



MULTIPLE DISTRICT 410 – 2024/2025

REPORT TO Convention 3 May 2025

PORTFOLIO – Christmas Cakes

BY – PDG Kim Van Wyk

2024/25 Christmas Cake Project

1349 cases of 1kg cakes and 263 cases of 500g cakes were ordered from the baker by Multiple District 410 in the 2023/24 Lionistic year, 881 1kg and 241 500g cases to District 410E and 468 1kg and 22 500g cases to District 410W. This is a total of 16188 1kg cakes and 3156 500g cakes. 72 clubs ordered cakes this year.

Online Ordering and Deliveries

The online ordering system used this year appears to have worked very well. I received fewer support queries than in the previous year. Those I did receive were welcome, please do not hesitate to ask for assistance with cake ordering if needed.

Complaints

Only 2 complaints were received across the Multiple District, one for a cake and one for damaged packaging. The clubs followed the complaints procedure and the baker made arrangements to address the issues.

Invoices and Rebates

The major issue this year has been around invoicing and rebate payments. The baker had a change in the finance department which resulted in a misunderstanding about when invoices were to be sent and who they should be sent to. This has also caused a delay in rebate payments. I'm happy to report though that these issues have been addressed in a meeting with the baker – for the coming year invoices should be emailed as usual directly to the club when cakes are dispatched. The MDC for cakes will also be sent a copy.

All rebates have now been paid to the Districts for distribution. Every club that paid in good time once they received their invoice should receive their rebate, even if they got the invoice weeks or months later than usual. This issue should not arise again as the baker's finance team will ensure an invoice is sent to every club when cakes are dispatched, to both provided email addresses. If you do not receive an invoice when you're informed that cakes have been dispatched, please contact your DC immediately so the invoice can be provided well inside the expected rebate-qualification period.

2024/25 Christmas Cake Project

The baker has indicated his cost price will increase by only 6% for the 2025/26 project. The baker has achieved a remarkable service to the clubs with such a small increase – given inflation and the economic climate the increase could easily have been twice as much or more.

The total cost per cake is broken down as the R123.76 below plus any levy the District applies:
Baker's charge per cake (including R5 rebate)

MD Levy	R0.50
Brightlight Levy	R1
LCIF License	R5.72
TOTAL	R130.98 + District Levy

The MD410 Council of Governors has suggested a selling price of R175, representing a 2.9% increase in the selling price of R170 from 2024/25. As usual the selling price will be set by vote at the MD410 Convention. R175/cake gives a profit of R44.02 per cake, which increases to R49.02 if the rebate is qualified for, minus any District levy per cake.

It is important to note that clubs are always free and welcome to sell their cakes for less than the MD selling price. If clubs choose to do so though they are strongly requested to ensure their public and customers are told that the club is selling the cakes at a discount. This prevents members of the public from perceiving unfairness if they come across other clubs selling the cakes at the MD selling price.

500g Cakes

Feedback from clubs indicated that the 500g cake was not a particularly popular product – the clubs that took them found them harder to sell than the 1kg cake. Although I will not unfortunately be at the Convention myself, I will ask for a vote to be taken on whether to include the 500g cake in the 2025/26 project.

If the Convention votes to include a 500g cake option, the pricing would be:

Baker's charge per cake (including R5 rebate)	R83.21
MD Levy	R0.50
Brightlight Levy	R1
LCIF License	R3.80
TOTAL	R88.51 + District Levy

Orders

The same online ordering mechanism will be used for the coming year. Initial orders should be in by the end of June, especially if a September delivery is requested. Additional orders can be made until close to the end of the year but the baker will need a two week lead time – so for example a second order placed on 1 November will only be deliverable on 15 November at the earliest.

Biscuits

Delegates at the 2024 MD Convention will recall the delicious biscuits everyone sampled. The Convention was unanimously in favour of branding and selling shortbread biscuits and crunchies in

200g skillets, sold in cases of 16 skillets (either 16 of one flavour or 8 of each). My availability to implement the project in 2024/25 was far more limited than expected due to a sheer lack of time, but I expect to have a biscuit ordering process available by the time cake orders open for 2025.

In the interest of shipping costs cases of biscuits will be shipped to central locations on a quarterly basis (the same kind of central locations used for cake deliveries). Orders will be done online. Given that order sizes are likely to be considerably smaller than for Christmas cakes, at least as the project gets off the ground, the baker will not be able to offer the 60 day terms he offers on Christmas cakes. The baker's standard payment terms are 14 days from shipment.

Baker's Commitment

I remain very taken with John Bratos' passion for the work of Lions and this project and the efforts he goes to to support all of the Multiple District's clubs in their charitable work. John and his staff have been a pleasure to work with during this year's project and will no doubt continue to be so.