

# SURF EMPORIUM

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Dear Surf Emporium Customer,

On Sunday evening President Ramaphosa gave his most important speech of his presidency to date and we believe he showed the calm and decisive leadership required to stem the country's growing anxiety amidst the global panic surrounding the spread of COVID-19 virus. So, what does this mean for us at Surf Emporium and our customers?

Please see below protocols and guidelines implemented in our workplace in dealing with and preventing further spread of COVID-19:

1. We are open for business. Having said that, we are committed to making our store a safe place to be while providing our usual high level of professional service and advise.
2. We will uphold international hygiene guidelines and strategies to deal with COVID-19 and we encourage everyone to empower yourselves with accurate information in this regard. [https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf?sfvrsn=359a81e7\\_6](https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf?sfvrsn=359a81e7_6)

Going forward these are some of the protocols the Surf Emporium Team have implemented to prevent the further spread of the virus:

- sick staff/coaches are to stay home;
- Our coaches and staff who have symptoms of acute respiratory illness may not visit the store until they are free of signs of a fever, and any other symptoms for at least 7 days, without the use of fever-reducing or other symptom-altering medicines (e.g. cough suppressants); (Fever = 37.8° C or greater using an oral thermometer),
- Staff, Coaches and Suppliers are committed to communicating Surf Emporium should any member of their team test positive for COVID-19 as soon as they become aware of this diagnosis;
- Supplier representatives who appear to have acute respiratory illness symptoms (i.e. cough, shortness of breath) should self isolate in line with WHO guidelines and not call upon our store at this time. Email, WhatsApp and facetime are all acceptable forms of communication and meetings for the foreseeable future.
- We have provided no-touch (pedal) bins for use by all staff/coaches and customers while in the store;
- We have provided hand wash and hand sanitizer at till points and in changerooms for our staff, coaches and customers to use when they come into the store or to wash their hands with soap and water for at least 20 seconds. Soap and water should be preferred if hands are visibly dirty.
- We apply a routine environmental cleaning protocol to sanitise common areas and high touch points. To a monitored schedule, please support the team in the implementation of these protocols should they take place if you happen to be in the store during one of these scheduled intervals. The cleaning protocols will be applied instore and in changerooms. Full details will be available on request;
- these will include but are not limited to hourly clean all frequently touched surfaces in the workplace, such as workstations, countertops, and doorknobs. Disinfectant spray and wipe down using designated cloths/wipes and team to sanitise/wash hands.

- We have provided our team with disposable wipes so that commonly used surfaces (for example, doorknobs, keyboards, remote controls, desks) can be wiped down by the team during the day.
- Trading hours will be adjusted to limit the number of part-time/casual staff required to manage operational effectiveness.
- Our management, staff and coaches are committed to upholding the environmental checks and cleaning protocols for the safety of our team, customers and all who use our space.
- only essential 3rd party visits/services will be undertaken at this time;

In terms of customer engagement and provision of our services:

- We re-iterate we are open for business and encourage and support the responsible application of the international hygiene standards for businesses;
- Existing customers who want lessons outside of our trading hours will be accommodated;
- we have limited group sizes and all enquires are personally managed by the management team to ensure our customers understand the new protocols.
- Where possible groups are managed outdoors or moved on to the beach as soon as possible, where airflow is better. Our coaches and shop team are briefed ahead of each the session on protocol and strategy;
- We are limiting the number of customers in the changerooms at the same time to 10, this will allow comfortable adherence to the social distancing shop team have been briefed on how to manage this;
- We have sent a mailer to all customers advising them of our protocols;
- We have laminated posters in the change rooms to remind everyone of hand washing protocols.
- Group lesson protocols have been adjusted to minimize risks to coaches and participants;
- Please use your own towel – don't share towels;
- Coaches must attend compulsory briefing session ahead of all group lessons to ensure they are up to date with latest developments/protocols;
- We ask our customers to apply the self isolation protocols as per the World Health Organisation guidelines should they, a member of their immediate family (someone living in their house) have travelled to one of the high risk countries recently or are displaying regular cold and/flu symptoms.

In closing I'd like to share an extract from an email we received from one of my favourite local innovation platforms, Heavy Chef; they echo the lessons we have learned through our own experience in times of crisis and what we and our amazing team, here at Surf Emporium, will be applying through this current period of crisis and we encourage you to take their advise on board for your own toolkit in this situation...

- **Calm** - Don't be complicit in spreading fear. Think first before sharing that viral tweet or WhatsApp message. Most of it is fake, look it up. Be the voice of reason in your family, workplace and community.
- **Clean** - This is real folks. Foot-tap, elbow-knock, fist-bump or 'Namaste', whatever your preference. Do the right thing and respect the severity of this pandemic. *You* may be strong, but there are others who are not. Practice social distance, and for the love of all things good n' holy, *wash your hands*.
- **Breathe** - remember: *this too shall pass*. Smile, have some fun, share a meme, be kind to one another and be generous.