



South African Deep Sea Angling Association
GOVERNING BODY OF GAME FISHING IN SOUTH AFRICA

Suid-Afrikaanse Diepsee-Hengelassosiasie
BEHERENDE LIGGAAM VAN SPORTVIS-HENGEL VIR SUID-AFRIKA

February 2020

Mr President, Council Members and Office Bearers,

While we are already well into the New Year, I would like to take the opportunity to wish everyone a happy, successful year ahead.

Following the decision to investigate hiring a marketing professional for SADSAA, I have held off with the upgrading of the SADSAA website for now, as this will more than likely need to happen anyway once we have a marketing strategy in place.

I did not receive any suggestions regarding marketing firms from anyone, and with the general exodus of professionals from Johannesburg over the festive season, I had little luck finding anyone who has the enthusiasm to take the task on. I did meet with two smaller companies, both of who would prefer to concentrate on digital marketing, based on a strategy we provided. I feel it would be more beneficial to find an “old style” company who would approach marketing suggestions with fresh perspective.

However, following discussions with the companies I met with, as well as some others I spoke to, it is evident we as an Association would need to provide any reputable marketing company with a basic idea of how we benefit our current, as well as prospective “customers”.

I suggest that while we continue looking for a marketing firm that suits our needs, we develop a Survey, which I would like each Council Member, Province and SADSAA affiliated Club to answer, as well as any angler to may wish to participate. Constructive feedback as to how our members perceive the Association, and what they feel we should actually be doing on their behalf can be consolidated and considered, and will provide us with a far better idea of where we need to focus our energies when it comes to marketing.

Going forward, I would like to remind the Provincial chairmen to encourage their PRO's and Clubs to send through daily feedback from their competitions, as well as any additional interesting information that we share with our members on Facebook and in the Ski Boat magazine.

With thanks,
Vikki Bezuidenhout
SADSAA PRO