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March 2024

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LROC NEWS

published monthly by the Land Rover Owners Club of Southern Africa

LROC DIGITAL CHANNELS & RESOURCES.

The comprehensive list of digital platforms utilized by the Land Rover Owners' Club of Southern Africa.

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AGM 2024

A myriad of experiences and highlights...
By Clint Mason



AGM 2024, LROC's 64th Annual General Meeting, held at the breathtaking Rietvlei Nature Reserve Lapa, unfolds as a chapter in the rich narrative of our Club's legacy. The AGM saw a tremendous gathering of both new and long-standing members, old and young, who collectively created a myriad of experiences and highlights that made this event truly unforgettable!

AGM 2024 was not merely a gathering; it was a celebration of our collective dedication to the Land Rover brand and the enduring camaraderie that binds us as a community. Members from diverse backgrounds and interests converged at the AGM, forming a vibrant tapestry of enthusiasts united by their passion for adventure and exploration.

During the AGM proceedings, a meticulous approach

ensured that formalities unfolded with efficiency, adhering closely to the agenda. While structured discussions provided a framework for addressing Club matters, the atmosphere was far from rigid. Members embraced opportunities for camaraderie and light-hearted moments, sharing laughs throughout the proceedings. Whilst the formalities provide an ideal platform through which essential information about

the Club is disseminated to members, it's the gatherings at the start and end of the that provide a tremendous opportunity for engagement and collaboration.

Undoubtedly, one of the most memorable aspects of AGM 2024 was the convivial atmosphere that permeated the gathering, especially during the braai hosted at the end of the formal proceedings.

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LROC WhatsApp Group Guidelines

- Be Respectful
- Stay on Topic
- Contribute Constructively
- Practice Privacy
- Avoid Forwarding Misinformation
- Use Proper Etiquette
- Be Mindful of Notifications
- Resolve Conflicts Privately
- Engage Actively
- Follow Group Guidelines

To download the LROC WhatsApp Group Participation Policy, use your mobile telephone camera to scan the QR Code.



As members gathered around the fire, laughter and camaraderie filled the air, creating lasting memories and forging new friendships among attendees.

In addition to fostering connections, AGM 2024 also provided a platform to honour the exemplary achievements of our members. Alongside other awards, two outstanding members were awarded the esteemed status of Life Member. This honour is bestowed upon individuals who have demonstrated exceptional dedication and service to the Club, furthering the interests of Land Roving and fostering goodwill amongst members.

Life Membership is a rare accolade, conferred only upon individuals of long-standing membership who have evidenced exemplary behaviour and made significant contributions to the Club. It is awarded through a rigorous selection process, requiring a recommendation by the Executive Committee and approval by a majority vote of members present at an Annual General Meeting.

Regalia once again shone prominently at this year's AGM, under the stewardship of

Jennifer Howard, who has volunteered to push the Club's Regalia effort forward in 2024. It was magical seeing the tremendous excitement and participation of our members with the renewed Regalia effort. In discussion with Jennifer, she informed me that apart from doing fantastic sales, she got to share in significant insights with members and has a good grounding of what members are looking for in the 2024 Regalia portfolio.

Looking ahead, AGM 2024 has set the stage for an exciting year filled with promise and possibility. With camaraderie, participation, and support as our guiding principles, we are confident in our ability to overcome challenges and chart a course towards a brighter future for our Club.

Before we delve further into the various reports and award winners, we want to express our deepest gratitude to all members who contributed to the success of AGM 2024. Whether through active participation, unwavering support, or contagious enthusiasm, your dedication fuels the momentum of our Club's growth and success.

AGM 2024

Chairpersons' Address

Before delving into the Chairperson's report, which per the Club's Constitution aims to provide an overview of the "state of the Club," I want to extend my sincere gratitude to an exceptionally dynamic team that collaborated with me in delivering the Club's value proposition throughout 2023.

The relatively small size of our Executive Committee demanded maximum effort from each member, and I cannot overstate my appreciation for the dedication shown by Paul Diessel, Rori Meanwell, Coenie du Toit, and our administrator Madeleine Zwaneveld. Your unwavering passion for the Club serves as a constant inspiration, and I eagerly anticipate continuing our journey together in 2024.

Additionally, I extend my heartfelt thanks to our families, who play an integral role in supporting us and thereby the Club's endeavours. Their

significant contributions and sacrifices ensure that we can continue providing meaningful experiences and a value proposition that, to my mind, truly enriches the lives of our members.

I would like to extend special recognition to Jonathan Diessel for his exceptional dedication to this year's AGM. His tireless efforts have been instrumental in ensuring its success, and I am confident that without his commitment, we would have faced considerable challenges.

On to the matters of the Club: I am delighted to report that 2023 brought about significant accomplishments for our Club. The committee collectively agreed early on that our primary focus for the year would be delivering the Club's core value proposition to existing members, recognizing that while membership growth is important, member retention is paramount.

While our primary goal remained ensuring member satisfaction, we also made a concerted effort to actively engage with our extended Club structures and the broader Land Rover community. This included reestablishing crucial Club partnerships and fostering strong relationships with our Chapters and other stakeholders. These efforts are a testament to our Club's rich history of active involvement in these communities, as evident in our Club archives.

Furthermore, 2023 saw the introduction of new event categories, such as "Landys and Lattes," which provided fresh avenues for member engagement. These events, alongside our traditional 4x4 activities, received overwhelming support from our members. I am particularly pleased to highlight the success of combining Landys and Lattes with a Trail Drive, which attracted

over 30 participants and showcased the adventurous spirit of our members. These successes have influenced an updated activities calendar which I believe returns the Club to its core event principles, whilst maintaining the benefits of these new channels.

2023 also saw an increase in direct member support and coordination of LROC events. These spectacular events were made possible through this invaluable commitment of fellow members in support of the Exco. Individuals such as Attie Smit, Gavin Fletcher, Simon Meanwell, Stephan De Beer, Jaco Botha, and Rod Petersen undertook the monumental task of event coordination, infusing their event with their unique style and personality, thereby enhancing the overall experience for participants.

Looking ahead to 2024, this trend of member support shows promising signs of growth, with members like Jenny Howard and Colin Ross, volunteering to contribute to various Club initiatives, from regalia revitalization to historic battlefield journeys. This unwavering support even extends across the pond with Natasha Beets offering to support our Club with social media marketing strategies and execution. It is truly encouraging to see this level of vested support being offered to our Club.

~~Moreover, member support in 2023 extended beyond event coordination, with active participation from members like Mike Isley, Andy Stuart, Keven Eborall, Nigel Wilshire, and Nigel Hardres-Williams, who played and in instances, continue to play pivotal roles in helping the Club navigate the ever-changing landscape it faces, through their contribution of time and expertise. (*)~~

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(*) (Strikethrough) While included in the written speech, the content was in error not delivered during the Chairperson's address at the AGM.

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The adoption and embrace of digital channels for active member engagement have yielded positive results. These include establishing improved communications with the Clubs membership with initiatives such as the comprehensive Member Survey and our updated WhatsApp Strategy, facilitating direct engagement and information sharing with and among members. This closeness ensures that the Committee remains informed and knowledgeable of our members preferences allowing us to deliver enhanced value. Additionally, I am pleased to report that governance practices previously established to ensure due diligence in policy determination have been tested and they have proven to be steadfast in the preservation of thoroughness in this regard. While presenting an updated Executive Team structure at this year's AGM was initially planned, tight timelines have necessitated continued engagement with our Council of Advisors. Despite this delay, I am confident in our collective efforts to safeguard the Club's ongoing success, and I eagerly anticipate sharing the outcomes of these endeavours at next year's AGM.

Unfortunately, our Club continues to confront significant challenges that demand active and creative solutioning in order that we ensure our long-term success. It is true that the effects of COVID are ongoing, and that we now operate in a changed landscape, but it is no longer reasonable to continue to use COVID as a reason for under achievement.

While it is accurate to acknowledge that COVID-19 can no longer be cited as the sole reason for underachievement, its impact on the Club necessitates careful and deliberate action. 

The post-COVID digital workspace environment has led to a widespread migration to outlying regions as individuals and companies embrace digital business practices. This shift emphasises the importance of the Club establishing a territory-wide value proposition, ensuring that regardless of where our Members reside, engaging with and deriving benefit from our Club remains practical, enjoyable, and desirable.

Recognizing the paramount importance of establishing relevance for our Club in this evolved environment is crucial. Without a secured and delivered value proposition, the issue of membership churn is likely to persist as a critical concern. To achieve delivery throughout our entire territory, we must adopt an updated approach—one that embraces new mechanisms and supportive networks to ensure fulfilment. These environmental shifts underscore the necessity of prioritizing the delivery of the Club's value proposition to all Members. By doing so, we ensure that the benefits of Membership, to which our community of Land Rover owners have subscribed, are fully enjoyed.

It is evident from our financial statements that decisive action to address membership churn is imperative to secure the longevity of our Club. Membership numbers remain under significant pressure and while measures have been implemented, based on detailed financial analysis, the effectiveness of these actions remains to be seen. It is essential that we adapt rapidly to changing circumstances and remain vigilant in our efforts to stabilize membership retention and growth. Whilst I am pleased that the Clubs financials report a near break even position, this achievement was the result of aggressive cost management and 

the expense of value meant for Club members. With the advantage of hind sight, it is evident that the trend of reduced benefit being delivered to members to achieve financial savings will continue to erode our membership base.

To ensure delivery of all items and benefits offered to members, the Committee took a zero-based approach to the 2024 membership fees. This approach allowed the Committee to explore avenues that guarantee delivery in the construct of the country and world we live in, and we look forward to seeing the benefit of Membership being delivered to all Members. It is critical that a quality service and real holistic value that resonates with our membership is consistently delivered if we want to retain members.

Finally, while it is evident that the Club is experiencing enhanced support from our Members, it is imperative that we expand our reach to engage a broader audience within our community. It is through active participation that our community of enthusiasts continues to flourish. As we look towards the future, let us remain committed to fostering inclusivity and welcoming all who share our passion for Land Rover vehicles and adventure.

In closing, I want to express my gratitude to each and every member of our Land Rover Owners Club of Southern Africa. Your unwavering dedication and passion are the driving force behind our Club's success. As we look to the future, let us remain united in our shared love for Land Rover vehicles and our commitment to fostering a strong and vibrant community. Together, we will overcome any challenges that lie ahead and continue to create memorable experiences that enrich the lives of all our members. Thank you for your ongoing support, and I look 

forward to the exciting journey ahead with each of you.

Thank you for your time,

Clint Mason
Chairperson

AGM 2024

Vice-Chairpersons' Report

Landys and Lattes

2023 marked the inaugural inclusion of Landys and Lattes to our annual calendar, a concept warmly received. For the first one Simon Meanwell hosted the club at the picturesque Kyalami Equestrian Estate. The estate offered an idyllic setting for what quickly became a highly anticipated event. These gatherings are designed to foster unity among LROC members and the broader Land Rover community, offering an opportunity for connection over a cup of coffee in a relaxed setting. The objective was to facilitate casual meet ups without the need for prior registration, circulating across various locales to provide all members with an opportunity to participate.

Following the successful launch, we hosted an additional 11 events throughout the year, featuring visits to captivating locations including beautiful outdoor venues, an airfield, nature reserves and even enjoying a coffee while having the car washed at a unique car wash.

We enjoyed exceptional pancakes on a mountain side in the Magalliesburg, thoughtfully prepared for us by Clint and Michelle. Rod Petersen introduced us to Bornman du Toit, a barista who enlightened us on the art of crafting the perfect brew while camping.

When the vision for 

an event overlooking the Hartbeespoort Dam emerged without a nearby coffee shop, Clint and the BearQuip team ingeniously arranged MO'BA Coffee and their mobile Land Rover setup to make exquisite cappuccinos right on the hillside.

I extend my profound gratitude on behalf of the committee and all members who attended these gatherings to Simon Meanwell, Clive Foord, Rod Peterson and Clint Mason who together with their families were instrumental in enriching our community though the hosting of these events. Thank you.

Events

Gavin Fletcher spearheaded a team to partake in the esteemed Tembe Work Week, a legacy event of over ten years dedicated to conservation and community upliftment in partnership with the Tembe Honorary Officers. Their efforts reflect the LROC spirit and commitment to environmental stewardship.

Michael Gundelfinger graciously hosted a drive out and lunch at Harvard Cafe at Rand Airport, drawing an impressive gathering and showcasing the fascinating aviation world.

Attie reprised his role in organizing the cherished Series weekend at Willems Rus and the Loskop Weekend at Seekoegat, both of which have become staple events deeply enjoyed by attendees.

In addition to his involvement in the Landys and Lattes events, Clint led a thrilling drive to Sable Ranch for breakfast, culminating in a trail drive for our adventurous members.

Nigel Wilshire, Clint Mason, and Myself conducted three driver

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training sessions facing challenges with attendance. Despite these hurdles, the sessions emphasized the importance of continuous skill improvement. A fourth event was regrettably cancelled due to insufficient participation. Feedback on events hosted by Paul Foster in our PE Chapter has been positive, and we look forward to the Gauteng members joining them for a forthcoming event.

I had the pleasure of organizing a drive out to ThePlace2B, and later in the year, successfully hosting the Treasure Hunt, following an initial postponement.

The Christmas Party and Kiddies Trial were held at Wagon Drift in Cullinan, offering a new venue with comprehensive lodging options to cater to all preferences. Despite low attendance, the quality of the venue and the enjoyment of those present underscored the event's potential. The Kiddies Trial was cancelled due to no registrations.

The Wider Land Rover Community:

Our presence extended beyond LROC organized events, with Philip Glynn, Rori Meanwell and Clint Mason together with other members, commendably representing our brand at Cars in the Park and Landy Fest.

Coming Up:

Looking ahead to 2024, we've already kicked off with the Turtle Experience at Bhanga Nek (Kosi Bay) affording members the special opportunity of seeing Turtles returning to the shores they hatched on some 35 years prior to lay their own eggs and begin the cycle anew. It really was a surreal experience.

The first Landys and Lattes of the year, hosted by Simon Meanwell, took us to Jodev Farm Stall in the Cradle of Humankind. This family-run establishment promotes regenerative

farming offering ethically raised meats and organic vegetables.

Based on member feedback, the upcoming calendar promises a variety of engaging activities catering to diverse interests.

The promise that a Landy gives us is not one of exceptional reliability, low fuel consumption, or event dust proof door seals, so why do we own them? And often more than one. It's because they represent adventure. The kind of adventures the begin off the beaten track and end covered in mud. The chance to get to places rarely seen where nature abounds in its untouched beauty.

Let us remember why we bought them in the first place and take advantage of the adventure that awaits. ONE LIFE, LIVE IT.

I eagerly anticipate your participation in our club's 2024 activities, as we continue to forge memorable experiences as we LIVE IT together.

Paul Diessel
Vice Chairman



At the heart of the Land Rover Owners Club of Southern Africa lies a spirit of volunteerism and dedication. Composed entirely of Club member volunteers, our Executive Committee is the driving force behind the LROC's mission and activities. I am immensely grateful for their commitment and passion, which form the foundation of our Club's success.

This year, I am pleased to announce the latest appointments to our Executive Committee. Amongst several nominations received,

we welcome both returning faces and individuals formalizing their roles after serving as seconded members in 2023. This diverse mix of talent and experience ensures that our club continues to thrive and evolve, guided by the collective wisdom and enthusiasm of our committee members.

Coenie Du Toit

Financial Officer



Introducing Coenie Du Toit, our newly appointed Financial Officer on the Executive Committee. Coenie has almost made a career of serving the Club on its Executive Committee, holding various portfolios over the years. In 2023, Coenie served as the incumbent Financial Officer, completing the second year of his two-year term. We are grateful to Coenie for once again volunteering to take on the portfolio, ensuring proper and accurate financial records are maintained for the Club.

Coenie joined LROC at the beginning of 2017, persuaded to make the correct choice in life—buying his first Land Rover. Since then, he hasn't looked back. Coenie embraces the outdoor life and enjoys spending time on his farm with his family, relishing the closeness to nature it provides.

From personal experience, I can attest that Coenie is not only an outdoor enthusiast but also a remarkable companion on a game drive. He possesses the remarkable ability to spot wildlife, enriching the experience for all

involved.

We are delighted to have Coenie continue his dedicated service on the Executive Committee and are confident in his ability to manage the Club's financial matters with integrity and precision.

Jonathan Bydendyk

Membership Secretary



Introducing Jonathan Bydendyk, who returns to the Executive Committee as our Membership Secretary. Many will fondly remember Jonathan from his previous tenure on the Committee during the mid-2010s to the early 2020s. With a renewed commitment to serving the Club, Jonathan brings a wealth of experience and enthusiasm to his role, ensuring that proper administrative practices and due diligence are applied to our membership database.

Jonathan's passion for Land Rover and adventure is evident in his approach to life. Whether it's seeking out the road less traveled or embarking on spontaneous adventures, Jonathan embodies the spirit of exploration and discovery. As a software engineer by profession, he is excited to leverage his skillset to contribute to the Club's growth and success. Jonathan's dedication to improving and automating processes aligns perfectly with our Club's vision for innovation and efficiency.

I am thrilled to have Jonathan back on board and look forward to the valuable contributions he will make to

our Club's membership management and administrative practices.

Paul Diessel

Vice Chairperson



Introducing Paul Diessel, our newly appointed Vice Chairperson for the Club. Similar to Rori Meanwell's situation, the acceptance of Paul's nomination sees him officially appointed to hold the position of Vice Chairperson, which he was seconded into in 2023.

Paul brings a wealth of knowledge and skills to the Club's Executive Committee, and we are delighted that he has volunteered to continue in this role. Paul is a dynamic individual who embodies a true love for Land Rovers. His fervour for these vehicles is equally matched by his family, as they embrace the adventurous lifestyle that Land Rover ownership offers. Paul's sense of adventure is deeply rooted, having spent many years in the Scouts.

In his new role as Vice Chair for LROC, Paul is committed to ensuring the continued success of the Club. His experience and dedication will undoubtedly contribute to the growth and prosperity of our community.

We are excited to have Paul officially join the Executive Committee and are confident that his leadership will be invaluable in guiding the Club towards a bright future.

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Rori Meanwell

Marketing Officer



Introducing Rori Meanwell, our newly appointed Marketing Officer on the Executive Committee. Many of our members may recall Rori's previous involvement with the committee, having been seconded in both 2022 and 2023. In 2023, Rori served as a seconded Marketing Officer, and we are delighted to announce that her nomination has been accepted by the members at the AGM, officially appointing her to the position.

Rori has been an active and passionate member of the Club since joining with her husband, Simon, in 2018. Their shared love for the Club is palpable, and they both actively participate in its events. With a background in marketing and event coordination, Rori brings a wealth of valuable expertise to her role. She is committed to re-engaging the LROC within the Land Rover and 4x4 communities, playing a crucial part in planning and coordinating events. Rori's energy, enthusiasm, and marketing skills are instrumental in driving the growth and success of the Club as it expands its reach and impact.

I am delighted that Rori has decided to continue her role as Marketing Officer. With her expertise and dedication, I am confident that her contributions will be invaluable in advancing the Club's marketing and Event initiatives.

AGM 2024 Executive Committee Structure

Following the appointments made at AGM 2024, the structure of the Club's Executive Committee is as follows:

Chairperson:
Clint Mason - Serving his second year of term.

Vice Chairperson:
Paul Diessel - Nominated and voted into the position at AGM 2024.

Financial Officer:
Coenie Du Toit - Nominated and voted into the position at AGM 2024.

Marketing Officer:
Rori Meanwell - Nominated and voted into the position at AGM 2024.

Membership Secretary:
Jonathan Bydendyk - Nominated and voted into the position at AGM 2024.

Club Secretary:
Vacant

AGM 2024 Council of Advisors Structure

The Council of Advisors, a vital management layer within the Club, remains unchanged as all members are currently serving their 5-year terms. The incumbents are:

Attie Smit, whose term ends in 2026.

Mike Ilsley, whose term ends in 2026.

Malcolm Timberlake, whose term ends in 2028.

AGM 2024 Life Membership

Life Membership is a prestigious accolade within our Club, bestowed upon individuals who have demonstrated exceptional dedication and service over the years. It symbolizes a deep commitment to the values and mission of the Land Rover Owners Club of Southern Africa, as well as a profound contribution to its growth and success.

It gives me great pleasure to inform you that this honour was bestowed upon 2 Members at this year's AGM. In each instance the Nomination was received from Jakob Jordaan, seconded by Mike Ilsley.

Attie Smit



Attie's dedication spans 23 years, during which he served 13 years on the Exco, including roles as Trophy Secretary and Chairman. He actively participated in organizing milestone events such as the Land Rover brand's 60th anniversary and the Club's 50th Anniversary, displaying exceptional leadership and event management skills. Attie's commitment is further evidenced by his organization of various events, including day outings, multi-day trips, and cross-border excursions, averaging two away weekends per year for two decades. Notably, he has organized the Seekoiegat weekend event annually

since September 2003, showcasing his enduring commitment to the Club's activities. As Chairman, Attie spearheaded the development of the Club's Driver Training program, significantly expanding its offerings to members. His contributions extend beyond the Club, as he served as Vice Chairman of the Off-Road Radio Association and was elected to the Club's Council of Advisors in 2020. Attie's exemplary service and unwavering dedication exemplify the criteria for Life Membership as outlined in the LROC constitution, making him a deserving candidate for this honor.

Malcolm Timberlake



Harold Timberlake has been an LROC Member for over 24 years, during which time he served as Club Secretary for an impressive 10-year tenure from 2012 to 2022. Malcolm's event organization history includes a diverse range of activities, from birding events to cross-border excursions to Namibia and Zimbabwe. He contributed significantly to Action Trials and served as a marshal at various Club Trial events. Beyond his tenure as Club Secretary, Malcolm continued to contribute by assisting with archiving Club documentation, implementing sustainability initiatives such as the RRR-over bag, and restructuring procedures and systems to improve governance and compliance. His involvement in industry and government-related structures, such as the National Off-Road Working group and the Offroad Council of SA, highlights his commitment to off-road advocacy and regulation. Malcolm's

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dedication to the Club is further evidenced by his election to the Council of Advisors in 2023. With his exemplary service and commitment to furthering the interests of Land Rovers and fostering goodwill among members, Malcolm Timberlake is a deserving candidate for Life Membership.

AGM 2024 Membership Awards

10 Year Awards:

In Attendance:
1. Mark and Sarah-Jane Hugo

In Recognition:
1. Rob and Moyra Joyce
2. Ben and Alida Wagner
3. Hannes and Angelique Pretorius
4. Bradley and Carrin Glossop
5. Craig and Rae Luckman
6. Yolande Commissaris and Ronny Van den Hoeck
7. Chris and Shirley Watcham
8. Charlie and Karin Amm

20 Year Awards

In Attendance:
1. Hennie and Ansie Steyn

In Recognition:
1. Daniel and Minette Woudberg
2. Franz Abs
3. Ag and Izzy Cocks
4. Paul and Belinda Foster
5. Rudolf and Yolanda Kleingeld
6. Romeo and Shirley Nardini
7. Andrew and Cheryl Howard
8. Brian and Lelanie Norie

30 Year Awards

In Attendance:
1. Marty and Brenda Jasper

40 Year Awards

In Attendance:
1. Stuart and Jenny Plunkett

In Recognition:
1. Alan Farthing
2. Dick and Martha Anstee
3. Mike and Else Huber

60 Years

In Recognition:
1. Maureen Haacke

AGM 2024 Trophy's

Bok Raubenheimer Award:
Awarded for exceptional contribution by a Non-Exco member to the Club

Recipient:
Simon Meanwell

Battlers Award:
Awarded to a member who has undergone real battles during the year

Recipient:
Mark Moyes

Order of the Twit:
Awarded to a member who has done something rather silly

Recipient:
Clint Mason

Treasure Hunt:
Highest score on the Treasure Hunt

Recipient:
Team Godzilla - Meanwell family

Low Range Engage Award:
Awarded to the most participative, active and engaged Member, excluding a committee member.

Recipient:
Simon Meanwell

What's on the horizon

Because owning a Land Rover means that there is always room for adventure!

LROC Event TrailBlaze - 2024



From: Fri, 01 Mar 2024 12:00
To: Sun, 03 Mar 2024 15:00
Hosted By: Clint Mason
Venue: Dimalachite River Lodge and Berakah Eco Trail
Website: <https://www.lroc.org.za/events/trailblaze-2024/>

Get ready for the thrill of the first LROC Trail Drive of 2024, just outside Parys, Free State, featuring a unique twist with White Water Rafting! Prime camping spots and chalets at Dimalachite River Lodge are reserved until Feb 15. For those who would prefer a more laid-back start to the trail drive on Saturday, why not arrive at Dimalachite early on March 1. We will roll out on March 2 for the Berakah 4x4 Eco Trail—a mere 20-minute drive from Dimalachite. After conquering the trail, enjoy a pool dip and a Club Bring and Braai on Saturday evening. For the Daredevils amongst us, join us on Sunday for the White River Rafting experience, leaving Dimalachite at 9 am. Join us for a weekend of camaraderie, adrenaline, and the Land Rover spirit!

LROC Event Battlefields Tour - 2024



From: Thu, 21 Mar 2024 12:00
To: Sun, 24 Mar 2024 16:00
Hosted By: Colin Ross
Website: <https://www.lroc.org.za/events/battlefields-tour-2024/>

Join us from March 21 to 24, 2024, for an unforgettable journey into Boer War history with expert Colin Ross. Explore the north eastern areas around Cullinan and beyond, including the pivotal Battle of Rhenosterkop. Colin's narration and special access to private land offer a unique and rich experience. Engage in a Battlefield & Game Drive, combining history with scenic drives in magnificent vehicles. Nighttime activities transport you to the past, with camping or chalet accommodation options. Friday's Club Bring and Braai fosters connections, and early birds can visit a local cheese farm on Thursday for a relaxed start to this historic adventure.

LROC Event Willem's Rus - 2024



From: Thu, 18 Apr 2024 12:00
To: Sun, 21 Apr 2024 16:00

Hosted By: Attie Smit
Website: <https://www.lroc.org.za/events/willems-rus-camping-weekend-2024/>

IMPORTANT: *This event is open to all models of Land Rovers, not just Series Vehicles.*

Join the Land Rover Owners Club for the annual Willem's Rus Camping Weekend, a Series Vehicle Safari Experience at Dinokeng Game Reserve from April 18 to April 21, 2024. Explore the diverse grassland bushveld habitats, witness the big and small five, and enjoy this unique safari destination just 50 km north of Pretoria. Camp at Willem's Rus with spacious sites and excellent facilities. Experience self-drive routes at your own pace, reveling in birdwatching and the rich landscape. Nearby attractions include Safari Mall, Arlington Brewery & Ciders, and Veldjie Rondom. This adventure coincides with Landy Fest at Rust De Winter, and members participating in the event are encouraged to show support and enjoy the camaraderie at the Landy Fest. Don't miss this chance to create unforgettable memories in the heart of Dinokeng Game Reserve. Secure your spot today!

LROC Event EWT Volunteer Effort



From: Wed, 01 May 2024 12:00
To: Sun, 05 May 2024 12:00

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Welcome to our Newest Members...

As the Chairperson of our Club, it gives me great pleasure to extend a warm welcome to our newest members. We are thrilled to have you join our community of passionate Land Rover enthusiasts who share a common love for adventure, exploration, and camaraderie.

A little while ago I was reminded of the profound impact that our Club can have on our lives by Paul Foster, the Chairperson of the LROC PE Chapter, who stated, "I am never leaving the Club, you never know who is joining next and you never know... they might very well be your next best friend." These words truly resonated with me as they highlight the power of connection and friendship that lies at the heart of our Club.

Although our Club has been in existence for over 63 years and has matured as an organization, and we recognize that we are never too old to make new friends and embrace new experiences.

We are excited to have you as part of our community, and we look forward to creating new memories and sharing many adventures together.

I invite you to take 

advantage of the numerous events and activities that we offer and to fully immerse yourselves in the Land Rover Owners' Club of Southern Africa. It is through your participation and enthusiasm that we will continue to thrive and grow as a community.

Once again, welcome to our Club. I hope you enjoy being a part of it as much as I do, and I look forward to seeing you soon and sharing the joy of Land Rover ownership with you.

Clint Mason
Chairperson

Rob & Cindy Crayton from Bredell AH driving a 1980 Series II SWB V8.

Alan & Kayle Faul from Tarlton driving a 2002 Defender

Marcelo De Sousa from Bedfordview driving a 1997 90 defender, a 2008 90 defender SVX, a 2011 90 Defender and a 2015 90 Defender.

Barrett & SJ Grieve from Selcourt driving a 2014 Land Rover Discovery.

Paul & Susan Venter from Eastleigh driving a 2004 Discovery 2 Td5 auto.

Cam Tyler from Northwold driving a 1999 Defender 90 TD5



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Event Reports

Because owning a Landy means we are doing something worth writing about!

Hosted By:

Clint Mason

Join us for the upcoming EWT Volunteer Effort, where we'll be teaming up with the Endangered Wildlife Trust (EWT) to make a tangible difference in conservation efforts!

The EWT is a renowned non-profit organization committed to safeguarding threatened species and ecosystems across southern and East Africa. With a mission to save species, conserve habitats, and benefit people, the EWT has been at the forefront of wildlife conservation for nearly five decades.

As part of our collaboration with the EWT, we're thrilled to announce our first mission: assisting in the establishment and construction of a campsite in the Soutpansberg region. This initiative plays a vital role in the rewilding efforts led by the EWT, contributing to the conservation of biodiversity while promoting sustainable tourism in the area.

By joining the EWT Volunteer Effort, you'll have the opportunity to be directly involved in conservation activities, leaving a lasting impact on the environment and local communities. Whether you're passionate about wildlife, nature, or sustainable development, this is your chance to make a meaningful difference alongside like-minded individuals.

Stay tuned for more details on how you can participate in this exciting initiative and be part of a legacy of conservation. Together, we can make a positive change for our planet and future generations.

LROC Event

Loskop Weekend Away - 2023



Date:

10-13 November 2023

Hosted By:

Attie Smit

Venue:

Seekoeigat / Diepkloof

The Loskop Weekend Away 2023 proved to be yet another highlight on the Club's annual calendar. This much-anticipated event, known for its scenic beauty and camaraderie, drew members from far and wide to the Seekoeigat Camp Grounds, eager to immerse themselves in nature's tranquility.

The popularity of the event was evident as members arrived early to soak in the serene surroundings of Seekoeigat Camp Grounds. Amidst the peaceful ambiance, connections were forged, and memories were made, adding to the event's allure.

A beloved tradition, Attie once again delighted attendees with his 'Kalahari TV,' captivating all who ventured to watch the flicker of the flames. The mesmerizing display added to the enchantment of the weekend, leaving a lasting impression on all.

The trail for this year's event was the exhilarating 4x4 adventure route hosted at Diepkloof Farm. Developed by local 4x4 enthusiasts, the trail offered thrilling rocky inclines and declines, providing participants with an unforgettable driving experience.

Moreover, Diepkloof Farm has a proud history

of commitment to community support, which LROC upholds to this day, with proceeds from the 4x4 trail being donated to the Marble Hall old age home. This year, the Club raised and donated R3000 to the Retirement Village.

It was thrilling to once again enjoy Lunch under the "Big Tree," watch the "Kalahari TV," and cherish moments, allowing members to revel in the camaraderie and natural beauty that defines the Loskop Weekend Away. As the event drew to a close, attendees departed with hearts full of memories and anticipation for next year's adventure.

LROC Event

Landys & Lattes Feb 2024



Date:

3 February 2024

Hosted By:

Simon Meanwell

Venue:

Jodev Farm Farm Stall

Members of the Land Rover Owners Club gathered at the Farm Stall at Jodev Farm on Saturday, February 3, 2024, marking the first Landys and Lattes event of the year.

The convoy of Land Rovers embarked from the Lanseria area, traversing the scenic landscapes of the Cradle of Humankind. The sight of the Landy convoy on the move never fails to evoke a sense of adventure, setting the tone for an exciting day ahead.

Credit goes to Simon Meanwell for discovering the hidden gem that is Jodev Farm, tucked away in the rural highveld.

The venue provided the perfect backdrop for a day of relaxation and camaraderie.

While cappuccinos and coffee were the beverages of choice, members also indulged in ice cream, biltong, and koeksisters, generously shared among attendees. However, the highlight of the day was undoubtedly the arrival of scrumptious meals, which left everyone in awe as they savored the delicious flavors.

As the day progressed, some members chose to extend the festivities by visiting a nearby restaurant, prolonging the enjoyable atmosphere. Unfortunately, for those with city commitments, the end of the delicious meal marked the conclusion of the event.

Overall, the Landys and Lattes event proved to be a memorable occasion, combining the thrill of adventure with moments of relaxation and indulgence, reaffirming the strong bonds within the Land Rover community.

LROC Event

LROC AGM 2024



Date:

10 February 2024

Hosted By:

Clint Mason

Venue:

Rietvlei Nature Reserve

The AGM 2024 marked the 64th Annual General Meeting of the Land Rover Owners Club (LROC), hosted at the picturesque Rietvlei Nature Reserve Lapa. This gathering

brought together both new and long-standing members, emphasizing the shared dedication to the Land Rover brand and the strong camaraderie within our community. Structured discussions were complemented by moments of camaraderie and laughter, creating opportunities for connections to flourish among attendees. The post-proceedings braai was particularly memorable, with the air filled with laughter and warmth. AGM 2024 also provided a platform to honor members and offered an opportunity for active participation in shaping the future of our Club.

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