

## Perspective

For business associates of Zurich in South Africa  
2/07

### 2007 Nedbank Golf Challenge

**The Nedbank Golf Challenge has become one of the highlights in the local sporting and social calendar in South Africa. With a 26-year history, this event has boasted the biggest names in international golf, competing for one of the richest first prizes in the history of the game. South Africa's own Ernie Els is a multiple winner, and last year saw Retief Goosen retain the trophy, this being his first win at the Nedbank Golf Challenge.**

As a 12-man invitational stroke play event, the limited field adds to the exclusivity and intimacy of this event. The tournament which was launched in 1981, has seen several name changes.

In the early days 'The Million Dollar Challenge' as it was known saw golfers competing for a purse of US\$ 1 million with a winner's share of US\$ 300,000. In 1987 the event was played on a 'winner takes all' basis. This was designed to overcome any qualms the world's top golfers might have about competing in South Africa during the apartheid era and, in many cases, it was successful in doing this. In 1988 the winner's prize was again set at US\$ 1 million with additional prizes being introduced. From 2000 to 2002 the first prize was US\$ 2 million which, as at 2007, remains the largest tournament prize in the history of golf. When looking at the standard winner's share of the PGA Tour – 18% – and the European Tour – 16.67% – the current prize distribution is not far from the normal pattern for a professional tournament, once allowance is made for the small size of the field.

Like most high profile unofficial tournaments in professional golf, the event takes place between the conclusion of the PGA Tour and the official schedule of the European Tour. Although the Golf Challenge did not, until 2006, count for world ranking points it nonetheless attracted many of the world's highest ranked players.

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Some of the greatest golf legends have walked the fairways of the Gary Player Country Club since the tournament's inception and this year is no exception. As 12 of the world's top ranked golfers tee off, fans will be able to enjoy firsthand, the experience of watching these world-class golfers battle it out for the crystal trophy. According to the organisers, the quality of the field is unquestionable and, with no fewer than eight Nedbank Golf Challenge crowns among them, the competition promises to be fierce. So, how does Zurich in South Africa fit into the picture? Well, we've come on board as a tournament sponsor and there are several reasons for this...

The Zurich brand is relatively unknown in the South African market and this venture provides us with the opportunity to build our brand and, at the same time, promote our products and services. In order to embed the brand, we have to ensure that we have a constant presence in the minds of the general public. As we said in the previous issue of Vision, it requires constant reinforcement because it will not be absorbed overnight.

We will therefore, in terms of the agreement with Sun International, be afforded the opportunity to promote our brand and to avail ourselves to certain facilities during the course of the 2007 Nedbank Golf Challenge.

Zurich has been allocated a hole at Sun City's Gary Player Country Club and we will be entitled to on-course branding. Our sponsorship deal also entitles us to participate in Sun International's ongoing advertising and public relations effort which promotes the Nedbank Golf Challenge as the best international sporting event on the calendar. Specifically, this includes but is not limited to television coverage, advertising and public relations exposure.

According to CEO Nick Beyers, by participating in an event that has such high acclaim, we are able to reach our target audience both on and off the golf course. We are able to closely align the event with one of our primary business objectives – 'profitable business growth' – and this will enable us to attract those who are looking to place their risk with a global insurer such as ourselves.

As a sponsor, we will be entertaining brokers and key customers at the event and for the four days that the tournament is televised, our brand will reach close to 1.4 billion viewers in over 140 countries worldwide.

## First graduation of the Global Associate Program

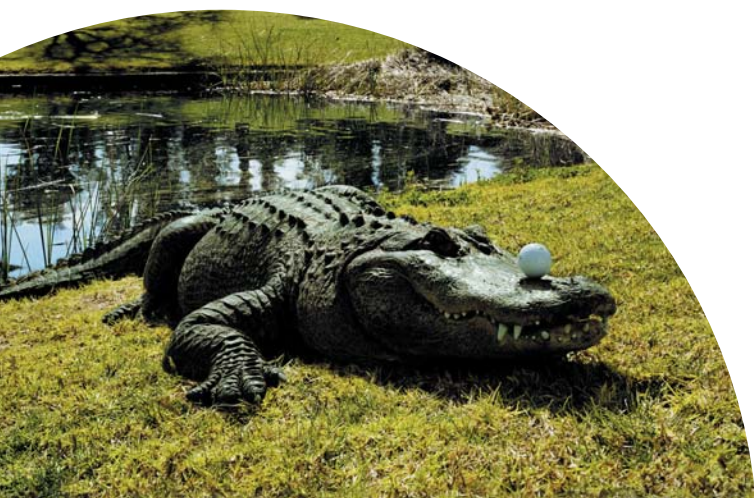
The Global Associate Programme, a global talent programme for graduates who want to start a technical career with Zurich, has successfully graduated and started his career with Christo Schmidt.

According to Mason, the first six weeks of boardroom training in South Africa was a surprising experience, as this brought about the challenge of trying to change our visitors perception of South Africa as a whole. "In these sessions we learned a lot about valuing diversity. We brushed up on our presentation skills and were taught a little about insurance," he said.

The first trip to Zurich gave the 50 plus associates from across the world the opportunity to meet one another. It was an opportunity to interact as a complete group and learn more about the people who were selected to participate in the programme.

A 10-week stay in the claims environment gave Mason the opportunity to gain hands-on experience and knowledge on the claims process and, at the same time, improve his interpersonal skills while dealing with customers. Next followed a six week stint in broker services, a challenging opportunity, in which he found himself attending high profile meetings and gaining insight on how the business is run.

Then back to Zurich for a month during which the entire team worked on growth initiatives. Also, meeting members of the top brass who run the company and, who took the time to stimulate their minds with a management simulation.



## ramme (GAP)

initiative designed to recruit university graduates  
, was first launched in September 2006. After  
broad, our South African associate Masonwabe  
is career in the Actuarial Department working

For Mason, this was followed by an international rotation to Australia. "After a long trip, landing in Sydney was exciting. The first couple of weeks were a struggle but what I found really fascinating about the Australian office is the passion the employees have about the company. Social events saw the whole company come together as a team and, although the work in which I was involved presented its own unique set of challenges, it was a great learning experience," he said.

"GAP is a remarkable programme. I would recommend it to anyone. It's an experience of a lifetime and, if you're willing to put in the effort, a lot can be gained from both a personal and professional perspective."

Felicity Hart, GAP's Programme Manager, had this to say: "Mason really symbolises what the Global Associate Programme stands for – the development of a talented young graduate who is full of potential and who has much to offer Zurich, now and in the future. I congratulate him for his dedication and growth in the last year and I wish him continued success at Zurich."

"Continuing with the mandate of enlisting exciting young GAP talent, this year Yurika Pistorius and Kathryn Gounden have joined the programme. I would like to welcome them and wish them the best of what the Global Associate Programme has to offer," Felicity said.





## Zurich South Africa receives global award

A recent trip abroad was a pleasing one for CEO Nick Beyers, who was called upon to accept an award on behalf of the South African business operation. The Zurich Global Cross-Selling Award, as it is known, was presented to us for the role we played in landing the Gautrain account.

"This initiative has created an expectation of good things to come," said Nick. "Today, our organisation finds itself operating in a culture of co-operation across a global network. This practice is encouraged from an international perspective and requires a change of mindset from being a traditional local player to that of an insurer with an international focus," he said.

Area Sales Manager, Mike Morgan who was closely involved, shares Nick's sentiment: "This has set the scene for further collaboration with our colleagues across the wider Zurich Group and, at the same time, enables us to act on opportunities that present themselves in the future."

Besides working with our international colleagues, Mike worked with members of our local operation – Gerrie Zaaiman (Product Manager Engineering); Lucas Barnard (Broker Manager Engineering, Gauteng East); and Tim Darkins (Broker Manager, Gauteng East) – who pulled out all the stops and played an integral role in landing the account.

Both Nick and Mike agree that, moving forward, the focus on cross-selling will undoubtedly form part of growing our top line. In fact, we have been identified as a potential carrier for another huge project that is going to be launched in South Africa.

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