



THE
ROYAL
AGRICULTURAL
SOCIETY OF
NATAL



Prospectus
2012 – 2015



*164
Years*



Mission statement

The Royal Agricultural Society of Natal is an organisation 'not for gain' committed to serving the interests of Agriculture, Commerce and Industry in the Province of KwaZulu-Natal in particular and South Africa as a whole.

Accordingly we aspire to facilitate interaction, education and trade through the medium of exhibitions and shows.

In furthering this objective and fully appreciating that financial viability and the optimal utilisation of resources cannot be compromised, we are ever mindful of:

- our partnership with the city and region of Pietermaritzburg-Msunduzi and the province of KwaZulu-Natal;
- our social responsibility to the wider community; and
- our heritage and traditions.

In fulfilling this mission we subscribe to the principles of 'fair play', transparency and openness in all our dealings.

Senior Honorary Office Bearers associated with the society



Patron
The President of the RSA
Jacob Zuma



Vice Patron
The KwaZulu-Natal Premier
Dr Zweli Mkhize

President of the Royal Agricultural Society of the Commonwealth
HRH Princess Anne 'The Princess Royal'



I am delighted to have this opportunity to extend my congratulations and thanks to all members of the Royal Agricultural Society of Natal on the 160th anniversary of its foundation.

I trust that 2011 will be a memorable year for your Society and wish you every success in your future endeavours.

A handwritten signature in cursive script that reads "Anne".



THE ROYAL'

164 YEARS

1851 - 2015



The commercial centre of the farming heartland of the province of KwaZulu-Natal is the City of Pietermaritzburg, which was founded by the Boers in 1839 and became the capital of the province in 1842. The Pietermaritzburg Agricultural Society was formed in 1851 and hosted its first Show, advertised as 'The Pietermaritzburg Fair' next to the Market Square – behind the current City Hall – on 23 December of that year.

The Society's first President was the Hon. Henry Cloete who was the Recorder of the District Court of Natal and with the exception of the war years and the Bambata Rebellion, the Society has held a Show every year since its formation. This certainly entitles it to claim the status of South Africa's senior agricultural show.

In 1889 the Society was able to obtain its own showyard on a small site to the south of the city. These grounds rapidly became inadequate as support grew and in 1902 saw a move to the present site one kilometre to the north of the City Hall with a convenient railway siding abutting the premises. Slowly the size of the land acquired or leased from the City Council increased until the Showgrounds reached its present size of approximately 18 hectares.

In the years following the Anglo Boer War the annual Show became recognised as Natal's leading agricultural and commercial exposition and it was largely for this reason that with the assent of King Edward VII, the Society was granted 'Royal' status in 1904. The necessary notice appeared in the Natal Government Gazette of 29 November and the country's first Royal Show took place in 1905. Although South Africa became a Republic in 1961, the Society's name has remained unchanged and the province's premier mixed exhibition continues to be referred to as 'The Royal' with pride and affection.

The Royal Show traditionally takes place over 10 days in late May and dependent on weather conditions, the annual attendance figures are of the order of 180 000.

Adjusting to change, the emphasis has moved away from being exclusively bucolic and activities relating to the land and its myriad of usages are today complemented with a substantial commercial and service sector component. Having said this, past traditions remain sacrosanct and to this end the Show hosts one of the finest Crafts and Home Industries exhibits; draws in excess of 900 cattle entries and has active sections involved with sheep, goats, birds, rabbits, produce, honey and equestrian events.

Also and during the course of the past 25 years, the entertainment offered has expanded – especially over weekends - to include a full and eclectic programme with top class acts and performers.

These include equestrian events of the highest international standard through to death defying motor bike and monster truck displays, strong man competitions and several live concerts catering for the 'rainbow' make-up of South Africa's demographics. Such activities might appear to be largely incongruous but in line with agricultural societies worldwide, survival is dependent on performing a deft balancing act. Indeed, who would have thought (some 50 years ago) that cattle handling facilities would today be financed via the proceeds of a successful rock concert?

A far cry from those beginnings on a rain-swept site opposite the Colonial Office in Pietermaritzburg, on 23 December 1851! Yet, with all its growth and change, 'The Royal' has, one believes, preserved an indefinable quality which links it, of all South African Shows, most closely to an English country exhibition. Its contribution to agricultural progress is unquestioned and in its own way the Society has served well the region where it flourishes today.

The 125th Anniversary of the Royal Show in 1976 coincided with the registration of its Coat of Arms, symbolically depicting the influences that have contributed to the Society's history. This incorporates the Latin motto 'Agri Cultura Robur Rei Publicae' which translates into 'Agriculture is the strength of the State'.

Of significant importance was the introduction of the Garden & Leisure Show in 1976. Organised by the Royal Agricultural Society of Natal and sponsored over many years by the Natal Witness, and more recently the Sunday Tribune – both respected regional newspapers – this Show has become a truly spectacular event on the national horticultural calendar. Indeed, certain international commentators have recently alluded to the Show as being the largest and most prominent exposition of its kind in the Southern Hemisphere.

Garden and outdoor enthusiasts from all over the country attend what is now referred to as South Africa's 'Chelsea' to enjoy the latest landscaping techniques, new plants and the magnificent feature gardens, many of which are sponsored by corporate role players. The Show, which takes place over three days in spring, attracts in excess of 23 000 visitors, including an ever-increasing number from abroad.

As an adjunct to this enhanced credibility, the Society was privileged in 2005 to be accepted as an affiliated member of the Royal Horticultural Society, with whom valuable interaction now takes place.

Outside of Shows, every effort is made to ensure the optimal use of facilities. To this end the Showgrounds have today evolved into becoming one of South Africa's largest conference and function venues, with around 160 000 visitors attending 800 specialized events annually.

The Royal is proud to be a member of the Royal Agricultural Society of the Commonwealth and was especially honoured





to have been asked to host their biennial Conference in 2001, attended by amongst others HRH The Duke of Edinburgh and the Hon. Don McKinnon, Secretary-General of the Commonwealth. This was a fitting way indeed to celebrate our 150th Anniversary.

As at 2006, the Showgrounds occupied approximately 18 hectares, some five by way of freehold title and the balance on long lease from the City. In August of that year and following an extended period of negotiation, the Society obtained ownership of all land; this by way of a R6 million cash payment and by agreeing to relinquish all rights to the four hectares occupied to the west of Chatterton Road. Whilst the constraints of having to contract proved a little vexing – especially with regard to the loss of stables - this win-win arrangement finally gave 'The Royal' control of its own destiny. This together with the City of Pietermaritzburg

being formally declared the capital of KwaZulu-Natal, augurs well for the future.

The 10 years preceding the Society's 160th Anniversary in 2011 saw the development of a portion of land (measuring approximately 3 hectares on the eastern boundary) to a commercial business precinct; the rationale being that the revenue derived therefrom would assist in meeting ever-rising costs whilst partially 'insulating' the Society from the ever-present unknowns and risks associated with Show business.

Without compromising the Royal's primary activities, all expectations have been met and despite the challenging economic times, the Society continues to grow, not only by meeting the aspirations of stakeholders but also in terms of its enhanced credibility.



The Royal Show 1851 - 2015

Pietermaritzburg KZN

Already 40 years old before the Anglo Boer War, before women were allowed to vote, before refrigeration and motor cars, before Johannesburg had even been thought of, Natal had a Royal Show.

The Show was growing when the main trunk line to the Witwatersrand was being built and before electricity and transistor radios appeared in homes throughout the country. Cattle, sheep, horses and pigs at that time walked along Commercial Road to the Showgrounds.

Throughout its history, 'The Royal' has had the privilege of hosting merchants and businessmen who recognise the benefits and harmony of interacting with one another, the agricultural sector and the general public.

Today the Show is the largest mixed exhibition incorporating a fully-fledged agricultural component on the continent of Africa. Not only does this include the exposition of some of the country's finest livestock and agricultural equipment but also a range of ancillary activities and displays covering the industrial, commercial and service sectors within the province.

Included in the mix is the 2100 sqm Food Hall, where by way of exhibits and demonstrations, the entire food chain from farm field to dining table is informatively portrayed. Similarly, the recently refurbished – century old - Crafts and

Home Industries Hall affords young and old with eclectic displays and inter-active demonstrations of extraordinary talent. These include embroidery, needlework, tapestries, knitting, painting, photography, beading and wood sculpting. Whilst the emphasis is focused on the non-commercial competitive sections; the 'purist' component is today complemented in the adjacent hall with a mix of displays of modern crafts, many of which are available to purchase. Other dedicated halls include those relating to business, home improvements and safety and security, together with a further 4 000 sqm under cover devoted to a broad mix of general displays.

Open site stands likewise cater for a mix of exhibits ranging from swimming pools and building requisites through to a vast array of tractors, agricultural implements and the latest motor vehicles and trucks. Also and more recently 'The Royal' has pleasingly seen a significant increase in the presence of materials handling and construction equipment all indicating that the show affords incredible value from a corporate marketing and branding perspective in respect of capital items of note.

Full of contrasts, 'The Royal', with its unique ambience abutting the City with its own stream, is all about old friends, new introductions, long established traditions and stimulating fresh ideas. A truly pleasant and profitable experience for participants and visitors alike.





Participants are offered an opportunity to:

- be part of the largest mixed exhibition incorporating a fully-fledged agricultural component on the continent of Africa;
- participate in South Africa's largest agricultural Show catering for livestock and equipment;
- participate in one of the country's major construction and materials handling equipment Shows; in its own right, indicative of the deemed prestige and 'critical mass' of the Royal Show;
- participate in KwaZulu-Natal's largest audited annual event;
- exhibit product in a province which not only has the largest population in South Africa but also the second highest GDP and disposable income;

Also:

- the province of KwaZulu-Natal is home to the broadest demographic representation in South Africa and the Royal Show therefore provides a unique opportunity to 'test' the market;
- there is: approximately 8 000 square metres under cover and 10 000 square metres of open exhibition space,
- a captive market of some 180 000 visitors,
- an exhibition where it is not uncommon for onsite sales to cover costs, and
- an assurance on the part of the organisers that products of consequence will not be juxtaposed with Sunday 'flea' market type exhibits (which are increasingly in their own right being discouraged).

...and a facility which is open, friendly and relaxed with a charm and ambience all of its own ...



Demographics of visitors

Although not empirically measured, all indications point to the balance between Black, White and Asian visitors being roughly a third in each instance.

Average annual attendance: 180 000

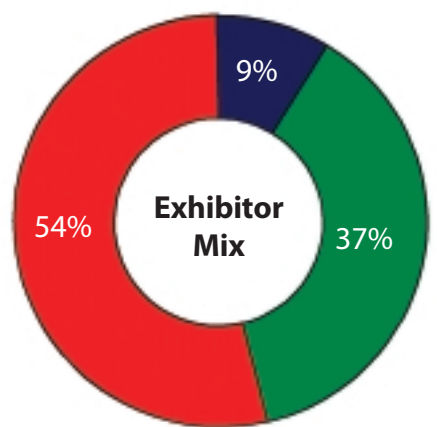
Average number of exhibitors: 460

Nature of Show: mixed including a substantial agricultural and entertainment component

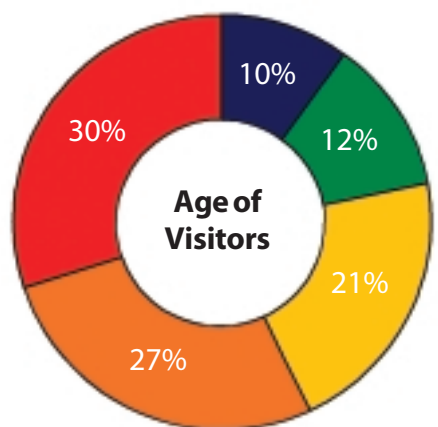
Show Dates

- 2012 – 25 May to 3 June
- 2013 – 24 May to 2 June*
- 2014 – 23 May to 1 June*
- 2015 – 29 May to 7 June*

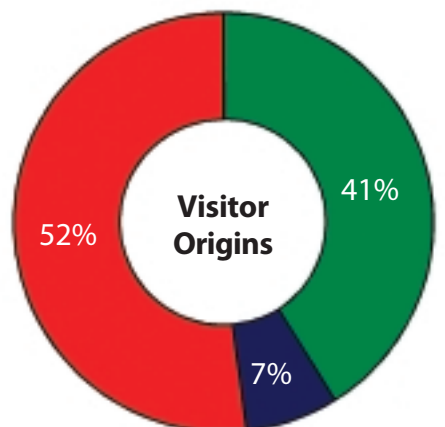
* Provisional



- Industrial and commercial
- Agricultural and related services
- Other: including crafts and home industries, SANDF and provincial and national government exhibits.



- Under 18 years
- 18 – 25 years
- 26 – 40 years
- 41 – 55 years
- Over 55 years



- Greater Durban
- Pietermaritzburg and Midlands
- South Africa – Other
Number of overseas visitors estimated to be between 200 to 300

CONFERENCES & FUNCTIONS & EVENTS



The Royal Showgrounds are approximately 18 hectares in size and are utilised throughout the year for functions ranging from private exhibitions, conferences, weddings and product launches through to equestrian and international sporting events, community gatherings and concerts. In short, if you can imagine an event, the Royal Showgrounds probably has a facility to cater for it.

In recent times the Royal plays host to over 160 000 visitors per annum (outside of Show periods) placing it in the top 5 of South Africa's largest conference and function venues.

By virtue of the Society's location; only two kilometres from the N3, 45 minutes from Greater Durban, one kilometre from the Pietermaritzburg City Hall and eight kilometres from Oribi airport (which handles six flights a day from Johannesburg), the Showgrounds affords unparalleled convenience.

Certain of the indoor facilities, several of which incorporate kitchens, can cater for numbers in excess of 1000, with the Olympia Hall in the epicentre of the Showgrounds capable of seating over 2500 guests 'theatre-style'. This makes it the largest facility of its kind in the KZN Midlands and certainly one of the larger venues in the country.



The Olympia Hall has also been utilised on four occasions for the official opening of the KwaZulu-Natal parliamentary session, as well as for gala banquets attended by amongst others, the President, members of the Cabinet and foreign dignitaries.

At the opposite end of the spectrum there are three tastefully furnished smaller meeting (or break-away) rooms for up to 40 delegates, all of which incorporate their own reception areas, kitchen and ablution facilities. The versatility of the Society's many indoor facilities is aptly illustrated by the variety of functions catered for. In one sense a hall can exude an almost utilitarian warehouse type appearance, and within a few hours and a touch of artistry, be transformed into a sophisticated banqueting venue.

One of the advantages allowing for the multiplicity of usages is that a number of venues cater for the entry of vehicles, including in certain cases, larger trucks and equipment. In addition, several incorporate a water supply and drainage facilities, further enhancing their versatility.

This allows for the hosting of horticultural, agricultural and similar events, which by virtue of their special requirements could not normally be held in traditional conference venues.



CONFERENCES
& FUNCTIONS
EVENTS



AREA AND COMFORTABLE SEATING CAPACITY OF THE MORE POPULAR SHOWGROUND VENUES...

Externally, a number of sites can be made available. The main arena can accommodate up to 25 000 visitors in 'open air' format, or under marquee, depending on the style and type of function. The smaller cattle arena is suitable for functions catering for up to 1500, whilst the 'Village Green' and landscaped individual sites can be used for smaller events. In all instances, services including electrics and water can be provided.

By way of added value, the Royal Agricultural Society offers an in-house one-stop-shop for all your event requirements including:

- carpeting
- draping
- stages
- seating
- specialised furnishings
- floral decoration
- catering (from a spit-braai to silver service dining)
- AV equipment
- live entertainment

The ambience, convenience and extensive safe parking available, all contribute to making the Royal Showgrounds an eminently suitable – and popular – functional venue. It is for these reasons that some 13 000 guests are hosted each month to as many as 50 different functions.

Venue	Size (m ²)	Seating (Banquet)	Seating (Classroom)	Seating (Theatre)
Hall 1	465	250	160	550
Hall 2	900	700	550	1100
Hall 4 (New)	368	200	120	450
Hall 4 (Old)	484	450	400	600
Hall 6	660	450	300	700
Hall 7	590	350	260	600
Hall 8	800	620	380	900
Hall 9	205	160	110	450
Olympia Hall	2120	1900	900	3000
President's Suite	200	30	-	-
Members' Diningroom	200	130	130	130
Members' Terrace	660	450	350	700
Grill Room	375	300	220	450
Council House	195	100	80	300
Conference Room	100	30	30	30
Woodrite House	128	30	60	90





SUNDAY TRIBUNE Garden Show

Hosted by the Royal Agricultural Society of Natal and sponsored by the Sunday Tribune, a member of the national Independent Newspapers Group, the Garden & Leisure Show has become a spectacular event – not only on the regional and national calendar – but since 2005 also internationally.

1976 saw the first Garden Show in the picturesque city of Pietermaritzburg, born through the commitment of the local Horticultural Society and backed by residents. It proved so successful that it is today – 39 years on – an annual event of consequence.

Garden and outdoor enthusiasts from all over the country attend what is referred to as South Africa's 'Chelsea', to enjoy the latest landscaping techniques, new plants and the magnificent feature gardens, many of which are sponsored by corporate role players. These range from the practical to the surreal but without exception, all elicit inspiration and the 'wow' factor.

The Show also affords garden clubs and schools with an opportunity to display – by way of mini gardens – the extraordinary talent and technique of the enthused amateur eye, with the Chelsea-mentored judges frequently expressing their amazement at the sheer brilliance of youngsters.

The Show incorporates a large retail presence, supporting the sale of specialised plant material (including a substantial indigenous nursery) through to garden equipment and accessories.

It is not uncommon for the event to concurrently host horticultural conventions, which frequently include their own special display component. 2004 saw the hosting of the National Orchid Conference, 2006 the National Rose Convention and in 2007 both the South African Floral Union Congress and the Institute of Environment and Recreation Management Conference.

The leisure side, introduced in 1997, has proved to be an exciting addition to the Show and covers the complementary areas of tourism, recreation and outdoor interests.

South Africa's premier Garden Show attracts in excess of 23 000 visitors during a 3-day period. There are relatively few South African exhibitions – irrespective of the theme – that can rival these numbers and this alone is indicative of the Show's deemed importance.



Toyota



City of Cape Town



The SundayTribune

SOMETHING ON OFFER FOR ALL VISITORS

- Approximately 4 000 sqm under cover and 12 000 sqm of open exhibition space;
- the competitive Floral Art division affords displays of the highest order and includes talks and demonstrations for visitors;
- the 2 100 sqm Parks Hall is a dedicated 'green' display portraying unbelievable talent. Amongst others, Parks Departments from major cities, as well as a good number of corporate participants exhibit their genius in this hall;
- the Bonsai Society produces a superb oriental display;
- the Show hosts the annual Illovo Floral Cake of the Year Competition – South Africa's largest and most prestigious display of icing at its best;
- the Orchid Hall is a breathtaking experience and also offers retail sales;
- the joint garden clubs and schools hall is an inspiration in its own right;
- a substantial number of nurseries – some, with highly specialised plant material – afford the public an educational experience, whilst simultaneously encouraging sales;
- national garden centres provide a comprehensive range of garden products, plants and 'green' accessories; and
- both indoor and outdoor leisure displays concentrate on tourism, the home, travel and recreation.

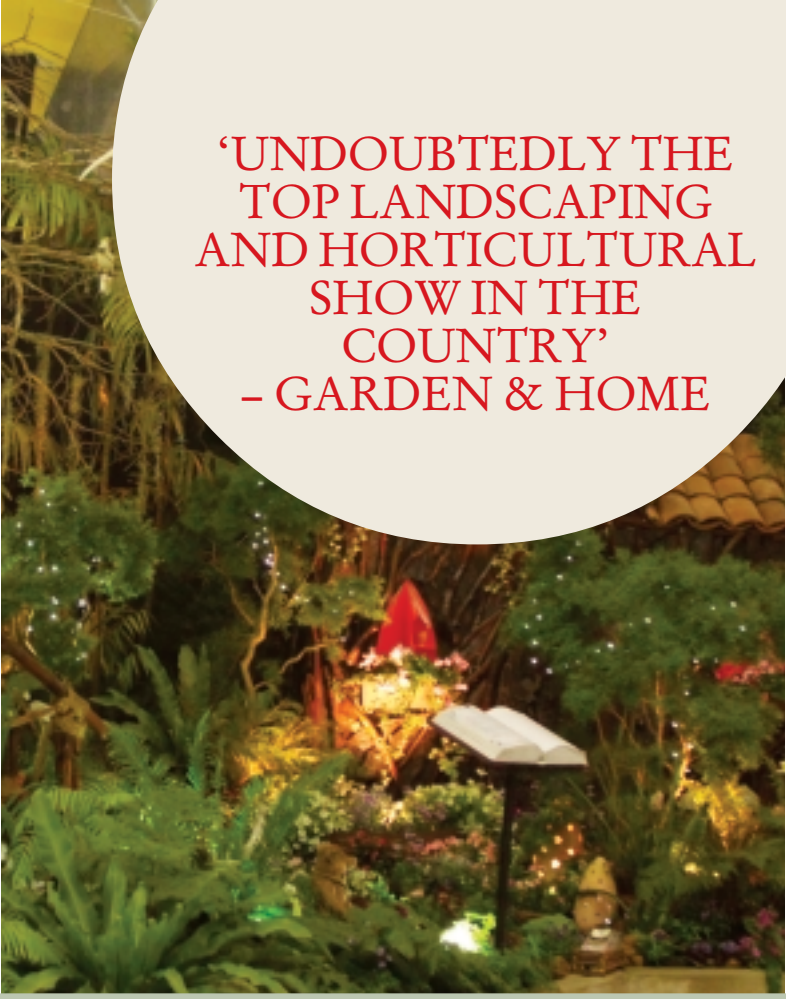


Midlands Rose Society



Dowset & Keogh

**‘UNDOUBTEDLY THE
TOP LANDSCAPING
AND HORTICULTURAL
SHOW IN THE
COUNTRY’
- GARDEN & HOME**



Ethekwini Municipality

Demographics of visitors

Average annual attendance: 23 000

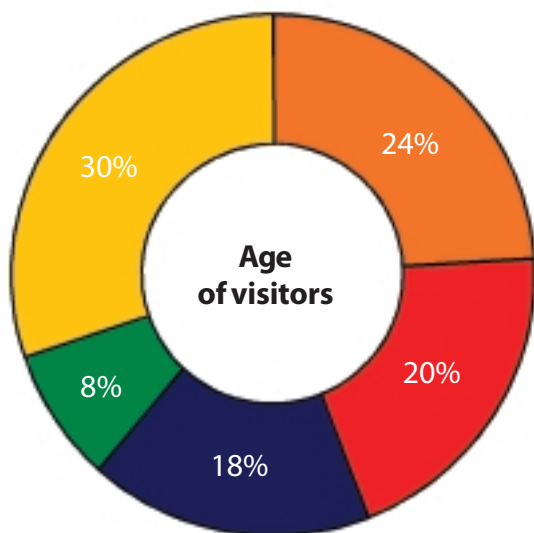
Average number of exhibitors: 180

Nature of Show: horticultural, with the emphasis on inspirational show gardens created by some of South Africa’s leading garden designers. The Show also incorporates a retail component. Approximately 20% of the available area is devoted to up-market leisure activities.

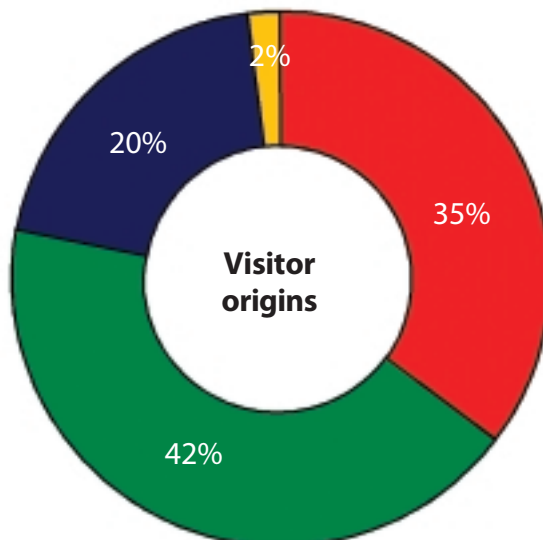
Relative size
The largest horticultural Show in the country

Show dates
2012 – 22 to 24 September
2013 – 27 to 29 September*
2014 – 26 to 28 September*
2015 – 25 to 27 September*

* Provisional



- Under 18 years
- 18 – 25 years
- 26 – 40 years
- 41 – 55 years
- Over 55 years



- Greater Durban
- Pietermaritzburg and Midlands
- South Africa – Other
- Overseas



SA Gardening



City of Dur



Floral Art Show



City of Tshwane



Msunduzi Municipality



City of Cape Town



Manguang Municipality



Mbombel



Urban - Chelsea Flower Show exhibit



Bright Blue Designs



Mogale City



The Gardener Magazine



Innoxia

‘A VERY SPECIAL
SHOW – OFTEN
CALLED SOUTH
AFRICA’S CHELSEA
AND RIGHTLY SO’
– THE GARDENER



Kwadakuza Municipality



Ludwig Roses



Municipality



Synergyscapes

ERVING THE COMMUNITY

For the past 164 years, the activities of the Royal Agricultural Society of Natal – overseen largely by volunteers – has added value to and been a conduit of support for the community.

An independent survey commissioned in 2003 found that the activities of 'The Royal' created 2000 permanent jobs in greater Pietermaritzburg and contributed – by way of the multiplier effect – no less than R300 million to the regional economy.

Also, the Society has over an extended period assisted a number of service clubs and NGO's. Today home base facilities are provided to the local branches of Rotary, Lions and RoundTable and by way of largesse in cash and kind, assists them as well as (amongst others), the SPCA, the Salvation Army, PADCA, the South African Guide Dogs Association, the Deutsche Verrein, the Gift of the Givers and the Saibaba Foundation of Pietermaritzburg.

'The Royal' actively supports agriculture and horticulture, with an emphasis on emerging farmers and youth development. Bursaries are also offered to study agriculture – in its broadest sense – at a tertiary institution within KwaZulu-Natal.



MEMBERSHIP

Membership of the Society provides added value for anyone attending the Royal Show, and this is particularly the case where more than one visit is intended. Not only is dedicated parking available in close proximity to the main entrance, but the Members' Terrace, grandstand and dining facilities, all located adjacent to the main arena, provide a degree of tranquillity during the 'hustle and bustle' of any typical day at the Show.

An additional bonus available to members is complimentary access to the Sunday Tribune Garden & Leisure Show – South Africa's largest horticultural event, which takes place in the spring.

Membership of the Royal Agricultural Society of Natal is open to all.



THE ROYAL AGRICULTURAL SOCIETY OF NATAL



For 164 years an exposition for
Agriculture, Commerce and Industry –
KwaZulu-Natal's largest audited annual
event.



The country's premier
horticultural show – often
referred to as South Africa's
'Chelsea'.



A perfect venue for numbers varying from
10 to 25 000 – all in a safe, attractive and
convenient venue only 45 minutes from
Durban on the N3

Key:

-  Council House
-  Netcare 911
-  Chamber House
-  KZN Govt.
-  Hall 1
-  Hall 2
-  Hall 3 & 4
-  Hall 6,7,8 & 9
-  Cattle Arena
-  Main Arena
-  Members
-  Olympia Hall
-  Crafts Hall
-  Animal Nursery

-  Horses
-  Poultry
-  Birds
-  Cattle
-  Sheep
-  Rabbits
-  Vehicle Gate
-  Pedestrian Gate
-  Information
-  Block A
-  Showground Boundary
-  Parking



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