

COMPANY PROFILE



FIRA
Funeral Industry Reformed Association

The idea of FIRA reared its head since 2005 in recognition of the financial, funeral, insurance industry needs a united body with no vested interest acting as an industry watchdog, protecting the public against unregulated elements and a voice of the industry on behalf of members of the Association.

FIRA choose to position itself as a non-profitable company (NPC) to assist, protect, serve & unify licenced and regulated financial, funeral and insurance industry stakeholders.

FIRA wish to be acknowledged as an independent funeral industry Association, playing a supportive role in the, financial, funeral, insurance, related services industry and to consumers with an estimated value of R200 billion per annum.



FIRA BACKGROUND

FIRA is an independent formation, seeking to be recognized as an all inclusive funeral industry association.

Seeks the participation of financial institutions, funeral and insurance industry role-players, of all specialties in an all-inclusive national agency, to drive public education - Government & industry related matters.



FIRA IDENTITY

"What is FIRA – An Independent Funeral Industry Association"

VISION STATEMENT

- FIRA is a non profit company that leads the development and transformation of financial, funeral & insurance industry, championing efficient, cost-effective funeral, financial & insurance services to the benefit and satisfaction of all consumers and stakeholders in South Africa.

"FIRA intends making a difference where it matters in a manner that matters most"

MISSION STATEMENT

- FIRA mission stands for the delivery of service that respects the principle of BOTHO/UBUNTU and values of the South African communities, placing consumers and financial, funeral & insurance industries at the heart of these services.

BACKGROUND

- FIRA has been established in 2016, and its rooted in the principle of BOTHO/UBUNTU to guide, protect, support consumers & licenced service providers rendering services and products to communities they serve.
- Born out of the need to:
 - reform the funeral industry, as informed by the findings of an in-depth four year research after the South African Council of Churches mandated Johan Rousseau to assist;
 - provide education that empowers consumers and stakeholders, and thereby contribute to the betterment of their lives, and growth of the South African economy.

"Nothing in the world is as powerful as an idea whose time has come"

VALUE PROPOSITION

➤ **Public/Consumers**

- Educating the public, meeting their essential needs, providing advise related to financial, funeral & insurance related products and services, offered by licenced service providers within the FIRA network.

➤ **Our Employees**

- We provide a place where our employees are proud, in which they are excited to work, and where they always get opportunities for personal development and growth.

➤ **Our Members**

- Assisting affiliated and supportive companies to generate sustainable growth in profits, retain jobs;
- Become part of a national network;
- Keep up to date with new developments and legislation pertaining to the industry;
- Mediation and dispute resolution amongst all categories of members.

COMPANY VALUES



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- Credible
- Fair & Factual
- Honest
- Integrity
- Governance compliance
- **People focussed**
- Productivity
- Quality improvement structures
- Reliable
- Training(internal & external)
- Service delivery orientated
- Transparent

Strategic Priorities

Continuous media releases - Lobby buy- in & support

- Educate consumers through a variety of mediums (print, electronic, radio & social media) - FIRA's 1st priority;
- Engage likeminded industry organisations and pressure groups including religious, traditional & union leadership;
- Engage individual financial and insurance companies;
- Lobby key Government departments (environment, health, home affairs, financial service board, labour, social services and treasury).

Strategic priorities continued

- **Grow FIRA's target market in highly populated and rural areas:**
 - Accelerate penetration into identified segments;
 - Consumer education, increase public confidence;
 - Entrench, increase & present FIRA member offerings.
- **Improve & promote FIRA members service & product offerings to consumers and affiliated members**
 - Develop a wider product offering;
 - Providing better value for money at discounted rates;
 - Provide service experience, convenience & wider access.

Strategic Priorities - Continued

Grow FIRA's efficiency

- Grow our office network throughout South Africa, divided into provinces, regions, municipal districts & towns;
- Provide office development programmes, embedded by operational experiences, reinforced by strong system of performance management, staff & personal development.

Explore & provide technological solutions to improve FIRA's efficiency to members and consumers

- Provide customer leads to membership;
- Provide an accredited network of service providers;
- Prevent bribery, corruption and fraud- Funeral insurance.

STRATEGIC PRIORITIES *continued*

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Transformation

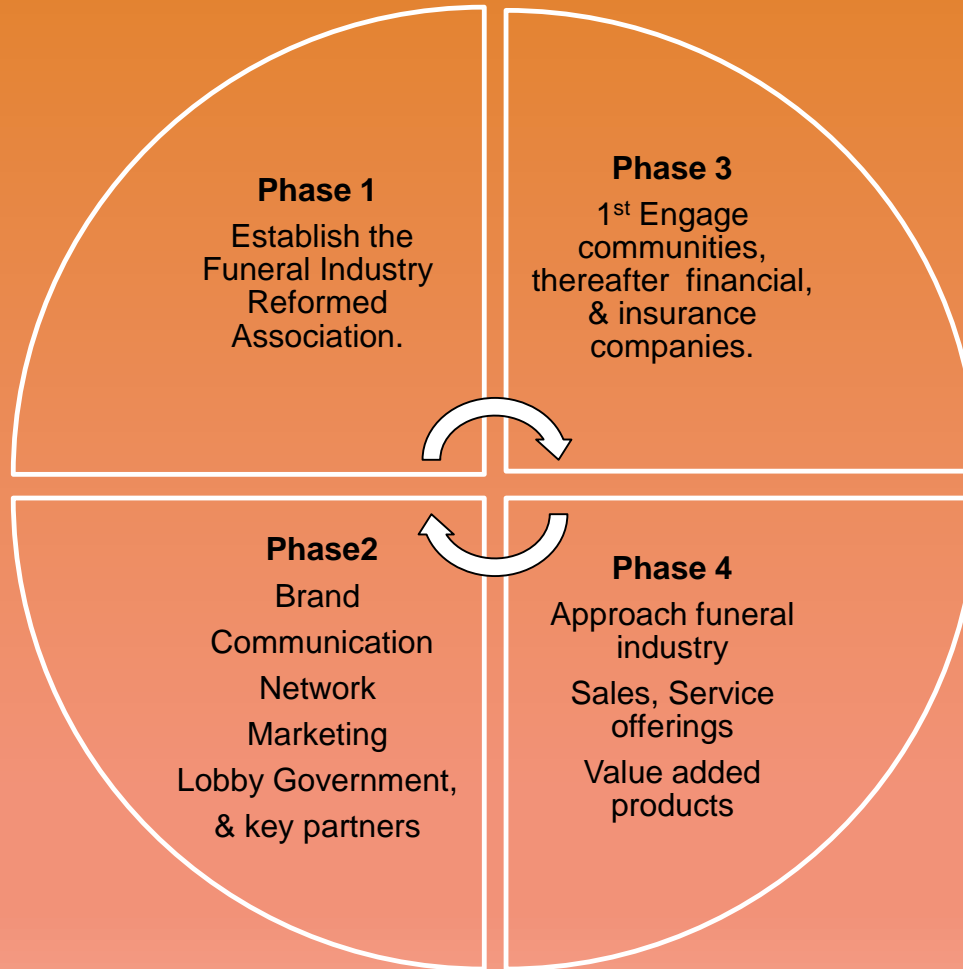
- **Establish a high performance culture**
 - Facilitate a common understanding of a high performance culture;
 - Implement the company values;
 - Implement a participative management system and shared leadership philosophy, and provide skills training and development programmes for future leadership;
 - Focus on transformation.
- **Encourage, entrench and enhance community involvement**
 - Find creative ways to share expertise and wealth with the clients and host communities;
 - Together with strategic alliances develop and provide empowerment education programmes in areas of staff, clients and community needs;

“Creating partnerships Today for Tomorrow”

Business Objective

- FIRA existence is based on making positive changes within members lives;
- Assist consumers protecting their insurance needs, bridging the gap between insurers and funeral service providers;
- Making a positive difference in peoples lives, highly productive, visible & being there in a time when its needed most 24 hours a day, 365 days a year, providing guidance and continuous support.

Key Focus Areas



Past and current projects

- Even though FIRA is new...
- Founding members in conjunction with the South African Council of Churches(SACC) had a public vote of 87% on national television in 2005 for an industry turnaround;
- FIRA is composed of the founders who designed a Strategy, drafted an Act and Regulations for the reform development of the funeral industry for Gauteng Dept of Economic Development, through Hamba Nathi training and consulting;
- Developed a proposed Draft FIRA Funeral Industry Code of Conduct as application for accreditation for industry Ombudsman in terms of the Consumer Protection Act 68 of 2008, published in the Government Gazette on the 2nd September 2016, by the National Consumer Commission.

Hamba Nathi Launch - 2006

From left to right Johan Rousseau (FIRA founding father, Dr John Nkadimeng (Former ambassador to Cuba, Barayi & Luthuli award winner and Unionist) and Dr Esop Pahad (Minister in the office of President Mbeki)



FIRA Code of Conduct

As a Association, FIRA will always remain independent, fair and objective

Play an integral role towards development, socio and economic transformation of the financial, funeral and insurance industry

Providing a comprehensive range of products, services and solutions to consumers, Government, financial, funeral and insurance industry we serve.

Our management believe in the empowerment of all employees by involving them at all levels of decision making through participative management.

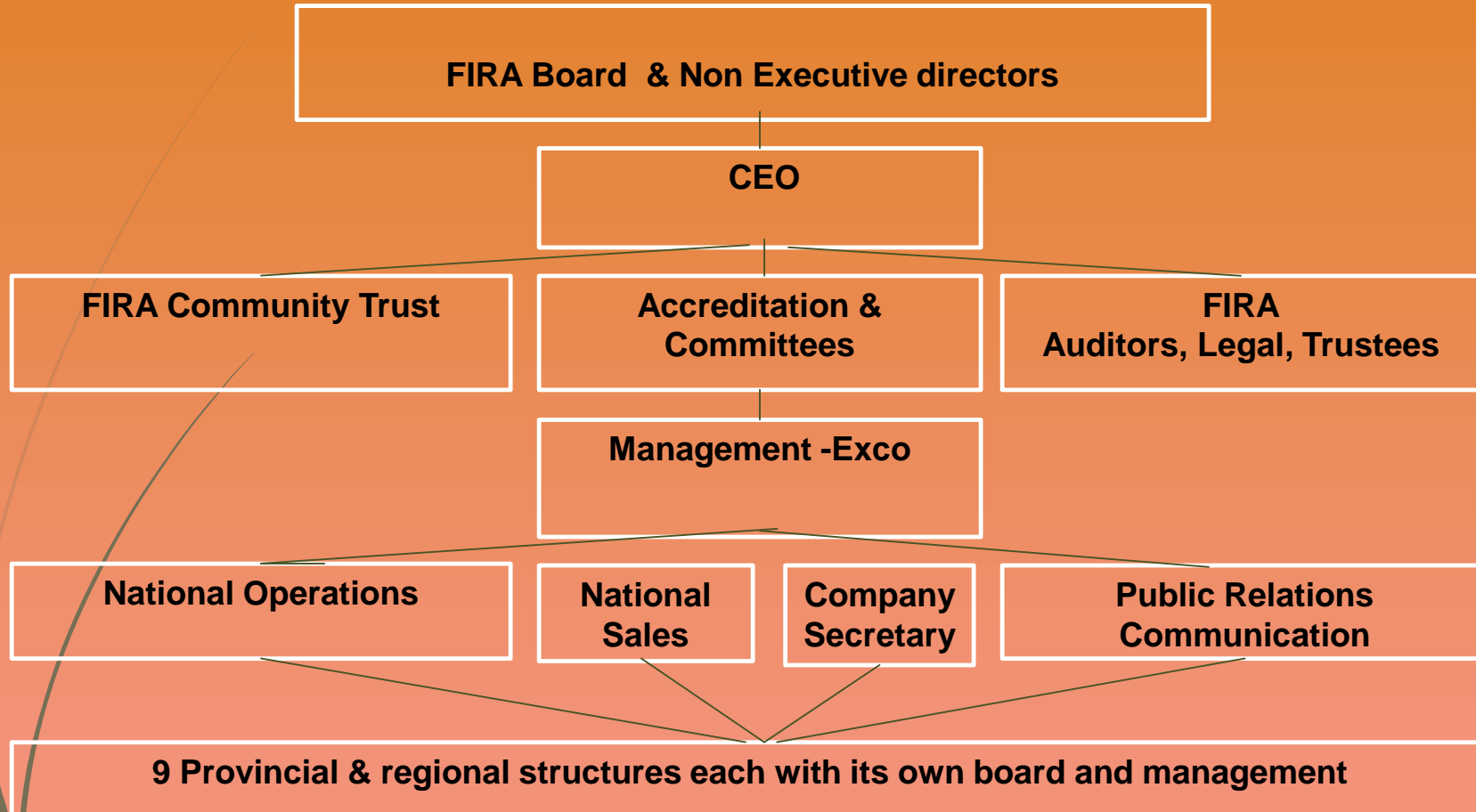
We strive to maintain and promote confidence through honesty, integrity and providing a wide range of value added services.

We are attracting energetic and professional managers thus perpetuating success by constantly having quality improvement structures in place.

We want to ensure consumers and members of our total commitment and acknowledge the emotional needs of our communities.

Have an open door policy for any ideas or suggestions by consumers, members and affiliates

FIRA structure



FIRA Founding Members

- Johan Rousseau - Executive Chairman;
 - Robert Mhlambi - Chief Executive Officer (Acting);
 - Rev Gift Moerane - SACC Gauteng Ecumenical leader;
 - Makaya Ntini - Public figure, commentator & former Protea cricketer;
 - Pierre du Plooy - Company Secretary.
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- **Profiles of founding members, non executive chairman & non executive directors will be provided on the FIRA website, when it is launched including profile of key management positions, auditors and legal team.**

We wish to thank you in advance for granting FIRA the opportunity in presenting ourselves as a Reformed Association – Believe and trust we could rely on your support



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