

National African Towing Association



Serving our Nation with Pride

NATIONAL AFRICAN TOWING ASSOCIATION (NPC)

Reg.2016/179503/08

2224 Block F, Industrial Site, Soshanguue, Pretoria 0152

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“Serving Our Nation with Pride”

The Organisation

Business name: National African Towing Association

Trading Name: NATA

Business type: Non-Profit Company

Company registration no: 2016/179503/08

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E-mail: info@nata.org.za

Physical address: 2224 Block F Industrial Site
Soshanguve
0152

BBBEE Level: 1

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About us

For many years the township towing operators have operated in an environment that was hostile to township/black operators. We have created an organisation called National African Towing Association (NATA), with a view of giving this marginalised group a voice with government and other industry players. Given the government's pronouncement to support township based businesses, we thought it was appropriate that we create a body that will correct the above mentioned injustices and also give government and the Private sector a single point of communication with the township based towing industry.

OVERVIEW

Founded in 2016 in Gauteng, NATA is the umbrella for operators local and national in the towing and recovery industry, which is estimated to include more than 300 towing businesses in the Southern Africa with the aim of including neighbouring SADC countries. NATA's membership includes small and micro enterprises that have not been in a position to be developed and nurtured in order to participate in the mainstream of the towing industry.

NATA is a non-profit national towing association, governed by a representative board of directors whose officers are elected from the membership.

NATA member companies comprise of the industry's leaders and suppliers to the towing and recovery industry who have a collective experience of over a100 years combined.

NATA represents the interests of the towing and recovery industry, which will be sponsoring annual events and meetings that are attended by members as well as government and corporate companies. NATA also produces an array of educational products supporting professionalism in towing and recovery and in business management. TRANSFORMATION in this industry has been much spoken about and till this day very little has changed since the dawn of democracy in 1994.



Our Vision

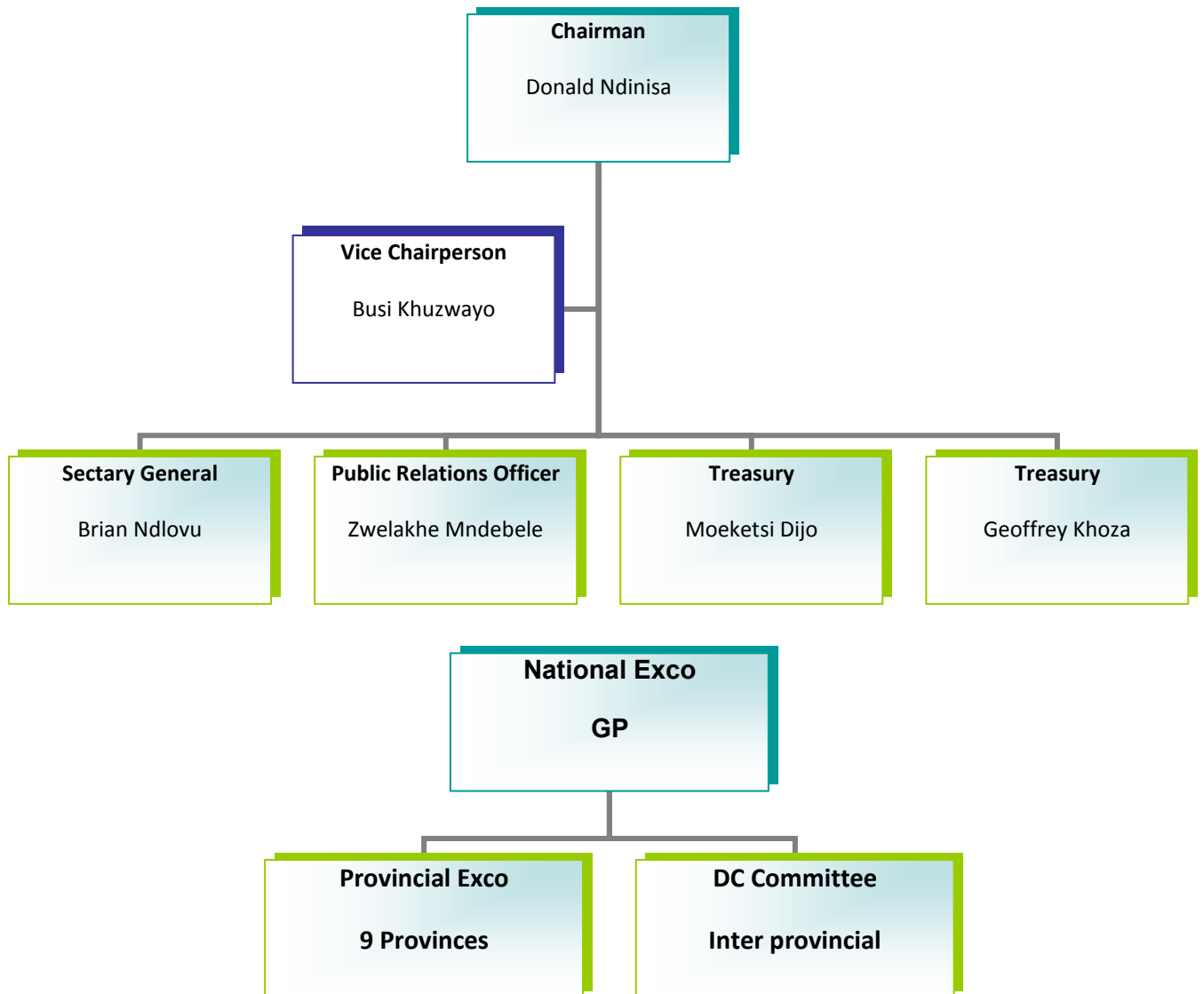
NATA MISSION STATEMENT

To be the voice of South African's towing industry by offering representation, education, and leadership at ALL levels of society, gender, race and culture without any exclusion.

VISION

- To foster and promote the interests and welfare of towing and recovery operators in South Africa and SADC region and to encourage towing professionalism and quality CUSTOMER service throughout.
- To foster and encourage cooperation and unity among associations and companies in our industry through fair competition and good fellowship.
- To represent the industry at ALL levels and be ready to provide hands-on advice and expertise when called upon to serve the legitimate interests of the towing and recovery industry; and promote the enactment of uniform legislation that fosters professionalism, quality service, healthy competition, and fair compensation.





Chairman - Donald Ndinisa

Vice chair – Busi Khuzwayo

Secretary Gen-Brian Ndlovu

Public Relations - Zwelakhe Mndebele

Treasury - Geoffrey Khoza

- Moeketsi Dijo



The Operation

The National African Towing Association is built up by towing and roadside assistance specialists with a Focus on putting the customer first while building a sustainable Industry.

Our operation is headed by our Hands on Executive Nationally. The Towing & roadside assistance operations are carried out nationally by our membership base. The national head office is based in Pretoria and our national High tech call centre in Soweto. The operation is a 24 hours 7 days a week including public holidays. Our offices are not manned on a 24 hrs basis, however our services are available by phone 24/7 and there is an operator available to assist on call.

All customer /client interaction are monitored and followed up on to ensure that we maintain the highest level of customer satisfaction, should there be any concerns or dissatisfaction our operations manager and team are always more than eager to be of assistance and ensure that all possible avenues are explored in resolving the customers issues.

Our members have accredited storage yards that we vet personally as an association, by so doing we are sure to provide safe and secure storage of vehicles at industry pricing.

National Service Offering	
Passenger - Commercial - Motorcycle	✓
Roadside Assistance	✓
Electrical & Mechanical breakdowns recovery	✓
Accident Recovery	✓ ✓



Our Members

NATA membership comprises of majority of the previously disadvantaged and currently disadvantaged companies and its individuals whom are based in rural, townships and highly monopolised areas of operation. We have accommodated an individual with a trailer, 1 bakkie to a company that has a fleet of rollbacks. Our member base is 80% black as it reflects the population of our country. However our representation spreads across racial demarcations.



Industry Challenges.

Background

Currently there's a few role players who control call centres that give work to companies that are on their panels which is modern exclusion mechanism. This kind of tool has been in operation for a number of years and has grown in recent years. Proudly South African is not at heart in this kind of set up as it creates conflict with operators in their respective areas and environment. There is no clear plan to include and educate the smaller players. Townships operators have been disarmed of their right to operate in their places of residence and that is totally against TOWNSHIP REVITALIZATION AND INDUSTRIALIZATION.

Rates

Rates have been set by organisations without the consultation of the operators and taking into consideration of growing the industries economy. Few benefit from this kind of collusion by corporate. The cost of our operation hasn't be taken into account as there are various factors to take into account, we list a few below.

- All rates are fixed; conditions of the service area are not taken into account.
 - High risk areas, afterhours
 - Terrain (gravel, inaccessible areas for conventional vehicles, security risk (many hijackings & Robberies occur while in the line of duty)
- Industry benchmarking of acceptable minimum rates and maximum rates payable.
- Annual reviews of rates in line with inflation and related economy factors.

Compliance

Violence and intimidation has always been in this industry due to the fact that certain individuals want to maintain control. 90% of the time they are sent to pick up vehicles from the hands of those that are not on panels. Many of whom the only source of income is the tow truck and its ability to pick up a vehicle.

Pirate operators are also at the centre of the conflicts. Criminal elements take advantage of this unregulated industry and rob our citizens of their prized possessions. This opens up an opportunity for law enforcers to partake in the illegal operations of these companies by taking bribes and giving away victims vehicles.

The previously disadvantaged of the land were not equipped with infrastructure to be able to manage contracts including government fleet etc. but were used by the contracted to do the work due to the safety concern in certain areas.



Call of Action.

WHATS OUR PRIMARY TASK?

Successfully deliver Customer Services and Solutions to the towing and roadside assistance industry.

NATA NATIONAL CALL CENTRE

Usage a one stop 365/24hr call centre where all legitimate and NATA approved Towers will be listed under one database throughout the country and SADC region.

Where all calls will be distributed accordingly and fairly to all legitimate and NATA approved towers.

Where all stakeholders can effectively communicate and streamline processes with NATA to provide all service related calls i.e.: breakdowns, roadside and emergency tows.

DIRECT COMMUNICATION WITH STAKEHOLDERS

To assist with regulating the industry and ensures total compliance with government regulations.

To root out pirate and illegitimate towers within the industry.

To expose and root out corrupt elements within the industry affecting various stakeholders.

To empower the PDI Towers through workshops and training to maintain and sustain their business.

To ensure all SLA's are met and maintain to offer ultimate customer satisfaction,

To ensure smooth and harmonious relationship within supportive stakeholders and government actively involved in the industry.

Direct reporting and measures put in place, this will ensure we keep track of deliverables and constantly improve on area of development

System and service integration to ensure maximum efficiency, this also can benefit our client with the collection of data to understand user behaviour.



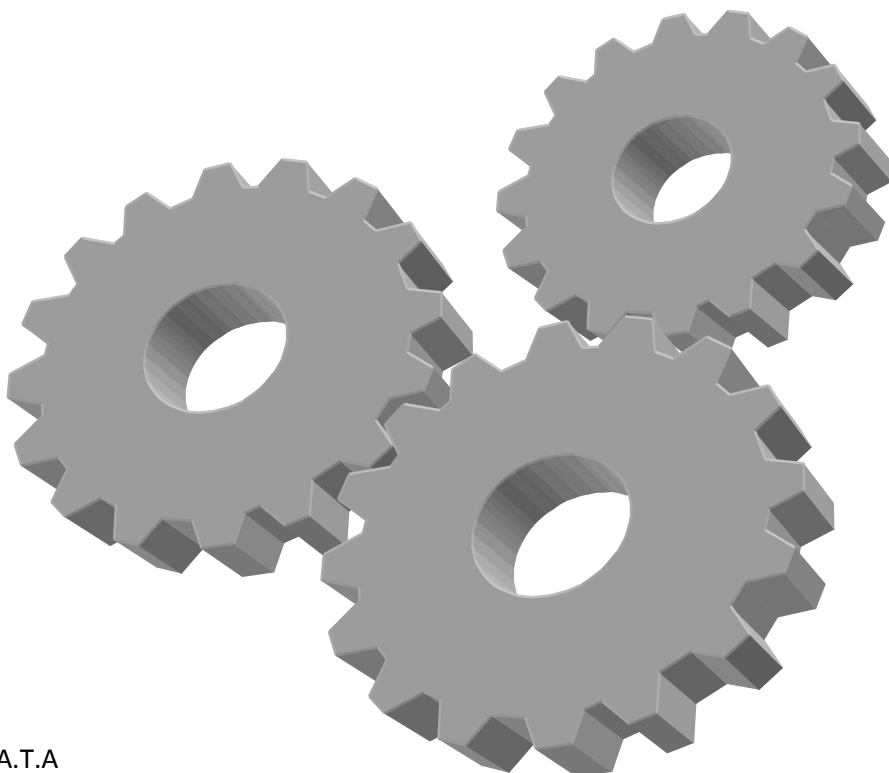
N.A.T.A

Assistance

Support that could assist NATA realise some of its action items.

- Process and administration workshops
- CSI projects –involvement and participation
 - This helps with marketing and confidence In client brand to the market.
- Enterprise development
- Government procurement
- Economic Development

- Service related training to align SP's with corporate vision, this helps with the following.
 - Customer satisfaction
 - Retention
 - Value add
 - Compliance
 - Efficiency



Coverage.



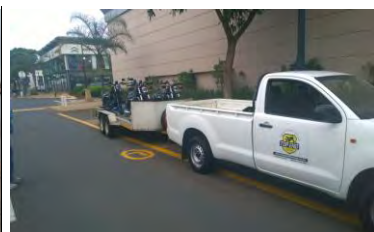
Gauteng	Witbank	Nelspruit	Mpumalanga
Bloemfontein	Pietermaritzburg	Harrismith	North West
Estcourt	Richardsbay	Rustenburg	Kimberley
Port Elizabeth	Durban	Colesberg	Eastern Cape
Polokwane	KwaZulu Natal	Cape Town	East London

Our Members

Rural –Township –Urban

Personal – commercial

We got you covered.



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THANK YOU