



the CALABASH

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WORD FROM THE CEO

Dear Calabash Readers

It's alarming how much we take for granted, especially during a good rainy season when water appears to be an unlimited resource.

Many of us are accustomed to opening a tap and expecting water that is clean enough for use, not only in washing our hands, bodies and clothes, but also for cleaning our dishes, cooking and drinking without treatment.

Whilst the rate of demand for this water is increasing, the rate of supply is in grave danger of declining. Considered bluntly, the growth rate of our current lifestyle is not sustainable, and threatens to have major impacts on both the source and the end user.

Also whatever rights we may have, or may think we are entitled to have, this water does come at a cost, and there is no doubt that as the demand increases and the supply decreases the cost will escalate and eventually there will be people who cannot afford water. We need to educate people that there are severe limits to the prospective growth of both the economy and the population, and there are also dire consequences of decadent and wasteful consumption of resources, even something as apparently abundant as water.

Water is a particularly sensitive subject in Dinokeng as the waterways are part of what gives the area its remarkable character. It should never be forgotten that Dinokeng means a place of rivers, and it is these rivers- the Pienaars River, the



CEO: Dinokeng – Fana Jiyane

Boekenhout River and the Elands River and their tributaries that give this area its unique character and particular ambience. At the head of the Pienaars River is the Roodeplaat Dam and the surrounding nature reserve which supports a relative abundance of mammals, birdlife, reptiles and fish and supports fishing, watersport and a range of other relaxing activities. The Gauteng Provincial Government has taken a particular effort to clear water hyacinth and ensure that the Roodeplaat Dam is as clean as possible, but this remains a never ending task and relies on the support of everyone who visits and uses the facilities.

Access to safe and clean water is a right, but it is also an outcome which will require vigilance and an ever increasing cost and effort on the

part of all parties concerned. In the meantime, I raise my glass (of water) in a toast to the COHWS and say "Cheers!"

May we continue to be able to do so for as long as we live.

Best wishes

Fana Jiyane

CEO: Dinokeng

TOURISM PROVIDERS / PRODUCT OWNERS

DINOKENG ENGAGES LEGAL EXPERTS

The Dinokeng Project team has appointed Patent, Trade Mark and Copyright attorneys, D M Kisch to assist the team with the legal issues pertaining to managing its intellectual property rights.

Founded in 1874 as a firm of patent and trade mark agents, and becoming a firm of attorneys in 1976, D M Kisch has a long and distinguished history in intellectual property law. It is amongst the leading intellectual property law firms in South Africa.

DM Kisch will be responsible for advising the Management Authority about those users, who are illegally using the Dinokeng brand, and the necessary

steps to be taken in ensuring that the rights remain with Dinokeng.

The bedrock of effective marketing promotion lies in presenting an easily-identifiable brand image to the world. The Dinokeng Project team via its brand wants to enable the establishment of a unique and recognizable visual identity that positions Dinokeng firmly in the minds of investors and tourists as a tourism destination of renowned stature. The correct management and use of the brand will also ensure that the brand retains and grows its equity.

PROMISING PARTNERSHIPS IN 2010

2010 promises to be a very auspicious year in the calendar of South African tourism providers and the forging of positive marketing partnerships will allow tremendous benefit to tourism products in the Dinokeng project area. The Dinokeng Trading Entity has approved a new policy to accommodate co-operation with tourism products which are not full users of the Dinokeng brand, but which wish to be included in the Dinokeng advertising media and marketing events under the Dinokeng umbrella.

The website and newsletter contract is intended to facilitate full use of the website, as well as to offer newsletter coverage of at least one full article on the

participating providers in the year of coverage (2010). This contract is available to all tourism providers for R1000 per annum. There is unlimited availability for product owners to take up this contract, but earlier product owners will have increased likelihood of choosing the period of full coverage in newsletter articles and therefore getting the best seasonal leverage out of their cover. Website access is continuous so product owners will be allowed to adapt their pages as often as they like (within the set format on the website).

The second contract type is an agreement to attend Meetings Africa and / or Tourism Indaba Durban in 2010 under the Dinokeng umbrella. This contract is available to interested providers and promises

participation with exhibition space and table space determined by the number of participating products. If there are five or fewer products, full time table time during the conferences will be allocated, or if there are six to ten products participating, then tables will be shared between participating product owners. No more than ten product owners will be accepted on these premier exhibitions to prevent excessive clutter

MEETINGS AFRICA 2010

The value of business tourism should never be underestimated as it creates a strong income stream during the leisure tourism off season. In an effort to consistently promote increased business tourism activity in the destination, we have targeted participation in the annual Meetings Africa Business Tourism Exhibition which takes place at the Sandton Convention Centre. This year's exposition of Africa's premier business tourism trade show will take place between 24 – 26 February 2010 and promises to be bigger in the run up to the 2010 FIFA World Cup as the meetings, events, conferences and incentives industry braces itself for many meetings prior staging of the world's biggest ever event.

Meetings Africa is the only exhibition in Africa that has a specific focus on showcasing events, incentives, conferences and business travel products and services. It is therefore the ideal platform for conference venues and organizers, meeting planners, corporate travel agents, tourism destinations, venues and government departments to buy and sell their respective business tourism offerings.

and dilution of participating product owners. For further details on Meetings Africa, see the article that follows below.

For further details and contract applications, kindly contact Thabo Mokhele at Thabo.Mokhele@gauteng.gov.za or tel. (011) 355 1814.

Planning for participation in the event is on track as our Marketing and Events unit are implementing a plan which has set out to target and engage key international hosted business tourism buyers, destination product owners, local corporate buyers, government procurement officials, service providers and other key role players, with the primary objective of leveraging all benefits this global expo has to offer.

Correspondence from the CEO's desk to product owners will also be sent out in around a week's time inviting business tourism products from our destination to co-exhibit on the Dinokeng stand and possibly showcase different tourism products as part of a conference and corporate buyers road show. We are looking forward to a successful show and matching participation to the benefit of our wonderful destination and all the extraordinary offerings we have to offer.

For further details and contract applications, kindly contact Thabo Mokhele at Thabo.Mokhele@gauteng.gov.za or tel. (011) 355 1814

MICE

HAMMANSKRAAL IS SKATING INTO THE HISTORY BOOKS

Tshepo Modikwe from Hammanskraal will soon be faster over 200m than Ussein Bolt. That is of course if Bolt was limited to track shoes and Modikwe was competing wearing in-line skates. At the turn of the century just one decade ago, no-one would have imagined that this quiet boy would today be the national youth champion in this thrilling and speedy sport.

It started when Willie and Madeleine van Heerden were looking for a site to hold the 2001 Marathon championships in skating. When Willie saw Nelson Mandela Square, he decided that this would be the perfect venue for the sport, and he succeeded in raising support for the construction of this skating arena which was completed in December 2005. Sadly, the van Heerden's only saw it a couple of times before their tragic death in a vehicle

accident in 2006. Fortunately, their daughter Wendy Gila has carried on their remarkable legacy. She was no stranger to the sport, having been sent to the World Championships several times between 1991 and 1996. She is now the President of Roller Sport South Africa (RSSA), which has established clubs in Soshanguve, Pretoria West, Hammanskraal, Katlehong, Thokoza and Vosloosrust. Wendy and her team have ensured that these clubs grew and prospered and in 2009 she accompanied nine skaters and three administrators to the World Championships at Haining, near Shanghai, in the People's Republic of China. Although none of the athletes got onto the podium, they all improved significantly on their previous world championship positions, and South Africa's skaters are "way ahead of anyone else on the African continent."

Sponsorship and good administration, both courtesy of RSSA, have allowed this to happen. Kit is shared by the clubs as very few skaters can afford their own skates. An entry level pair of skates costs about R900, whilst a professional level pair is worth R15 000 and there are obviously a limited number of these in the country. The wheels on skates deteriorate with wear, and replacing a set of wheels costs over R500 a pop, so only the best skaters experience new wheels. Powerslide, a German company kindly donated about 200 sets of wheels to RSSA, because they were considered to make a strange noise when in use. "We haven't heard the noise, but the wheels have functioned very well!" said Wendy Gila, laughing. Her conversation is peppered with positive energy and great humour and obviously to all the kids who have been introduced to this remarkable sport, her enthusiasm is infectious. The National Lotteries Distribution Trust Fund Board were so impressed by the development of this sport that they pumped further funding into its growth and development.

Through this kind sponsorship it is now possible for Tshepo Modikwe and the other local protégés to see the world's best skaters

in action in their own back yard at the 33rd annual South African Championships, open to international participation, will take place in Mandela Village, Hammanskraal from 19 to 21 March 2010. Be sure not to miss it! Entry to the event will be free and we will have entertainment for kids and a craft market.

South Africa's best skaters will face tough competition from world medal winners whom have already confirmed their participation in the event which will include Wouter Hebbrecht (multiple world champion and faster than Hussein Bolt over the first 100m of his 200m), Sara Saysane (multiple world championship medal winner), Yann Guyader (winner of the men's world inline cup marathon series) and Scott Arlidge (multiple medal winner at world championship). Skaters from Kenya, India, Italy, France, Hong Kong, Italy, New Zealand, Colombia and USA have all indicated that they will participate. Local teams from Eastern Cape, Central Gauteng, North West, Northern Gauteng, Southern Gauteng, and Western Cape will battle it out to become South African champions.

The whole story is very reminiscent of the movie "Cool Runnings", the unlikely (but essentially true) story of the Jamaican bob-sled team who made it into the finals of the 1988 Winter Olympics. "That's one of my best movies!" enthused Wendy with a knowing chuckle.

Naturally, it would be lovely to see Tshepo Modikwe and the other locals do it for the Dinokeng area. Obviously everyone is delighted when an international sport overtakes the local scene with such speed, grace and enthusiasm. Maybe one day they'll make a movie about skaters rocketing into Hammanskraal: "Hot Skatings!"



Tshepo Modikwe leads the pack in the Interclub championship in Hammanskraal

GOVERNMENT

A SOCIO-ECONOMIC IMPACT ASSESSMENT (SEIA) IS NOW UNDERWAY

Dinokeng is an initiative of the Gauteng Provincial Government to establish tourism destinations in the northwestern and northeastern parts of the province, close to the metropolitan areas of Johannesburg, Tshwane and Ekurhuleni. Under the auspices of this project (which were initially implemented under the banner of Blue IQ), about R80 million has been spent in the area since 2003 to boost tourism development, which has resulted in the establishment of attractions like Maropeng and the current establishment of the Dinokeng Big 5 Game Reserve. These initiatives are intended to promote economic growth and social upliftment for the

communities living in this area, and thereby relieving the burden of poverty and creating employment opportunities, especially for the historically disadvantaged population.

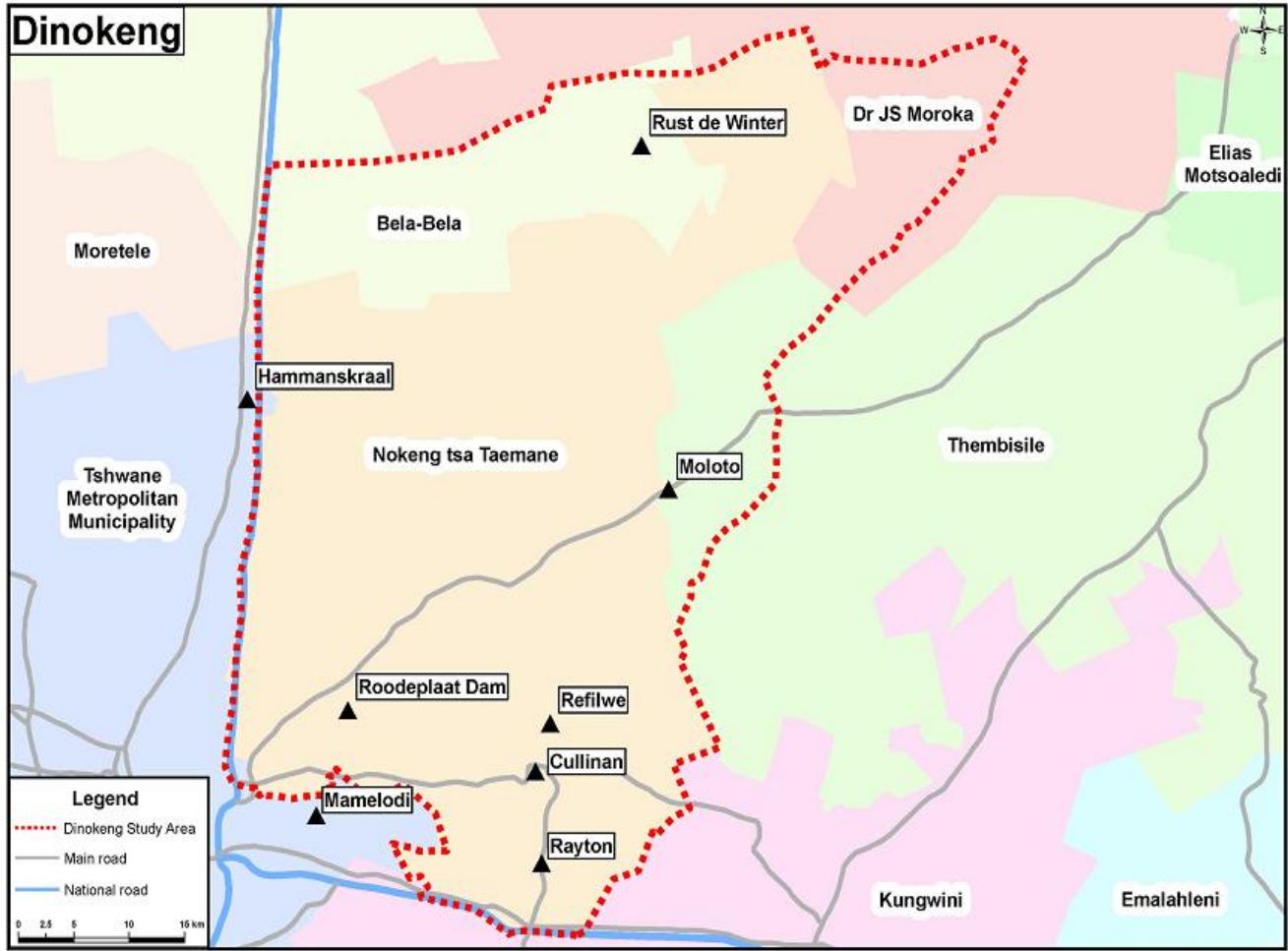
In order to assess the extent to which the initiatives are achieving their social objectives, Gauteng Provincial Government has appointed AURECON (a consulting engineering firm that also undertakes environmental and socio-economic studies) to conduct a study to assess the impact of Dinokeng on the lives and well-being of communities living in these areas. The study being undertaken by AURECON comprises a number of different components:

- **A household socio-economic survey** of roughly 2 000 households in the areas – in order to understand the livelihoods and the challenges faced by the local communities;
- **Rapid appraisal research** by means of approximately 50 interviews – in order to determine what employment opportunities are available to community member and to what extent the communities have the skills to take advantage of such opportunities;
- **GIS mapping** of the study areas – in order to visually represent patterns and trends in the socio-economic environment of the project area;
- **A tourism study** – to ascertain the tourism benefits the two initiatives will have for local communities until 2025 and how this will impact on their quality of life ; and
- **Economic modeling** – in order to quantify the contributions of tourism and related business sectors to the GDP and sectoral employment creation, and thereby demonstrating its importance for economic growth.

The household survey and rapid appraisal research is scheduled to commence during February this year and will continue until early April 2010. During this time, a number of fieldwork teams will be visiting selected

households in various communities in the Dinokeng area. Fieldworkers (many of whom will be recruited from local communities and supervised by the AURECON team) will interview household members to collect the socio-economic data required for the study.

The map below show the study area



culture, history, nature

