



# Introducing RASA

The Restaurant Association of South Africa (RASA) is a non-governmental, non-profit organisation that provides a multitude of services to South Africa's restaurant industry. RASA promotes dining out, encourages restaurant careers, publicises the industry's commitment to food safety and fair labour practices, and highlights the restaurant industry's impact on the economy and local communities.

## In service of the industry

Restaurants need a powerful voice before government and provincial regulatory agencies. RASA promotes a pro-restaurant agenda on critical restaurant issues such as smoking and liquor legislation, food safety and employment practices. RASA fights anti-restaurant initiatives, while promoting responsible business practices within the restaurant industry.

## Industry information

RASA is continually researching the industry, with the aim to developing reports and publications to convey information that helps restaurateurs manage their businesses better. Through the website, monthly newsletters, road shows and breakfasts, RASA offers suppliers and restaurateurs the opportunity to interact and share ideas and opinions in an open forum.

## Training and workforce deployment

Through its business partners and associate members, RASA promotes the restaurant industry as an employer of choice. RASA works together with outside agencies to develop top quality training courses and recognisable qualifications in food service management.

Currently the RASA Training Academy offers short courses in four major areas: Waiter; Barman; Barista; Cook. The RASA Training Academy also offers courses in restaurant management, child-minding and first aid. The RASA Training Academy also offers, in close co-operation with supplier members, new product training.

## Business ethics

RASA demands ethical business and employment practices from its members, aiming to support and develop the local communities from which their customers and workforce originate. RASA supports government in its effort to promote fair and non-racial employment practices.

The Restaurant Association of South Africa is a professionally-run organisation that is well supported by industry. Contact RASA on 011 705 2054 • [info@restaurant.org.za](mailto:info@restaurant.org.za) • [www.restaurant.org.za](http://www.restaurant.org.za).



### **RASA policies**

RASA has, along with key specialists in the industry, developed a number of policies with clear and measurable guidelines to assist the industry in self-regulation and standardisation. Restaurants that comply with the guidelines for the various policies, may display the relevant accreditation on their premises.

Properties that adhere to the RASA policies, are allowed to display a specially adapted version of South African Tourism's welcome logo and will be listed as an accredited restaurant on [www.southafrica.net](http://www.southafrica.net), the official website of South African Tourism, ahead of the 2010 FIFA World Cup and beyond. Listings on this website will also carry the various RASA policy endorsements and will be plotted on the SA Tourism GPS database which is supplied to various role players in the digital mapping and navigation arena.

Creating awareness and educating the public on the minimum standards that should be expected from the restaurant industry is a key element to the RASA policies programme. Policies developed thus far include:

### **RASA DineSafe**

Safe dining is crucial to the successful operation of any food service business. Not only is it a legal obligation for every restaurant to comply with statutory health and safety guidelines, it is also an ethical responsibility towards diners. The RASA DineSafe policy covers aspects such as food safety and hygiene practices, using accredited suppliers and adequate pest control. It also includes the RASA HealthyDiner Food Nutrition guidelines. The RASA DineSafe policy is endorsed by JohnsonDiversey and Rentokil.

### **RASA SitSafe**

Restaurant clientele have the right to feel safe within the restaurant environment. From having visible security guards and CCTV, to putting control measures in place to prevent credit card fraud, this policy partners with a number of anti-crime and tourism safety initiatives to maximise its reach.

Partners in the RASA SitSafe policy are: ADT, the Tourism Safety Initiative (TSI), the Violent Organised Crime Work Group (VOC), Consumer Goods Council of South Africa (CGCSA), Busi-

ness Against Crime (BAC) and Visible Policing (VP). The RASA SitSafe policy also takes into account staff verification through REDB, the RASA Employee Database.

### **RASA PlaySafe**

Restaurants that offer children's entertainment and play facilities have to ensure that the facilities and equipment are safe, clean and well-maintained. Access should be controlled and child-minders on duty are expected to be trained in child-minding, basic first aid and CPR. The necessary disclaimers should be in place and the restaurant is expected to publicise a customer feedback line. The RASA PlaySafe policy is supported by Fleetwood Adventure Playgrounds and SAFIC.

### **RASA SkillSafe**

Diners have the right to expect good service at any restaurant. Establishments displaying the RASA SkillSafe accreditation have sent their staff to the RASA Training Academy which offers training to managers, waitrons, barmen, baristas, cooks and child-minders. The RASA SkillSafe policy also requires that restaurants exercise good labour practices. Restaurants that are RASA SkillSafe accredited, make use of the RASA Hot or Not consumer feedback SMS line on 34056.

### **RASA PriceSafe**

Restaurants displaying this accreditation have had their menu endorsed by RASA. This means that the pricing levels have been benchmarked against industry standards and that RASA has certified that the pricing displayed on the menu is fair. RASA HealthyDiner food nutrition guidelines have also been taken into account. Properties displaying the RASA PriceSafe accreditation will not inflate prices over the 2010 FIFA Soccer World Cup period and will thus not partake in unfair exploitation of visitors to South Africa.

For in-depth information on the RASA policies, or to apply online, visit [www.restaurant.org.za](http://www.restaurant.org.za). Alternatively you may email [info@restaurant.org.za](mailto:info@restaurant.org.za) or call 011 705 2054.



### **Dine with MyTable**

MyTable is South Africa's first and only leading restaurant discounted loyalty card which is site-endorsed and offered in partnership with RASA. With over 1 400 restaurants to choose from, MyTable is the ultimate gourmet guide to restaurants and fast food outlets where diners may eat and drink and enjoy instant discounts of up to 10%, complimentary coffees, wines, starters, desserts and so much more on presentation of their MyTable card.

MyTable does not limit diners to one choice of restaurant; they can enjoy instant discounts at a variety of restaurants, allowing them to frequent their favourite restaurants more often! MyTable cardholders can find all the offerings on the MyTable website at [www.mytable.co.za](http://www.mytable.co.za).

### **Did you know?**

If you have a compliment or complaint about any restaurant in South Africa you can SMS the name of the restaurant and your comments to 34056! **M&J**