

**Application Form for Cross Border Income Generation for Local
Communities Derived from Sustainable Use of Natural Resources in
SADC TFCAs**

Contact details of the institution and the persons responsible for the application and the implementation of the project:

1. General information

- Name of the TFCA and participating countries:

/Ai/Ais-Richtersveld Transfrontier Park

South Africa and Namibia

- Project title:

Canoe trials

- TFCA belongs to category A, B or C as defined in the SADC TFCA Programme:

A (with treaty)



B (without formal agreement yet)



C (exist as concept)



- Funds requested: Euro 50 000

2. Background information (max. 30 lines, font 12):

In August 2003 an international treaty was signed between the Presidents of South Africa and Namibia to form the /Ai /Ais-Richtersveld Transfrontier Park. This treaty opened the way for border crossings within the Park between South Africa and Namibia, across the Orange River at Sendelingsdrift allowing for a seamless cross border experience between Namibia and South Africa unlocking tourism activities and nodes between the two countries.

The joint Park Management Committee of the ARTP embarked on a process to identify possible new activities that could compliment and stimulate the current product on offer within the / Ais /Ais – Richtersveld with a view to capitalize on existing infrastructure, natural resource use , and to optimize potential revenue generation.

This process identified as one possibility the introduction of a four day, three night canoe adventure on the Orange River that forms the natural border between the two countries.

All staff would be employed from the local communities.

3. Project narrative (max. 1 page, font 12):

The rationale for deciding on the proposed activity was informed by demand from patrons to the / Ais /Ais – Richtersveld for additional activities, commensurate with product comparisons that was done with regards to a niche type canoe activity that would meet the already mentioned objectives.

Two of the largest commercial canoe trail operators i.e." Amanzi trails" and "Felix Unite" in Namibia, was consulted with reference to demand , product offering, operational costs, occupancies and other relevant product information.

Flowing from meetings and discussions with the operators it became apparent, given their product offering, demand , occupancies vs. selling price and margins, that there is a distinct opportunity to establish a profitable niche canoe activity to the benefit of / Ais /Ais – Richtersveld . This activity will differentiate itself from existing commercial products on offer in the area, that it will be fully catered, on a exclusive stretch of quality rowing water, with the added advantage of environmental interpretation and existing campsites with serviced facilities.

In addition the activity will also enhance the general occupancies within the / Ais /Ais – Richtersveld and add value in relation to revenue generation, awareness and product mix. The base activity can be extended to include multiple departures as well as be segmented into day excursions once the activity is established. This in turn will increase the revenue generation possibilities.

Richtersveld being a contractual park has a duty to empower the Richtersveld community. This has always being a project on the cards which once it operates well could be handed over to the community to run and operate. But it is imperative that the ARTP set it up properly otherwise it would just become one of many failed community projects in Africa. They will be on board from the start and taken through the whole process.

The proposed activity is compliant to SANParks Responsible Tourism Product Framework with regards to approved activities and zonation criteria as per Park Management plan of the /Ais / Ais – Richtersveld and is also aligned to the Ministry of Environment and Tourism ,Namibia product development requirements.

4. Time schedule for the planned activities (in tabular form,1 page):

ACTIVITY / MILESTONE	DATE COMPLETE
Training of guides	October 2013
In service training of guides at established operator	March 2014
Purchase of capital items	March 2014
Marketing	March 2014

5. Budget

COST/ BENEFIT ANALYSIS

Investment capital

- Canoes R163000.00
- Trailer R 35000.00
- Safety equipment R 12300.00
- Catering equipment R 44500.00
- Communication R 11700.00
- Service provider (EMP) R 25000.00
- Guides training R 66000.00
- Marketing (Pre – launch) R 75000.00
- Canvas (Tents) R 98,000.00

TOTAL CAPEX R 530,500.00

Monthly recurring fixed costs – OPEX

- Maintenance equipment R 3000.00
- Salaries – Guides/Cook R 13500.00
- Rations – Guides R 3000.00
- Fuel & oils R 3500.00
- Maintenance vehicles R 2500.00

TOTAL P/M R 25500.00

TOTAL ANNUAL R 360,000.00

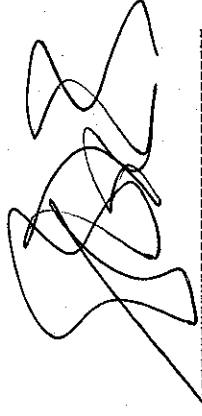
6. Information about the institution responsible for the execution of the project.

Ernest Vongani please add

GEF5 funding. Poverty relief projects and biodiversity projects (alien plant clearing, erosion control, wetlands rehabilitation), SPAN, Namplace.

7. Signatures: Representatives of the countries participating in the TFCA which has submitted this funding application hereby confirm their consent to the details of the proposal. They also are in agreement that the SADC/GIZ personnel can visit the project sites to advise and supervise the progress of the project.

Signed:



Date, Name and Position

N.S. de Goeede

Park Managers: Rehstusveld
N.P.

8/5/2013.



Date, Name and Position

MP VINTE

Park Warden: Ai/Ais

10/05/2013

Date, Name and Position

Date, Name and Position