



Protected slow coach

Found throughout the Atlantic Ocean, the green sea turtle (*Chelonia mydas*) is the largest hard-shelled sea turtle and the only species in the genus *Chelonia*. Its common name derives from the green fat beneath its carapace.

Depending on their life stage, green sea turtles move across three habitat types: eggs are laid on beaches, young turtles swim in deep pelagic waters and mature turtles spend most of their time in shallow coastal waters with lush sea grass beds. Entire generations often migrate between one pair of feeding and nesting areas.

Adults commonly reach 1,5 m in carapace length and 150 kg in mass. Hatchling green turtles weigh about 25 gm and have a carapace about 50 mm long. These amphibians grow ever so slowly - from 30 to 75 cm in 17 years. Sexual maturity is estimated at between 20 to 50 years old. They may live to age 80 in the wild.

Mostly herbivorous, green turtles are

endangered. Threats are pollution, being caught in fishing nets, real estate development causing habitat loss, plus both people and tiger sharks eating them. Hatchlings have significantly more predators, including crabs, small marine mammals and shore birds.

Mating occurs in the water off the nesting beaches. Females emerge at night to deposit eggs - the process taking about two hours. Up to seven clutches are deposited at 12- to 14-day intervals. The average clutch size is usually 110-115 eggs. Usually 2, 3, 4 or more years intervene between breeding seasons.

One interesting discovery in recent years is that incubation temperatures determine the sex of hatchling green turtles. Incubation below a pivotal temperature - which might vary among populations - produces mainly males, while eggs incubated above this temperature yield primarily females.

Sources: wikipedia.org; turtles.org

Levies up

Over the last few weeks ABHOA trustees have considered the estate's running costs to give homeowners the best possible value. As such the levy for the next financial year will increase from the current R1 410 including VAT by 9.95% to R1 550 a month. This will allow the association to maintain current operational standards, plough back the reserves that had to be used in the 2010/11 financial year for unforeseen costs and provide an excellent base for 2012.

Monthly debit orders will be adjusted automatically. Due to popular demand, the annual advance payment discount is available again. This will save you one month's levy if you pay R17 050 by 31 July 2011, instead of the 12-month total of R18 600.

Our finances are transparent as always and the 2011/12 financial year's budget is available for review on the website.

A conundrum



Unfortunately the Home Owners Association had to postpone two security meetings with residents. Security portfolio chairman Kevin Martin explained that the association faced a conundrum on the issue. "Security technology is advancing at such a rapid pace, we could compare it to the purchase of an iPhone. As soon as one decides to buy the latest model, news hits the market about a soon-to-be-launched newer version.

"So, just when we think we're ready to move ahead, we're presented with new information, technology or challenges. To provide homeowners with the very best value and system we simply can't ignore anything. Therefore we need additional time to meet with other stakeholders, invite them to take part in our process and add their views to our communication."

He reiterated that these postponements would enable the Association to present residents with all the facts, views and details. Homeowners will be advised of an alternative security meeting date in due course.

On board



The new Atlantic Beach Golf Club board of directors are: Don Austen, Sarah Braude, Keith Turton, Alan Radmall (chairman) and Malcolm Judd. Sarah, Keith and Malcolm were voted in by debenture holders, while Don and Alan were appointed by the homeowners' 'board of trustees'.

Sharper, fresher look

Not only has Atlantic Beach Golf Club had a name change to Atlantic Beach Golf and Leisure Club to reflect the difference between it and other golf clubs better, it also sports a brighter, more modern logo. Depicting Atlantic Beach's key elements – the beach, golf course, sea and mountain – sharper and fresher, the look is in keeping with the club's new brand development and positioning.

The board's brand development has been spearheaded by board chairman, marketing supremo Alan Radmall through

his company Revolution. Executed at no charge to ABGC, the thinking and motivation behind the logo's new look is incisive and focussed. Said board member Don Austen, "Because the old logo had been used extensively on various signage throughout the clubhouse and estate, we couldn't alter it too much. In fact it was a matter of refreshing the logo so that it portrayed the beauty of Atlantic Beach, showing the mountain profile more clearly, deepening the colours of all elements



From this...



To this ...

and slightly altering the shapes of the beach, sea and golf course for a more meaningful portrayal."

In a recent board presentation to debenture holders and golf club members, the new logo found overwhelming acceptance and support.

A club for all!



The biggest challenge faced by both the new Atlantic Beach Golf & Leisure Club board and CEO since being appointed two months ago has been getting the financials in shape and producing a budget for the second half of the year. Chairman Alan Radmall said the financials were in worse shape than expected when the board took over. "It took much longer to pull the different elements of the business together, reconcile them, and obtain a true understanding of where we were financially." After this major exercise

the board now has financial control and a positive view of the business.

Director Keith Turton added, "Everyone realised the first year of change would be particularly difficult and some believed we wouldn't make it the first year. However, the board and CEO have invested many long hours to ensure that we have a thorough understanding of the business and a sound business plan for success in 2011 and beyond. The good news is we're almost there. We still need

to finish some work on the budget and test it before we're satisfied. That done, we'll publish it in line with our policy of transparency."

Now approaching six months into the purchase of the club by ABHOA, initially financed by debenture sales, the bottom line is that the Atlantic Beach Golf & Leisure Club has an operating lease; the course is better than it has been for six years; the immediate threat of the club's poor finances is out of the way; the club interior is looking beautiful with new furniture and a paint job; a highly experienced food and beverage manager is working to improve service and golf rounds are increasing. All of this hasn't cost homeowners a cent more than the former contribution under the previous golf club owners.

"The board and CEO need the support of home owners to make the club even more successful," director Malcolm Judd explained. "We urge residents to attend club events and functions, pop into the club for a meal, or order take-away pizzas and wine when this service becomes available. Also, there are non-golf-linked debentures for sale. We encourage residents to buy one and be part of the business. The club needs your help to make it work."

Fired up

Soon Atlantic Beach residents will be able to indulge in freshly baked wood-fired pizzas in the comfort of their homes. A soon-to-be launched pizza delivery service exclusive to estate residents is sure to satisfy even the most jaded palate. Atlantic Beach Golf and Leisure Club's executive chef will source the freshest ingredients to make a selection of mouth-watering pizza combinations. Plus, you can choose a beverage to complement your favourite pizza.



The private club industry in South Africa is facing an acute membership crisis, according to a recent *Golf Digest* report. Studies show that private clubs have seen a membership decline and about 10 – 15% are in serious financial trouble.

Atlantic Beach Golf and Leisure Club is tackling this challenge proactively. According to golf club CEO and ABHOA chairman Joseph Stoltz, the golf club is a business owned by the debenture holders. "As such we're intent on turning the business around with tightly run management and financial systems."

Stoltz said a priority was to regain the 200 members lost over the last two years. "We want a secure, trusted golf club with prestige, offering good value and fairness in its dealings. With professional management and leadership in place, we've already developed the business model with an appropriate marketing plan and will set about building the brand."

Director Sarah Braude agreed. "By renaming the club the Atlantic Beach Golf and Leisure Club, we want to market the club with products that appeal to a wide target market. These products include the golf course, restaurant, a wedding, conference and function venue, corporate golf days, a spa and participation through debenture sales."

Some of the cost-saving measures at the club are: restructured staffing to lower costs, computerised electricity monitoring

The way forward

to save 40% and an experienced sales executive, previously with Fancourt, who has been employed to deliver the increased targets.

The three separate business units within the club are: Atlantic Beach Golf, Atlantic Beach Events and Weddings and Atlantic Beach Restaurant and Bar. Each of these three products has been divided into separate business units with their own budgets and cost centres.

Braude emphasised that the golf course was one of the estate's most important products. She continued, "It's in our interests to have a product that's in demand from as many golfers as possible. Most golfers play with high handicaps and we don't want people to play the course as a once-off challenge, but to play every week."

She added that the strategy was for ABG&LC to become more 'user-friendly' to increase rounds and change customers' perception. "The course architect Mark Muller has been asked to make recommendations to provide visitors, as well as new and higher handicap golfers more options at the tighter holes without compromising the course design integrity."

"We've also relaxed the dress code on



the driving range, as well as in the club house to see the facility better serve its purpose."

In the pipeline are obtaining membership from high profile celebrities, increasing corporate days on Wednesdays and Fridays to up revenue, obtaining profile tournaments and revising membership rates for 2012.

Finally, the Unique Selling Proposition of Atlantic Beach is simply its phenomenal beauty: Beautiful Atlantic Beach.

New realm for food & service

With the motivation to get food, beverage and service levels to the highest possible level, Atlantic Beach Golf & Leisure Club's new food and beverage manager Abel Pienaar exudes positivity. "First up, I'll be upgrading the menus and wine list, as well as determining suppliers," he said. "My priority will be to use local influences and suppliers. We aim to take the estate's restaurant and function facilities to world-class levels."



Pienaar started his career at O'Hagan Pub and Grill, ran several Bukhara outlets, managed the Mount Nelson's Cape Colony restaurant, followed by spells at Southern Sun Waterfront and the Ambassador Hotel. As a Tableview resident and keen golfer, he said he looked forward to working 'locally'.

Already Pienaar has been working on several specials at the Atlantic Beach restaurant and bar for the forthcoming Rugby World Cup.



Protecting property values

The deteriorating golf course condition was one of the main driving forces for Atlantic Beach homeowners to take control of the golf club. Especially because a deteriorating golf course would impact negatively on the estate's property values.

According to golf club director Malcolm Judd, the course is currently in the best condition it has been in for the last five or six years. And it's still improving. Allen Bland and his dedicated team have done an outstanding job with the new management's additional golf course maintenance budget allocation.

Garages aren't bedrooms

Garages on the estate may only be used for vehicles and storing goods. Estate manager Markus Savage advises residents that as per the National Building Regulations, it's illegal to use garages as habitable rooms.

Holiday fun



Ryan Maron's *Cricket School of Excellence* is hosting a holiday cricket clinic for boys and girls at the Leisure Centre. The dates are 27 June - 14 July 2011. For bookings please contact William on (021) 6719460. Contact the Leisure Centre for any enquiries on (021) 5530590.

Tennis coach Brigitta Fourie (082 3368852) is hosting tennis clinics for boys and girls from 18 to 21 July between 9h00 and 12h00. Contact the Leisure Centre for enquiries.

School holiday entertainment at the Leisure Centre includes table tennis, soccer table, Playstation, Wii and computer games.



Don't dump it

Sadly, the illegal dumping of garden refuse and animal waste on open plots and public open spaces by homeowners' gardeners has been getting out of hand. It's so easy to dispose of refuse in the proper manner. ABHOA's sub-contractor removes garden waste on a Monday and a maximum of six bags per household are allowed. Normal household refuse in wheelie bins and recyclables are collected every Tuesday by the City of Cape Town's sub-contractors.

Are you covered?

Not only is the loss of a family home traumatic, but it also can be financially crippling. Therefore it's vitally important to protect this investment. With escalating building material, labour and service costs, the cost of rebuilding part or all of your property could be much more than you think. When you take out cover for the first time and each year after that when your policy is renewed make sure that the risk address on your schedule is correct and thereafter check your policy schedule every year with your adviser's assistance to ensure that the cover amount is for the cost of rebuilding your home.

The only recommended method to establish the correct replacement value is to request a valuation from a quantity surveyor/valuer qualified to provide a correct valuation.

If your property is bonded you might have homeowner's cover arranged by your bondholder, which usually increases automatically each year. But don't assume that your cover amount is correct just because it was arranged by the bondholder. In many cases the cover originally was for a value equal to the purchase price and not the replacement value. It's no longer compulsory to arrange cover through the bondholder. But ensure that the cover is acceptable to the bondholder and that their interests are noted on the policy schedule.



Easy-peasy payment options

Good news is that the non-user-friendly system of requiring golf club guests to fill in a form and obtain a Club Day Card to buy golf rounds or drinks has ended. The



Atlantic Beach Golf & Leisure Club now accepts cash and credit cards for all purchases. This makes it far easier and quicker for everyone visiting the club ... as well as members who forget their Club Card! What's more, credit and club card slips now contain a line for tips for those who wish to reward their waitron for good service.



THE HOME INITIATIVE



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- 3 RUBY LAMP LANE • 18 STERLING WAY • 34 NAUTILUS CIRCLE
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