

15 April 2020

Hi Wonderful Pride



So, another week has gone by.

We gain new information every day, so it is very difficult to give a summary of events at any one time.

So, with the proviso, that this is may all be turned on its head tomorrow, this is what we have learnt so far.

The lockdown has worked. New daily reported cases of Covid 19 have reduced. South Africa, albeit with relatively limited resources, has mobilized as a society. The president and select government officials have acted beyond politics and joined with the private sector to take action. Mass testing has taken place. Medical supplies are being sourced. We are better prepared. This is almost unique in the world.

But here's the tough news. A mass spread of the pandemic is almost inevitable. We have only bought time. We have to lift the lockdown to re-engage the economy. Once we do the spread of the virus will be exponential. But given the above actions, we will be better prepared. It hopefully will not overwhelm our medical system. We will cope, but it will be tough.

If the new infection cases fall to an acceptable level, lockdown will be lifted. If not, we might expect a further 2 weeks. Strict social distancing will still apply on resumption. The vast majority of us will not be in danger if we are exposed. Many of us will be infected and recover with little problem. We will, however, have to take robust measures to protect the vulnerable.

So what does this mean for the economy and us as a business? It is likely that there will not be "business as usual" for the rest of the year. If it does happen, great, we know how to do that. But, more likely, we will have to adapt to business unusual.

The local market will be the first to show revival. There will be demand. There will be opportunity. It will not be as we have seen before. We will need to offer a safe environment for cabin-fevered locals seeking to get out of the house or do business. We will need to rethink what we offer, but there will be a market for those who learn and adapt.

Along with all of the measures we have worked on over the past few weeks, this is what we need to do better than anyone else. I have faith in this Pride to respond!

We chasing down every available channel on TERS and UIF. All applications have been submitted. We are working on back up plans to cover possible short term delays.

So, it's still a long road. As you know, the key is not to wish for fewer challenges but to learn greater skills. Our ability to do this will be tested, but we can do it. This is a global challenge of the highest order. But we have the skill, the culture and the determination to see this through.

I carry all of you in my heart. Stay positive, stay well, stay safe and let's enhance our skills.

All the best
Kevin