

Geratec

History

Established in 1996 as Rayne Stroebel Catering Services cc, GERATEC has evolved to become the only full service provider of outsourced services to long-term care facilities and retirement homes throughout South Africa. Our core services include catering, housekeeping, caring, staff development & training, and management consulting.

Following the launch of a scientific research project in 2000 that focussed on the nutritional status of the elderly, the company changed its name to GERATEC – an acronym for Gerontological Research, Training, Education and Catering Company.

GERATEC is proud to serve clients throughout the country, with the majority of our activities currently focussed in the Western Cape, Gauteng and Free States. In addition, our dedicated management team travel throughout the country and internationally offering workshops and lectures and to stay in tune with international best practice standards.

GERATEC also owns and operates [ELEVEN Kitchen Venue](#), a fully equipped catering and training kitchen that also serves as a team-building and entertainment venue.

In addition, GERATEC is also home to the South Africa branch of the [Eden Alternative](#), a non-profit organisation which promotes a holistic approach in the management of retirement homes.

And as part of its extensive social responsibility programme, GERATEC is also the proud founder and sponsor of the [South African Care Forum](#), an initiative that encourages a more professional and ‘person-centred’ approach for service providers in the long-term care and retirement industry.

Geratec Team

Our team is responsible for ensuring that our operations, services and standards reflect the values we hold true to. The most important common denominator across the team is our passion for what we do. We are known for having an open dialogue with our clients – working together to find the best solutions to our common business challenges. This allows us to respond rapidly, and caringly. As a small company compared with our competitors, our clients benefit tremendously from this close relationship, and from the feedback we received, are very grateful for it.

Management Team

Rayne Stroebel

Managing Director – 1996

RAYNE started what is today known as GERATEC in 1996. Rayne grew up in an Aged Care Home where his mother was the Matron. After travelling extensively, studying languages at UCT, training as a Chef, caring for a gentleman in London living with Dementia, he returned to South Africa and started GERATEC. In 2010 Rayne completed his training as an Eden Alternative Associate, and in 2011 trained in Switzerland to become an Eden Educator, after which the American Eden Alternative Home Office appointed him as the South African Eden Alternative Regional Coordinator.

Rayne says: “We are passionate about continually raising the bar in terms of quality service, meeting the needs of the individual and moving right away from medically – nursing those in long term care. We focus on real care – encouraging residents’ independence, supporting their choices and acting on the things that are important to them.” Rayne believes that GERATEC’s dream to transform and re-model long-term care in South Africa is coming true. The GERATEC motto, “excellence in person-centred care”, means creating the freedom in which older people can live in a home-like environment and make their own decisions.

Margie van Zyl

Director of Strategic Partnerships – 2011

A social worker by profession - B Soc Sc (Hons) *cum laude* MA (Soc Sc), MARGIE joined GERATEC in March 2011, with more than 30 years’ experience in the field of ageing, as social worker, researcher, facilitator, leader and manager, and CEO. A networker of note, Margie has over many years been involved in several national networks. She has recently been appointed Vice Chair of the IAHSA (International Association of Homes & Services for Ageing) Board of Directors, where she has been involved for many years with the portfolio of global connections. She has facilitated numerous partnerships between organisations in other countries and under resourced organisations in South Africa. As the founding Chairperson of the South African Care Forum, her role is to encourage collaboration for the greater good. Deeply committed to making a difference in the lives of older people by building capacity in the industry, Margie’s motto is “Carpe Diem”.

Brian Bailey

Finance Director – 2008

BRIAN joined GERATEC following his career as CEO at Helderberg Society for the Aged for a period of 7 years. He has a wealth of experience in financial management and risk management and contributes to the professionally administered finance department at GERATEC. Brian believes that those we care for should be given a life worth living.

Heinrich Kriek

Operations & Procurement Manager – 2008

HEINRICH is in charge of GERATEC's daily operations at our clients locations. He is responsible for ensuring that our client service standards are optimally delivered. In addition he is in charge of procurement for GERATEC. He is committed to the values that we uphold and demonstrates this in his relationships with all our clients. He has a background that includes a career in hotels, golf estates, catering and procurement local and international.

Deirdre Joubert

Finance Manager – 1998

DEIRDRE is responsible for the successful operation of GERATEC's financial department. She began her working career as a Food Service Manager and has progressed in the organisation to the position she has today. She has a commitment to the GERATEC philosophy that we make a difference to the future of older people, remembering that we will all age eventually.

Executive Support & Reception**Susan Grant**

Executive Assistant – 2007

The one constant for our clients to know is that when everyone is out and about, they can always contact SUSAN and she will listen and respond to their requests. She enjoys making a difference in a person's life, one step at a time, in our ever evolving business. Susan's professional background includes working with finance, wholesale, catering, caring. Her education is the best one you can find: from the university of life, where every day you learn something new!

Wendy Venkatiah

Receptionist – 2011

WENDY is responsible for client care and customer service. She was previously employed in the financial services industry as a manager, trainer, assistant systems planner, process co-ordinator. Wendy also has retail experience in store administration, HR and client care. Wendy's motto is: "Serving customers to the best of my ability."

Catering & Housekeeping**Madeleine Schloms**

Area Manager (Western Cape) – 2006

MADELEINE is responsible for Client Relationship Management and customer service standards. She also ensures that standard operating procedures are fulfilled. Madeleine started her career with GERATEC as Assistant Food Service Manager and was promoted just six months later. She then left the company for a brief period and pursued her interest in Event Management as Function Co-ordinator at a prestigious golf estate. She returned to GERATEC in 2006

Denell Rossouw

Business Development Manager (Gauteng) – 2013

DENELL has vast experience in Catering Operations, Food Safety Management Systems as well as Retail Broking. She is responsible for building and strengthening client relationships. Denell ensures that the company's standard operating procedures are adhered to within the business units in Johannesburg and Pretoria. Along with the Operations side, she is responsible for developing the business in the Gauteng region.

Malie Beukes

Operations Coordinator (Free State) – 2011

As Operations Coordinator MALIE's role is to ensure the quality management of our services in the region. This includes quality control of menus, costings, arranging functions and listening and responding to client's concerns and suggestions. In addition, she conducts training and workshops for GERATEC. Malie studied Hospitality Management and worked in a Guesthouse.

Doret Louw

Procurement & IT Coordinator – 2006

DORET's work includes the following: Coordinating all purchasing activities including researching, identifying, and evaluating vendors for pricing and quality, documenting all purchasing decisions, and completing purchase orders. She completed Secretarial and Management N4 -N6 and studied at Welkom College. Doret loves coming to work and making a difference every day in an elder or clients life ...and says that her work never feels like work, because she loves what she does!!

Hester Visagie

Unit Manager – 2011

HESTER is responsible for the overall management and smooth running of Siesta Retirement Home situated in Bloemfontein. She has 14 years of experience in the industry. She commenced with her university studies at the age of 50 and obtained her B-degree in Management Leadership (cum laude) UFS, during 2005. Contributing to positive change in the lives of others is the core of her existence and Hester believes that challenges in life make one strong.

Caring

Ide-Marie Venter

Registered Dietitian – 2008

IDE-MARIE is a registered dietician (US). She comes from a background of clinical nutrition and management in the catering industry which both compliments her current role in aged care. Her overall focus and passion is to provide information and systems to ensure optimal nutritional status of staff and clients to thereby improve quality of life.

Caryn Straker

Registered Dietitian – 2013

Caryn aims to provide a professional, scientifically-based nutrition and dietetic service to our clients, as well as being involved in education and training. Caryn qualified with a BSC dietetics degree from the University of Stellenbosch. She has 14 years of experience working with adults both in the UK and South Africa. Caryn is passionate about helping people by ensuring their nutritional status is optimal as a basis for excellent health and a good quality of life. She believes that working at GERATEC affords her the opportunity to really make a difference in people's lives.

Yolande Brand

Occupational Therapist - 2012

Qualified Occupational Therapist with 9 years' experience working in the UK with people of all ages (2 to 101 years!) prior to joining GERATEC in February 2012. Part of the team who opened Huis Ina Rens in March 2012: a small group home for people living with Dementia in Paarl – focussing on person centred care and making Huis Ina Rens 'home' to all residents. Managed Huis Ina Rens until October 2013 when a new baby arrived in own private home! Currently working as Occupational Therapist within GERATEC – supporting Health Care Managers to promote quality of life for their residents and staff. Delivering training (internal and external) within scope of practice to promote person centred care and increased quality of life for the wider community.

Training, HR & Finance**Maralize Conradie**

Training & Quality Coordinator – 2003

MARALIZE is responsible for co-ordinating all training and events for GERATEC. She holds a Diploma in Food & Catering, worked for Fedics for 13 years as Catering Manager, ran restaurant for 3 years and joined GERATEC as Area Manager. She loves working with people and will always have a passion for the kitchen and good food.

Lucia Smuts

HR Administrator – 2006

LUCIA is responsible for contracts of employment, annual leave administration, training in life skills for staff and personnel management for the management team. Lucia has a 4-year University Diploma in Social Work and approximately ten years' management experience in Correctional Services in the Social Work Department and at a children's home. Lucia is passionate about employees being treated fairly and participating in daily decisions regarding operations.

Johan Grimbeek

Accounts Administrator – 2001

JOHAN is responsible for managing key accounts, debtors and creditors and liaises with Food Service Managers and Suppliers. Johan has 35 years' experience gained in the banking industry. He strives to make a difference in the lives of those he encounters and has come to the realisation that one is never too old to learn new things.

Evangeline Booyen

Accounts Administrator – 2006

EVANGELINE comes from a Retail background, starting as a Cashier, moving up to Frontline Supervisor and ended up as Financial Administrator of four service departments. She recently commenced a course in Financial Accounting and completed a certificate in Office Administration. Evangeline's motto learned over years in Retail is the customer/client comes first or as they say, "The customer is always right".

Avril Carstens

Salaries Administrator – 2008

AVRIL is responsible for payroll administration as well as provident fund administration. She assists staff to process claims in the event of life changing circumstances such as death or disability so that they have peace of mind. Avril also ensures that our suppliers are geared to give us the best deal on our stationery needs, making sure that the office is always equipped and efficient.

Values

GERATEC's values of integrity, respect, compassion and innovation underpin all aspects of our business. They are more than just a set of nice words, they are lived in our daily interaction with our clients, staff and the greater society. These are our Values in Action:

1. **Person-centred care:** Our approach is holistic and *compassionate*, meeting individual needs, encouraging independence and continued growth.
2. **More than just catering:** Through culinary *innovation* we provide healthy, nutritionally-balanced meals that nourish and nurture.
3. **Holistic suite of services:** We pride ourselves on being the only full-service provider of person-centred care in South Africa.
4. **We really value people:** We believe passionately in training and developing our staff and yours. We *respect* the people delivering services and encourage an ethos of visibility, friendliness, helpfulness and professionalism.
5. **Building long-term relationships:** Success for us is about meaningful partnerships with our clients. We are an unashamedly ethical company, giving back to the community in a myriad of ways.
6. **Creating consciousness:** Dedicated to "raising the bar" in terms of quality service and professional *integrity*, we recognise this is only possible through collaboration with others who share our values.
7. **Quality standards:** We can help our clients lay a strong foundation for creating a pro-active approach to Care that is compliant with national standards and in line with international best practice.

For more info go to: www.geratecza.com