



THE SOUTH AFRICAN
BUTLER ACADEMY



prospectus



KINGS & QUEENS SERVING KINGS & QUEENS
OF THE 21ST CENTURY



About the Butler Academy

What is a Butler?

Butlers specialize in style, etiquette, service delivery and creating an environment in which graceful yet unobtrusive service is celebrated...

Butler / Household Manager / Lifestyle Manager / Chef Butler / Hotel Butler / Estate Manager

A Butler is trained for Private Households, Estates, Hotels, Cruise Liners, Jets, and Luxury Establishments where attention to detail; intelligently executed, anticipatory, and almost invisible service are expected and appreciated:

The South African Butlers Academy Training essentially encompasses superb butler theory in conjunction with each practical session. Our Trainers - certified by the SA Butlers Guild - are recognized by leading resorts / hotels / airlines and great estates.





Why choose the South African Butler Academy

Situated in the picturesque Mother City, the Academy is ideally situated in the hub of Cape Town. Located in Sable Square, Milnerton, we are in close proximity of all amenities and local attractions, with spectacular views of the breathtaking Table Mountain. From lavish and luxurious to backpacking on a budget, Cape Town has something for everyone: the landmark beaches of Clifton and Camps Bay to the vibrant V&A Waterfront and Cape Town City Centre and the award winning wine farms of Stellenbosch and Franschhoek!

This setting sets the stage for training based on specific and real household, hotel and luxury establishment's expectations. Our Butlers are molded, from mindset to body language to demeanor, presentation and execution, on par with international standards. Constantly updating our techniques and modules, our Butlers are assured of being well prepared and ready to work in any environment following the same code of professionalism, etiquette and protocol.

SABA is recognized as a world leader for providing the best International modern training by 'Work Style Magazine' and the 'Daily Telegraph' in the UK.

SABA has been featured, amongst others, in the following Media:

- KYKNET, DSTV – KWELA
- Expressoshow SABC 3
- SABC3 De Kat TV
- KYKNET, DSTV – Jou Show met Emo Adams
- Die Huisgenoot / You Magazine (Twice)
- Prestige Magazine
- Die Burger
- SARIE Magazine
- Weekend Argus
- Career focus magazine
- Hospitality Magazine
- Good Hope Radio, Cape Town





The curriculum

In order to maintain modern standards the latest technology and software training is provided and updated continuously.

- The Art of Butler Service
- The multifaceted role of the Butler, both traditional and modern
- Hotel Butler
- Bush Butler
- Household Management
- Staff Management
- Interviewing skills
- Etiquette and International Protocol
- Personal presentation
- Attention to detail
- Anticipation / Arrival /Departure
- Valet skills including packing of suitcases, concierge and the world of travel
- Event planning

The Dining Room and the laying of tables, The Art of Table Service, The Ballet of Service, Setting the Stage, Event Planning, Tray Service, Dining Diplomats & Important guests.

- Silver Service
- Wine and Champagne Service
- Plating / Garnishing / Napkin Folds
- Purchasing, storage and inventories of Wines
- Cooking – Chef's night off
- Food and Beverage Service, preparing Meals and beverages
- Flowers and Table arrangements
- Cigars, Cognacs and Expensive Wines
- Technical / electronic expertise
- Housekeeping skills, laundry care
- Inventory and stock control
- Cleaning of silver, glass and fine artifacts
- Chauffeuring
- Household maintenance schedules and supervision
- Household accounts and budgets
- Setting up a Butler's Pantry and the Butlers Office
- Basic South African Employment law
- Security, Fire and Safety guidelines
- Emergency protocol

Passion | Skill | Energy | Service



Exciting new subjects at the Butler Academy are:
The International Yacht Butler / Resort Butlers /
Jet Butler & Bush Butler



The Butler Academy Team

The SABA team comprises of the world's most experienced and exceptional Butlers – who themselves have received the highest level of international training, have lived extraordinary Butling lives and who are now more than capable of handing down their extensive knowledge and expertise to a diverse group of Butler Trainees.

Newton Cross - Principal:

Founding member and Principal; SABA Trainer and International Hotel Butler Trainer. With his extensive resume Newton Cross has travelled the world obtaining international Butler experience and trained in England as a professional Butler.

As the esteemed Principal of the South African Butler Academy, Newton Cross is the model exemplary of grace and style, with a wholehearted passion for service excellence.

Being a Butler is not only what he is... it is WHO he is! As a highly qualified, widely travelled and vastly experienced Celebrity Butler, Newton has only the best of personal and professional attributes to contribute and instill in his trainee Butlers. Newton's enthusiastic manner with students, staff, exclusive establishment and elite clients alike have earned him renowned acclaim and respect both locally and internationally.

He is most certainly a proud ambassador for service who promotes and celebrates the world of Butling in all that he does and to all whom he encounters. *Newton was the Butler to Ms. Uma Thurman, President Clinton, Carly Simon, John Cleese, Oprah Winfrey, Shania Twain, Michael Schumacher, Nelson Mandela, Thabo Mbeki and President Bush Sr. among others.*

Marc Van Bergen - International Butler Trainer:

Born and raised in The Netherlands, Marc is a member of the Guild of Professional English Butlers and the International Guild of Professional Butlers. Marc has worked as a Professional Butler in public as well as in private service for many years. During his position as a former Director - Senior Butling Instructor for one of the leading butler academy's in Europe, he gained a great deal of experience in teaching and training techniques. His motivational and inspirational style of training, has put him in high regard with the many Butlers who have passed through our doors, having had the privilege of being a part of his 'larger than life' world.



Recruitment & employment

Guild Recruitment, the exclusive in-house placement agency for SABA, is a highly professional recruitment and placement platform whereby we assist Butlers seeking employment, as well as Clients who require Butler / Household Manager Services.

We have recognized an increased demand in the International market for trained, experienced and professional Butlers. Through our tremendous success placing Butlers in Private Households, VIP Estates, 5 & 7-star Hotels, luxury Cruise Liners and exclusive Establishments we are confident in our ability to meet the needs of Clients worldwide.

We are pleased and proud of our achievements in placements within South African, Namibia, Saudi Arabia, Dubai, Qatar, Kenya, London, New York, Sydney, Italy & Switzerland, to name a few...

Our recruitment professionals, with years of experience and expertise, are committed to finding our Clients their ideal Household Staff and our registered Candidates their dream job...



Adriaan Coetzer – Guild Recruitment:

As CEO and Chief Recruiter of Guild Recruitment, Adriaan Coetzer heads a team of professionals who are dedicated to finding each Butler candidate their ideal position and every Client their perfect Butler / Household Manager!

From initial contact with VIP Clients from across the globe, throughout the placement process, to completion of his mammoth task – including ongoing assessment and evaluation – Adriaan is focused, professional and inspiring in his determination for the ultimate in service excellence satisfaction.

Adriaan is renowned for his expertise in placements for Private Estates, on luxury Cruise Liners and in Exclusive Hotels around the world. His trademark “YES... what is the question” is a true reflection of his attitude that nothing is impossible.



Entry Requirements

SABA welcomes students of all ages, from 18 – 60+, both Locally & Internationally, all Cultures, Religions & Nationalities. SABA is a member of FEDHASA and an Internationally Affiliation for Butler Training.

The South African Butler Academy credential is an ABTI, Advance Butler Training International Certificate.

Requirements:

- Matric Certificate or equivalent
- 2 References
- No Criminal Record
- Medically fit
- Passion for service excellence

Bonus:

- Drivers License (for private employment)
- Passport (for international employment / travel)
- Cooking skills

How to apply:

- Contact SABA via email or our easy-to-use website application
- A SABA agent will contact you to discuss any questions you may have
- A SABA Brochure with our requirements and Application form will be sent to you
- Once we have received your completed application form, an invoice, with the Terms & Conditions thereof, will be sent to you
- A registration fee, as per our invoice, is required in order to secure your space on your preferred course
- You will then receive Confirmation of your enrolment and a Letter of Acceptance
- The balance of the course fee is required in full before the course commences



The Butler Certificate Course Fee is R18 100 per person for eight week Training course.

Your course fee includes:

- Course material
- Stationary
- Lunch Snack / Tea & Coffee and Mineral Water
- Butler`s Apron & Butler`s Bow Tie
- Field trips and excursions are all covered in Tuition fees
- Name badges and administrative work is included in your fee.
- ***Please note your uniform is additional extra.***

Accommodation:

Shared Accommodation is available within walking distance of the Academy.
For students who have their own vehicle, there is also shared accommodation available within close driving proximity to the Academy.
Kindly note that accommodation is limited and bookings are required well in advance.

Rates: R2 800.00 – R4 500.00 / room, per person

Students are required to:

- Make their own way to and from the Academy
- Provide their own meals at the accommodation
- Own cleaning, laundry

Please note our Uniform requirements:

Gentlemen & Ladies:

Black formal Jacket
Black Trousers
White long-sleeve shirt
Black formal shoes
Black closed high or low heels for the ladies
Black socks for the men
Black stockings for the ladies





THE SOUTH AFRICAN BUTLER ACADEMY

For further information on the South African butler academy or our courses please contact the Academy for more details and assistance.
Join us at any of our 'open evenings' (TBA)

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Cape Town

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