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CSI



the reporter

December 2014



BPSA Dealer News

Retail Message

I have now spent a full year in the role of National Sales Manager for the South African Fuels Value Chain and I thought I would take this opportunity to provide my reflections on the past 12 months, as well as share with you some of the initiatives that we are working on for the year ahead.

To state that 2014 has been a challenge is a fair assessment and probably a relative understatement. As we are all aware, the trading environment has been exceptionally difficult. Throughout 2014, the South African economy has been on the fringe of a recession, with consistent inflationary pressures and the weak Rand both major contributory factors to the downturn in general business optimism and GDP growth.

During the first half of the year, fuel prices continued to follow the upward trend set during 2013 and prices this year reached a record high. This resulted in depressed consumer confidence that manifested itself with year-on-year volumes showing a distinct downturn, which was most acute during the first quarter of the year.

However, as I look forward and into 2015, I believe there is much for our brand and business to embrace.

During the second half of 2014, BP undertook a series of operational interventions and pushed hard to ensure that our retail strategy, to be the "Consumer Retailer of Choice", made a significant impact. During the course of the year, the business opened 22 new PnP stores. We also completed more than 110 Product Optimisation Projects in a bid to reconfigure our sites, in order to optimise our future fuels demand. Additionally, we de-risked our business by making 18 basement locations safe. These sites also benefited from a major visual brand upgrade.

Furthermore, we opened a brand new to industry location, and five new sites joined the BP brand from our competitors. We extend a very warm welcome to all our new dealers. We also completed 20 minor shop improvements and revised the planograms for our shops.

Our promotions continue to delight our customers and the "Fresh Range" keeps being rolled out ever wider. As a result, volumes and shop sales during the second half of the year was very positive. The decreasing trend was also reversed, with our October and December volumes demonstrating actual like-for-like growth. This was assisted by a number of price decreases, along with a fuel incentive scheme that created significant dealer excitement and opportunity.

It is very important to keep the lines of communication flowing, and we believe important progress continues to be made. In 2014, we completed a series of successful "Cell meetings" with encouraging participation levels. We will continue to engage with dealers through our working groups and continue the positive relationship between the dealer councils, the National Executive Committee and BP management.

The recent unplanned SAPREF outage was a difficult period for a number of dealers. The business worked hard to procure additional long term resources and will look to deliver a series of lessons learnt as we recover from the outage and review our stock holding capacity processes to improve our preparedness for the future.

So, what about 2015? I feel sure that the new year will, as always, bring fresh challenges. However, there is much optimism as we continue to deliver on our long term retail strategy. We have already identified numerous additional BP Express sites to convert to PnP Express outlets next year, with a minimum of 25 sites currently in the pipeline. Forty minor shop improvements are also planned for the first quarter alone. Our Product Optimisation Programme will continue, as we seek to reconfigure on-site pump availability with Unleaded 95 and D50 market dieselation. More new to business sites are also planned, which will add participative strength to the brand.

But we need more: If the BP brand is to win in this highly competitive market, we need to seek ways that will continue to differentiate us from the competition. From a marketing perspective, we have schemes in place that bring differentiation through our Avios and Discovery Loyalty activities. Our Partnership with PnP and our WBC collaboration are also strong, but we must succeed in the area of operational excellence and execution.



WITS TALENT SEARCH
PARTNERSHIP LETS BP SA
SHINE ON GLOBAL STAGE
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The latter area is where we need to make significant improvements. To assist with this (as mentioned at various meetings throughout the year) BP has developed its Branded Customer Service program. Alongside our improved "Licence to Operate", this programme will look to train each and every employee on site in essential retailing basics and superlative customer service. The programme is designed to upskill, introduce active selling and provide a sustainable approach to differentiating our retail business with respect to operational execution without fail. Please look out for your invitation, as we need you to support the programme to the max, to help us take our brand and your business to the next level.

The fuel incentive that was launched in July is set to continue, but will be linked to our operational service scores during 2015. We intend to re-launch this during quarter one.

Finally, I would like to thank you all for your support during 2014 and wish you, your families and loved ones a peaceful Festive Season and a prosperous New Year.

With warm regards,

Pete Molloy

SHARE YOUR BP NEWS
email karen.byamugisha@za.bp.com



YOUTH GIVE BP GRADUATE PROGRAMME A RESOUNDING THUMBS UP

BPSA's Graduate Programme was voted the **Best Graduate Campaign on Campus** by thousands of students from around South Africa in the Student Village Makoya Awards. This award goes to the employer brand that grabs students' attention and stands out from the crowd.

We were also shortlisted for the **Most Aspirational Company to Work For** Award. This is awarded to the brand that students select as their ultimate future employer.

The awards were based on the results of the Student Village Annual Survey, which was conducted among more than 1500 students and through various focus groups. BPSA was one of 112 companies nominated by the students, but was chosen as tops for the creative way in which it engaged on the campuses.

Tammy Dehn, who leads the programme, says the awards show how far the programme has come over recent years and was testimony to the hard work done to ensure BPSA becomes the company and brand of choice within the SA youth market.

She says the recruitment campaign is designed to give students an exciting glimpse into our business and to understand our brand proposition.

It was rolled out throughout the region by way of career fairs, lecture presentations, giveaways as well as traditional and social media campaigns on campuses across the country.

"In the past year we visited 14 campuses across South Africa to promote the Downstream Challenge Programme, which has been specially developed to showcase our graduate development opportunities.

"The Graduate Programme is designed as BPSA's global early development programme, to expose graduates to some of the fantastic opportunities we offer in both the technical and professional areas of our business. We want to give them the chance to get a head-start in the industry."

The programme lasts for between two and three-and-a-half years and generally allows the students to rotate between various areas of the business. This gives them practical experience as well as formal learning opportunities in different fields. And they get the chance to identify where they feel really at home and inspired, before having to commit to a specific role.

"One of the ways in which we brought the programme to life on the campuses was by involving our current graduate representatives to share their experiences of working for BP first hand," adds Dehn.

One of this year's graduates, Cornelius Olivier, says BPSA's recruitment process was the best of all the programmes he had applied for.

"When BP visited my campus, the NWU Potchefstroom Campus, in May 2013, I was very impressed by the level of competence and involvement showed by BP recruiters. It was brilliant. Tammy Dehn was particularly dynamic and made everyone feel noticed and special. Her passion and energy were palpable. She was one of the main factors in attracting me to BP.

"The recruitment process was also excellently managed and we were given good guidance throughout."

Cornelius said the work experience at BPSA has been very rewarding thus far. "BP is a company where people are valued first and foremost and I have felt this first-hand. Personal and people development is a priority at BP and through my team and the graduate programme this has been excellently delivered. It is a great place to work."



BPSA winner at the 2014 Makoya Youth Awards



Receiving the top honours on behalf of BP: Lerato Molefe and Alexandra Harrison of HR

BP WINS BIG IN ICONIC BRANDS SURVEY

BPSA was awarded the top spot in both the Fuel Provider and Garage Convenience Shopping categories in the latest TGI Icon Brands Survey, making it the second time in a row we emerged victorious.

Castrol shared the Icon Brand status, winning the Engine Oil Category in this year's prestigious Target Group Index (TGI) survey.

The rating is based on the views of 15 000 South Africans, who had to choose their favourite brands from more than 8 000 products. The TGI Icon Brands survey is the definitive local assessment, and really gives one a peek into the brand preferences of South Africans. It's the largest survey of its kind in the country and reflects the opinions of people from all backgrounds.

But it's not only a survey about feelings, it also checks whether consumers put their money where their mouths are, because it measures actual consumption along with brand loyalty!

Brands that win are the ones that consumers trust to consistently meet their expectations.

Renny Letswalo, BP Head of Retail, received the awards on behalf of BP. She says winning in the three top categories is a great honour.

"We rate the TGI Icon Brands survey very highly and always wait anxiously for the results to be revealed. Not only did we once again come out tops this year, we also continued to extend our lead over our competitors," she says.

The awards celebrate and benchmark those brands that have retained their unique identities over time, yet still appealed and remained relevant to SA's multicultural and diverse population. This bears testament to the hard work and commitment of the BPSA team, especially its customer-facing staff at the forecourts.

The votes are generated solely by the public, which makes it a tremendous achievement and unbiased vote of confidence.

"The awards prove not only the strength of the BP and Castrol brands, but also the proud heritage, authenticity and trust we have built up over time in the South African market," says Letswalo.

She attributes this year's win to the brand's consistent messaging in marketing and public relations, strong value and variety as well as the wide range of great tasting products and goods on offer at BP Express stores, along with its differentiated fuels at the pump.

Shren Moodley, Castrol's Marketing Director for Africa, said that having been in the business of marketing engine oil for well over a century, the win is a reinforcement of Castrol being one of the most widely recognised and respected brands in the world.



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PUBLIC NAMES BP THE STAR ONCE AGAIN!

We continue to win in the popularity stakes with the general public! BPSA was named by readers of one of SA's biggest daily newspapers, The Star, as the country's Best Petrol/Service Station and Car Wash in their annual Readers' Choice competition.

The competition was run over 6 weeks, and readers voted for their favourite companies in two ballots. The Star attributed the victory to BP's "hard work and determination", which led to this overwhelming vote of confidence. The triumph was celebrated in the publication's Your Choice 2014 supplement.

BP ASP and Brand Manager, Kaibe Mollo, says it was fantastic that the public once again resoundingly confirmed our dominance in the hearts and minds of consumers.

"Our company received a whopping 73% of votes, leaving our closest competitors well and truly in the dust," he says.

"Our customers are what it is all about, so we are grateful to hear back from them in this way, confirming that they recognise and value our commitment. Let's continue to make it even better for our customers every time they visit us for fuel, snacks, and a rest from the road, and make this festive season one for the books!"

The logo for 'The Star' newspaper, featuring the words 'The Star' in a large, red, serif typeface. The letters are bold and have a slight shadow effect, giving them a three-dimensional appearance. The logo is centered within a light beige rectangular background.

PUPILS SPREAD THEIR WINGS WITH AIR BP

The 2014 Rand Air Show gave Air BP the perfect opportunity to show learners from Germiston High School that the sky is the limit when it comes to thinking about their future careers.

The day's spectacular display, which ranged from flying aces to tricks and stunts, also included demos and displays of old warbirds, helicopters, military airplanes and aerobatics. The air show formed a great backdrop to Air BP's campaign to interest learners in various career paths offered in the aviation sector as part of its outreach programme. The initiative forms an essential part of ensuring the growth and development of aviation-related fields in South Africa.

Fostering enthusiasm and creating an interest among learners is important to Air BP, as skills development and growing a capable pool of talent are crucial to ensure the vitality of the aviation sector.

The learners met a host of industry experts, who shared their knowledge and exciting stories as well as their take on how to explore different career paths - from becoming pilots to working in engineering or logistics.

One of the guest speakers, Tony Kent from the Johannesburg School of Flying, outlined the different qualifications on offer and gave the students a variety of options to consider when pursuing a career in aviation, including the best ways to obtain pilots' licenses and all the benefits, responsibilities and thrills that go along with it.

A highlight of the day was the model plane building challenge in which learners competed in creating flying machines that didn't only look good, but could also make their way through the air.

They also visited the South African Airways Museum, to learn about the growth of aviation through the ages and picture what could lie ahead in their futures.



Head of Air BP, Morena Sithole, fielding questions from the eager learners about the opportunities in the aviation sector



Some of the Germiston High School learners during their tour of Rand Airport

BLENDCOR REACHES HSSE MILESTONE

Blendcor – BPSA's joint venture Lube Oil Blending Plant with Shell – recently celebrated the impressive milestone of reaching two million injury free hours.

This achievement is the culmination of a journey which started in August 2011, following a serious injury to one of the plant's artisans.

Molefe Mputamputa, the General Manager at the time of the accident, said the injury sustained was a wake-up call for all concerned.

"Our actions included stepping up all our HSSE activities. We reviewed each aspect of the business to avoid any potential danger zones which could harm those working in the plant. We also stepped up the communications around both routine and non-routine tasks, and carefully planned for these in advance."

Mputamputa said staff handling high risk activities were made fully aware of all potential dangers and the measures required to mitigate them. This was followed by regular checks to ensure that the safety measures put in place were effective.

He says the unfortunate incident two years ago was a significant time of reflection for him and drove the team to ensure a safer and better working environment.

"We all became a little obsessed about the care required when it comes to the life of each and every person in our business – irrespective of whether they are Blendcor staff or contractors."

"We are proud that we have now been able to create a clean and pleasant environment where all staff are quick to intervene when colleagues do not comply with the rules of safety."

Craig Williams, Castrol Africa's Supply Chain Manager, says the achievement of two million injury-free hours was a reflection of the proactive safety culture developed and practised by Blendcor staff, and he commended their efforts.

"It is important to celebrate a significant milestone such as this. Not everyone realizes just how much work and effort go into ensuring we prevent accidents. It was great to share the appreciation for the great company we work for, that puts the welfare and safety of its people first."

Thembinkosi Dladla, Blendcor's General Manager, says they are not planning to rest on their laurels and will make every effort to continue to maintain their successful safety record.

The new goal has been set at four million injury-free working hours.

QUICK FACTS ABOUT BLENDCOR

It is situated in the Durban harbour on the East Coast of South Africa

Its production capability is in excess of 200-million litres of industrial, marine, grease and automotive lubricants

It has 300 employees and about 60 permanent contractors on site

SPECTACULAR RETAIL SITE UPGRADES HERALD EXCITING 2015

Have you noticed how great all our retail sites are looking? As you know, some very hard work and creative innovation have gone into sprucing up our shops. It is all part of our strategy to build a strong BP brand and ensure our customers keep coming back to our forecourts.

Our continuing efforts to transform our network, improve operational safety and expand our national footprint have given our business exciting new momentum as we enter the New Year.

This year alone, we opened 4 new to business (NTB) sites; 15 basement sites and 22 Pick n Pay Express stores as well as our first New to Industry Site (NTI) in Durban.



There was much excitement at BP Watercrest in Durban, when it became the first New to Industry (NTI) site to open its doors this year. Seen here are (Front row) Nozipho Sithole, Li Lai, Pete Molloy, Devrani Govender, Lucy White, Warren Le Febour and David Rowel. (Back row) Renny Letswalo, Kaibe Mollo and Darren Louw.



Darren Louw (site manager at BP Watercrest) and Langa Mbambo.



Anton and Sulene Toerien (Dealer), Renny Letswalo (BP Head of Retail), Daniel Odogwu (BPSA CEO) and Richard Brasher (Pick n Pay CEO) cut the ribbon at the opening of the Pick n Pay store at BP Centurion.



Cornelius Setle (left) Matild Wessels.



The new Pick n Pay Express store at BP KwaMashu.



Nolwazi Bottoman, Matshediso Khumalo, Rhulani Chauke, Thabile Mthethwa, Lorraine Sekgothe, Pragashnie Ulassi and Craig Benjamin at the opening of the Pick n Pay Express at BP New Market in Albertton.

DEALER NEWS

WILD BEAN CAFÉ WARMS UP WINTER

This year's Winter Campaign took Wild Bean Café out of the forecourts and brought it directly to consumers. From branded cars on the streets to a pop up coffee experience for Gautrain commuters, the campaign gave South Africans a memorable coffee experience which created a big buzz at activations and on social media.

Rush-hour commuters at the Sandton Gautrain station in Johannesburg were spoilt with a free cup of coffee at the height of the cold winter mornings in September.

The flavourful freebie delighted consumers, who spread the word via social media, praising our baristas and sharing their excitement.

Nearly 1000 cups were served daily, allowing us to reach scores of new Wild Bean fans and reinforce our great brand values and quality.





WILD BEAN AND MUSICAL MUFFINZ

Having your Wild Bean coffee with muffins took on a whole new meaning when we turned up the volume to fever pitch at the Taste of Johannesburg recently. The annual event held at Montecasino attracts thousands of food lovers without fail.

And it wasn't only the taste and aroma of the hot drinks that wowed the crowds, but the popular Afro Soul group, The Muffinz, gave them a brand experience not to be forgotten.

The group had the crowds dancing and singing as they performed their popular songs, Ghetto, Sound Check and Umsebenzi Wendoda, and made Wild Bean Café one of the most popular stands at the show.

Among the various Wild Bean lovers who took to commenting on the great idea to link Wild Bean Coffee and Muffinz was this tweeter who shared: "WBC and Muffinz, a tasty treat!"

The 5 man band has been nominated for numerous awards including the South African Music Awards and Metro Music Awards, of which BP is a proud partner.





BRAND YOUR CAR

A fleet of Wild Bean Café branded vehicles became moving billboards in Johannesburg, Pretoria, Durban and Cape Town. The drivers were given Wild Bean Café goodies and embraced the challenge to spread the quirky, feel good Wild Bean Café brand in their respective communities.

The branded cars made the Wild Bean Brand a familiar sight on popular commuter routes, at BP sites, and BP events such as the Taste of Durban.



The firefighters at Kraaifontein station received a well-deserved cup of Wild Bean Café coffee and treats as part of the campaign



One of the 50 Wild Bean Café branded vehicles which took the brand into the streets as part of the campaign.

WILD BEAN COFFEE WOWS THE AIRWAVES

Wild Bean Café warmed up the DJs and staff at eleven of SA's most popular radio stations with coffees, muffins and mugs as part of the campaign. This was done to make the "Coffee & Whatever" campaign come to life for the staff at our partner radio stations that air our various campaigns and promotional messages.

The initiative sparked priceless on-air conversation, which rolled over onto the popular radio stars' social network profiles as well. Although appearing simple from the outside, the campaign called for near military precision. Cold coffee and stale muffins would not have gone down well! But thanks to the efforts of regional dealers who added their weight to the campaign, the logistics went like a dream. And with the help of Wild Bean Café, promoters were able to hand deliver steaming cups of coffee and sweet treats to the coolest DJs in the country.

The radio stations savouring the best of the Wild Bean Café ranged from Good Hope FM in the Cape to Gagasi FM in Durban and 5FM in Gauteng, reaching hundreds of thousands of listeners countrywide.



East Coast Radio Team with our Brand Ambassadors.



Our brand ambassadors sharing the Wild Bean Café treats at Gagasi FM



Cape Town's Good Hope FM team with our brand ambassadors

HELIOS 100 WINNERS VISIT THE NETHERLANDS

Twenty two dealers and their partners who won the Helios 100 top achiever challenge earlier this year, were treated to a smorgasbord of entertainment, including a visit to the largest F1 racing event in Holland, the famous floating flower market and the massive Uitmarkt festival.



EXCURSION – BLOEMENMARKT

The Bloemenmarkt is the world's only floating flower market. Founded in 1862, it is sited in Amsterdam's southern canal belt, and includes 15 florists and garden shops as well as a spectacular range of souvenirs. The market is one of the main suppliers of Holland's world-famous flowers.



NORTH SEA JAZZ FESTIVAL

The VIP experience at the world-famous North Sea Jazz Festival was undoubtedly a highlight of the trip! Our lucky dealers received VIP treatment got to see some of the world's top jazz performers.

The North Sea Jazz Fest is arguably the most important event on the genre's calendar and a decades-old institution. One for the bucket list, these days the festival attracts more than 70 000 music lovers every year, who come to enjoy the talent of more than a thousand musicians.





The winning dealers also had the opportunity to see how their Dutch peers do things on a very interesting site visit.

DEALER NEWS

RETAIL STAFF CLEAN UP ON WASHDAY WEDNESDAYS

It's been an interesting experience for our retail team members to visit a number of your sites over the past few months and get their hands dirty in support for the "Rituals and Routines" campaign.

Thank you all for the positive feedback we have received for "Washday Wednesday" and for helping us make good headway in improving the sites' cleanliness.

Karen Byamugisha, BP's Internal Communications Manager, says sweeping a forecourt was definitely a new experience for the team.

"The idea is a very good one which has really allowed us to help dealers see things from a customer-centric perspective. It was actually quite fun to be part of the site team and help improve on the aspects that our customers value most."

We are particularly pleased that seeing some of our head office staff with brooms and mops in hand, cleaning oil residues on sites, has inspired many of you to go beyond mere cleaning to also repaint and add new fresh touches to your sites.



Receiving the top honours on behalf of A team from the Waterfront Office taking a well-deserved break after helping to clean the BP Helderberg site. Seen from left to right, in the front: Chris Tomose (RTM for the site), Mariam Apolis, Kurt Stemmers, Linono Buthelezi, Tabisa Sebe & Gawie Theron (Dealer). Back Row: Stephan Mutale, Colin Permal, Izani Pretorius & Sharon Maber.



Stephen Mutale takes extra care in wiping down one of the pumps at BP Helderberg.



Karen Byamugisha, Lorraine Sekgothe, Sokhana Caza, Nqobile Zindela and Arnold Mutize from the Parktown Office cleaning oil residue from the parking bays at BP Nina Park, North of Pretoria.

SUCCESSFUL DEALER ENGAGEMENTS

Can you spot yourself at the dealer sessions held countrywide earlier this year? It was good to engage with you all in such a positive way and to have Nazeem Braaf, Head of Assurance, Control and Compliance share our new Code of Conduct with you all to create greater awareness for and compliance with the BP Code.



Nazeem Braaf



**Hulisani Ramfumedzi with Neo Molisana
from BP Khuboni**



**Seen here with Renny Letswalo (Head of Retail) is David Ben-Zeev
from BP Barnum Park (left) and Julius Beitz from BP Kramerville
(right).**



**Dan Maduwa (Kruin Motors) and
Alana van Deventer (BP Bromhof)**



Phillip Bence



Renny Letswalo



Rabia Metedad and Nolwazi Bottoman



Peter Prinsloo from BP O'Reilly Merry



Michael Motsoane from Shopping Centre Motors



Pete Molloy

BP ULTIMATE SURVEY: SA CARS AMONG BEST MAINTAINED IN THE WORLD

A national spring-cleaning survey, conducted by BP Ultimate, has found that South Africans' cars are among the cleanest and best maintained in the world. 96% of motorists surveyed said they took great pride in the appearance of their cars.

The BP Ultimate survey, which drew close to a thousand responses from a diverse group of respondents countrywide, proved that whether you are driving a 15-year-old Citi Golf Sonic or a sleek new Bentley Continental, SA motorists both rich and poor take exceptionally good care of their cars.

Almost 80% of respondents said they clean their cars at least once a week, while a grubby 2% confessed to cleaning their cars just once a year.

The BP Ultimate poll also revealed that drivers from the Northern Cape have the cleanest cars, with nine in ten drivers washing their cars at least once a week, compared to only six out of every ten motorists in the Western Cape.

The cleanest cars per province according to the BP Ultimate survey, are:

- 1. Northern Cape – 97% of respondents wash their cars at least once a week**
- 2. Free State – 94%**
- 3. KwaZulu-Natal – 86%**

- 4. Mpumalanga – 85%**
- 5. North West Province – 79%**
- 6. Limpopo – 77%**
- 7. Gauteng – 76%**
- 8. Eastern Cape – 73%**
- 9. Western Cape – 67%**

There is also little discrepancy between SA's wealthier and more cash-strapped drivers when it comes to car cleanliness. The survey showed that wealthier motorists are in fact not too posh to wash, with over 78% of those occupying senior managerial posts saying they readily get out the bucket and sponge to clean their four-wheeled beauties themselves.

Drivers who are less well-wheeled are just as proud, with 75% saying they are not prepared to drive a dirty vehicle for longer than a week. Peter Cock, BP's Technical Fuels Manager, says the survey confirms that South Africans love their cars. "Even when asked about leaving the occasional piece of rubbish in the car, over 83% of respondents said they don't."

He points out that regular cleaning can help preserve the value of one's car by getting rid of salt and other corrosive substances. Aside from outward appearance, fuel quality also plays a major role in the efficiency and general upkeep of a car's engine – something which the majority (97%) of motorists who participated in the BP Ultimate survey agreed upon.

"The type of fuel you use is especially important and could save you a substantial amount of money in the long run. Stick to premium fuels, such as BP Ultimate, which removes up to 98% of harmful deposits and is also the only fuel recommended by the Automobile Association of South Africa. Using BP Ultimate Unleaded or Diesel throughout the year will keep your car engine as good as new," he says.

WITS TALENT SEARCH PARTNERSHIP LETS BPSA SHINE ON GLOBAL STAGE

Our Targeting Talent Partnership (TTP) with Wits University was recognised by the global BP team as being one of the most effective education campaigns in the world. And although we did not win this year's Helios Award, the SA team received resounding applause from our international colleagues.

The Helios Awards are presented annually in London and chosen from thousands of entries from BP's global offices.

Thandi Oerlyn, BPSA Chairman, says the team can be very proud of their great work as well as their excellent submission.

"Even though we did not win, we certainly felt like winners! Our entry was highly commended and huge admiration was expressed for the work we do. Our Targeting Talent Partnership programme is quite unique and the judging panel was very complimentary about its outcomes."

Oerlyn says most of the competing entries were from the Upstream business, and that being part of the line-up of finalists provided a great opportunity to not only to represent BPSA, but Downstream as well.

She singled out our Strategy and Transformation Manager, Liziwe Mda and Akhona Ntese, our Transformation and Sustainability Manager who attended the awards ceremony, for their role as ambassadors for the SA business, and for being true representatives of our transformation journey.

10 quick facts about TTP:

1

TTP ranks as one of the top corporate social investment programmes worldwide.



2

BP's ongoing support for TTP will help a total of 1000 high school learners to successfully complete their last three years at high school and fast-track them into university careers.



3

Talented learners are selected with the help of their teachers while they are in grades 10, 11 and 12. The programme specifically focusses on learners from rural schools in Gauteng, Limpopo and Mpumalanga.



4

Over the past five years, TTP has delivered a resounding success and has produced some of SA's top matriculants and graduates, including one of the country's highest academic achievers.

5

Our current investment of R105-million extends to 2018. This year alone about 520 learners were welcomed to the programme.



6

TTP stands out from other similar programmes for the unique way in which it helps develop talent holistically. It is designed to help learners remain single minded about their studies and teach them the skills to counter possible negative influences such as a lack of rigorous curriculum, poorly trained teachers and the absence of successful role models in their rural communities.



7

Our involvement in the programme goes way beyond the monetary donation. We have also created a groundswell of support among our BPSA colleagues who play a role in various areas including recruitment, mentoring at talent camps as well as being part of the celebrations of success when the students graduate from the programme.



8

Of the 191 students who graduated in 2012, 92.5% have enrolled for various university degrees – 24% in the fields of Science, 27% in Commerce, Law and Management, 28% in Engineering and the Built Environment, 16% in the Health Sciences and 5% in Humanities.

9

Last year, 97% of the matriculants achieved a university pass and collectively gained 600 distinctions.

10

The programme has also received praise from the Department of Energy which has applauded our commitment to the project, saying it was a step in the right direction to bring about sustainable and meaningful transformation in the liquid fuels industry.