily Maverick's request for comment by publication. Another Sisulu spokesperson, Steve Motale, subsequently asked Daily Maverick to delay publication while his team "established the facts". This article will be updated with further comments when received.

A R1bn deal to sponsor top English soccer team
What the PowerPoint presentations reveal is that the South African government, through its marketing arm SA Tourism, is seriously considering a proposal to spend close to R1-billion to sponsor one of the world's most elite soccer teams.

Sources close to the matter told Daily Maverick that it was on the verge of being finalised, with Sisulu allegedly eager for the deal to be sealed before the impending Cabinet reshuffle by President Cyril Ramaphosa moves her out of the Tourism portfolio, as is expected. Sisulu did not respond to a direct question as to whether she was indeed personally championing the deal.

The presentation specifies that the total value of the sponsorship deal between SA Tourism and Tottenham Hotspur FC would be £42.5-million over three years – which converts to R910,997,814.75 in South African currency, or just under a billion rand. As a special flourish, the deal would be announced by President Ramaphosa during his State of the Nation Address (Sona) on 10 February.

'An exceptional global platform to partner with'
The first PowerPoint presentation explains that Tottenham Hotspur – the home of England captain Harry Kane, and colloquially known as Spurs – is the "8th most valuable football club brand globally". It notes that SA Tourism would be following in the footsteps of other "DMOs" – destination management organisations, which promote locations as travel destinations – in signing a sponsorship deal with a Premier League soccer team.

It lists Abu Dhabi's sponsorship of Manchester City, Malta's sponsorship of Manchester United and Rwanda's sponsorship of Arsenal as similar deals – and adds a warning. "If SA Tourism does not grab this opportunity, a competing DMO will!" it stated. A tourism expert who spoke to Daily Maverick on condition of anonymity flatly contradicted any sense of urgency around the deal. The expert said Tottenham Hotspur had sought sponsorship from SA Tourism as far back as 2017, but that the deal had always been rejected out of hand because the return on investment was "ludicrous".

The tourism expert consulted by Daily Maverick said that the claims made about the marketing value of the deal were "absolute, unmitigated **bullshit**".

In the presentation, it is claimed that Tottenham Hotspur represents "the highest-rank available global platform that meets SA Tourism's criteria as an exceptional global platform to partner with". It states that, in the post-Covid era, with global travel opening up once more, SA Tourism needs "a series of BIG strategic and specific actions to re-assert our position".

The first presentation does not provide details on exactly what kind of exposure South Africa would gain from the deal. A slide titled "3 business reasons why a sponsorship deal with Tottenham make sense?" lists a year-round global presence, the fact that rival DMOs are signing similar agreements, and an unspecified "high business return on investment".

Second presentation defends disproportionate use of marketing budget

A second presentation, seen by the SA Tourism board on Tuesday night, is far glossier and more detailed. It also bears the hallmarks of having been at least partially prepared by Tottenham Hotspur rather than SA Tourism: to give one example, it refers to Spurs' base of London as "the most connected, culturally relevant and important city in the world", which is a surprising claim to find on another country's tourism documents.

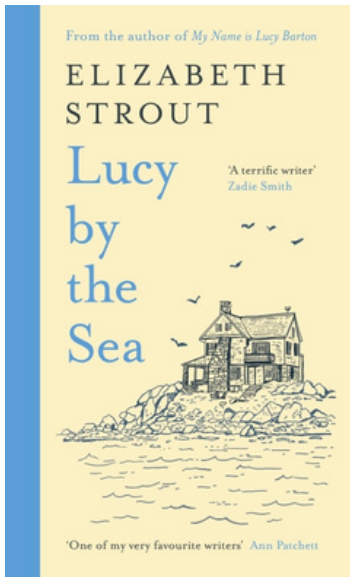
Among the details added by the second presentation is that "+35" British members of Parliament are "self-described Tottenham Hotspur supporters". This latter presentation specifies that the exposure SA Tourism will receive will include stadium branding, match-day advertising, a 5-14 day training camp in South Africa with the full first Spurs team – as well as access to free tickets and stadium hospitality. The £42.5-million deal would run from as soon as February 2023 to June 2026, with the option to extend for another year. The presentation claims that in exchange for this R1-billion investment, SA Tourism will receive media exposure to the value of £277-million, or almost R6-billion.

In a Q&A portion of the presentation, it makes oblique reference to the fact that SA Tourism's expenditure in this regard would amount to more than one-third of its total annual marketing budget. By way of reassuring antsy board members, the presentation states: "As entering into a sponsorship partnership with Tottenham Hotspur will likely result in a disproportional contribution (of more than 36%) towards the achievement of primary objective (21 million tourist arrivals), it would therefore be completely justifiable for SA Tourism spending a disproportional percentage of its annual marketing budget (36%) on the proposed Tottenham Hotspur partnership while having in place a risk management strategy to properly manage all risks associated with that."

It adds: "This can in no way be construed to a scenario of 'putting all your eggs in one basket.'" Why the speed on this questionable deal? The tourism expert consulted by Daily Maverick said that the claims made about the marketing value of the deal were "absolute, unmitigated BS".

The expert said serious questions needed to be asked about why this stale deal was now apparently being pushed through with such speed.

BOOK CLUB

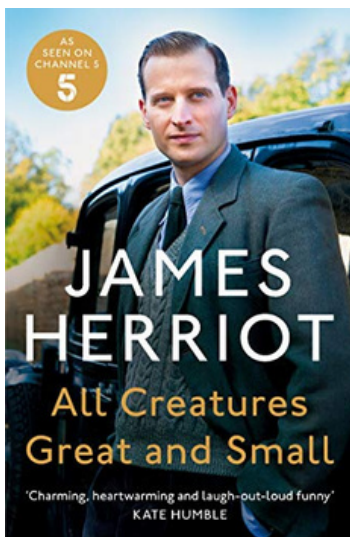


LUCY BY THE SEA, ELIZABETH STROUT

From the Pulitzer prize-winning author of *My Name is Lucy Barton*

In March 2020 Lucy's ex-husband William pleads with her to leave New York and escape to a coastal house he has rented in Maine. Lucy reluctantly agrees, leaving the washing-up in the sink, expecting to be back in a week or two. Weeks turn into months, and it's just Lucy, William, and their complex past together in a little house nestled against the sea.

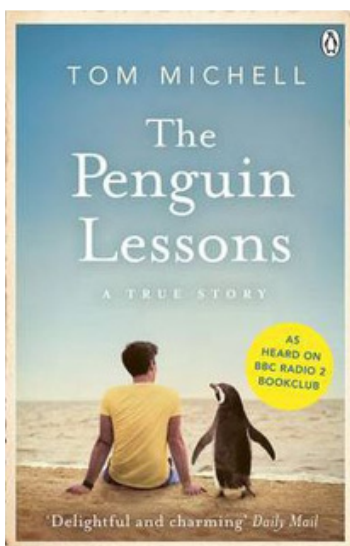
Rich with empathy and a searing clarity, *Lucy by the Sea* evokes the fragility and uncertainty of the recent past, as well as the possibilities that those long, quiet days can inspire. At the heart of this miraculous novel are the deep human connections that sustain us, even as the world seems to be falling apart.



ALL CREATURES GREAT AND SMALL BY JAMES HERRIOT

Ever watched the series on TV? Now you can also enjoy the book.

Since they were first published, James Herriot's memoirs have sold millions of copies and entranced generations of animal lovers. Charming, funny and touching, *All Creatures Great and Small* is a heart-warming story of determination, love and companionship from one of Britain's best-loved authors. Fresh out of Glasgow Veterinary College, to the young James Herriot 1930s Yorkshire seems to offer an idyllic pocket of rural life in a rapidly changing world. But from his erratic new colleagues, brothers Siegfried and Tristan Farnon, to incomprehensible farmers, herds of semi-feral cattle, a pig called Nugent and an overweight Pekingese called Tricky Woo, James finds he is on a learning curve as steep as the hills around him. And when he meets Helen, the beautiful daughter of a local farmer, all the training and experience in the world can't help him...



THE PENGUIN LESSONS BY TOM MICHELL

The unique, moving and heartwarming true story of an unlikely friendship which captured imaginations around the world.

Tom Michell is in his roaring twenties: single, free-spirited and seeking adventure. He has a plane ticket to South America, a teaching position in a prestigious Argentine boarding school, and endless summer holidays. What he doesn't need is a pet. What he really doesn't need is a pet penguin. But while on holiday in Uruguay he spots a penguin struggling in an oil slick and knows he has to help. And then the penguin refuses to leave his side... Clearly Tom has no choice but to smuggle it across the border, through customs, and back to school. He names him Juan Salvador. Whether it's as the rugby team's mascot, the housekeeper's confidant, the host at Tom's parties or the most flamboyant swimming coach in world history, Juan Salvador transforms the lives of all he meets - including Tom, who discovers a compadre like no other...