



CACADU COMPASS SEPTEMBER 2009

Welcome to the second edition of the electronic version of the Cacadu Compass. The Compass is essentially a means of monthly communication between Cacadu District Municipality and tourism stakeholders, most notably our hard-working product owners, who keep the wheels of the tourism sector turning.

A reminder that if you have any news and/or information that you would like to share with product owners and other tourism stakeholders across the district, please send information to wfisher@cacadu.co.za and tmgudlwa@cacadu.co.za. The Compass will contain information related to district tourism development and marketing initiatives and will outline how stakeholders can become involved in some or all of these initiatives. Thank you to those who have sent information about festivals and seminars and other initiatives. You will see all information reflected in this edition of the Cacadu Compass.

1. HOT & HAPPENING

TRAVELUTION

Cacadu District Municipality secured an exclusive in Travelution, a Dutch travel magazine. The 24 page exclusive will be distributed at Vakansiebeurs in January 2010 and will be translated into German and distributed at ITB in March 2010. This is a fantastic opportunity to showcase the district to the world, in preparation for 2010 and beyond.

Thank you to our generous sponsors. CDM was able to accompany the journalist and her travelling partner on the Addo and part of the Jeffreys Bay leg of the trip and the journalist was extremely impressed with the bush and beach experience that the district has to offer. We look forward to previewing the feature.

GETAWAY

Cacadu District Municipality participated in the Getaway Show on 11 – 13 September. This year we had a bigger stand than last year and ran competitions, which worked well at directing traffic to our stand. Thank you to our competition sponsors, without whom we would not have been able to generate as much traffic:

- Camdeboo Manor
- Cob Creek
- Kuzuko Lodge

- Woodlands Country Cottages

Please note that you may still enter the online competition @ www.travelcacadu.co.za until 29 September 2009. You stand the chance to win a Wine Ambassador Programme (valued at R21,000!) generously sponsored Cob Creek. The prize winner will be contact telephonically and placed on the www.travelcacadu.co.za website.

2. UPCOMING ACTIVITIES & EVENTS

DTI WORKSHOP

Industry Invited to DTI Tourism Seminar

The Department of Trade and Industry (**the dti**) has identified the tourism sector as a key sector for economic growth in South Africa. In recent years, tourism, as a priority sector in South Africa, has experience growth in terms of both its contribution to GDP and employment, outperforming many other priority sectors.

South Africa is a leading tourist destination on the African continent and also a key tourist-generating country for the region. The great majority of international arrivals to South Africa originate from other African countries, particularly from countries in Southern Africa.

On 30 September 2009, the **dti** will be hosting a Tourism seminar with an objective to provide a platform for representatives of companies from North African countries to interact and develop mutually beneficial relationships with their South African counterparts.

The seminar also aims is to:

- Promote intra-Africa trade through the tourism sector;
- Capitalize on Africa's wealth of opportunities for foreign business, traders and investors;
- Share knowledge on the tourism sector between the countries.

The seminar will be made up of presentations by and discussions with industry associations, the Department of Tourism as well as company and country presentations on market trends and opportunities. The feasibility of a dti- led business mission to North Africa in December 2009 will also be explored during the seminar.

The Department of Trade and Industry would like to invite you to take advantage of this valuable networking opportunity. There is no entry fee, however, please note that you will be responsible for your own travel and accommodation arrangements and costs. The **dti** will not be held responsible for any travel and accommodation costs incurred. A details programme will follow closer to the date of the seminar.

Should you have any questions, please contact Mr. Mdu Bulunga, Tel: (012) 394 3032 or e-mail mbulunga@thedti.gov.za

Venue: DTI Campus, Sunnyside, Pretoria
RSVP by the 23rd September 2009 to Ms. Helen Mbambo
E-mail: hmbambo@thedti.gov.za
Fax +27(0)12 3943114
[Tel:+27\(0\)12 3943032](tel:+27(0)12 3943032)

2010 INITIATIVES

The Department of Economic Development and Environmental Affairs (DEDEA)'s 2010 project coordination unit presented their plans to government stakeholders on 19 September in Port Elizabeth. Product owners may benefit from these initiatives, provided that they are registered with the Eastern Cape Tourism Board. To ensure that you are registered, please contact Vuyelwa: vuyelwa@ectourism.co.za.

The 2010 unit sent out a newsletter informing stakeholders of the various initiatives. This newsletter will be forwarded to you after the Cacadu Compass has been sent.

3. FUN-FILLED FESTIVITIES

There are lots of fun-filled festivities happening in the district over the next month. Here are all the festivals that we know about and are included in our events calendar on our website.

JEFFREYS BAY SHELL FESTIVAL

24 – 27 September 2009

Jeffreys Bay will host the 20th Jeffreys Bay Shell Festival in September. The Festival is the town's annual celebration of nature's abundance and anything and everything to do with shells. Visitor numbers to the Festival over the four days in the past year was estimated at more than 50 000 and a record number of some 250 stalls offered a wide variety of products and services to the public. In addition, there will be a wide range of live entertainment from well-known performers. There will also be competitions, cultural music and dancing. This year promises to be bigger and better!

FOR MORE INFORMATION:

Phone: +27 (0)82 633-3693

LOERIE NAARTJIE FESTIVAL

26 September 2009

The 17th annual Loerie Naartjie Festival takes place in September each year. As always it promises a day filled with fun for the entire family – with live entertainment, the obligatory naartjie eating competition and stalls selling farm vegetables, pancakes, boerewors rolls, hamburgers and of course naartjies! The festival is a celebration of the wonderful, fertile soil of the Baviaanskloof.

FOR MORE INFORMATION:

Phone: +27 (0)42 283-0437

FUGARD FESTIVAL

1 October 2009 to 4 October 2009

Come and experience the first annual Fugard Festival to honour one of the worlds greatest playwrights, Athol Fugard. Born in Middelburg, a neighbouring town, in 1932 and growing up in Port Elizabeth. Fugard started writing plays and producing them with the help of his wife, Sheila Meiring. Fugard is the first playwright from South Africa to gain international recognition.

Some of the events planned for the fesitval include plays by Fugard and others, extracts from Road to Mecca, Fugard films, art exhibitions, a special evening event at the Owl House, childrend plays, local choir's and so much more.

FOR MORE INFORMATION:

Phone: +27 (0)49 841 1635

YOGA RETREAT

1 October 2009 to 18 October 2009

Workshop Details for 4 day yoga retreat:

You will arrive on the Thursday and that evening start with a yoga session. The next 3 days will be scheduled yoga sessions with plenty of time for relaxation and exploring. Depart after breakfast on Monday.

Workshop details for 10 day yoga retreat:

The ten day course combines two 4 day retreats on consecutive weekends with a three day low intensity yoga retreat. For the 3 days between the 2 weekends you will be able to join in a group morning session and then also have space to practice your own private yoga sessions.

Alternatively:

You can use this time to explore further into the Baviaanskloof. We have a scheduled trip to take you through the kloof and back again with tour guides Quintas and Anina. You will leave on the Monday and return on Wednesday night after having a fantastic time exploring the wilderness area and the surrounds. And be back to join with the next 4 days yoga retreat.

FOR MORE INFORMATION:

Contact Person: Jeanne

Phone: 044 923 1751

ADDO ROSE & GARDEN SHOW

10 October 2009 to 12 October 2009

Go rosy in Addo and sniff more than 16 000 roses this October! Grab your friends and head into the Sundays River Valley, the land of elephants, sunshine, citrus and roses for the spectacular Addo Rose and Garden Show. This celebrated show attracts more than eight thousand national and international visitors to see sixteen thousand roses of over forty varieties. This year's inspirational theme is "Our Beautiful World" and encompasses an entire section dedicated to nurseries and outdoor lifestyle products. Unique to this show, is the Variety Tent, where a minimum of 100 rose specimens are displayed and labelled for the serious rose lover. Enjoy a leisurely lunch at the sophisticated Rose Café and don't miss the Gala Preview dinner on Friday evening. All profits from the show go to meet the ever-increasing need to uplift disadvantaged rural communities.

Devoted to the love of a rose and extending a loving hand. The Addo Rose Show grew out of a desire to bring the rose loving community together and help some worthy causes. In 1983, one of the Addo Women's Association members, suggested that they hold a non-competitive Rose Show dedicated to the love of a rose. The desire was that this show could serve as fund-raiser and the first show was organised in five months. The month of October was chosen since that is when Valley roses are at their best. It was anticipated that 100 people would attend and everyone was astounded when over 300 rose lovers thronged to the Valley. Within three years, the attendance had hit the 1000 mark, the arrangers became more ambitious, and began to arrange to a distinctive floral theme which has remained one of the unique aspects of the show. Throughout many changes over the years, some things have remained the same. The flower arrangers are all from the Women's Institute who still

arrange to a new and exciting theme every year. The co-ordination and management of the entire show still remains in the hands of the Women's Association.

The Addo Rose and Garden Show supports:

THEMBALETHU EDU TRUST - the support of four township crèches and HIV education for the youth

THEMBA LOKUPHILA - Home based care for HIV patients

ALL LOCAL SCHOOLS - Bursaries and educational assistance

FITZPATRICK LIBRARY - Mobile libraries and books

VALLEIHOFF HOME FOR THE AGED – Equipment

S.P.C.A. KIRKWOOD - Donations towards food and costs

KIRKWOOD HOSPITAL – Equipment

C.A.N.S.A. - Support of various programmes

GARDEN PROJECT - Provision of seeds etc to informal settlements

Need to know? For bookings for the Gala Pre-view Dinner on Friday the 10th of October 2008 contact: Viv Jensen - 042 2340417, 082 666 66 58, email vjensen@safpro.net or Marina van der Westhuizen - 082 834 87 65 email tortello@telkomsa.net. Find out more at www.addorose.co.za

FOR MORE INFORMATION:

Contact Person: Nita Tayler-Smith

Phone: 042 2340417

Email: happylands@srvalley.co.za

Website: www.addorose.co.za/index.html

EARTH LABYRINTH RETREAT WITH TERRY DE VRIES NEL

15 October 2009 to 18 October 2009

This 4 day facilitated labyrinth retreat in an untamed valley in the awe-inspiring Baviaanskloof wilderness area will help you remember your soul's song. Reclaim your passion for life in this piece of paradise at the Cedar Retreat Centre. Journey to the Song of your Soul

FOR MORE INFORMATION:

Contact Person: Jeanne

Phone: 044 923 1751

RAINBOW FESTIVAL

16 – 18 October 2009, Steytlerville, Eastern Cape

Steytlerville's annual Rainbow Festival is a celebration of all the good things in life. Join our quaint little town as we uncover the colours of the Karoo and put on a display of the best talent the area has to offer.

The Festival takes to the streets again this year with live entertainment in the main road as well as a craft market featuring original works of art. On show will also be a Xhosa cultural village, art exhibitions, traditional food, beer gardens, 4x4 and quad biking activities and renowned artists in the newly renovated city hall.

Between the towering mountains, awe-inspiring sunsets and quaint Victorian architecture, Steytlerville is a feast for the senses and together with the Rainbow Festival makes for a perfect excuse to leave the city and soak up some fresh air and country hospitality in a setting never to be forgotten.

FOR MORE INFORMATION:

Contact Person: Lindi
Phone: 049 835 0484
E-mail: s.info@baviaans.co.za

HOME GARDENING - FOR FOOD AND BASIC MEDICINE

22 October 2009

Always wanted to grow your own vegetables and herbs but never got round to it or were unsure as to how to begin.....This new and exciting practical workshop held on our organic farm in the Baviaanskloof with Paula and Belvindra will give you all the information you need to start growing your own food and herb garden, and give you recipes and hints about what to do with your produce.

FOR MORE INFORMATION:

Contact Person: Jeanne
Phone: 044 923 1751

8 DAY EARTH BUILDING COURSE WITH LINDEN BOOTH AND CECELIA FRASER

31 October 2009 to 08 November 2009

The Cedar Retreat Centre is dedicated to creating sustainable, tested organic building methods. This course is a must for anyone wanting to build in Cob, straw bale, cordwood, gabion wall or natural stick frame. This course will teach you earth friendly building solutions for creating your home or building. The aim of the course is to give you both a theoretical and practical knowledge of earth building, to enable you to build your own home.

FOR MORE INFORMATION:

Contact Person: Jeanne
Phone: 044 923 1751

That's all from our side for now. Please send any ideas and suggestions to wfisher@cacadu.co.za.

All the best in October!

