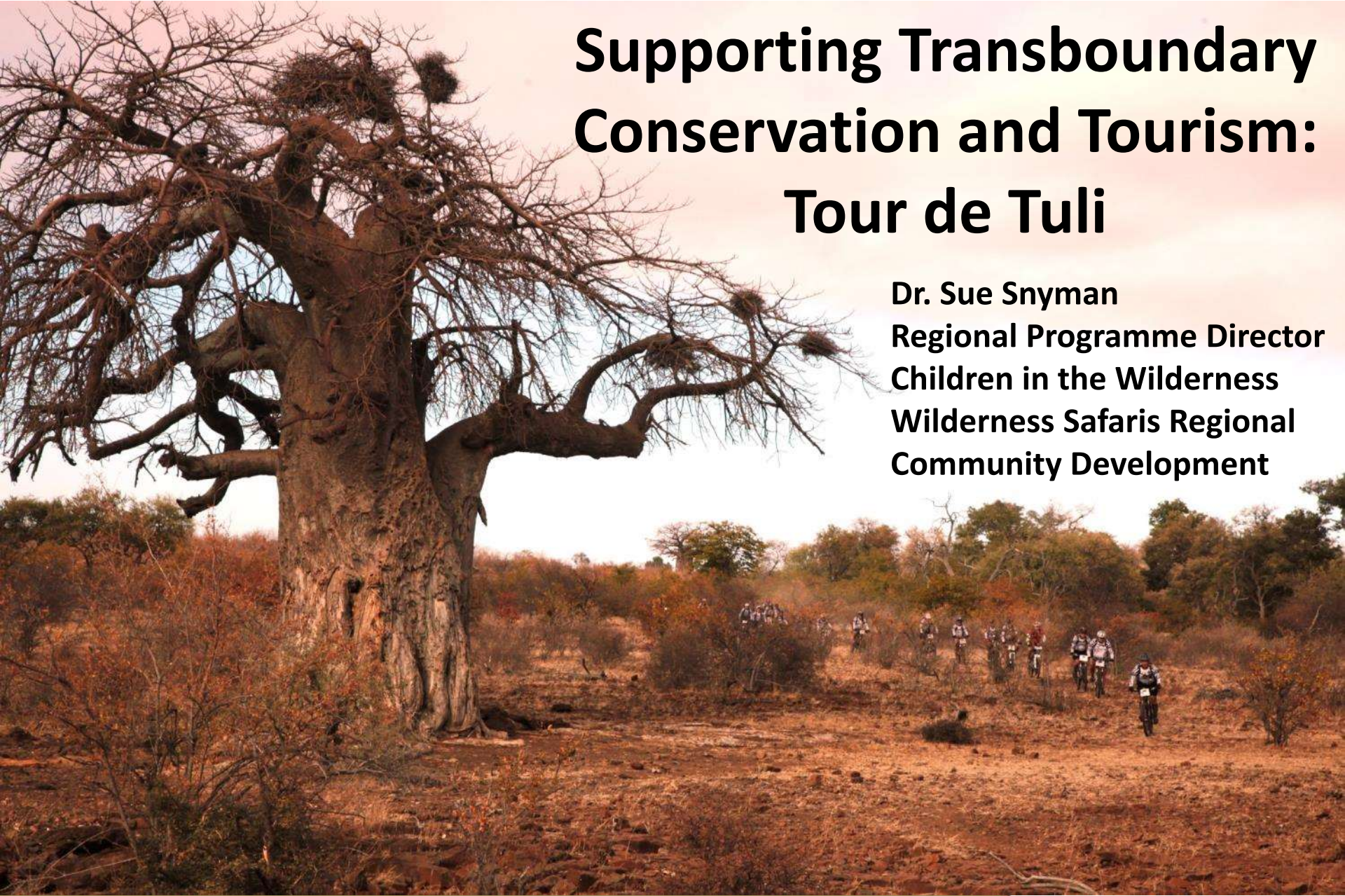


Supporting Transboundary Conservation and Tourism: Tour de Tuli

Dr. Sue Snyman
Regional Programme Director
Children in the Wilderness
Wilderness Safaris Regional
Community Development



CHILDREN IN THE
WILDERNESS



tour de
tuli

Context



Is the major fundraising event of



Non-profit organisation of

CHILDREN IN THE
WILDERNESS

Sustainable conservation through
leadership development



CHILDREN IN THE
WILDERNESS



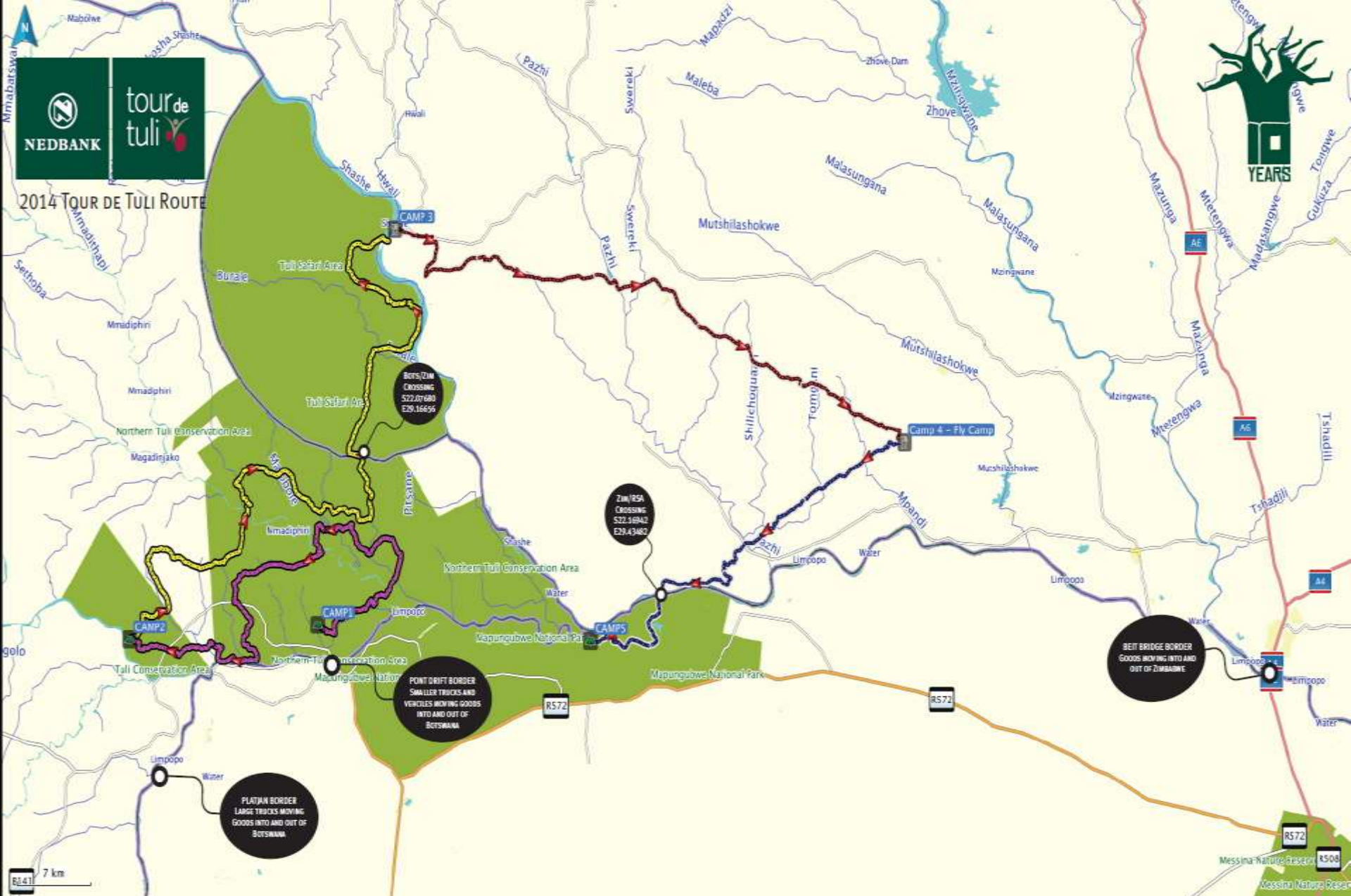


USING ADVENTURE TO BUILD A BRIGHTER FUTURE





2014 TOUR DE TULI ROUTE



PLATAN BORDER
LARGE TRUCKS MOVING
GOODS INTO AND OUT OF
BOTSWANA

POINT DRIFT BORDER
SMALLER TRUCKS AND
VEHICLES MOVING GOODS
INTO AND OUT OF
BOTSWANA

**ZIM/RSA
CROSSING**
S22.07680
E29.43482

**BOTS/ZIM
CROSSING**
S22.07680
E29.16696

BEIT BRIDGE BORDER
GOODS MOVING INTO AND
OUT OF ZIMBABWE

CHILDREN IN THE
WILDERNESS



LIMPOPO VALLEY AIRFIELD – NIGHT ONE



www.jacquesmarais.co.za/SONY

SHASHE WILDERNESS CAMP (FORT TULI) – NIGHT THREE



www.jacquesmarais.co.za/SONY

CHILDREN IN THE
WILDERNESS



tour de
tuli



MAPUNGUBWE CAMP – NIGHT FIVE

www.jacquesmarais.co.za / SONY

Nedbank Tour de Tuli Objectives

- Raise funds for CITW and ensure sustainability
- Create awareness of the beautiful areas through which we travel – the people, lodges and wildlife
- Create awareness for conservation especially the Greater Mapungubwe TFCA
- Provide unique cycling opportunities & create a world class event
- Promote our partners and sponsors

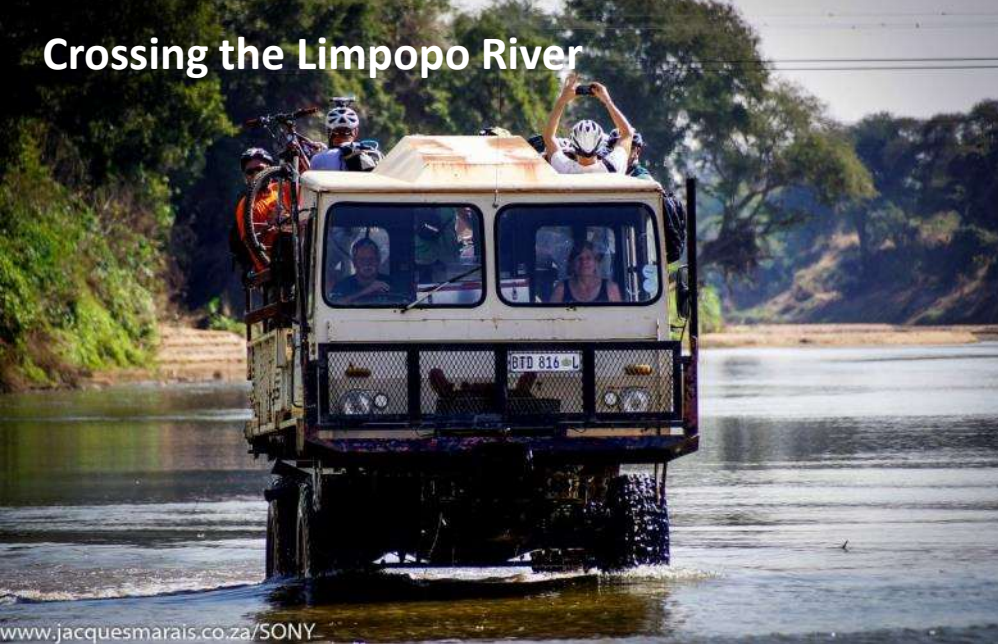
Community school visit



Community bar visit



Crossing the Limpopo River



www.jacquemarais.co.za/SONY

Tea Stop in the bush every day



www.jacquemarais.co.za/SONY

Positive Impacts of the Nedbank Tour de Tuli

- Promotion of the unique qualities of the location
- Community interaction
- Camaraderie, friendship and networking
- Media coverage, Dstv, Etv, radio interviews, networking evenings, celeb cyclists
- Internet coverage, Facebook, Twitter, blogs, websites
- YouTube clips and promotional movies
- Promotion of the GMTFCA & tourism to the GMTFCA
- Complimentary management, logistics and administration
- Support of local shops
- School donations
- Park and wildlife donations
- Site fees
- Food donations
- Support of local industries
- Local labour
- Raise funds for CITW
- Raise awareness of TFCAs and the importance thereof

Bean There Coffee



www.jacquesmarais.co.za / SONY

Bicycle Repairs



www.jacquesmarais.co.za / SONY

Honorable Minister Khama Cycling in Botswana



www.jacquesmarais.co.za / SONY

Honorable Minister Khama's Opening Speech



www.jacquesmarais.co.za / SONY

CHILDREN IN THE
WILDERNESS



Waivers and permissions required each year

- ✓ **All border officials to be well briefed** on the Nedbank Tour de Tuli event at all borders. They would need to facilitate arrivals and departure of all event vehicles and camp equipment
- ✓ **All borders:** Approval for pre-camp team and vehicles to pass through Beitbridge/Platjan and Pont Drift border post
- ✓ **Informal border crossing:** Approval for a ***non-gazetted crossing point*** for cyclists, staff and support staff vehicles from Botswana into Zimbabwe and again from Zimbabwe into South Africa
- ✓ **Informal border crossing:** Authorisation to get ***visas issued on site*** at the informal border crossing point for all non-South African participants,
- ✓ **Visa requirements:** Waivering of visa fees for non-South African cyclists
- ✓ **Import duties, fees and taxes for Beitbridge and Shashe/Limpopo confluence:** Waivering of import duties, fees and taxes on consumables and free passage for vehicles and equipment
- ✓ A **dedicated TFCA person to facilitate at border crossings** and ensuring information is communicated to local levels
- ✓ **Allowed to make amendments to the passport manifest** up to four weeks in advance



Interacting with communities



Wildlife sightings



**Bicycle prize for environmental poem –
CITW Limpopo Valley**



Crossing the Limpopo River back into SA

www.jacquesmarais.co.za/SONY

Challenges

- Getting the **written permissions** from all three countries each year
- **Communication** of the event to the local level
- **Import duties, vehicle taxes**, and other related costs – alone, more than R280 000 in 2013
- **Logistical challenges** – rivers, etc.
- **Border crossings** – minimum two days wait for all vehicles entering Zimbabwe, despite all pre-clearances already done – costs associated with this
- **Opportunity cost** of people's time spent on administration – permission letters for recces and for the event, etc.
- **Uncertainty** each year of what permissions are required, what extra costs will be charged, etc. – no consistency





Bots: Honourable Minister of Environment, Wildlife and Tourism, Mr Tshekeledi Khama



SA: Honourable Minister of Water and Environmental Affairs, Edna Molewa



Why we need assistance...

- ✓ Tour de Tuli is a key event and attracts top local and international business leaders with high expectations
- ✓ Children in the Wilderness is a charity
- ✓ A lot of time is spent on administration
- ✓ A solution could help Greater Mapungubwe TFCA with Cross Border Tourism products
- ✓ Blanket permission for the event for a 3-5 year period – approval of the Tour de Tuli product not the year



TOUR DE TULI FINANCES

FUNDRAISING

- ❖ Tour de Tuli is CITW's main fundraising event
- ❖ Cyclist' numbers have increased over the years- 286 paid cyclists in 2013 and 289 in 2014.
- ❖ The minimum sponsorship per cyclist was R19 800.00 in 2013 and the cost remained the same in 2014
- ❖ The total sponsorship raised in 2013 through the entries only was +- R5 660 000.00
- ❖ Raising more funds during the tour
 - Drinks – R92 327.68
 - Transport – R36 928
- ❖ Sponsors' support
 - The total sponsorship value in 2013 was evaluated at R1 580 350.46 compared to 2012 with a sponsorship value of R1 210 495.00. By sponsorship value, we refer to sponsoring of cycling shirts, cyclists gifts, tents, bar etc. It may not always be monetary but may be goods or services
 - sponsors play a very important role financially
- ❖ The Tour total income is between R6 500 00.00 and R7 000 000.00

HOW MUCH IT TAKES TO RUN TOUR DE TULI

Expenses

- Loyal suppliers offering competitive prices
- Our biggest expenses in 2013
 - ✓ Camp set up - **R1 491 543.91**
 - ✓ Catering - **R 1 204 132.62**
 - ✓ Cyclists goodie bags - **R672 822.91** (include cyclist shirts, shower gel, Event t-shirts, Consol lights, head lamps etc.)
 - ✓ Transport - **R628 610.93** (Fuel, Equipment, route planning and site inspections)
- The Tour total expense for CITW in 2013 was +- **R4 500 000.00**
- Governments also incur significant costs, both monetary and in time
- The Tour profit in 2013 was **R1 500 000.00.**
- **For 2014**, with no increase in cyclist fee, increasing fuel prices and the Rand/\$ exchange rate, the Tour will be making a significantly lower profit



From 2005 to 2013 we have hosted approximately 2369 cyclists & raised R11.6 million through the cycle tours



These funds have allowed over 5100 children to attend a Children in the Wilderness camp and over 2500 children to be part of the Eco-Club programme in seven southern African countries

Children in the Wilderness (CITW)

- CITW focuses on the next generation of rural decision makers
- Bridging the divide between communities and wildlife
- Teaching children the importance of conservation
- Hoping to inspire a passion for the environment
- So that they become the custodians of these wilderness areas in the future



Sharing the wonder of nature



Learning crafts from Elders on camp

CHILDREN IN THE WILDERNESS





Positive exposure to neighbouring wildlife

CHILDREN IN THE
WILDERNESS

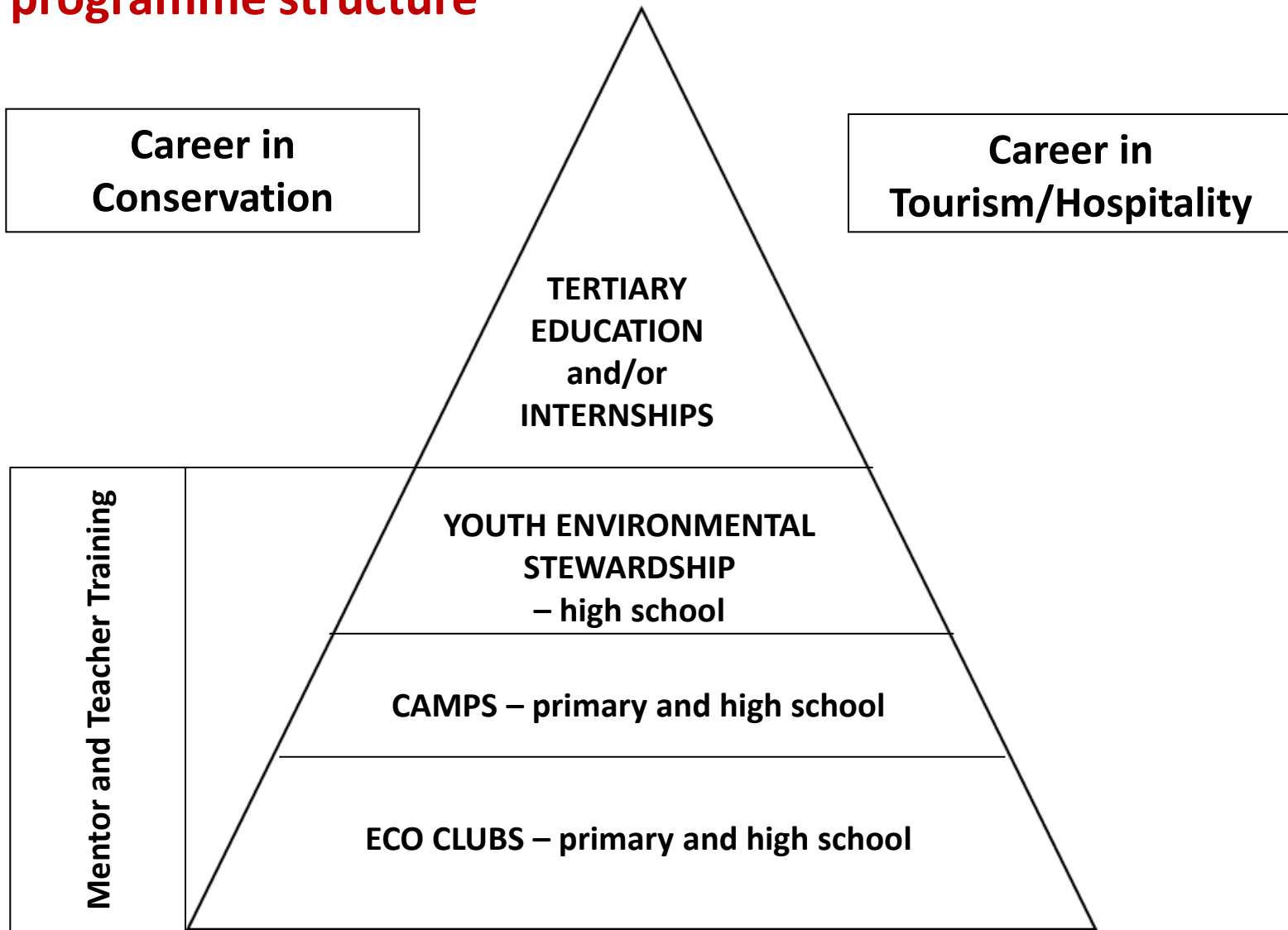


tour de
tuli



2577 children hosted at Eco-Clubs during 2013

Our programme structure





Careers in hospitality

Introduction of Eco-Clubs in Maramani Community

- Visit in **February 2014** by CITW, BBRDC Assistant Office and TFCA International Co-Ordinator
- **Four schools** to be included in the CITW Eco-Club programme
 - ✓ Jarukanga School
 - ✓ Limpopo Primary School
 - ✓ Nottingham Primary School
 - ✓ Shashi Primary School
- Currently finalising Concept Document and MOU
- Beatrice Ponela, BBRDC, attended a CITW Teacher Training in Vic Falls, as well as the Regional CITW/Community Development Workshop in SA



In the GMTFCA and other TFCAs:

CITW camps are held in Mashatu and CITW runs Eco-Clubs in Alldays, Tuli, and going forward in the Maramani community

CITW operates in other TFCAs – funds raised by the Tour de Tuli therefore support environmental education in other TFCAs in Zimbabwe, Zambia and Malawi

In total, more than **R220 000** is being spent on environmental education camps, Eco-Clubs and mentor training in the GMTFCA area in 2014 – using funds from the Nedbank Tour de Tuli 2013





Thank you for your time and support