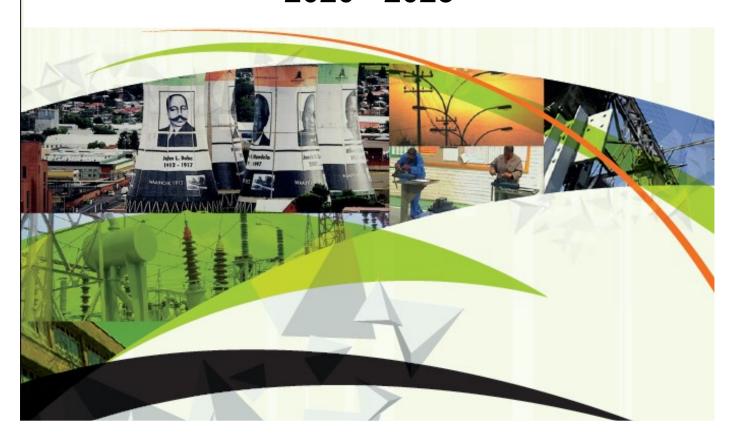




CENTLEC (SOC) Ltd BUSINESS PLAN 2020 - 2023





AGREEMENT

The undersigned confirms that the information provided by CENTLEC (SOC) LTD in this business plan is public. The reader agrees to acknowledge CENTLEC (SOC) LTD if any of the data and information is to be used by the reader preferably with express written permission of CENTLEC (SOC) LTD.

It is acknowledged by reader that information to be furnished in this business plan is in all respects for public benefit; hence it is published on our website and is approved by council for public consumption. Accordingly, CENTLEC (SOC) LTD would welcome any constructive criticism and inputs in this regard.

Upon request, this document is to be immediately returned to CENTLEC (SOC) LTD.

CERTIFICATION			
A.N Mgoqi	CHIEF EXECUTIVE OFFICER Designation	Date	



Table of Contents

Lis	t of a	cronym	ls	7
1.	EXE	CUTIVE	SUMMARY	8
2.	BAC	KGRO	UND	9
	2.1	VISIO	N	9
	2.2	MISSI	ON	9
	2.3	VALU	ES	. 10
	2.4	HIGH-	LEVEL ORGANISATIONAL STRUCTURE	. 11
3.	OPE	RATIO	NS OVERVIEW	. 12
	3.1	RETA	IL	12
	3.2	WIRE	3	13
		3.2.1	Network Operations & Maintenance	. 13
			System Utilisation & Process Engineering	
		3.2.3	Planning	. 15
	3.3	HUMA	IN RESOURCE DIRECTORATE	16
	3.4	FINAN	ICE DIRECTORATE	16
	3.5	PERF	ORMANCE AND COMPLIANCE DIRECTORATE	17
4.	LEG	ISLATI	VE AND OTHER MANDATES	. 18
	4.1	LEGIS	SLATIVE MANDATES	18
	4.2	POLIC	CY MANDATES	18
	4.3	PLAN	NED POLICY INITIATIVES	19
	4.4	STRA	TEGIC IMPERATIVE	19
5.	FS P	ROVIN	CE DISTRIBUTION NETWORK	. 21
	5.1	DEFIN	IING OUR CURRENT MARKET	21
	5.2	ELEC.	TRICITY GENERATION	22
		5.2.1	Self-Sustainability Model	. 23
		5.2.2	Market for Electricity in the FS Province	. 23
		5.2.3	Social Impacts	. 24
6.	CEN	TLEC'S	S STAKEHOLDER MANAGEMENT, COMMUNICATION AND PUBLIC	
	PER	CEPTIC	ON POSITIONING	. 25
7.	SWC	T ANA	LYSIS	. 27
	7.1	STRE	NGTHS	28
		7.1.1	HR Capital Interpretation	. 29



	7.1.2	Interpretation of Technology Dimension	29
	7.1.3	Interpretation of the Financial Component	31
	7.1.4	Interpretation of Marketing and Communication Components	32
7.2	WEAK	KNESSES	33
	7.2.1	Sustainability	34
	7.2.2	Operations	34
	7.2.3	Strategy	34
	7.2.4	Research and Development (R&D)	35
7.3	OPPO	RTUNITIES	35
	7.3.1	Interpretation of Opportunities' Component	36
	7.3.2	Regulation	36
	7.3.3	Government Support	37
	7.3.4	Competition	37
7.4	THRE	ATS	37
	7.4.1	Stakeholders	38
	7.4.2	Demographics	39
	7.4.3	Low-cost foreign competitors	
	7.4.4	Priorities	39
7.5	ESTA	BLISHED PERSPECTIVE(S)	40
	7.5.1	Internal environment i.e. Total Strengths and Total Weakness	40
	7.5.2	External environment i.e. Total Opportunities and Total Threats	41
7.6	RECO	MMENDATIONS	41
FUTU	JRE ST	RATEGY	46
8.1	ENAB	LING ENVIRONMENT	46
	8.1.1	Tariff Harmonization	47
8.2	CUST	OMER CENTRICITY	47
8.3	EFFIC	IENCY OF OPERATIONS	48
8.4	OPPO	RTUNITIES	48
	8.4.1	Solar (Solar Farms, Embedded Generation)	48
	8.4.2	Stored Energy	49
	8.4.3	Fibre Communication Route	49
	8.4.4	Vending Capacity increase and routes	49
	8.4.5	Electrification Construction	49
	8.4.6	Training Centre Equipment and Staff	50
	7.3 7.4 7.5 7.6 FUTU 8.1 8.2 8.3	7.1.4 7.2 WEAK 7.2.1 7.2.2 7.2.3 7.2.4 7.3 OPPO 7.3.1 7.3.2 7.3.3 7.3.4 7.4 THRE 7.4.1 7.4.2 7.4.3 7.4.4 7.5 ESTAI 7.5.2 7.6 RECO FUTURE ST 8.1 ENAB 8.1.1 8.2 CUST 8.3 EFFIC 8.4 OPPO 8.4.1 8.4.2 8.4.3 8.4.4 8.4.5	7.1.4 Interpretation of Marketing and Communication Components



		8.4.7	Direct Metering (Complexes)	50
		8.4.8	Data (Information) Mining	50
		8.4.9	Revenue (Advertising)	51
	8.5	COLL	ABORATIVE LEADERSHIP	51
	8.6	FINAN	ICIAL CONSIDERATIONS	51
	8.7	SALES	S FORECAST	
			Error! Bookmark not defined.	
	8.8	BREA	K-EVEN ANALYSIS	
			Error! Bookmark not defined.	
	8.9	PROJI	ECTED PROFIT AND LOSS	
			Error! Bookmark not defined.	
	8.10	PRO	JECTED CASH FLOW	
		Error	! Bookmark not defined.	
	8.11	PRO	JECTED BALANCE SHEET	
		Error	! Bookmark not defined.	
	8.12	BUS	INESS RATIOS	
		Error	! Bookmark not defined.	
9.	IN CC	ONCLU	SION CENTLEC Vision 2027	52
10.	NORI	MATIV	E REFERENCES	55



Table of Tables	
Table 2 - Retail	
Table 3 – Network Operations & Maintenance	
Table 4 – System Utilisation & Process Engineering	
Table 5 - Planning	
Table 1 – Usage of municipalities	24
Table 6 - Strenghts	28
Table 7 - Weaknesses	
Table 8 - Opportunities	36
Table 9 - Threats	38
Table 10 - Past Performance	
Table 11 - Sales Forecast	Error! Bookmark not defined.
Table 12 - Break-even Analysis	
Table 13 - Profit and Loss	Error! Bookmark not defined.
Table 14 - Cash Flow	Error! Bookmark not defined.
Table 15 - Balance Sheet Chart: Cash	
Table 16 - RatiosChart: Cash	Error! Bookmark not defined.
Table 17 - Vision	52
Table of Figures	
Figure 1 - Values of the entity	
Figure 2 - High-Level Organisational Structure	11
Figure 3 - Our current market	
Figure 4 – Strenghts	28
Figure 5 – Weaknesses	33
Figure 6 -Opportunities	35
Figure 7 -Threats	
Figure 8 –Established perspectives	
Figure 9 - Strategic Position and Action Evaluation	42



LIST OF ACRONYMS

BEE	Black Economic Empowerment	
CEO	Chief Executive Officer	
DER	Distributed Energy Resources	
DSM	Demand Side Management	
EDI	Electricity Distribution Industry	
ERP	Enterprise Resource Planning	
EXCO	Executive Committee	
FS	Free State	
ICT	Information, Communication and Technology	
ICT	Information & Communications Technology	
kV	Kilo Volt	
LV	Low Voltage	
MFMA	Municipal Finance Management Act	
MMM	Mangaung Metro Municipality	
MV	Medium Voltage	
MW	Mega Watt	
MWh	Mega Watt hour	
NRS	National Rationalisation Specifications	
PV	Photo Voltaic	
R&D	Research & Development	
RE	Renewable Energy	
SCADA	Supervisory Control and Data Acquisition	
SoB	Sale of Business	
SOPA	State of the Province Address	
SUPE	System Utilisation & Process Engineering	
SWOT	Strengths, Weaknesses, Opportunities and Threats	
V	Volt	



1. EXECUTIVE SUMMARY

In line with the Municipal Finance Management Act (MFMA) CENTLEC management undertook an ongoing process to develop and revise our existing strategy. This will allow CENTLEC to achieve its objectives, considering our capabilities, constraints, and the environment in which we operate. Electricity systems around the world are balancing a diverse set of challenges, ranging from energy security and access to environmental and public health concerns.

At the same time, the energy landscape is changing rapidly as a result of three trends disrupting the status quo. These include:

- Renewable energy technologies and energy efficiency services
- Small distributed generation and storage that are being deployed at larger scale.
- Unprecedented growth and cost improvements in renewable energy sources.

Individual homeowners and commerce are fast becoming our 'competitors' through off-grid solutions. The affordability of renewable energy will lead to growing demand from consumers. This trend will continue as solar panels continue to be more efficient. Government policies that support these non-utility generators and aim to increase clean energy use are expanding as noticed during the Eskom's announcements on increasing renewables. These trends are happening in both high income countries and lower income countries. These trends are increasingly challenging the traditional way in which the network operates, with implications for regulators, planners, utilities, and individuals alike. While these challenges can be seen as a threat, they also present many opportunities if they are considered and planned for accordingly.



2. BACKGROUND

CENTLEC (SOC) Ltd (hereinafter referred to as "CENTLEC") was established as a municipal entity wholly owned by Mangaung Metropolitan Municipality (hereinafter referred to as "MMM"). CENTLEC was established both in terms of the Municipal Systems Act, 2000 (hereinafter referred to as the "Systems Act") and the Companies Act, 1973 (hereinafter referred to as the "Companies Act") and by virtue of being a municipal entity, it is obliged to comply with the provisions of the Municipal Finance Management Act, 2003 (hereinafter referred to as the "MFMA").

CENTLEC is governed by the Board of Directors, duly appointed by MMM from time to time and its day to day business is conducted under the leadership of the Chief Executive Officer (CEO) and Executive Committee (hereinafter referred to as the EXCO). The board has an approved Charter which regulates the parameters within which the Board operates and to ensure the application of the principles of good corporate governance in all its dealings, on behalf of the entity.

2.1 VISION

To be a reliable energy utility that enables social and economic upliftment.

2.2 MISSION

- To provide optimal service delivery as mandated by the Mangaung Metropolitan Council
- To strategically manage our operations in an effective, efficient and financially prudent manner, as measured against relevant indicators
- To seek the most cost effective and innovative energy solutions in partnership with relevant stakeholders in order to maximize shareholder value
- To achieve and maintain our operational autonomy as specified in the relevant legislation
- To train, develop, attract and retain a highly skilled workforce and to promote sound relations with organized labour



- To ensure a safe and healthy environment for our workforce and the community
- To be a socially responsible corporate citizen that is concerned with improving the lives of the community and the environment in which we operate

2.3 VALUES

The chart below details the values of the entity:

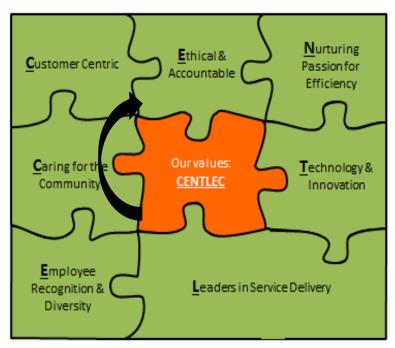


Figure 1 - Values of the entity



2.4 HIGH-LEVEL ORGANISATIONAL STRUCTURE

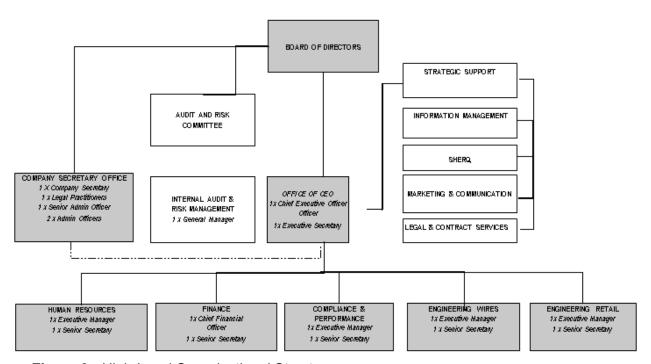


Figure 2 - High-Level Organisational Structure



3. OPERATIONS OVERVIEW

Restructuring efforts, such as the CENTLEC initiative in the FS, advance a wave of innovative technologies that boost efficiency, increase productivity, and reduce redundancy. Operations improvements were realised in the various municipalities were CENTLEC operates, which will ultimately translate into better businesses, below is an overview key operation.

3.1 Retail

Retail consists of Revenue and Customer Management, Trading Services and Systems Engineering. The table below shows the key functions under the sections.

Table 1 - Retail

Revenue & Customer	Trading Services	Systems	Sales Systems	Power Quality
Management		Engineering		
- Energy balancing.	- ERP system	- Systems and	- Costing, distribution,	
- Security of revenue.	support.	process	selling and management	
- Energy management.	- System	integration.	of pre-paid electricity.	
- Key customer care and	administration and	- Software and	- Establishment of	
customer management.	support.	database	supporting infrastructure	
- Service delivery	- Database	development.	such as vending points	
monitoring and	administration.	- Data analysis.	and vending equipment	
intervention.	- Application		and software.	
- Meter audits and fixes.	management.		- All matters of	
- Meter reading and	- Electricity pricing.		Information and	
calibration.	- Energy		Communication	
- Reconnections and	management.		Technology (ICT).	
disconnections.	- Tariff			
- Customer services.	configuration.			
	- Stats metering			
	management.			



3.2 Wires

CENTLEC's Wires business is divided into two main components, namely Network Operations & Maintenance, System Utilisation & Process Engineering (SUPE), Regional Services and Planning.

3.2.1 Network Operations & Maintenance

The value chain of Network Operations & Maintenance and its functions are shown below:

Table 2 – Network Operations & Maintenance

Infrastructure and	Network Maintenance	Public lighting and	Regional Services
Support services		Maintenance	
- Responsible for	- Responsible for	- Responsible for all	- Responsible for
infrastructure at	infrastructure at	the street and area	infrastructure at
132kV, 33kV and	400V and 230V.	lighting.	11kV Voltages.
11kV Voltages.	- Overhead and	- Construction of new	- Overhead and
- Overhead and	underground	capital projects.	underground
underground	networks.	- Routine and	networks.
Networks.	- Construction of new	corrective	- Construction of
- Construction of new	capital projects.	maintenance.	new capital
capital projects.	- Routine and		projects.
- Routine and	corrective		- Routine and
corrective	maintenance.		corrective
maintenance.			maintenance.
			- Metering
			maintenance.



3.2.2 System Utilisation & Process Engineering

The SUPE consists of Energy and Network Control, Network Optimisation and Primary Plant Maintenance.

Table 3 – System Utilisation & Process Engineering

Energy and Network	Network Optimization	Primary Plant Maintenance
Control		
- 24 hour operation of	- SCADA maintenance,	- Responsible for the planning,
Control room, Standby &	test RTUs, batteries	management and performance of
Call Centre.	and the repeaters,	all the substations and substation
- Control & energy	upgrade software,	equipment with regards to
Management.	update telemetry &	transformers, tap changers, circuit
- Plan and co-ordinate	verify data validity.	breakers, switching devices,
distribution of electricity.	- System performance	batteries and tripping systems.
- Restoration of power	analysis.	- Auxiliary electrical equipment and
failures.	- Systems protection	distribution boards. Substation
- Construction and	maintenance.	building, mini substation housing
maintenance of all		and yards.
supervisory equipment on		- Maintain data base of all
the network.		maintenance done.
		- Replace, refurbish and upgrade
		obsolete and unsafe equipment.
		- Construction of all additional
		substations or extension of existing
		equipment. Maintain data base of
		all new equipment and equipment
		replaced or upgraded.
		- Construction of new capital
		projects.
		- Routine and Corrective
		maintenance.



SCADA and Telemetry Solutions: Whilst MV and LV networks are more inter-connected thus preventing loss of supply in the event of failure on a single primary feeder, it's still necessary to have a greater degree of SCADA visibility for good quality data of network performance. The extension of data into MV and LV is therefore very important and should continue as part of our efforts for total smart/ automation network.

Strategic Spares: In line with CENTLEC's strategic objective namely provincial footprint a detailed spares list and long lead items must be formulated and sourced for emergency purpose, this approach increases the appetite of other municipalities to join us.

3.2.3 Planning

Table 4 - Planning

Design	Development	Project Management
- Planning, design and	- Master planning of the	- Detail design and
estimating costs of capital	electricity network on all	estimating project costs.
projects.	voltage levels	- Management of project
- Planning, cost estimates	(132kV/33kV/11kV/400V).	execution activities.
and quotations for electricity	- Planning and estimating	- Commissioning and
services.	costs of capital projects.	takeover of the projects.
- Management of the GIS and	- Registration of servitudes for	
CAD system.	services on private property.	
- Manage technical policies,	- Manage technical policies,	
procedures and drawings.	procedures and drawings.	
- Reports to Supply Chain	- Reports and comments on	
Management on material to	new developments.	
be ordered for projects.	- Compile the costs for	
- Technical specifications for	electrical service annually.	
tenders.	- Compile the Capital Budget	
- Technical evaluation of	for capital projects annually.	
tenders.		
- Contract management.		



Design	Development	Project Management
- Streetlight and High Mast		
light designs, tenders and		
projects management.		

3.3 Human Resource Directorate

The functional areas of Human Resource Directorate are divided into:

Human Resources Management

- Recruitment & Employment Equity
- Remuneration & Benefits
- HR Line Support : Wellness
- Labour Relations: Labour Relations Consulting & dispute Resolution

Human Resources Development

- Training Centre
- Training / Skills Development
- Organizational Development
- Talent & Retention Management

3.4 FINANCE DIRECTORATE

The Directorate is responsible for performing various financial management functions of the entity including budgeting, accounting analysis, financial reporting, cash management, debt management and supply chain management.

This directorate consist of the following divisions which perform functions guided by the MFMA:

- Revenue Management
- Supply Chain Management
- Accounting & Compliance
- Expenditure Management
- Payroll Management



3.5 PERFORMANCE AND COMPLIANCE DIRECTORATE

The Directorate delivers supporting services to the entity and consists of the following divisions:

- Facilities Management
- Security,
- Fleet,
- Occupational Health Safety, and
- Performance & Compliance.



4. LEGISLATIVE AND OTHER MANDATES

4.1 Legislative Mandates

Section 86 D(2) of Local Government: Municipal Systems Amendment Act 32 of 2000 as amended states that a private company which is a municipal entity-

must restrict its activities to the purpose for which it is used by its parent municipality in terms of section 86E(1)(a); and b) has no competence to perform any activity which falls outside the functions and powers of its parent municipality contemplated by section 8.

Other legislative duties and responsibilities of CENTLEC (SOC) Ltd are set out in Chapter 10 of Local Government: Municipal Finance Management Act, 56 of 2003.

4.2 Policy Mandates

In terms of the Service Delivery Agreement (SDA) entered into by and between Mangaung Metropolitan Municipality and CENTLEC (SOC) Ltd, CENTLEC is responsible for electricity distribution, which shall include the following obligations:

- a) Development of an integrated detailed service plan within the framework of Mangaung Metropolitan Municipality's Integrated Development Plan;
- b) Operational planning and management of electricity distribution services in line with NRS047 and NRS048;
- c) Undertaking social and economic development that is directly related to the provision of electricity distribution services;
- d) Developing a customer management plan;
- e) Managing its own accounting, financial management, budgeting and investment activities within a framework of transparency, accountability, reporting and financial control determined in terms of the SDA and applicable municipal finance management legislation;
- f) Levying service delivery fee to customers in accordance with the NERSA approved tariffs;



- g) Provide its own Safety, Health, Environment, Risk and Quality (SHERQ) services; and
- h) Provide street and area lighting on behalf of Mangaung Metropolitan Municipality.

4.3 Planned Policy Initiatives

In line with the SDA provisions as outline above, the entity plans to continue or initiate the following most important policy initiatives for the period under review, which are necessary to achieve developmental objectives:

- a) Operational and Capital Optimisation: (i.e. Embrace Culture of Continuous Improvement);
- b) Revenue Enhancement and Continuous Exploration of Growth Options;
- c) Capacitate and Empowered Workforce;
- d) Optimal Service Delivery; and
- e) Good Governance Practices & Stakeholder Engagement.

4.4 Strategic Imperative

Although CENTLEC is commonly referred to as being in the electricity distribution business, it is important to note that its core business is delivering reliable energy at a reasonable cost to its customers' sites. The Engineering Wires business (the business of distributing electricity) is a conduit through which it achieves its objectives but it's not core business per se. CENTLEC will develop a new strategic plan in order to redefine its business and deal with the current challenges and the future demands of the customers. Central to the strategy, will be the revival of electricity generation using renewable feed stock and other sources of clean energy development as well as gas reticulation as the thrust of that strategy.

CENTLEC will investigate, draft and adopt an ambitious strategy to generate 100% of the energy consumed by indigent customers in the FS Province from gas and



renewable means as a secondary strategy in support of its main business. Such a drive would benefit the province and most companies operating in the province.

Strategies for consolidating the municipal distributors in the province will be formulated as it will be the first step in the restructuring of electricity distribution in the municipalities of the FS. Innovative ways of addressing the province's capital backlogs for network upgrades will be explored and implemented quickly in order to solve some of the current distribution challenges in the province.



5. FS PROVINCE DISTRIBUTION NETWORK

Municipalities in the FS Province have got an estimated R3.9 billion capital backlog. The municipalities will not be able to address the backlog on their own, unless government provides the required capital. The EDI Restructuring process has paralysed the whole industry into inaction as there seems to be some thinking that the backlog will only be addressed once restructuring occurred, and since restructuring has failed it's time for CENTLEC to provide thought leadership and lead from the front. The country cannot afford such delays, and CENTLEC must take the initiative and kick start addressing the backlog in the FS Province. This will be a provincial initiative geared to provide the necessary electricity infrastructure at the desired growth points in the province. CENTLEC can translate this dangerous state of affairs into a business case and pursue it with vigour such that it becomes a national agenda of some form.

CENTLEC should opt to enter into an annuity concession agreement for an extended period of about 10 to 15 years with FS municipalities, their design, construction and maintenance functions to be taken over by CENTLEC. Staff members working in those areas can either be seconded to CENTLEC in order to up-skill them as CENTLEC converts regional services to a division that will offer engineering services to government departments and other electricity users in the FS Province. This will create additional revenue and if managed appropriately could lead to the Engineering Services being self-sustaining.

5.1 Defining our Current Market

CENTLEC distributes electricity to the Mangaung, Kopanong, Mantsopa and Mohokare local municipalities. Ordinance 8 of 1962 was assigned to the FS in 1994 and is the enabling regulatory framework which allows the provision of electricity distribution services outside MMM's political boundaries.

CENTLEC (SOC) Ltd is currently the license holder and distributes electricity to over 135 283 customers in the areas of Mangaung, Kopanong, Mohokare and Mantsopa in the Southern FS Towns depicted below. CENTLEC's customer base



consists of domestic customers and commercial users, with each category of users contributing approximately 50% of CENTLEC electricity sales revenue.

Through a 24 hour Call-Centre CENTLEC has succeeded in maintaining a stable electricity network with far below national average power failure statistics and a quick response time according to NRS requirements. Tariffs have been kept comparatively low with the majority of domestic customers approximately 70% having been converted to pre-paid meters with customer access to an online vending system.

An automated metering system has been installed to service the top 1695 customers with readings taken every 24 hours and published on the CENTLEC website to assist customers to manage their energy costs. All these customers are charged on a Time-of-Use Tariff system to promote efficient energy consumption and management by the larger entities.

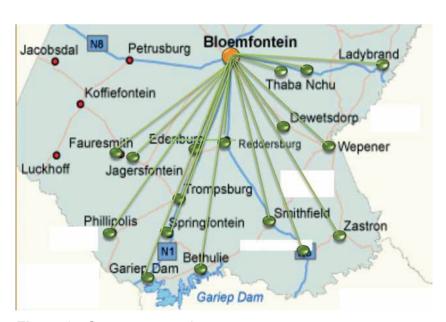


Figure 3 - Our current market

5.2 Electricity Generation

.

CENTLEC is one of the few municipal distributors that have embedded generation capacity. The power station is currently mothballed for safety and economical reasons. Producing electricity at the power station became very expensive



resulting in the only time it made business sense to run it was during winter peak demand hours. Since 2007 the power station has not been in use.

CENTLEC has got a generation licence for 103MW. This could have been adequate to supply about 50% of CENTLEC's energy needs, notwithstanding maximum demand periods. The highest maximum demand for the period 2017/18 financial year was 261.00 MW. The previous year (2016/17) the figure was 266.27 MW.

5.2.1 Self-Sustainability Model

For the Free State (FS) government to achieve its economic growth strategy, it needs to pursue a self-sustainability model. The province needs to become a net exporter of goods and services to other provinces and countries. This can be achieved by maximising on its strengths, addressing its weaknesses and developing mitigation strategies for current and potential risks. The development and value adding of mineral resources within the province is one of the strengths that can be capitalised on. However, this cannot be realised if the country cannot supply adequate cheap electricity in order to enable the development.

There is a need for FS to generate its own electricity in order for it to have greater control of its destiny. Power generation becomes a value adding activity in the value chain for the exploitation of the FS potential. The province can become a net exporter of electricity to neighbouring provinces and Lesotho if it position itself well in areas such as solar parks and gas reticulation.

5.2.2 Market for Electricity in the FS Province

According to the Department of Energy, in 2012 the municipalities alone consumed about 3,753 Gigawatt-hours as shown in the table below. About 63% of the power consumed in the FS is distributed by Eskom, with the FS municipalities distributing the balance of about 37%. Eskom supplies



mostly the mining, industrial and commercial customer whilst municipalities supply predominantly domestic customers. The FS customer base is anticipated to grow once infrastructure projects such as the development of the coal reserves have commenced.

Table 5 – Usage of municipalities

	Municipalities	Customers	MWh
2012	EC	673 010	15 942 483
2012	FS	490 160	3 753 872
2012	GP	1 639 607	34 348 169
2012	KZN	915 114	16 102 344
2012	LMP	180 107	2 612 654
2012	MP	305 426	2 851 607
2012	NC	144 699	1 061 979
2012	NW	222 677	4 268 590
2012	WC	983 017	15 595 621

5.2.3 Social Impacts

Creating power generation capacity in whatever form as a provincial initiative will have benefits to South Africa and the FS province. Some of the expected impacts are listed below:

- Employment generation during construction and operation;
- Boost the province and country's Gross Domestic Product;
- Poverty reduction;
- Create new industries;
- Contribute towards BEE;
- Skills development



6. CENTLEC'S STAKEHOLDER MANAGEMENT, COMMUNICATION AND PUBLIC PERCEPTION POSITIONING

Understanding how the public views CENTLEC is important as it influences the political landscape, and might impact the ease with which CENTLEC will secure funding of new infrastructure, and acquisition of new municipalities.

With the internet as a major communication channel globally, it is important for CENTLEC to understand the perceptions that are being created by the various publications, articles and blogs on the internet. The appropriate interpretation of the perceptions created is critical for CENTLEC to understand its best response to its various challenges. Currently, the public has got several views of the organisation that have been built based on the articles they read. This has led some members of the public to believe that CENTLEC is not revealing the whole truth or simply does not have a clue on what is going on.

This perception will need to be corrected in order for CENTLEC's reputation to remain intact. Publications such as the Daily Maverick publish such articles that read as follows:

"There are few things which unite South Africans better than a shared hatred. It is usually crime, ill-treatment at the hands of Kiwi rugby referees, and of late, the e-toll roads around Johannesburg. Oh, and load shedding. We hate load shedding."

The article was paddling a message that utilities such as CENTLEC do not care and the public is on its own. It is not uncommon for the performance of public entities like CENTLEC to be directly linked to the performance of the government of the day. These public entities' image in the public domain all depends on how the media shape them in their way of reporting. Public opinions will then form after citizenry get exposed to different kind of information from the media. The creep of media bias in transmitting the messages can thus shape the emotive response towards these public entities, and ultimately turn to the authorities that are responsible for managing them, whether operationally or politically. The selective perception and selective retention can then set



limits towards how people can be influenced to support a particular political agenda or manifesto.

In the case of CENTLEC, some sectors of the society can capitalise on the emotions created by such articles and through their own publications ---incorrectly---ensure that there is no distinction between CENTLEC, the public utility and the ruling party. Unless such a distinction is made its easier to even instigate sabotage from within the utility in order to paint the government in bad light. This can be achieved through bad strategies and or poor execution of sound strategies.



7. SWOT ANALYSIS

CENTLEC used the tried and tested SWOT scientific tool to review its current strategy. SWOT analysis namely strengths, weaknesses, opportunities, and threats analysis is a framework for identifying and analysing the internal and external factors that can have an impact on the viability. CENTLEC has a clearly defined captive market and have differentiated itself by offering a solid solution to fulfilling its clients' needs now and into the future. Reasonable sales targets have been established with an implementation plan designed to ensure the goals set forth below are achieved.

The business plan starts by defining various elements within each SWOT component followed by modification of the current objectives and strategies in ways to make CENTLEC successful. This includes the creation of sustainable competitive advantage. Although most of our competitive advantages are eroded steadily by the efforts of 'competitors. The most critical part of this document is recommendations. We make good recommendations, meaning they are effective in solving the stated problem(s), practically implying they can be implemented in this situation, with the resources that are within reach, feasible within a reasonable time frame, cost-effective, not overly disruptive, and acceptable to key stakeholders. We have also considered "fits" between resources plus competencies with opportunities, and also fits between risks and expectations.

Strengths and Weaknesses:

These are internal factors within an organization viz. Human resources - *staff, volunteers, board members, target population*; Physical resources - *location, building, equipment*; Financial - *grants, funding agencies, other sources of income*; Activities and processes - *programs, and systems*; Past experiences - *building blocks for learning and success, reputation in the community.*



Opportunities and Threats:

These are external factors stemming from community or societal forces. Future trends in the industry; The economy - *local, national, or international*; Funding sources - *foundations, donors, legislatures*; Demographics - *changes in the age, race, gender, culture of clientele*; The physical environment; Legislation; Local, national, or international events.

7.1 STRENGTHS

Strengths - internal attributes and resources that support a successful outcome

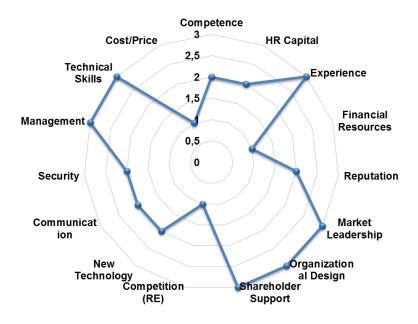


Figure 4 - Strengths

Table 6 - Strengths

COMPONENT	MEASUREMENTS	RATING
HR Capital	Managerial, technical and administrative competence;	15/6 = 2.5
	Staffing adequacy, experience, organizational design	
	and management	



Technology	Technology, security and competition	5/3 = 1.7
Finance	Financial resources and cost or price advantage	2/2 =1
Marketing/	Communication channels, positioning, reputation and	10/4 =
Communication	shareholder support	2.5

7.1.1 HR Capital Interpretation

Resource balancing notwithstanding, we have adequate staff for the size of our company, we are also ahead on the experience curve in comparison to all other Free State (FS) municipalities in as far as electricity distribution industry (EDI) is concerned; We have well-conceived functional areas with relative all round managerial, technical and administrative skills;

HR Capital Challenges: What seem to pull us back is the modern skills that are required for the smart electrical networks of not so far, in future. The long-time stability of the EDI has enabled longevity of employment unparalleled in most other businesses. As a result, CENTLEC finds itself with an aging workforce that has begun to rapidly dissipate. The retiring workers take with them decades of institutional knowledge and expertise. This leaves us with the challenge of reaching, recruiting, training and retaining new employees. Secondly, as described above, entirely new expertise and experience is needed for CENTLEC to deal with the new components and complexities of the modern grid. This means new kinds of employees, with more and more information and communications technology (ICT) capabilities than ever before.

7.1.2 Interpretation of Technology Dimension

Our assessment suggests that CENTLEC can't do without some aspects of horizontal integration when it comes to strategy



development. For that to happen CENTLEC must grapple with the subject of "Grid Edge." The most important and impactful developments in the EDI will be at the distribution edges of the grid, and not in the bulk power grid. Many if not most of these developments will be on the customers' sides of the meters.

This means tremendous challenges for CENTLEC, but at the same time it brings with it fantastic opportunities to bring a new and better products and services to our consumers and communities.

This means not only more complexity of planning, operations and management, it means handling big data. Real-time data that must be instantly sensed, analyzed and acted upon. The not so distant future will compel us to sell products and services that were traditionally not our forte.

Technology Challenges: Whilst we have adopted new technologies namely smart metering, and dynamic vending solutions through third parties. We remain challenged by managing what we don't really know rendering us vulnerable to service providers. Paying particular focus on the modernization and upgrading ICT skills for our workforce must take centre stage. We are yet to define and adequately understand new services that will be required by our new generation of technologically competent customers. The new narrative of green economy has lowered entry barriers in our industry, putting pressure on us through renewable energies (RE).

As the grid becomes more digital, with greater automation, cyber security is beginning to pose a great threat to grid reliability and customers' data. When it comes to the latter we are found wanting with our security department *-let alone physical fitness-* not having a clue of the risks in this area. What is more disturbing, we are still unable to bring cable theft and related crimes under control causing



insecurity to the digital and physical grid. Detecting and responding as well as anticipating and preventing physical attacks will be increasingly important due to dependability of automated grids on reliable supply. Put differently we need adequate all-round security enclosure;

7.1.3 Interpretation of the Financial Component

Recent technological and economic changes are expected to challenge and transform the EDI. These changes arise due to a convergence of factors, including: falling costs of distributed generation and other distributed energy resources (DER); an enhanced focus on development of new DER technologies; increasing customer, regulatory, and political interest in demand-side management technologies (DSM); government programs to incentivize selected technologies; the lower price of natural gas; slowing economic growth trends; and rising electricity prices.

Taken together, these factors are potential "game changers" to the South African EDI. As technological innovation e.g., solar photovoltaic (PV) becomes economically viable due to this confluence of forces, the industry and its stakeholders must proactively assess the impacts and alternatives available to respond to these disruptive technologies in a timely manner.

Financial Challenges: The financial risks created by disruptive technologies include declining utility revenues, increasing operational costs, and lower profitability margins, particularly over the long-term. As DER and DSM programs continue to capture our market share, CENTLEC revenues will be reduced. Adding the higher costs to integrate DER, increasing subsidies for DSM and direct metering of



DER will result in the potential for a squeeze on profitability and, thus, credit rating.

7.1.4 Interpretation of Marketing and Communication Components

The digitalization of our networks has seen what was classified as soft outputs being transformed to core technical outputs namely marketing and communication. The basis for a digital enterprise is the universal access to high speed, two-way, digital communications, namely broadband Internet. It will be impossible to be a digital enterprise or have a modern, intelligent grid without it.

It will not be possible to ensure integration and interoperability of all devices, applications, data and activities unless they all plug directly into the Internet and have at their center human interactivity of some sort.

The plethora and complexity of the Grid Edge will require the monitoring, analysis and automation of the distribution lines and devices and of the Grid Edge components. It will not be possible to accomplish this through closed proprietary silos of devices, communications systems, data bases, and applications. It requires "3-D" integration and interoperability.

Every device and application and communications channel must interoperate seamlessly with every other one. This transcends vendor specific protocols. Everything must be on the same platform and that platform must be broadband Internet.

Challenges: Besides being an acknowledged market leader within the EDI, we also have effective communication channels, and shareholder support. We did suffer a setback when it comes to



reputation. The cause of reputational damage was due to power failures and response times as a result of ageing infrastructure.

7.2 WEAKNESSES

Weaknesses - internal attributes resources that work against a successful outcome.

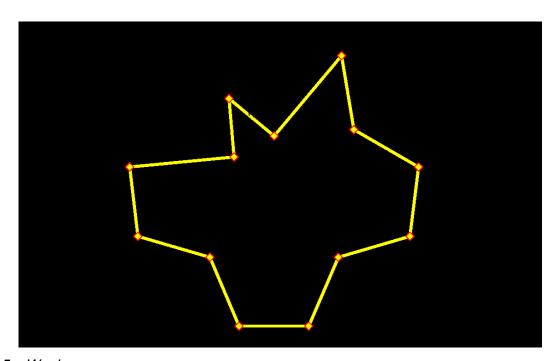


Figure 5 – Weaknesses

Table 7 - Weaknesses

COMPONENT	MEASUREMENTS	RATING
Sustainability	Sustainability, funding of changes and operational costs	6/3 = 2
Operations	Infrastructure, depth, skills and operations	10/4= 2.5
Strategy	Strategic direction and implementation; marketing and image, and service line.	12/5= 2.4
R&D	We are falling behind on research and development	3



7.2.1 Sustainability

The short to medium term that is 1-5 yrs. we appear to be sustainable with a declining outlook if we don't take a digital enterprise direction. The serious backdrop is the fact that we are unable to fund needed strategy changes. The natural response on our side is to continue to drive efficiencies. However, we must be clear in our understanding that customer satisfaction whilst necessary does not translate to loyalty as our customers are driven by cost reduction brought about by subsidized renewables.

7.2.2 Operations

Our current electric distribution system infrastructure will be unable to ensure a reliable, cost-effective, secure, and environmentally sustainable supply of energy for the next decade is nearing the end of its useful life. Depreciation exceeds new investment. New investment is not keeping up with grid deterioration. As a result, the legacy distribution grid, is showing its age and is increasingly operated in a "run to fail" mode.

The cost of new distribution network is increasing and any significant new construction means higher rates to consumers in an increasingly competitive environment.

Our infrastructure is ageing and whilst we have the know-how of yesteryear networks we will soon be found wanting on managerial depth and talent when it comes to modern technology unless we modernize and upskill ourselves and the general workforce with a degree of specialization in critical areas such as ICT, network protection, provincial automated control room etc. Due to technological limitations, we appear to be getting plagued with operational problems.

7.2.3 Strategy

We have a poor track record in implementing strategy and whilst our strategy was once great we appear to be lacking clear strategic direction for



the modern network and enterprise due to lack of digital plan. On the marketing front we have below average marketing skills and a narrow service line with a weak market image;

7.2.4 Research and Development (R&D)

When it comes to R&D we are non-existent. In whatever small way or through partnership we have to undertake activities in the R&D environment. We can enhance our training center to include a R&D section equipped with a complete testing rooms and laboratory. In doing so we could complement our vending efforts amongst others by harnessing research skills to specialize in software, microelectronics, telecommunications, power electronics, structural design and other professional fields such as researching on smart grid power grids.

7.3 OPPORTUNITIES

Opportunities - external factors the project can capitalize on or use to its advantage.

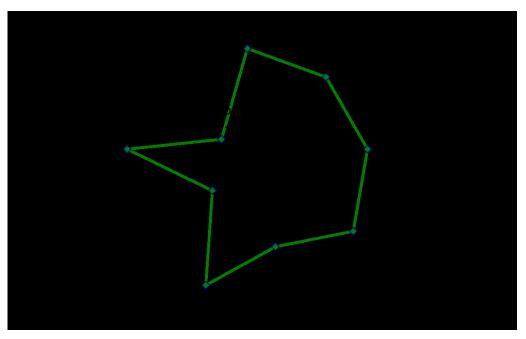


Figure 6 - Opportunities



Table 8 - Opportunities

COMPONENT	MEASUREMENTS	RATING
Opportunities	Prospects, markets, enhancement, expansion, vertical	18/6= 3
	integration and opportunities	
Regulation	Regulatory burden	1
Government	Grants	3
Support		
Competition	Rival complacency	1

7.3.1 Interpretation of Opportunities' Component

We have additional customer groups that we could serve through for an example beyond the meter energy services and data offerings; Through on the other side of meter services that are not regulated we can exploit new market segments; We can enhance our service line to meet customer needs by way of example video telephony using our expanded broadband infrastructure; and Wi-Fi services through our metering infrastructure. We are already embarking on provincial services as per the SOPA directive;

Plans are also underway to play a role in the bulk supply space for purpose of controlling price through vertical integration. The market is growing faster than in the past with more opportunities. Modernization of grids brings with it opportunities with new methods of sensing, analyzing and operating electric distribution systems in the presence of probabilistic rather than deterministic variables. More independent moving parts will require a truly smart distribution grid, not just so called "smart" meters and time of use pricing schemes.

7.3.2 Regulation

Without doubt fewer regulatory requirements will make doing business easier for us. But we can never wish regulatory protection on our part due to a major component of public good in our business. To that extent, we will seek ways to lobby policy makers to ensure recovery of lost revenues in



future rate cases. As an industry leader in our own right we will make call for future tariff structures for non-DER customers to pay for lost revenues.

Regulatory Challenges: As DER penetration increases, the proposed cost-recovery structures in the preceding paragraph will lead to political pressure to undo these cross subsidies and may result in EDI utility stranded cost exposure.

7.3.3 Government Support

We continually take advantage of the available government grants for electrification, smart grid initiatives and pilot projects e.g. AMSCOA.

7.3.4 Competition

Competition Challenges: Our unconventional rivals are not becoming complacent and they are not professional.

7.4 THREATS

Threats - external factors that could jeopardize the project



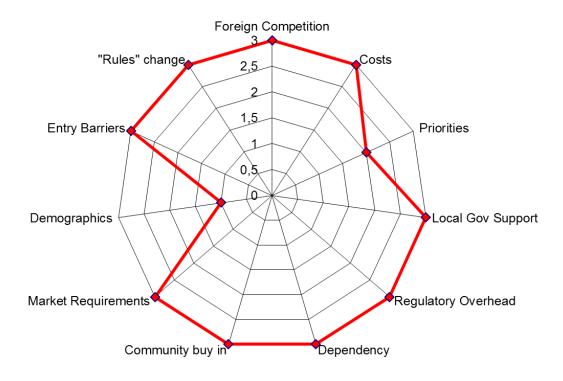


Figure 7 - Threats

Table 9 - Threats

COMPONENT	MEASUREMENTS	RATING				
Stakeholders	Shareholder support on new strategic direction, and	6/2=3				
	broader stakeholder buy in.					
Demographics	Market requirements and demographics	4/2= 2				
Foreign	Low-cost foreign competitors, rising costs and entry	9/3=3				
Competition	barriers					
Dependency	Priorities, regulatory costs, changing rules and	11/4=				
	dependency	2.8				

7.4.1 Stakeholders

In the absence of a detailed business plan with detailed projections it might be near impossible to secure shareholder support for the new strategic direction. The latter should be followed by massive stakeholder engagement to increase buy in and support. The value preposition should



be premised on the benefit to the society at large followed by sustainability aspects.

7.4.2 Demographics

Community needs are changing in directions that point away from our current expertise e.g. *PV technology, internet of things; and 24/7/365* better than human contact web-based service. Whilst physical demography favors us due to being natural provincial entity, human demographics are having a negative impact on our business due to juniorised and millennial cohort. Millennials grow up in an electronics-filled and increasingly online and socially-networked world exposing any business that is technologically backward as undesirable.

7.4.3 Low-cost foreign competitors

Foreign players of renewable energies need not be local as they are sought through internet by middle class and commercial consumers who continuously look for affordable, reliable and alternative energy solutions. These make entry for foreign competitors through products to lower costs due to demand, whilst entities such as CENTLEC continue to experience rising cost due to high maintenance costs as a result of ageing infrastructure. The narrative of green is good continue to create low barriers to entry forcing us to review our strategy such that we begin to play a role on the bulk supply i.e. vertical integration.

7.4.4 Priorities

Government priorities on renewables are not needs driven per se as much as they are politics of popularity; CENTLEC by developing R&D capacity in the areas of renewables could lead to affordable renewable technologies that are home brewed rather than internationally produced finished products. Regulatory requirements are becoming onerous on the one hand whilst they assist on the other acting as barriers for new entry; By design



CENTLEC is vulnerable to government due to founding articles and funding models and as such government could change the "rules" with little or no warning.

7.5 ESTABLISHED PERSPECTIVE(S)

7.5.1 Internal environment i.e. Total Strengths and Total Weakness

We appear to have more strengths with weaknesses closely rallying behind us. That means we can take advantage of our current strengths in order to minimize our current weakness. Our current strengths are derived from our managerial, technical and administrative expertise, though we need skills upgrade and/or build-up in the ICT in order to be competent when it comes to systems and network automation.

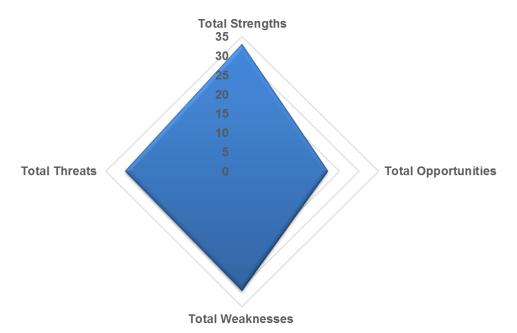


Figure 8 –Established perspectives

Whilst our current weaknesses appears to be slightly less than our current strengths it must be understood that, they are more complex e.g. development of specialized skills with a digital component wherein higher education institution have not started to review current curriculum. Secondly, competing priorities such as ageing infrastructure with limited



budgets. Central to this is the need for a robust and dynamic strategy with R&D as enabler for effective response.

7.5.2 External environment i.e. Total Opportunities and Total Threats

Our future opportunities appear to be rallying behind our future threats. Our immediate strategic direction must move towards immediate conversion of CENTLEC to a provincial entity (i.e. expansion), enhancement of our services this means we must employ a combination of vertical and horizontal integration as our strategic thrust.

On the other hand, our future threats are premised on 'uncontrollable' legislative and executive orders in the regulation and policy environments. Learning from the old adage: 'perception is reality' the narrative of greengood will continue leading to lowered entry barriers in EDI space. The latter will ultimately lead to foreign dominance of local EDI due to technological and cost advantage they possess.

7.6 RECOMMENDATIONS

Customers are finding other alternatives on their side of the meter, notably distributed generation: conventional backup generators, rooftop solar arrays, combined heat and power facilities, even microgrids. Even the ways that customers utilize and manage their electric energy is changing drastically with the advent of electric vehicles, battery storage, smart homes / buildings, etc. The key thing to recognize is that while a customer may be totally satisfied with the price, performance, and provenance of a product or service, that doesn't mean that they won't readily swap to an alternative if it offers a value proposition that they find attractive. In other words, customer satisfaction does not mean customer loyalty.

Major problems, threats, weaknesses, and/or opportunities require particularly high priority attention by CENTLEC's leadership and management. The starting point being strategy development/review followed by prioritization of activities for implementation purpose. Being at the cross-roads knowing which direction to take



we employed a scientific tool called Strategic Position and Action Evaluation (SPACE) matrix. The tool is used to determine what type of a strategy a company should undertake as depicted below.

The outcome of our assessment suggests that we have major competitive advantages in a high-growth industry. Being an acknowledged provincial market leader-though not sustainable at this stage- gives us an advantage because we are able to 'localize' services through adaptation and responsiveness. In order to have sustainable competitive advantage we must one, employ **Focus Differentiation Strategy** meaning we must understand and service our target market better than anyone else.

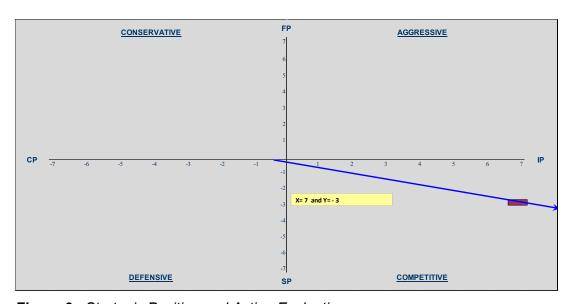


Figure 9 - Strategic Position and Action Evaluation

Two, we have to form strategic alliances in both our vertical (backward) and horizontal (forward) integration endeavors.

This will help us in sourcing capabilities that we don't possess. In South Africa, there is no single utility that have all the capabilities needed to compete effectively in our world of fast-paced change hence we can't do without alliances. Our alliances it must be stated need not be those that are parasitic but once that will over time transfer skills and know how. This must be at the center of any partnership we enter into.



Further diagnostic tests suggest that CENTLEC needs a growth strategy that combines vertical and horizontal integration and the two are briefly explained below:

- I. Vertical Integration: This type of strategy is good for CENTLEC because we have a strong competitive position in a growing, attractive industry namely energy space. In doing so we will grow by playing a role in the energy generation through renewables e.g. PV parks. This strategy has advantages, e.g., in cost, stability and quality of supply, and making operations more difficult for our unconventional competitors.
- II. Horizontal Integration: We also aim to grow by taking over functions forward in the value chain previously provided by final manufacturers e.g. vending in the case of meter manufactures and distribution network operations in the case of automated network equipment. This strategy will provide us with more control over services and distribution network operations, but it involves new critical success factors that we currently don't master e.g. software development, data handling, telecommunications and programing skills.

To be able to follow this new trajectory we have to prioritize our strategic activities as follows:

- **a. Expansion:** By extending our services to the rest of FS municipalities amounts to expanding sideways at the point in the value chain that we are currently engaged in. One of the primary advantages of this approach is that it enables us to start with low hanging fruits such as in-house vending, electrification, tariff design from a fairly continuous range of choices, meaning we move from modest extensions of present services to major expansions like 24/7/365 online control-room, and structural-legal form of provincial entity.
- **b. Digital CENTLEC:** It may eventually be possible for a distribution utility to do everything that it needs to do on the public internet provided that it is ubiquitously available throughout. If it's not, it should be the starting point for CENTLEC's



technology plan to enable a successful business strategy. Put differently, the internet is impossible without electricity, however soon a modern, intelligent grid will be impossible without the Internet. That means CENTLEC if it still wants to be around 10 to 20 years from now, CENTLEC must transform itself to a digital enterprise.

The latter should not be misinterpreted to mean a website, but rather transformation into a virtual enterprise. This means being able to do any of our business activities online better than in person. It means being on social media in a big way, being bigger in the cyberspace than in the physical world from an after sales, marketing and communication point of view. The EDI's new competitors will come into existence as digital enterprises, not constrained by the need to overcome an incumbent, non-digital business structure and culture. There is no way our bricks and mortar culture will be able to compete successfully with a digital one.

For CENTLEC becoming digital is non-negotiable, because a modern, intelligent grid will be a digital grid. Information technology (IT) and operations technology (OT) are expanding and merging. The modern distribution grid is a convergence of the electric grid with the Internet of Things. To stay competitive, CENTLEC **MUST** transform into a fully digital enterprise. Only digital enterprises will be able to operate 24/7/365 with the optionality, customization and responsiveness that customers are already accustomed through the internet of things.

c. Research and Development: However small, whether through third parties and/or jointly CENTLEC must begin to harness research skills and activities. Be it in the soft or technical environments we can no longer afford absence or passivity in the R&D space.

On the technical side, we must mainly engage in the intelligent power distribution system research, development, design, production and rollout.

For technological innovation, especially in the ICT space, CENTLEC has to have excellent R&D team with comprehensive software and hardware development



capability. This will help the entity not to be held ransom by services providers especially in the vending, automated electrical network operations; electrical and ICT network protection and finance environments.



8. FUTURE STRATEGY

The electricity distribution industry is undergoing tremendous transitional change. This requires new strategies in order to be able to cope with the changing environment and challenges in the industry. The challenges identified include but are not limited to embedded generation, alternative sources of energy such as gas, unpredictable economic trends that are affecting the country, illegal connections and tampering with the electricity infrastructure as well as the rapid change in technology.

In order to address the challenges listed above, management has adopted a strategic and visionary approach with a consideration and review of the following:

- Enabling environment,
- Customer centricity,
- Efficiency of operations,
- Opportunities
- Collaborative leadership

8.1 Enabling Environment

An analysis of the environment in which Centlec (SOC) Ltd operates shows that:

Politically, there are several areas that will need to be managed in order to get buy-in from all stakeholders.

The **Economic** outlook is glim as the economy continues to slow down, putting further downward pressure on the bottom-line. Hence the need (i) to be aggressive in driving efficiencies, especially in the collection and the mechanisation therefore e.g. vending, smart collection solutions, with ICT 'segregation' and interface; (ii) automation with the intent to lower overheads and (iii) venturing into new services and/or products.



On a **Social** front, CENTLEC continues to be involved in the electrification of schools, clinics and households in and around the FS Province. Indigent customers continue to receive 50kWh per month of free basic electricity.

On **Technology**, the organisation continuously looks for new technologies--namely smart metering, smart street lighting, gas reticulation etc. --- to implement
in the hope of improving efficiencies.

The current operating and governance structure of CENTLEC needs to be safe guarded and entrenched namely separate bank accounts between CENTLEC and the parent municipality, and independent board of directors and executive management for accountability and good governance. Such a structure will make it possible for CENTLEC to operate as a free standing, provincial entity providing electricity and related services to the entire FS community.

8.1.1 Tariff Harmonization

The possibility of harmonizing energy tariffs in the Free State region to lower the cost of bulk purchases.

8.2 Customer Centricity

The main backbone of the entity is its customer base. As a result, the entity needs to provide a service to the customer that creates a positive experience. This can be achieved by creating awareness, analyzing purchasing patterns and increasing customer care services. Customers' satisfaction should remain at the core of the entity's business focus.

The customer of the future will exercise more rights and have more choices to goods and services.

In the process of realizing radical economic transformation, the entity will ensure that the local community plays a crucial roles in the sale of prepaid electricity as well as getting them involved in the small scale embedded electricity generation. This will assist in creating a sense of ownership of the entity and the contribution it makes.



Other considerations in the pipe-line include taking advantage of the technology to enhance service delivery by ensuring that customers find it easy to access the entity's services.

8.3 Efficiency of operations

It is critical for operations to be streamlined and be more efficient. Streamlining can be done through benchmarking with other utilities including water utilities and entities in other countries. On top of this the business model needs to be changed in order to create a surplus. Other Metros should follow the example of Centlec to support small municipalities and increase their viability and sustainability through shared knowledge and capacity. Focus should be given to asset management and ensure that existing assets' live-span is increased to lower capital expenditure on refurbishment. In executing all the latter the principle of cost containment should at all times be on the radar screen.

8.4 Opportunities

8.4.1 Solar (Solar Farms, Embedded Generation)

Given the current trends in the Electricity energy industry, the entity can longer solely rely on the revenue from electricity alone. As an alternative the entity should consider playing a critical role in the Solar energy industry with a focus on generating as well as supplying solar power to the public, Other opportunities available include the utilization of the entity's electricity infrastructure to play the role of connecting and distributing solar energy generated by the independent power producer at a fee.

The entity's current licence not only provides for distribution of electricity but energy in broad. This creates an opportunity for the entity to start playing a crucial role in the distribution and sale of Gas energy as a wholesaler as well establishing a depot for Gas in the Free State Province In order to realize the above the entity in collaboration with other role players is considering reviewing the existing policies and by laws. In this



regard the entity has already started on a feasibility study to assess the viability and requirements for the successful implementation of alternative revenue sources

8.4.2 Stored Energy

The possibility of using batteries technology as an alternative supply.

8.4.3 Fibre Communication Route

Given the current developments in the communication industry, the entity is strategically positioned to use its existing fibre cable networks to either lease it out as a means of communication and transfer of data.

8.4.4 Vending Capacity increase and routes

The entity is currently operating the vending system that provides some opportunities for the expansion and increasing capacity of the system through the creation of its own vending platform from which customers can buy prepaid electricity directly from the entity. This will contribute significantly to cost reduction as the commission paid to private vendors will be an option that can be avoided.

Other options available from the entity's vending system is that it opens opportunities to be able to provide auxiliary services such as vending for water. This could be a source of alternative revenue for the entity.

As the entity has Service delivery agreements with other municipalities, it can make a contribution to these municipalities' debts collection process by using the vending system to collect outstanding debts at a reasonable fee

8.4.5 Electrification Construction

As learnt from the past experience, the entity is in a better position to review the costing of projects and tariffs charged to new and existing



customers. In this regard cost reflective tariffs have been developed to ensure that the entity is able to recover the costs of providing the services to the public.

8.4.6 Training Centre Equipment and Staff

With the existing facilities at the training Centre the entity is in a position to become a centre of excellence in the provision of training to current and future electricians in the province as well as nationally. The provision of these services will contribute significantly to the alternative revenue. Consideration will be made to enter into memorandums of understanding with the municipalities within the province for the provision of training. Plans are already underway to register the institution with Skill Education Training Authority and have the training centre recognised as a trade test testing centre.

8.4.7 Direct Metering (Complexes)

Given the ever changing environment in the electricity industry, the entity has revised its policy on the metering of complexes with an aim of eliminating body corporates who act as a go between the entity's line of supply and the ultimate customer. In this regard the policy of number of meters per erf has already been reviewed to allow individual customers to have their own meters directly from the entity. An office dealing with direct metering has already been established and is due to be capacitated.

8.4.8 Data (Information) Mining

Data mining is the process of sorting through large data sets to identify patterns and establish relationships to solve problems through data analysis. Data mining tools allow enterprises to predict future trends to shape the business model of the organisation and better customer service whilst at the same time increase profits.



8.4.9 Revenue (Advertising)

The entity has the potential to generate revenue from advertising through using the existing old power station towers. A light emitive diode (LED) screen has been procured and has been mounted on the old power station building with an intention of providing advertising facilities to businesses and the community.

8.5 Collaborative leadership

The impact of leadership cannot be over-emphasized. Leadership should be broadened to ensure collaboration between the key players in the local government environment which include CoGTA, the departments of Energy, Public Enterprises, Finance and National Treasury to ensure interventions are dove-tailed and seamless to achieve the required outcomes. It is also essential for Eskom and municipalities to engage and collaborate to enhance revenue management. In executing this mandate it remains critical to keep SMME's on the radar screen and execute radical economic transformation at all levels of Supply Chain.

8.6 Financial Considerations

The current financial plan for CENTLEC is to generate funding through energy in order to expand into new products viz. gas, solar and related ICT services. This over time can be achieved through efficiency initiatives, cutting on losses and effective revenue management.

The Major Sources of Funding are as follows:

- 1. Consumers namely; residents; government and commercial customers
- 2. Government grants for infrastructure
- 3. Our new focus areas are to expand on solar energy, gas and related ICT services

CENTLEC's key to success involves satisfying its customers, producing a quality product, and delivering excellent service.



9. IN CONCLUSION CENTLEC VISION 2027

Managers should create a learning appetite for employees as an essential requirement for a robust lifelong learning strategy. In a way, this approach will assist with redeployment of employees from areas of the organisation that are uncompetitive and moving to those which are stable or growing. Focus on staff development will assist CENTLEC by linking its long term business strategy to ensure that 'skill flight' does not lead to insufficient skills mix in years to come.

The table below provides a ten year step by step view of the journey that CENTLEC intends to take in redefining its business. The immediate focus will be on CENTLEC's vision for 2027.

Table 10 - Vision

Year		DISTRIBUTION			GENERATION
		Establish a Project	\$	Preparation of	FS sustainability
		Management &		Provincial Electricity	energy strategy
		Implementation Team		Management Risk	(Renewable
		Presentation to		Strategy (Business	energy strategy)
		Provincial Executive and		Continuity Strategy)	Develop Carbon
		Municipal Stakeholders	♦	Change & stakeholder	credit revenue
		CENTLEC to assume		management strategy	strategy
		electricity distribution in	€	AMI System	
2018		all FS Municipalities in		Implemented	
2016		terms of SLA's with	♦	Smart Metering	
		Local Municipalities		System	
		Provincial Legislation to	♦	Provincial ICT,	
		establish Schedule		Network Design &	
		3 Part D Provincial		Acquisition	
		Entity (in terms of the	♦	Acquire contract	
		PFMA) – Obtain		management system	
		National Treasury	(>	Use the Asset	
		Approval		management system	



Year	DISTRIBI	JTIC	ON	GENERATION
	FS shared system	♦	Phase 1 – In house	
	/infrastructure strategy		training for Vending	
	CENTLEC re-		Staff	
	constituted as a	♦	Upgrade SCADA	
	Provincial distributor in		system	
	terms of enabling	♦	Optimise financial	
	legislation		system	
	Funding Strategy	€	Integrate all systems	
	Approved &	♦	Design & Establish	
	Implemented		CENTLEC FS Call	
			centre	
	♦ Smart Technology	♦	Provincial ICT,	Carbon credit
	Metering		Network	revenue
	Implementation – Phase		Implementation –	strategy
	2 Implemented		Phase 1	
2019	Phase 2 – Smart Street	♦	Priority area 1 -	
	lighting		networks upgraded	
	Phase 2- In-house			
	Vending Staff			
	operational			
	Smart Technology	¢	Provincial	
	Metering		Communications	
	Implementation – Phase		Network	
2020	3 Implemented		Implementation –	
	Phase 3 - Smart Street		Phase 2	
	lighting	♦	Priority area 2 -	
			networks upgraded	
	Smart Technology			25% Renewable
2021	Metering			energy in FS
	Implementation – Phase			
	4 Implemented	4		
2022	LV network Automation	(Phase 4- In-house	



Year	DISTRIB	GENERATION	
	Strategy Approved –	Vending Staff fully	
	Phase 1 Implemented	competent and	
	Priority area 3 –	operating	
	networks upgraded	independent of the	
		service provider	
	Phase 1- Security		
2023	Monitoring Mechanism		energy in FS
2023	(CCTV cameras)		
	installation.		
	Phase 2- Security		
2024	Monitoring Mechanism		
2024	(CCTV cameras)		
	installation.		
	Phase 3- Security		♠ 60% Renewable
2025	Monitoring Mechanism		energy in FS
2023	Control Room		
	Operational.		
2026			70% Renewable
2020			energy in FS
2027			♦ 80% Renewable
			energy in FS



10.NORMATIVE REFERENCES

As stated above, for the Vision, Mission, and Value statements the reader is encouraged to look into the existing and approved CENTLEC strategic documents. It is not the author's intention to recycle the reported narrative. For ease of reference the documents referred herein are the following:

- CENTLEC Business Plan: 2019-2023
- CENTLEC Annual Report: 2017/2018
- ♦ 2018 SALGA Energy Summit