Government, business and tourism leaders put their influence into play in support of the GBVF Response Fund

Johannesburg, 26 November 2026:

As South Africa marks 16 Days of Activism for No Violence Against Women and Children, the Tourism sector, under the leadership of the Minister of Tourism Patricia de Lille, together with Sasol, are partnering to call on business, government and tourism leaders to join The Fair Way, a Golf Day and Fundraising Dinner in support of the GBVF Response Fund. The event will take place on 3 December 2026 at Royal Johannesburg.

All funds raised will be received and disbursed by the GBVF Response Fund, which works with organisations and initiatives addressing GBVF.

"Gender-based violence and femicide (GBVF) remains one of the most serious challenges facing South Africa. The Fair Way is for all of us to remember the importance of working together and has been designed as a platform that brings leaders together to turn concern into support, and influence into action. Tourism depends on people feeling welcome and safe, including the women who work in our sector and the communities that host visitors. Through this golf event, we encourage South Africans to stand together in support of safer homes, workplaces and communities for women and children," Patricia de Lille, South Africa's Minister of Tourism

Turning national commitment into collective action

The tourism sector has a unique and urgent stake in the country's safety narrative. Women make up a large proportion of the tourism workforce, and the sector has long understood that tourism thrives where people feel safe. Safety must be a commitment. South Africa's National Tourism Safety Strategy, the Secura Traveller App, Tourism Monitors and the network of Thuthuzela Care Centres all reflect the work already underway. The Fair Way adds another layer in the form of a direct financial contribution to the organisations doing the hardest and most important work.

Sustained change needs sustained support

"Over the last five years, we have seen that partnerships built on shared values have been central to our success. Collaboration with government, business, civil society, non-governmental organisations and CBOs has enabled meaningful impact on the ground," says Faith Khanyile, Board Chairperson of the GBVF Response Fund.

Sasol is joining The Fair Way as co-sponsor, adding to the cross-sector partnership behind the initiative. Its participation reflects the role businesses can play in supporting efforts to build safer communities.

Simon Baloyi, President and Chief Executive Officer of Sasol, says: “Addressing GBVF requires more than concern. It demands sustained action. The integrity and respect we expect on the course must extend to our workplaces, homes and communities. At Sasol, our involvement is grounded in our social impact approach and our Promise to Society, which commits us to creating shared value. For us, success must mean practical support, not simply participation or visibility.”

Three ways to contribute

The Fair Way is open to support beyond the golf course. Contributions can be made by:

- Sponsoring a hole
- Donating an auction item
- Making a direct contribution

President Cyril Ramaphosa, who launched the GBVF Response Fund in February 2021 with the International Women’s Forum South Africa and key social partners, is expected to attend The Fair Way.

Visit www.nofreepass.co.za to learn more.

Hashtag: #PlayTheFairWay

ENDS

Notes to editors

- The Fair Way Golf Day and Fundraising Dinner takes place on 3 December 2026 at Royal Johannesburg. The event is a partnership between Sasol, the Department of Tourism and the GBVF Response Fund.
- The GBVF Response Fund is the beneficiary and will receive and disburse the funds raised in line with its governance requirements.
- Media wishing to attend or arrange interviews should apply for accreditation by mailing Seanne Reddy seanne@idna.co.za before 3pm on Monday, 30 November.

About Sasol:

Sasol is a global energy and chemicals company. We harness our knowledge and expertise to integrate sophisticated technologies and processes into world-scale operating facilities. We strive to safely and sustainably source, produce and market a range of high-quality products globally, creating value for stakeholders.

Please visit www.sasol.com for more information.

About the Department of Tourism

South Africa's Department of Tourism leads national tourism policy and works with government, industry and communities to grow an inclusive, sustainable and competitive tourism sector. The Department promotes responsible tourism and supports the development of quality tourism products and services. Its work aims to create jobs, expand economic opportunities for South Africans and improve the experience of domestic and international visitors.

For more information, visit www.tourism.gov.za.

About the Gender-Based Violence and Femicide (GBVF) Response

The Gender-Based Violence and Femicide (GBVF) Response Fund is a national catalytic funding mechanism established to support South Africa's national response to GBVF, with its mandate stemming directly from the National Strategic Plan on GBVF. Through resource mobilisation, grant-making, strategic partnerships and advocacy, the Fund mobilises financial and non-financial resources to strengthen the collective response to GBVF. Working alongside the private sector, government, development partners and civil society organisations, the Fund invests in community-led initiatives, prevention, survivor support, institutional accountability and social behaviour change, working towards a society free from gender-based violence and femicide.

Please visit www.gbvfresponsefund1.org for more information.

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