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LROC NEWS

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Est. 1960

It all began when Frank Dandridge and Reg Whitley bought their first Land Rovers and met through the agents at the time, Fischer & Simmonds.

For more on the history of The Land Rover Owners' Club of Southern Africa, visit:

www.lroc.org.za/about/

65 Years on the trail...

LROC's Legacy rolls on with this years AGM



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Clint Mason Chairperson

The 2025 Annual General Meeting (AGM) of the Land Rover Owners' Club of Southern Africa was set against a backdrop of heavy clouds and persistent downpours. With the ground drenched and shoes filling with water, the Executive Committee couldn't help but wonder if the turnout would be affected. But, as history has shown time and time again, the Land Rover spirit is one of resilience,

adventure, and an unyielding commitment to community. True to form, an impressive 94 members braved the elements and gathered for what proved to be a remarkable day of club spirit, engagement, and celebration.

The AGM has long been more than just an official meeting; it is a cornerstone event that brings members together to reflect on the past year, engage with the Committee, and participate in the cherished traditions of the Club. It is a day of

storytelling, camaraderie, and the essential task of reviewing the Club's standing and future direction. As a member-centric organisation, the Land Rover Owners' Club thrives on participation and input from its members to ensure that the Club continues to serve its diverse and passionate community.

Despite the stormy weather, the day unfolded smoothly. The official proceedings commenced with the necessary administrative

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requirements, ensuring that all governance protocols were met before transitioning into the much-anticipated addresses and reports. The Chairperson provided a comprehensive overview of the State of the Club, followed by the Vice-Chairperson's report, which highlighted the various events and activities undertaken over the past year. The Financial Officer's report delivered a detailed review of the 2024 operational year, ensuring transparency and accountability in the Club's financial health. The formalities were handled efficiently, allowing members to move on to the much-anticipated social segment of the day.

This year's AGM saw two nominations for Executive Committee positions. Stephen Howard was officially appointed as Club Secretary, a role he had been seconded into following the 2024 AGM. Clint Mason was re-elected as Chairperson, continuing his leadership tenure that began in 2023.

One of the most anticipated aspects of the AGM is the presentation of awards, recognizing members whose enthusiasm and participation in the Club make them worthy recipients of these honors. This year, only three trophies were awarded, each carrying deep significance:

The Bok Raubenheimer Floating Trophy was awarded to Simon Meanwell for his outstanding dedication to the Landys and Lattes event, which continues to grow in popularity and has become a staple in the Club's calendar.

The Battlers Trophy was presented to Club Chairperson Clint Mason, whose perseverance was tested throughout the year as he faced ongoing mechanical challenges with his three Land Rovers, none of which were operational in time for the AGM.

The Low Range Engage Trophy, a prestigious recognition of exceptional enthusiasm, participation, and engagement within the Club, was awarded to Chaz and Annie Dean for their unwavering involvement in Club events, member engagement, and active presence across the Clubs communication channels. 

In addition to these trophies, several Membership Awards were presented to long-standing members, celebrating their unwavering commitment to the Club. Among these was a particularly special milestone: a 50-Year Membership Award presented to Marc and Diane Rademaker, who joined the Club in 1975. Their continued passion for the Land Rover community serves as an inspiration to all.


As in 2024, Regalia played a major role in this year's AGM, with Jennifer Howard leading a successful pre-order and event-day regalia strategy. Her efforts ensured that members could fully immerse themselves in the identity of the Land Rover Owners' Club of Southern Africa, proudly sporting Club merchandise that strengthens our shared sense of belonging and tradition.

As the formalities concluded and members gathered around the traditional post-AGM braai, the true essence of the Club shone through. The AGM is not just about governance and reporting; it is a celebration of the people who make this Club what it is. It is about friendships forged through shared adventures, wisdom exchanged over flickering flames, and laughter that lingers long after the embers die down.

Despite the stormy start to the day, the 2025 AGM was a resounding success. It reinforced the strength of our community, the passion of our members, and the enduring spirit that binds us all together. Here's to another year of adventure, resilience, and Land Rover camaraderie!

Chairpersons Address

I would like to begin by thanking you all for dedicating your time today to engage with fellow members today. Your participation in the AGM is vital as it steers our community and provides the direction we need to thrive. Together, we are more than just a club; we are a collective force driving towards shared goals and adventures.

2025 holds a special place in our journey as it marks the 65th anniversary of our Club. As we gather for this AGM, the significance of this milestone resonates deeply, reflecting 

both our rich history and our future potential. It's a moment to recognize how far we have come and to reaffirm our commitment to the values and aspirations that have guided us since 1960. This anniversary shapes the backdrop of our discussions today, reminding us of the legacy we carry forward and the future we are shaping together. We stand on the shoulders of giants like Frank Dandridge, Reg Whitley, and other early members, whose vision and dedication set the foundation of our vibrant community.

As with last year, I extend my heartfelt thanks to our dedicated Committee Members and our Club Administrator, Madeleine, for their significant contributions throughout 2024. Their tireless dedication and unwavering stamina have been essential in delivering the Club's value proposition. Additionally, I must again extend a profound thank you to the family members who support these committed individuals. Their understanding and support are the unsung heroism that enables our team to fulfil their demanding roles, which often stretch late into the evenings and across weekends. Without their sacrifice and love, the challenges we face would likely become insurmountable.

2024 was a pivotal year for our Club as we endeavoured to enhance our value proposition to all members. From the outset, the Committee was aware that the strategy adopted for 2024 would bring challenges. We knew that achieving our ambitions would require a deliberate and thoughtful approach, carefully balancing these with the practical realities we face as an organisation.

As part of our strategy adopted for 2024, we recognized that to fully deliver on our enhanced value proposition, operating at a marginal loss might be necessary. This decision became a critical management metric throughout the year. It was a calculated risk, undertaken with the clear understanding that investing in our Club's future was essential to delivering greater value to our members.

To manage this risk effectively, we adopted stringent fiscal controls under the guidance and leadership of our Financial Officer, Coenie Du Toit. Through

In Memoriam

As we reflect on the past year, we take a moment to honour the memory of three cherished members of our community who are no longer with us: Stafford Smithies, Jenny White, and Kevin Eborall.

Their presence within the Club was more than just participation—it was about the friendships they built, the adventures they embraced, and the stories they shared around the fire. Though they may no longer travel the rugged trails alongside us, their spirit remains woven into the very fabric of our Club.

May their legacy live on in every journey we undertake, in every challenge we conquer, and in the camaraderie that continues to unite us. We honour them not only with remembrance but with the enduring passion for adventure that defined their time among us.

Acknowledgments

A heartfelt thank you to Malcolm Timberlake and Rick Mason for dedicating their time and talent to capturing the spirit of the 2025 AGM. Their passion for photography ensured that the day's events—from the formal proceedings to the camaraderie around the braai—were beautifully documented, preserving memories for years to come.

A special thank you also goes to Marc Rademaker, one of our longest-standing members, who upheld a cherished Club tradition by presenting the Awards and Trophies to this year's recipients. His ongoing dedication and deep connection to the Club made his role in this tradition especially meaningful.

To Malcolm, Rick, and Marc—your contributions helped make this AGM a truly special occasion. We deeply appreciate your support and the role you continue to play in shaping the Land Rover Owners Club of Southern Africa.


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these adopted practices, we ensured that every expenditure was thoroughly justified and that no resources were wasted. Our commitment to fiscal discipline required us to make tough choices, focusing on efficiency and prioritizing expenditures that directly contributed to enhancing member benefits and the overall operations of the Club.

Our strategy incorporated a deliberate focus on enhancing the experiential aspects of our club. We created opportunities for club members to participate in spectacular events that embody the adventurous spirit of Land Rover ownership. This initiative aimed to not only enrich the membership experience but also to strengthen the community bond among our members.

A crucial component of our strategy was ensuring that all members fully receive the benefits to which they are entitled. We conducted a thorough review and improvement of our benefit delivery mechanisms, aiming for greater consistency in distribution across our membership. This effort ensures every member enjoys the full value of their involvement with our club. To further this goal, the club adopted a locker-to-locker delivery service, which has significantly improved the direct delivery of benefits to members. While this initiative has impacted the cost of membership, the guaranteed delivery of benefits has positively influenced the perception of our club, enhancing member satisfaction and trust in our operations.


Additionally, we actively sought out opportunities to enhance the value offered by the club. This included relaunching historically successful programs and items that had previously brought significant benefits to our members, ensuring that our offerings remain relevant and valuable. The success of Regalia under the leadership of Jennifer Howard is a testament to such efforts. I remain grateful to Jennifer for her tremendous dedication and the results she has achieved. Unfortunately, the unforeseen demands of delivering on some of the value proposition in 2024 prevented us from relaunching LandRoving, something I am particularly disappointed about. I shall be making a greater effort 

in 2025 to deliver on this reboot promise I made to members at the end of 2023.

Finally, we worked on improving access to adventurous areas for our members, expanding the scope of our exploration and ensuring that our members have exclusive opportunities to enjoy the unique landscapes that our vehicles can access.

The success of experiential events like the Turtle Experience, the Tembe Work Week and Fundraiser, the Eastern Cape Tour, and the Loskop Weekend Away underscores their importance. These events validate our strategy of continued investment in such activities, with the aim of creating more opportunities for greater member participation. Coupled with the tremendous success of regular and local events such as Landys and Lattes, which continues to grow in popularity, as well as the ZF Technical Day and Cars In The Park, the committee has implemented careful planning to ensure these types of events continue in 2025 and beyond. This measured approach is designed to sustain the momentum and enhance the engagement of our membership at these popular gatherings.


However, there were events that, despite being perceived as important based on discussions and the 2023 membership survey, received lacklustre support. Notably, the Trail Blaze events experienced poor participation, suggesting that our members may no longer be inclined to engage in technically challenging driving that could potentially damage vehicles. Additionally, support initiatives for institutions like EWT—initiated to establish a foundational relationship that would grant our members exclusive access to remarkable wilderness areas within South Africa and beyond—also saw limited engagement. These insights are now being incorporated into vertical-specific strategies, allowing us to adjust our approach and more accurately determine their true importance to our membership.

In addition to these valuable lessons, 2024 also clearly demonstrated that the value the club offers its members extends beyond our events schedule. This is a critical finding, as events have traditionally been perceived as our primary offering. While events remain important, 

recognizing that the benefits of community and collective value are increasingly significant necessitates a strategic shift. Our Executive Team, as well as future leadership, must strive to deliver a holistic value proposition. This should provide not only opportunities for driving our vehicles but also benefits derived from representing a collective of like-minded individuals. This broader approach aims to fulfil diverse member needs and enhance overall engagement within the club.

The tremendous response we received from members regarding the delivery of the 2024 Limited Edition First Aid Kit strongly validates our broader value proposition. Although supply chain issues marred the experience for some, members expressed genuine gratitude for the benefit and the club's efforts. In response to these challenges, the Executive Committee has conducted a detailed review of the practices involved in delivering this and other tangible items, such as the annual calendar and club sticker. The outcomes of this review are designed to ensure that the lessons learned are consistently applied to all similar value offerings, thereby enhancing the overall benefits enjoyed by our club members. We extend our thanks to Michelle for her innovative idea, which has enriched the membership experience.

A significant takeaway from our strategy in 2024 is the clear need to adopt and implement sustainable practices. These practices and the supporting processes must not increase the time demands on our limited human capital, which risks overextension and potentially underwhelming delivery. In response, the Executive Team will be reviewing all current practices and tooling with a keen eye toward refinement. Our goal is to establish efficient deliverables that consistently provide value to all club members. This focus on process efficiency is critical as individual time demands are likely to increase in the ongoing chaos of the world. Embracing these changes is essential as our Club strives to achieve another 65 years of success.

As 2025 progresses toward our auspicious Blue Sapphire Celebration in September—an event designed to honour the significance of our journey and the enduring relevance 

of our legacy in the modern world—we must continue to define what Land Rover adventure and camaraderie mean. It's crucial that we respect the characteristics and traditions that have enabled our club to thrive over the past 65 years. Simultaneously, we must allow for ongoing evolution to ensure our continued relevance in an ever-modernizing world and alongside a continually evolving vehicle brand.

As I draw my speech to a close, I extend my heartfelt thanks to you, our members. Your passion, dedication, and loyalty to our club and its defining ethos have made these 65 remarkable years possible. This significant milestone is not just a measure of time, but a testament to the strong community bonds that Land Rover ownership fosters. Looking ahead, I am thrilled to anticipate many more years filled with adventure, friendship, and exceptional driving experiences as we continue on this exciting journey together.

Thank you for your time,

Clint Mason
Chairperson

Vice-Chairpersons Report

What a fantastic year 2024 has been for LROC! We kicked things off with an unforgettable turtle experience in Bhanga Nek—an adventure that combined excitement with education, leaving everyone with incredible memories.

February marked the return of our much-loved Landys and Lattes outings, which took us to some truly delightful destinations throughout the year. From Jodev Farm Stall and Van Gaalen Cheese Farm to Hazeldean Brewing Co. and Magalies Kaas, each stop brought us scenic routes, great company, and, of course, delicious food and drinks! And let's not forget our club favorite, GG's Café. A huge thank you to Simon Meanwell, Mike Ilsley, and everyone who makes these outings so special!

Also in February, we had an outstanding technical day at ZF, organized by Gavin Fletcher. It was a fascinating deep dive into

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the inner workings of Landy gearboxes, with ZF pulling out all the stops to ensure an informative and engaging experience.

March took us on yet another thought-provoking Battlefields Tour with Colin Ross, bringing history to life in a way that left a lasting impression. Later that month, Gavin Fletcher led another successful Tembe Work Week and Fundraiser, playing a vital role in preserving the incredible Tembe Elephant Park.

April saw one of our most anticipated events—Willem’s Rus in Dinokeng Game Reserve. This long-standing favorite, thanks to Attie’s dedication, never disappoints. Be sure to book early for the next one!

June’s Barberton weekend turned into an unexpected but thrilling cross-border adventure in Eswatini’s Hlane Royal National Park, thanks to Clint Mason. It was a weekend full of exploration, adventure, and breathtaking landscapes.

July was all about exciting collaborations as we strengthened our partnership with the Endangered Wildlife Trust (EWT). We had our first dry run of an exciting new event—the EWT Trail Run in the stunning Soutpansberg—which LROC will officially support the debut event planned for July this year. Huge thanks to Clint for making this partnership a reality! July also saw our members tackling the challenging Piesangkloof 4x4 trail, a true test of both driver skill and Landy capability.

In September, LROC made its way to the Eastern Cape, where Noel Andrews welcomed us to his farm. Days were filled with exciting activities, and of course, no trip to the Eastern Cape would be complete without a visit to the legendary Addo Elephant Park—a truly unforgettable experience!

As the year drew to a close, we wrapped up with yet another fantastic Loskop Weekend Away at the Seekoeigat Campsite, once again hosted by Attie. This beloved event continues to be a highlight year after year!

Beyond our LROC-organized events, we were proud to be part of the broader Land Rover community. A big thank you to Philip Glynn for

leading our presence at the annual Cars in the Park event at Zwartkops Raceway, and to Andre Vester for inviting LROC to the Outdoor & Adventure Expo in Broederstroom.

Looking back, 2024 was filled with adventure, camaraderie, and unforgettable moments. A heartfelt thank you to everyone who hosted, organized, and participated in these events—you are the heart and soul of LROC! Your enthusiasm and dedication keep the adventure alive.

Here’s to another exciting year ahead—I can’t wait to see you all at the incredible events we have lined up for 2025!

Paul Diessel
Vice-Chairperson

Membership Awards

10 Year:

- Jonathan & Hanneke Bydendyk
- Rolf Wiers
- Clive & Mandy Foord
- Koos De Wet
- Stephen & Amy Reynolds
- Ian & Yolande Potgieter
- Garth & Sue Collins
- Roger & Julia Bozzoli

20 Year:

- Mike & Dalene Stocks
- David & Jean Fourie
- Dawid Barnard
- Kingsley Holgate

30 Year:

- Denise Cohen

40 Year:

- Chris & Debbie Waldron

50 Year:

- Marc & Diane Rademaker

Trophy Awards

Low Range Engage Trophy

The Low Range Engage Trophy, a prestigious recognition of exceptional enthusiasm, participation, and engagement within the



Marc Rademaker (right) receives 50 year Membership Award from LROC Chairperson, Clint Mason (left)

Club, was awarded to Chaz and Annie Dean. Their unwavering involvement in Club events, dedication to member engagement, and active presence across the Club’s communication channels made them standout recipients of this award.

Throughout 2024, Chaz and Annie were ever-present at Club events, from the thrilling Turtle Experience to the breathtaking Eastern Cape Tour. Their consistent participation and boundless energy set them apart. Chaz, in particular, made a lasting impression by leading many on-foot activities when members disembarked their vehicles, showcasing both his stamina and adventurous spirit.



Chas Dean (right) receives the Low Range Engage Trophy on behalf of himself and Annie Dean from long-standing Club Member Marc Rademaker (left).

Beyond their physical participation, both Chaz and Annie were deeply involved in fostering connections within the Club. They regularly engaged with fellow members at events, reached out via email and telephone, and were active contributors to the Club’s WhatsApp groups. Their dedication to the Land Rover Owners Club of Southern Africa truly exemplifies

the spirit of this award.apart. Chas, in particular, made a lasting impression by leading many on-foot activities when members disembarked their vehicles, showcasing both his stamina and adventurous spirit.

The Bok Raubenheimer Trophy

The Bok Raubenheimer Floating Trophy was awarded to Simon Meanwell in recognition of his unwavering commitment to the Landys and Lattes event, which has grown into a cornerstone of the Club’s calendar. His dedication and enthusiasm have been instrumental in shaping this event into a firm favorite among members.

Simon has worked tirelessly to expand the event’s reach, continuously adding new elements that enhance its appeal. Landys and Lattes is one of the few Club events open to both Members and Non-Members, making it a valuable initiative in strengthening the Club’s connection with the broader Land Rover community. Thanks to Simon’s efforts, it has become more than just a gathering—it’s a celebration of shared passion and camaraderie.



Simon Meanwell (right) receives the Bok Raubenheimer Floating Trophy for his outstanding dedication to the Landys and Lattes Club event from fellow Club Member Marc Rademaker (left).

The Battlers Trophy

The Battlers Trophy was awarded to Club Chairperson Clint Mason, whose perseverance was tested throughout the year as he faced ongoing mechanical challenges with his three Land Rovers—none of which were operational in time for the AGM.

2024 was a year filled with mechanical hurdles for Clint. It began with a frustrating setback

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when his Discovery suffered a critical breakdown just before he was due to depart for the Turtle Experience with three passengers in tow—an ordeal that earned him the Order of the Twit Award in 2024. The challenges continued with the return of his partially rebuilt Td5 Defender, only to be followed by yet another blow when his beloved Emma decided to mix oil with coolant, sealing the fate of all three Landys.

Despite these trials, Clint's unwavering spirit and dedication to the Club never wavered—making him a truly worthy recipient of the Battlers Trophy.




Clint Mason (left) receives the Battlers Trophy for his 2024 Landy troubles from fellow Club Member and 50-year Membership Award recipient, Marc Rademaker (right).

2025 Executive Committee

Clint Mason
Chairperson
Voted AGM 2025



Clint is an avid Land Rover enthusiast who has owned his Defender 90 Tdi since 2007 and has cherished it ever since. His passion for Land Rovers, wildlife, and photography drives him to explore, seizing every opportunity to traverse the African continent, revelling in the rugged terrain that his Land Rover was designed 

to conquer. Clint hopes that his exceptional passion for Land Rovers and professional experience will make a positive impact for and uphold the proud tradition of the Club and its members.



Paul Diessel
Vice-Chairperson
Voted AGM 2024
Paul Diessel is a dynamic individual who embodies a true love for Land Rovers. His fervor 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. As the Vice Chair for LROC, he brings a wealth of experience and a commitment to ensuring the continued success of the club.



Stephen Howard
Club Secretary
Voted AGM 2025
Growing up in a Land Rover family and learning to drive in a Series 2A, Stephen has always had a passion for these iconic vehicles. He dreams of restoring a Series Land Rover—though his wife remains a bit skeptical! Stephen is also an avid outdoorsman. He serves as the troop Scouter for one of the Midrand-based Scout troops and is a proud Springbok Scout himself. In 2023, after purchasing a Defender to add to his "Landy Stable," Stephen joined the LROC family, keen to meet like-minded people who share his passion for adventure. In 2024, Stephen was "volunteered" into the Secretary position at the Club—and with members voting in favour of his nomination at AGM 2025, the rest, as they say, is history! 

Coenie Du Toit
Financial Officer
Voted AGM 2024



Coenie joined LROC at the beginning of 2017 after being persuaded to make the correct choice in life... to buy his first Land Rover, and hasn't looked back. Coenie enjoys the outdoor life and being on his farm with his family, where they can be close to nature.


Rori Meanwell
Marketing Officer
Voted AGM 2024



Rori is a passionate member, joining the Club with husband, Simon, in 2018. They both share a deep love for the Club and actively participate in its events. With a background in marketing and event coordination, Rori brings valuable expertise to her role. She is dedicated to re-engaging the LROC within the Land Rover and 4x4 communities and plays a crucial part in planning and coordinating events. Rori's energy, enthusiasm, and marketing skills contribute to the growth and success of the Club as it expands its reach and impact.

Jonathan Bydendyk
Membership Secretary
Voted AGM 2024



Always looking for the road less travelled even on the 

way home from a school run, Jonathan has a passion for Land Rover and the adventure that comes with it. As a software engineer, Jonathan is excited that his skillset can assist in growing the club's membership and improve and automate processes along the way.

Wrap Up

A heartfelt thank you to everyone who played a role in making this event possible.

To our Committee Members, whose dedication and commitment ensured a well-organized and engaging AGM—your efforts behind the scenes did not go unnoticed. A special appreciation to the volunteers who assisted with regalia coordination, managed entries, and handled the collection of braai packs, wood, and charcoal—your willingness to step in and help made all the difference.

A sincere thank you also extends to the Committee Members' families, who patiently supported them through the time demands leading up to the AGM. From coordinating with suppliers to collecting and transporting materials, your contributions helped ensure a seamless experience for all.

And finally, to each and every member who participated—your presence, enthusiasm, and engagement are what truly bring this Club to life. The Land Rover Owners Club of Southern Africa thrives because of its people, and this year's AGM was yet another reminder of the incredible community we have built together.

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



- Jay Phalatsi** from Brooklyn driving a Series 2
- Leon Du Preez** from Nelspruit driving a Discovery
- Ken Richardson** from Cramerview driving a Defender 110 TD5
- Roy Cunningham** from New Zealand driving a Defender 110 Puma
- Hendrik van der Walt** from Sharonlea driving a Defender TD5
- Trevor & Colleen Breary** from Vaal Marina driving a Defender 110 TDI
- Cobus Coetzee & Teliza Schutz** from Boksburg driving a Defender 110
- Thomas Mason** from Birch Acres driving a Discovery 4



Lets Talk ORRA

Effective communication is a vital part of any off-road adventure, and for the Land Rover Owners Club of Southern Africa (LROC), the Off-Road Radio Association (ORRA) ensures that members can stay connected reliably and legally. Since its establishment in 1977 by the Land Rover Owners Club of Southern Africa, the 4x4 ATV Club (then the Jeep Club of Southern Africa), and the Four Wheel Drive Club of Southern Africa, ORRA has been at the forefront of facilitating two-way radio communication for off-road enthusiasts across the country.

ORRA has grown alongside advancements in technology, beginning with 27MHz CB radios in its early years, before transitioning to 29MHz frequencies in 1979, and introducing VHF frequencies in 2006 in collaboration with the Independent Communications Authority of South Africa (ICASA). This progression reflects ORRA's commitment to providing reliable and modern communication solutions to meet the needs of the off-road community.



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A cornerstone of ORRA's role is recognizing legitimate off-road clubs and granting their members access to radio licenses. This structured approach fosters responsible use of radio communication while ensuring compliance with South Africa's Telecommunications Act. By managing specific frequencies for off-road activities, ORRA promotes safe, effective communication that enhances the overall off-road experience.

ORRA also facilitates cross-border communication for adventurers exploring Botswana and Namibia. Through carefully negotiated agreements, LROC members and other enthusiasts can legally use their VHF radios in these countries, provided they obtain the required documentation in advance. This initiative is invaluable for off-roaders who want to remain connected during their journeys beyond South Africa's borders.

For LROC members who wish to join ORRA's network, the process is straightforward. By submitting an application form along with proof of club membership and the required fees, members can secure a user authorization card, granting them access to ORRA's designated radio frequencies. This ensures compliance with national regulations while unlocking a critical tool for safety and coordination during off-road adventures.

The importance of using licensed radio equipment cannot be overstated. Operating unlicensed transmitters is not only illegal but can disrupt vital communication networks. ORRA's licensing framework ensures that off-road enthusiasts can enjoy worry-free communication while respecting broader communication systems.

Whether navigating tough trails, coordinating convoy movements, or sharing stories over the airwaves, reliable communication is essential for any off-road adventure. ORRA's work makes it easier than ever for LROC members to focus on what matters most—exploring the rugged beauty of Southern Africa. For more information or to apply for a license, visit ORRA's official website at www.orra.co.za.

Trail tested...

The Learnings That Will Drive Our Club Forward


Clint Mason
Chairperson

2024 was a year of both innovation and introspection for the Executive Committee of the Land Rover Owners' Club of Southern Africa. It provided an invaluable opportunity to push boundaries, explore new initiatives, and refine the operational mechanisms that ensure our members continue to receive meaningful benefits. It was a year in which we celebrated numerous successes, encountered challenges that tested our resilience, and ultimately emerged with valuable insights that will shape the club's future.

The introduction of Locker-to-Locker and Store-to-Store Delivery systems marked a significant step forward, streamlining the distribution of essential club items such as calendars, stickers, and first aid kits. The latter, a special opt-in offer made to renewing members in 2023, underscored the club's commitment to enhancing the value proposition for its members.

Simultaneously, our management and administrative processes underwent significant refinement to ensure that all members, regardless of their location within our expansive territory, received the benefits to which they were entitled. This ongoing optimization reaffirms the club's commitment to inclusivity and operational efficiency.


The Regalia portfolio flourished under the capable leadership of Jennifer Howard, delivering impressive results and reinforcing the importance of offering high-quality, desirable club merchandise. Beyond these operational successes, the club also embraced a new member-led approach to event planning, introducing initiatives that broadened the range of adventurous experiences available to our community.

However, with growth comes the need for reflection. While celebrating achievements 

is vital, it is often the challenges that provide the most valuable lessons. One of the key learnings from 2024 stemmed from the complexities of supply chain management, particularly in relation to the distribution of first aid kits. Delays in delivering these kits, alongside other key benefits such as calendars and stickers, highlighted the logistical intricacies of managing a multi-partner supply chain, especially when dealing with physical products. This experience reinforced the necessity of a more comprehensive understanding of the total effort required to execute such initiatives successfully.

Similarly, insights gained from the club's extensive events calendar have prompted a reassessment of how we evaluate and plan activities. While many events introduced in 2024 were inspired by conversations and feedback from the 2023 Member Survey, participation levels in several instances did not align with expectations. This highlighted the need for a more data-driven approach to event planning, ensuring that decisions are based on tangible insights rather than subjective reasoning. By leveraging data more effectively, we can refine our event offerings to better align with the interests and availability of our diverse membership base.

Perhaps the most critical lesson of all has been the necessity of operational efficiency within the unique structure of our club. As modern life continues to accelerate, it has become increasingly evident that sustaining the club's legacy requires a model that balances effectiveness with the realities of a volunteer-led organization. Achieving this balance means reducing operational and administrative burdens to prevent burnout while preserving the traditions that have defined our club for over six decades.

Efforts are already underway to enhance automation and streamline processes, ensuring that essential club functions are executed with greater efficiency. A central digital repository is being developed to 

integrate seamlessly with supportive platforms, such as the club's accounting application, reducing the need for manual administrative tasks. Communication strategies are also being refined, with a focus on delivering pertinent information in a format that is both convenient and easily digestible for members. The club is further optimizing its various touchpoints to simplify member engagement, making it easier for individuals to interact with the organization. At the core of these efforts lies a steadfast commitment to refining the overall member experience—eliminating friction points while maintaining the authenticity and relevance that define the club's operations.

While 2025 will be a pivotal year in implementing these refined practices, the Executive Committee remains deeply mindful of the club's storied heritage. As we approach our landmark anniversary celebrations in September, we recognize that every decision must honour the pedigree of our organization while ensuring that it remains adaptable and forward-thinking. The lessons of 2024 have provided invaluable guidance, reinforcing the need to evolve without losing sight of what makes our club so special. By embracing these insights, we stand poised to secure the club's future, ensuring that it continues to thrive for generations to come.



On the Horizon

Future Events:
Because owning a Landy means there is always something to look forward to...

LROC Event

Trail Blaze: March 2025



From:
Sat, 1 Mar 2025 08:00
To:
Sat, 1 Mar 2025 13:00
Hosted By:
Paul Diessel
Venue:
The Lion and Safari Park

We are thrilled to announce our upcoming March Trail Blaze event at The Lion and Safari Park near Hartbeespoort Dam! This exciting off-road adventure promises to be an unforgettable experience for all Land Rover enthusiasts. Join us for a day filled with thrilling 4x4 trails, breathtaking scenery, and the chance to explore the park's diverse wildlife. Whether you're a seasoned off-roader or a beginner looking to test your skills, this event has something for everyone.

The Lion and Safari Park is a world-renowned wildlife sanctuary, home to a variety of animals, including lions, cheetahs, leopards, and hyenas. The park offers unique opportunities for wildlife interaction, guided tours, and educational experiences. During our event, you'll have the chance to drive through the park's 4x4 track, encountering various wildlife such as giraffes, gemsbok, and eland along the way. The park's beautiful

landscapes and abundant wildlife make it the perfect setting for our off-road adventure.

Don't miss this opportunity to connect with fellow Land Rover enthusiasts, enjoy the great outdoors, and create lasting memories. We look forward to seeing you there! For more information and to RSVP, please visit our website or contact our event coordinator.

We look forward to seeing you there for a day of adventure, camaraderie, and culinary delights.

LROC Event

Landys and Lattes April 2025



From:
Sat, 05 Apr 2025 10:00
To:
Sat, 05 Apr 2025 14:00
Hosted By:
Simon Meanwell
Venue:
Club Naval - TYC Yacht Club

Another spectacular Landys & Lattes adventure is set to take place in early April 2025, promising a day filled with exploration, camaraderie, and breathtaking scenery. The journey begins at Hartford Garage, where Land Rover enthusiasts will gather before

setting off in convoy. The route will take participants through the stunning landscapes nestled between the Magaliesberg and Witwatersberg mountain ranges, offering a mix of winding trails, rugged terrain, and panoramic views that embody the spirit of adventure.

The convoy will make its way to the TYC Yacht Club at Hartbeespoort, a picturesque setting on the northern shores of Hartbeespoort Dam in Schoemansville. Surrounded by the towering Magaliesberg Mountains and the shimmering waters of the dam, the club provides a serene escape for sailors, water sports enthusiasts, and nature lovers alike. Here, participants will enjoy a delicious lunch at Club Naval, where they can relax, share stories from the road, and take in the tranquil beauty of the surroundings.

Whether you're a seasoned adventurer or new to the Land Rover lifestyle, this event is the perfect opportunity to embrace the open road, connect with fellow enthusiasts, and experience the joy of Land Rover ownership.

LROC Event

Dinokeng Series Weekend Adventure 2025



From:
Fri, 09 May 2025 10:00
To:
Sun, 11 May 2025 14:00
Hosted By:
Attie Smit

Venue:
Willem's Rus, Dinokeng
Costs:

Willems Rust:
- Children age 0-6: R135.00 pppn;
- Adults age 13-60: R220.00 pppn; and
Adults above 60: R200.00 pppn.
Maximum of 6 persons per site. Only one additional vehicle per campsite allowed at R95.00

Dinokeng Game Reserve:
- Conservation fee: R120.00 per adult at the gate or R100.00 online.
R80.00 per child at the gate or R50.00 online.
- Vehicle entrance fee: R50.00
- Self-drive fee: R200.00 per vehicle per day or R270.00 for 2 days.
R125.00 per vehicle per day for pensioners

Note: This event is open to all Landys, not just Series vehicles.

Embark on an unforgettable

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weekend at the Dinokeng Game Reserve, home to both the big and small five, located just 50 km north of Pretoria. This exclusive event is set in the pristine wilderness of Willem's Rus, one of the premier camping sites within the reserve. Revel in the thrill of the real bush, navigating your Series vehicle through diverse self-drive routes crafted to enhance your game viewing experience.

Unlike typical guided tours, there will be no convoy driving. This unique approach allows you the freedom to explore at your own pace, increasing your chances of encountering wildlife in its natural habitat.

Willem's Rus offers a genuine bushveld experience, perfect for those who drive a Series Land Rover and cherish rugged adventures. The campsite provides essential amenities to ensure comfort while you immerse yourself in the tranquility of Dinokeng's spectacular scenery.

Join us for this special weekend where the wilderness of Dinokeng awaits to be explored.

Event Reports

Because owning a Landy means there is always something worth writing about...

LROC Event

Landys and Lattes December 2024



Date: 7 December 2024
Hosted By: Clint Mason
Venue: Rietvlei Nature Reserve Coffee Shop

On a warm summer's day, LROC members gathered at the picturesque Rietvlei Nature Reserve Coffee Shop to celebrate the final Landys & Lattes event of 2024. The reserve provided a stunning backdrop, offering a tranquil wilderness experience just a stone's throw from the city—an ideal setting for Land Rover enthusiasts to come together and reflect on the year's adventures.

Spirits were high as members exchanged stories, reminiscing about past journeys and sharing plans for future escapades. The sense of camaraderie and passion for exploration was palpable, creating an atmosphere that perfectly embodied the spirit of the club.

While the lively conversations and scenic surroundings made for a memorable gathering, the real star of the day was undoubtedly the cake—generous portions that proved to be worth their weight in gold. As laughter filled the air and coffee cups emptied, it was clear that this final Landys & Lattes of the year was a fitting send-off, closing 2024 on a high note and setting the stage for another year of adventure ahead.

A heartfelt thank you to everyone who joined us and contributed to the success

of this event. Your enthusiasm and passion for the Land Rover lifestyle make gatherings like these truly special. We look forward to seeing you all on the trails again soon!

LROC Event

Landys and Lattes February 2025



Date: 1 February 2024
Hosted By: Simon Meanwell
Venue: Hennie's Jolly Prawn

The first Landys & Lattes of the year set the tone for an exciting 2025 as LROC members gathered at Hennie's Jolly Prawn, a charming restaurant that served up delicious food straight from the braai. The event began at Hartford Garage, where a convoy of Land Rovers embarked on a scenic journey, following a carefully curated route along the picturesque backroads that connected the garage to the restaurant.

Upon arrival, members were met with a warm welcome from the team at Hennie's, who had thoughtfully reserved a dedicated space separate from the main restaurant. This allowed for a relaxed and festive atmosphere, where laughter, camaraderie, and shared stories of adventure flowed as effortlessly as the conversations between Land Rover enthusiasts.

While the braai packs proved to be the popular choice, some members opted for the

restaurant's namesake dish—an excellent decision that certainly did not disappoint. Regardless of the meal choice, the combination of great company, a welcoming venue, and the shared passion for exploration made for a truly memorable morning.

A sincere thank you to all who participated and helped make this gathering a success. Your enthusiasm and spirit continue to make Landys & Lattes such a special event, and we look forward to many more adventures together in the months ahead!

LROC Event

AGM 2025



Date: 15 February 2024
Hosted By: Stephen Howard
Venue: Rietvlei Nature Reserve

Despite heavy clouds and intermittent rain, the LROC AGM 2025 proceeded as planned, with the weather clearing just in time for the afternoon's activities. This essential gathering provided the Executive Committee the opportunity to report back on the Club's progress while giving members a platform to voice their input in shaping its future.

A sincere thank you to all who attended and contributed—your participation is invaluable to the continued success of the Club.