

MANAGEMENT PLAN

**RICHTERSVELD COMMUNITY
CONSERVANCY**

This Management Plan was drawn up by the Reference Group of the Richtersveld Community Conservancy over a period of two years.

During this time a special task team was elected with the purpose of drawing up an Operational Plan, which shows the road that needs to be taken to establish the Richtersveld Community Conservancy. The task team held workshops and drew up an Operational Plan, which was approved and accepted by the Reference Group.

This Operational Plan was converted into a concept Management Plan. More workshops were held and a study tour was taken to Namibia with the purpose of visiting other Community Conservancies. The Concept Management Plan was accepted and approved by the Reference Group, which gave the “go-ahead” to take the Management Plan to the broader Richtersveld Community.

During August and September 2003, the Management Plan was taken to the different communities. The Richtersveld Community showed great interest in the plan and gave valuable input. The Management Plan was soon accepted.

The Richtersveld Community Conservancy is the first of its kind in South Africa, and the Management Plan is also the first Management Plan of its kind to be drawn up in South Africa. We expect that the Management Plan will be continually revised and improved upon the time. This task will be the responsibility of the Management Committee, who will take over from the Reference group. This plan will be a living document, because planning will never stop in a dynamic area such as the Richtersveld.

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PREAMBLE

The wish to establish our own Richtersveld Communal Conservation Area is based on four fundamental cornerstones as follows:

- The ownership of our land leads to a new era in the Richtersveld. This fills us not only with gratitude but also with a great sense of responsibility in caring for our beautiful land and unique environment. The ultimate desire exists to protect our new found treasure like a jewel, to develop it in a manner in which negative impacts can be diminished or prevented and also to add value to it. Responsible land-use is necessary from us through sound planning and management, for the sake of ourselves and our heritage.
- The Richtersveld is in a process of change, some positive and some negative. Our economy is based on mining, a non-recaptured resource and the signs that the resources are becoming exhausted have been visible for along time. Therefore it is most important that in the remaining space of time to investigate all kind of options to develop alternative ways for income and to implement them immediately.
- In the past the community did not have any opportunity to manage our natural resources. It is a God given privilege to work the earth and use its resources, but in a way that the creation doesn't get too damaged. Our children and ourselves depend on what's given to us and will act as guardians of the nature and its special plants and animals and use it to ensure a sustainable future.
- The development of our capacity and human talents is of extreme importance in ensuring our future, to avoid poverty and to live a full life. Therefore we have to use every opportunity to develop ourselves so that we don't have to be workers, but also planners and managers. We have to take this opportunity to manage our own resources so that we can widen our knowledge and skills.

It is with this background in mind that the management plan has been written.

1. BACKGROUND AND CONTEXT

1.1 PROCESS THUS FAR

Richtersveld is becoming more popular with tourists. Unfortunately, however, the people of the Richtersveld do not get any meaningful benefits from tourism at present. Problems that are caused by uncontrolled tourism are off road driving, litter and damage to petroglyphs. The idea to do something about it comes from the people on the ground. Suggestions were made to put gates on the road to control the tourists. Unfortunately no gates may be put on local secondary roads, and therefore a decision was made to begin a process of declaring a conservation area. The purpose of this process was not to take away the existing rights of the people and not to give land away, but to put land aside for future generations. Another purpose was to implement sustainable development in this area. The land development purpose of a community conservation area is also written in the Transitional Council I.D.P. as well as in the I.D.P. of the Richtersveld Municipality. To get proper community input, a decision was taken to put a reference group in place to take the process forward. The reference group includes representatives of the community and consists of the following organizations:

Representatives of the I.D.P. Implementing Committee:

	Kiewiet Cloete
	Henrico Strauss
Boerevereniging	Bettie Nieuwoudt
Meentkomitee	Piet Cloete
Transformation Committee	Dirkie Uys
Richtersveld Small Miners	Hennie de Wee
Richtersveld National Park	Johan Taljaard
Department of Environmental Affairs	Chris Swart
Northern Cape Nature Conservation	Dawid Rooi (MEC)
Northern Cape Agriculture & Development	Andre Farmer
Namaqualand District Council	Joshua Losper
Transitional Council	Willem Louw

Communities:

Kuboes	Jan Joseph
	W. Jeremia Cloete
Sanddrift	Willem de Wet
	Patricia Samboya
	Kleinbooi
	Emily Smith

Lekkersing	Martin Diergaardt
	Robbie Strauss
	Andries Cloete
Eksteenfontein	Hannes Rossouw
	Sarita Cloete
	Jonnie Cloete
	Frik Strauss

As progress was made more people were added to the reference group. The following people and entities were involved:

Heritage Program (NORAD)	Aletta Joseph
	Volenti v/d Westhuizen
GTZ Transform	Floors Strauss
Richtersveld Municipality	Dan Singh
Richtersveld Youth	Brendan Deli
	Joan Cloete
Lekkersing Community	Sintie Cloete
Eksteenfontein Community	Sakkie Cloete
Eco-Africa (Supporting Organization)	Francois Odendaal
Conservation International (RCBNRMP)	Henrico Strauss

Through the years a lot of meetings were arranged at different places in the Richtersveld. A list of the meetings through the year about the conservation area is as follows:

19 January 2001	Rooiberg
6 February 2001	Brandkaros
22 February 2001	Tierhoek
4 May 2001	Sendelingsdrift
30 July 2001	Rooiberg
4 April 2002	Eksteenfontein
25 June 2002	Kuboes
8 December 2002	Lekkersing
10 February 2003	Eksteenfontein
4 July 2003	Eksteenfontein
August 2003	Minutes of Community Meetings
10 November 2003	Lekkersing
2&3 February 2004	Eksteenfontein
6&7 March 2004	Rooiberg
14-16 May 2004	Muisvlak

The minutes of all above mentioned meetings are attached in the Appendix of the Management Plan. During this process a decision was taken to form a smaller task team to help draw up the operational plan. This operational plan shows the current

status of the conservancy, the future when the Management Plan is in place and the conservation area is established.

The following persons were part of the task team:

Kiewiet Cloete
 Bettie Nieuwoudt
 Patricia Samboya (Richtersveld Municipality/Sanddrift Community)
 Henrico Strauss (Richtersveld CBNRM Program)
 Floors Strauss (GTZ/Transform)
 Aletta Joseph (Heritage Program – NORAD)
 Volenti v/d Westhuizen (Heritage Program – NORAD)
 Francois Odendaal (Eco-Africa)
 Sakkie Cloete

The task held several workshops, one in McDougalls Bay for two (2) days, in Brandkaros for two (2) days and in Sanddrift. During the planning process the reference group, the youth and the VIP's visited the proposed conservation area. The purpose of this visit was to assess the current situation and determine what needs to be done. The operational plan which has been accepted by the reference group, as well as reports of conference and visits about the conservation area, will be found in the records office of the Richtersveld Sida! Hub Community Property Association (CPA) as well as at the Richtersveld Municipality. All documents and reports can be found at both entities and will also be available at the office of the Conservation Area, at the offices of Eco-Africa and at the Richtersveld Community Base Natural Resources Program (CBRM – Henley Strauss) This conservation area belongs to the community. Therefore is full transparency and full access to any information according to the conservation area. The community accepted the plan during August and September 2003 and the role of the reference group was set. This reference group was changed to a Management Committee which consisted of the following persons. The Management Committee was designed to be different from the Reference Group and to have the responsibility of implementing the Management Plan. The following people were democratically elected by their organizations within the community:

Mr. Abuys de Wet (Richtersveld Tourism Association)
 Mr. Hennie Nell (Development Officer)
 Mr. Willem Cloete (Richtersveld Municipality)
 Mr. Pieter de Wet (Richtersveld Joint Management Committee)
 Mr. Sakkie Cloete (Richtersveld Small Miners)
 Mr. Jakkie Matthys (Lekkersing Community)
 Mr. Polly Smith (Eksteenfontein Community)
 Mr. Kleinbooi Mpabani (Sanddrift Community)
 Mr. Andries Joseph (Kuboes Community)
 Miss. Bettie Nieuwoudt (Richtersveld Boere-Unie)
 Ms. Joan Cloete (Richtersveld GEV)

Operational Management:

The Operational Management consists of the following persons:

Mr. Gert Links (Conservation Area Manager)
 Mr. Henrico Strauss (Richtersveld CBNRM Coordinator)
 Dr. Francois Odendaal (Eco-Africa)

The first Management Committee meeting was held on the 2nd and 3rd of February 2004 at Eksteenfontein. During this meeting a decision was taken to appoint a Conservation Area Manager as soon as possible. An application was advertised and six (6) applications was handled. The Richtersveld Conservation Area Management Committee interviewed the applicants on 16 February 2004 at Eksteenfontein. The candidate who got appointed by the Management Committee was Mr. Gert Links, a former employee of the Richtersveld National Park.

The Richtersveld Conservation Area Management Committee held the first workshop on 6 & 7 March 2004 at Rooiberg. During this workshop a job description for the Conservation Area Manager was drafted, as were responsibilities and duties for every Management Committee member. A code of conduct for the Richtersveld Conservation Area management Committee was also drafted.

At the same workshop a decision was also taken that the following plans has to be drafted by the members of the Management Committee. Following is a list of the various plans and the people assigned to develop them.

Infrastructure Plan:

Henrico Strauss
 Gert Links
 Sakkie Cloete
 Andries Joseph
 Kleinbooi Mpabani
 Willem Cloete

Communications Plan:

Jakkie Matthys
 Hennie Nell
 Bettie Nieuwoudt
 Willem Cloete

Financial Sustainability Plan:

Polly Smith
 Pieter de Wet
 Hennie Nell

Bettie Nieuwoudt

These management committee members had to give ideas or concept proposals at the next workshop or meeting, which was held in Port Nolloth on 16 May 2004. At this meeting it was decided that the members responsible for the above mentioned plans had to come up with concept proposals at the next scheduled meeting in August 2004. The job description of the Conservation Area Manager, the responsibilities and duties of the management Committee Members as well as the Code of Conduct of the Richtersveld Management Committee were confirmed and accepted during this meeting. The Richtersveld Conservation Area management committee also unanimously accepted the Management Plan of the Richtersveld Conservation Area.

1.2 CONTEXT OF THE RICHTERSVELD

The next statement and sentiments according to the conservation area will be made in the context of the Richtersveld as it exists today:

1.2.1 LAND OWNERSHIP

The Richtersveld Community will be ensured that the land they own will never be taken away from them and that there is full transparency of processes and decisions pertaining to land use in the conservation area. There will be naturally a close relationship between the land owner and the management of the conservation area which will be addressed in detail below.

1.2.2 MANAGEMENT AND CONTROL

It will be ensured that the land will be managed and controlled in a sustainable, transparent and responsible way. With the proposed conservation area a part of the Richtersveld, land can be controlled and managed by the local people. Training has to be given to them relating to nature management and tourism management. Through poor management, plants and treasures can be stolen or damaged.

1.2.3 BIODIVERSITY

The Richtersveld is rich in biodiversity, and not all is under full protection. Proper management and control has to be taken. Planning for the recovery of damaged areas has to take place and the theft of plants and animals by tourists and other parties has to be stopped. There must be a fight against land degradation resulting from overgrazing, destruction and unplanned development. Continuous control, monitoring and reporting has to take place for different species of fauna and flora. The police of the area must always be in place and full cooperation from the local government's side

to help with the by-laws is required. Awareness programs have to be in place to make local people aware of the necessity of biodiversity protection.

1.2.4 TOURISM

There are many opportunities for tourism in the Richtersveld, but currently there are a few advantages for the local community. The conservation area has to give opportunities, for example in the form of small business training and skills training for the local people. If tourism is managed responsibly it can bring economic empowerment to the local community.

1.2.5 WORK OPPORTUNITIES

- 1.2.5.1 There is a lot of work opportunities in this area but the local capacity is too small.
- 1.2.5.2 Job training must be part of the criteria of the jobs.
- 1.2.5.3 Contracts (agreements) have to be drafted in a way so that the local people can understand them and get hold of them through the appointment of the local people as contractors of the projects.
- 1.2.5.4 If there is no capacity at local level then we can get help from the outside for specific tasks, but then the local people must get job training and get first choice for jobs.
- 1.2.5.6 Background of work and work experience do not have to be specific requirements for jobs.
- 1.2.5.7 All permanent appointments will be taken care of by the Richtersveld Conservation Area Management Committee, while temporary jobs can be handled by the operational management and Management Committee member.

1.2.6 THE YOUTH

The Richtersveld youth are aware of the potential of the area, but do not know how to make use of it.

- 1.2.6.1 Motivation and support from the elderly people to the youth is necessary. The Conservation Area gives opportunities as already identified during the meetings (workshops).
- 1.2.6.2 Training for the local community must be for specific jobs and needs, and people do not get training just for the sake of training.
- 1.2.6.3 Local people have to be used for training so that knowledge and relevant information carries forward to the younger generation.

1.2.7 CULTURE

- 1.2.7.1 Traditions and our customs are dying out and local culture is becoming westernized.
- 1.2.7.2 Culture has to be preserved in an original and unique way.
- 1.2.7.3 Culture has to be preserved with pride.
- 1.2.7.4 Areas rich in archaeology have to be protected.
- 1.2.7.5 Proper research for cultural inheritance like the San caves, graves, petroglyphs and artifacts like clay-pots and stone tools has to be carried out.
- 1.2.7.6 Local people must be made use of for training so that indigenous culture and knowledge can be handed over to the younger generation.

2. VISION, MISSION AND GUIDELINES

2.1 VISION

To protect and manage the unique biodiversity and natural landscape to the advantage of the local people and all of humankind.

2.2 MISSION

- 2.2.1 To plan proper versatile land use so that it can be implemented in sustainable ways.
- 2.2.2 To use resources in integrated, effective and sustainable ways so that they are not be exhausted.
- 2.2.3 To investigate and promote participation and benefits to local people.
- 2.2.4 To bring about an effective management system and put in place an integrated conservation and development principle.
- 2.2.5 To determine and continuously monitor economic, social and environmental impacts.

2.3 GUIDELINES

- 2.3.1 The planning, management and implementation of the conservation area has to at all times take place in a transparent way.
- 2.3.2 The conservation area has to promote local empowerment and transformation at all times.
- 2.3.3 The conservation area has to be accessible to all people and no discrimination will be tolerated.
- 2.3.4 The conservation area management has to link up regularly with all Role Players and management must be considerate of their concerns.
- 2.3.5 The conservation area has to benefit the whole community.
- 2.3.6 The conservation area has to operate inside its legal framework.
- 2.3.7 The conservation area has to develop in a way which is compatible with local standards, traditions and culture.

- 2.3.8 The conservation area has to integrate with the development initiatives of the wider area.
- 2.3.9 The planning, management and implementation of the conservation area have to take place in a holistic way.
- 2.3.10 The conservation area has to create opportunities for capacity building of the local people and the youth.
- 2.3.11 Consultants, NGO's and other outside assistance must be used only if absolutely necessary and in a way which builds the capacity of local people.

3. OBJECTIVES

- 3.1.1 To publicize, maintain and to manage the uniqueness of the area on behalf of the residents.
- 3.1.2 To respect and support the existing and future use of land to ensure sustainability.
- 3.1.3 To execute proper planning in the area.
- 3.1.4 To use resources in a sustainable way so that they will not be exhausted.
- 3.1.5 To put an effective management system in place, so that one activity will not detriment another.
- 3.1.6 To determine and to monitor impacts on the area.
- 3.1.7 To cultivate culture awareness.
- 3.1.8 To promote sustainable development.
- 3.1.9 To create jobs for local residents.
- 3.1.10 To support and promote small business opportunities.

4. STATUS AND SCOPE OF THE AREA

4.1 STATUS OF THE AREA

The status of the area will be determined through new laws and/or the objectives of the community for the conservation area which will be put in place. The concerns of the community must always be a priority.

4.2 SCOPE (EXTENT) OF THE AREA

In the Afrikaans version of the IDP of 2000 which has been put in place by the Transitional Council, is a map (Map nr. 6) which indicates the conservation area as the area which stretches from the southern border of the Richtersveld National Park south to the provincial Helskloof (Nababiep) Reserve. The Orange River is the eastern border, and the road from Kuboes to Eksteenfontein is the western border. The IDP of 2000 is included in the archives of the conservation area because it was the first time that the borders of the conservation area were indicated.

Cornellskop, Rooiberg, Tierhoek and other places which were not being utilized were included in the conservation area. There are frameworks for

the suitable development of these places, which will help protect them. There is also a growing perception that Helskloof should be included in the conservation area because it was original Richtersveld land, and currently there is no present control over the area. It has already been informally discussed by the relevant organisations that Helskloof can be included when the conservation area is officially put in place.

A large map is also attached to the concept management plan. This map was used during the last reference group meetings to indicate the area as well as during the meetings. It will become part of the management plan. The map should be updated continuously to indicate further details as well as to plan the future management of the conservation area. This concept management plan does not describe this area in detail, because such descriptions must be done by the management with help of appointed members of the local community which can also use the opportunity to become more familiar with the conservation area.

4.3 LOCATION OF THE AREA

The location of the conservation area is ideal. It is the last piece of the Richtersveld which appears relatively unharmed and pristine. There are no mining activities and the damage to the surface is small. If the area does not have proper management, the pristine value can be lost.

Furthermore, the area is perfectly situated for the tourism. Visitors can enter at the Helskloof gate or Eksteenfontein, travel through the conservation area and continue on into the park. They can also potentially continue Sendelingsdrift to Namibia when the Transfrontier Park international border is opened.

On the last page of the Concept Management Plan is a new map whose roots are in a publication which appeared after a workshop which was held in 2002 in Alexander Bay when the Integrated Development Plan and conservation of the border area was discussed between South Africa and Namibia. This workshop was attended by the National Government, Provincial Government and representatives of the Richtersveld Community. This map also indicates how advantageous the location of the Richtersveld Communal Conservation is. It will serve as the most southerly gate of the greater transfrontier conservation area which can stretch north to Angola. During the visit of the task team to Namibia they visited several conservation areas which form part of this bigger picture which Richtersveld can be part of.

5. MANAGEMENT STRUCTURE

5.1 IDENTIFY THE DIFFERENT ROLE PLAYERS

The Management Committee who will ensure that the objectives of the conservation area are reached and that the people of the Richtersveld are getting betting benefits from it, included all the important Role Players as indicated below:

- 5.1.1 The Land Owner (CPA) might play a clear role in the cause of the conservation area, and draft a thorough agreement with the management committee.
- 5.1.2 The Local Government and other levels of Government have to get involved because the conservation area is written into the IDP.
- 5.1.3 The neighbour of the conservation area, the Richtersveld National Park should link with the conservation area.
- 5.1.4 The Northern Cape Nature Conservation must be involved on a wider scale.
- 5.1.5 The Tourism organisations or individuals who want to develop possible opportunities in the conservation area.
- 5.1.6 The farmers in the conservation area will play an important role.
- 5.1.7 The district municipality will provide input about other developments in the region.
- 5.1.8 The Richtersveld Tourism Association and the South African Tourism Routes to provide information about tourism development in the Richtersveld.
- 5.1.9 Conservation International, Eco Africa and other donors and support organisations who play a support role according to the cause of the Richtersveld Conservation area.
- 5.1.10 Cultural Organizations in the Richtersveld who serve to protect the culture of the Richtersveld.
- 5.1.11 The youth of the Richtersveld who are the leaders of the future must get involved to implement the land development goals or objectives.
- 5.1.12 All groups of the Richtersveld who might be part about the cause of a Richtersveld Conservation Area such as women's organizations. Currently, four women, one from every town will be shortly elected democratically into the management Committee.

5.2 ELECTION/APPOINTMENT OF MANAGEMENT STRUCTURE

- 5.2.1 The management of the conservation area will consist of the conservation area manager, administrative officials and a resource manager.
- 5.2.2 Further officials can be appointed as necessary.

5.3 MANAGEMENT COMMITTEE

The role of the Reference Group came to an end with the acceptance of the Draft Management Plan and a new management team has been appointed as described in several versions of the Draft Management Plan:

5.3.1 The Reference Group will be replaced by a management Committee when the Draft Management Plan is finished (especially within 2 months) so that the conservation area can be put in place.

5.3.2 The role of the Management Committee is to drive and to substantiate the process about the cause of the Richtersveld Conservation Area.

5.3.3 The Management Committee will have thorough inputs with the appointment of the conservation area manager.

5.3.4 The role of the Management Committee is to see that the management of the conservation area is handled according to the Management Plan.

5.3.5 The Management Committee might see that there is regular consulting with concerned persons and stakeholders in the conservation area.

5.3.6 The Management Committee might gather at least four times a year to see that the management plan has been implemented and the objectives are reached.

5.3.7 The Management Committee has to do continuous controlling and evaluating.

5.3.8 The Management Committee might supervise the work of the management and to see that the objectives are reached.

5.3.9 The Management Committee is the body to make changes to the Draft Management Plan as times goes on.

5.4 FUNCTION OF MANAGEMENT

5.4.1 The Management is responsible for the appointment of workers in the area.

5.4.2 Duties of the workers come directly from the management.

5.5 AGREEMENTS

5.5.1 Clear agreements might be reached between the farmers, tourist organisations, land users and conservation officials to prevent that activities conflict.

5.5.2 An agreement might be reached between the Management Committee of the conservation area and the Land Owner (CPA).

5.5.3 Workers in the conservation area might get legal agreements with the conservation area management.

6. INFRASTRUCTURE

A proper Infrastructure Plan has been drafted for the conservation area with full participation of the Management Committee. This final and accepted Infrastructure Plan will be attached as annexure, to the management Plan.

6.1 ADMISSION CONTROL

6.1.1 The eastern entrance will be controlled by the Camp manager of “Peace and Paradise” or a local community member can guard the gate.

6.1.2 The Rooiberg entrance will be controlled by a gatekeeper who will be appointed by the management Committee.

6.1.3 Eksteenfontein Information Office employee can take administrative functions and handle permits and fees.

6.1.4 Tierhoek entrance will be controlled by a gatekeeper who will be appointed by the management Committee.

6.1.5 At all other entrances will be indication boards, which clearly state that the area is a conservation area and that a permit is needed to enter the area.

6.1.6 An entrance fee will be paid which will be approved by the Management Committee. The amount has to be competitive with similar conservation initiatives in this region, with reference to the value of the area.

6.1.7 It is not necessarily right now to have a list of the registered users, but there may be a possibility in the future. Also there is the possibility of putting a system in place where interested parties can be general members of the conservation area without having ownership and benefits as the whole community does.

6.1.8 All entrance control will take place according to well known procedure and policies as decided by the management Committee.

6.2 DEVELOPMENTS

6.2.1 CAMPS

6.2.1.1 The development of camps has to be the suitable development for that area.

6.2.1.2 Thorough environmental impact and feasibility studies have to be executed before any development can take place.

6.2.1.3 Water points need to be installed in camp areas and in certain high density camp areas, solar power can be investigated.

6.2.1.4 Sanitation for the camp areas has to be provided by the management.

6.2.1.5 The Management Committee of the conservation area can determine a suitable limit for tourist numbers at campsites.

6.2.5 ROADS

6.2.5.1 All roads in the conservation area must be marked clearly at the maps.

6.2.5.2 Upgrading of roads must take place.

6.2.5.3 During upgrading of the roads the use of manual labour is important to promote job creation, but the environment not to be disturbed.

6.2.5.4 Training in connection with building of roads must be given to persons to build proper roads.

6.2.5.5 Signage has to be brought into the conservation area.

6.2.5 LANDING PLACES (AIR STRIPS)

6.2.5.1 The airstrip at Rooiberg and the helicopter-landing place must be developed.

6.2.5.2 Upgrading of various landing places must be done by hand to promote job creation but must not to disturb the environment.

6.2.5.3 All the other airstrips have to be upgraded.

6.2.5.4 The maintenance of various landing places is the direct responsibility of the manager of the conservation area.

6.2.5 WASTE CONTROL

6.2.5.1 A proper Waste Control Plan has to be drafted for the conservation area.

6.2.5.2 Tourists have to be responsible for their waste and take out what they bring in.

6.2.5.3 Waste recycling programme should be implemented in the surrounding towns, although the removal of waste is the responsibility of the municipality.

6.2.5 RECREATION

6.2.5.1 A clear rehabilitation program has to be drafted for the conservation area, which must be in line with the new laws.

6.2.5.2 When the Richtersveld Conservation area in on the map, areas for rehabilitation must be determined.

7. AWARENESS

7.1 The Richtersveld Community has to be aware about the activities in conservation of the area.

7.2 Land users in the conservation area has to be aware about the purpose of conservation, economical viability and sustainability.

7.3 There must be an attempt to incorporate environmental studies as a subject in the school syllabus.

7.4 School groups with youth and community organisations have to be aware about conservation.

7.5 Culture awareness and conservation have to be a priority in the conservation area.

7.6 The existing information resources such as the Richtersveld News might be used on a regular basis to give information.

7.7 The conservation area might serve as a study area for school groups.

7.8 Visits to other communal conservation areas will bring about more information about this kind of conservation areas.

7.9 The conservation area Manager will publish a newsletter with regular with the support of the Richtersveld CBNRM coordinator at least every quarter.

8. CAPACITY BUILDING

8.1 Capacity has to be built for the control and management of the conservation area.

8.2 Capacity has to be build in line with the kind of projects which are going to develop in the conservation area.

8.3 Capacity has to be built to develop opportunities in the conservation area.

8.4 Clear criteria must be drafted for job possibilities in the conservation area, and this is the direct responsibility of the Richtersveld Conservation Area Manager.

9. REINTRODUCTION OF GAME

9.1 The Nababeep (Helskloof) Nature Reserve must be isolated for the reintroduction of buck in consultation with other land users.

9.2 Other areas which don't have potential for stock farming also have to be isolated for the reintroduction of buck (wild).

9.3 Experiments and feasibilities to reintroduce game will also be carried out.

9.4 Integration of existing land use with new land use must take place.

9.5 Proper research has to be done before a step like this can be taken into consideration.

10. LAND USE PLAN

10.1 A clear land use plan has to be drafted for the whole conservation area in counsel with other land users.

10.2 Areas have to be specifically put aside for each activity which will be practiced in the conservation area.

- 10.3 Conflict between different activities must be prevented as much as possible.
- 10.4 Sensitive areas have to be identified and protected.

11. ADVANCE PLAN

- 11.1 People who demonstrate real interest and determination to develop opportunities can get an advantage in their applications.
- 11.2 Criteria for all the possible jobs in the conservation area have to be appointed by the Management Committee.
- 11.3 A reasonable period will be determined by the management Committee for individuals or organisations to take advantage of assistance – the principle of “use it or lose it” will be implemented.
- 11.4 The Management Committee has to determine achievable goals which are in reach for the possible developer.
- 11.5 Existing and previous applications of the Richtersveld have preference and will be treated first.
- 11.6 Support in terms of training might be given to entrepreneurs to develop their plans.
- 11.7 Partners can enter into agreements with private investments but the controlling share has to be with local organisations.
- 11.8 Clear agreements between Management Committee and entrepreneurs have to be reached.
- 11.9 Agreements between shareholders must be transparent.

12. POLICIES

Policies will be in line with policies of the landowner (CPA) and local government.

12.1 TOURISM

- 12.1.1 Tourism opportunities must not be in conflict with other activities in the conservation area.
- 12.1.2 Specific areas must be set aside without negative impact on other activities.
- 12.1.3 Only twenty tourism vehicles will be allowed inside the conservation area or can be increased after proper studies have been done about the carrying capacity of the conservancy.
- 12.1.4 Sensitive areas in the conservation area must be identified and must be protected.
- 12.1.5 Camp areas for tourism must be clearly identified and must be brought on the map.
- 12.1.6 The Management Committee might attempt to put a guide policy in place for the conservation area, which means that tourists who

go inside the conservation area be accompanied by local tour guides.

- 12.1.7 Tourists will get a map of the conservation area on their permit and also information about the conservation area.
- 12.1.8 Management will determine the driving rules for the conservancy.
- 12.1.9 The conservation area must be put into zones so that specific areas can be isolated for tourism and other land uses.

12.2 RESEARCHERS

- 12.2.1 Researchers must make use of local people for capacity building when they need help.
- 12.2.2 Efforts to prepare local people for research projects must be implemented.
- 12.2.3 All information gathered must be copied and placed in suitable local institutions for local use and the copyright must belong to the Richtersveld.
- 12.2.4 Fees can be levied for researchers according to their budget.
- 12.2.5 Patent rights for natural products from the Richtersveld belongs to the Richtersvelders.
- 12.2.6 Researchers have to apply to the manager of the conservation area for work in the conservation area, and clear regulations for researchers must be in place.
- 12.2.7 In the case of commercial marketing of research products, the management committee can, in accordance with and on behalf of the landowner, take a certain percentage from the profits.

12.3 FILMMAKERS

- 12.3.1 Filmmakers must make use of local people as much as possible to assist in the making of films.
- 12.3.2 Fees can be determined according to the budget of the film.
- 12.3.3 Copies (transcriptions) must be supplied to the conservancy after the completion of a film.
- 12.3.4 If films are marketing commercials, a certain percentage must be paid to the Richtersveld.
- 12.3.5 Permission to make a film must be obtained from the manager.

13. COMMUNICATION PLAN

The lack of communication or bad communication is considered to be the main reason why so many initiatives have not succeeded in the Richtersveld and why so many certain structures do not function. Regular and transparent communication is of great importance. The final and accepted communication plan will be attached as annexure to the Management Plan.

13.1 COMMUNICATION BY THE MANAGEMENT COMMITTEE

13.1.1 Communication with the local community will take place once every quarter. Meetings will be arranged in every town and at least the manager and members of the management committee of that specific town will attend. The exact number of people to attend is dependant on funding.

13.1.2 Management of the conservation area has to arrange a meeting quarterly with the landowners.

13.1.3 Communication with local and provincial government and other conservation initiatives such as the Richtersveld National park and the Northern Cape Nature Conservation will take place at least two times a year – it can increase as necessary.

13.1.4 Regular communication will take place between organizations operating inside the conservation area (like the livestock farmers and tourism organisations).

13.1.5 Regular communication must also take place with the funders.

13.2 COMMUNICATION THROUGH THE MANAGER OF THE CONSERVATION AREA

13.2.1 Daily communication must take place between the Manager and the workers.

13.2.2 The members of the operational management of the conservation area must consult regularly with each other and they must not work beyond each other. It happens at present through weekly operational meetings.

13.2.3 The Management must make use of the existing media types such as the Richtersveld news and internet to give information to all people who want it.

13.2.4 The Management must make use of the national media like the radio and television as much as possible.

13.2.5 The effective communication with other interested groups or organisations is the responsibility of the management.

14. FINANCIAL SUSTAINABILITY PLAN

14.1 The responsible persons who seek to work with finance will get proper training about financial management.

14.2 The whole community must benefit from tourist income after maintenance costs of the conservation area has been deducted.

14.3 The income for the first few years will be used for the development of the conservation area. Financial benefits to the community will not be given to the community right away.

- 14.4 Effective mechanisms will be investigated and criteria will be determined.
- 14.5 Financial reports must be submitted quarterly to the steering committee.
- 14.6 Financial reports must be open and available for all to see it at any time.
- 14.7 Expenses calculations to manage the conservation area have to be done thoroughly.
- 14.8 Entrepreneurs must obtain an agreement with the management of the conservation area, which stipulates clearly how much rent must be paid.
- 14.9 This final and accepted financial sustainable plan will be attached as annexure to the Management Plan.

15. MARKETING PLAN

- 15.1 The conservation area has to be marketed in its whole.
- 15.2 Infrastructure has to be in place first before commercial marketing can take place.
- 15.3 The marketing plan has to be done by the management or through parties/people appointed or approved by the Management.
- 15.4 Make use of “word of mouth”, internet, media and other methods to market the conservation area.
- 15.5 Richtersveld as trademark must belong to the residents.
- 15.6 Private investments may not use Richtersveld as trademark to gain for themselves
- 15.7 Marketing should be done with the other conservation areas in the Richtersveld like the Richtersveld National Park (RNP).
- 15.8 Entrepreneurs and private investments must use a strategic partnership marketing plan.
- 15.9 The bigger region will also gain from marketing of the conservation area.
- 15.10 The Conservation Area Manager in connection with the Municipal Manager and the Representative of the Richtersveld Tourism Association will draw up a concept marketing plan for submission to the whole Richtersveld Conservation Area Management Committee.

16. MONITORING AND EVALUATION

- 16.1 Monitoring by the management must be done continuously.
- 16.2 The CPA, Local Government and an independent organisation must carry out monitoring once a year.
- 16.3 The monitoring team allows the coordinator as much access as possible.
- 16.4 The monitoring team must draft clear objectives of what needs to be evaluated, and there have to be results after evaluation has been done.

- 16.5 The Monitoring team must give a report to the steering committee.
- 16.6 A logical framework has to be drafted so that monitoring be done systematically through the course of time.

Marketing Plan for the Richtersveld Community Conservancy

DRAFT FOR COMMENT

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1. Purpose and General Context

The 2004 RCC Management Plan calls for the development of a Marketing Plan to outline the direction which the RCC should take to market itself wisely and equitably. This Marketing Plan for the RCC follows the Sustainable Tourism Guidelines of the Convention for Biological Diversity and the United Nations Environmental Programme outlined in detail in Appendix 1.

The Richtersveld Community Conservancy (RCC) has made significant progress towards developing its potential as a tourism destination. It will likely soon be declared an official protected area and has strong potential for designation as a World Heritage Site. Poverty alleviation projects will be soon building tourist infrastructure, tourism enterprises are emerging and the border crossing at Sendelingsdrif may soon become a reality. However, that the RCC may soon have good tourism infrastructure does not mean that it automatically will gain sufficient tourism visits. Concerted, smart efforts are still necessary to encourage visitors – responsible tourists - to the RCC.

The purpose of this Marketing Plan is:

- To outline the principles by which the RCC will be marketed.
- To outline the existing and potential tourism markets.
- To describe the methods and actions which the RCC can take to market itself.

2. Marketing Principles

- ✓ Marketing efforts will concentrate on the conservancy area as a single entity and also as part of a larger framework of tourism destinations.
- ✓ Marketing efforts will concentrate on the RCC with all of its included infrastructure, small companies, people and facilities, but will not focus on single entities individually.
- ✓ Marketing efforts will be made in the interest of the greater community and the environment, in keeping with the Mission of the 2004 Management Plan.

3. Marketing Objectives

The marketing of the RCC should not be regarded as “blind promotion” only meant to increase visitation. Instead, marketing should be carried out to support the following objectives:

- ❖ To ensure that the RCC offers quality, fair tourism facilities and experiences.
- ❖ To capture greater revenue from tourists visiting the RCC and to encourage tourists travelling in the region to visit the RCC.
- ❖ To utilize the recognition of the region’s biodiversity, culture and geography in a way that does not degrade or demean any of these assets.

- ❖ To ensure that visitor numbers increase to and are sustained at levels which do not place unacceptable pressures on the people or the environment.
- ❖ To increase national and international exposure.
- ❖ To educate visitors about the Richtersveld and about responsible tourism.
- ❖ To keep track of visitor details, contacts and purposes for visiting.
- ❖ To ensure that the RCC does not get exploited by outside operators.

4. Market Segments

There are two main types of visitors to the RCC: **destination tourists** and **transit tourists**. Destination tourists are those people who are coming to the RCC specifically to be there. Transit tourists are those who come to the RCC as a stopover on the way to somewhere else. The RCC must try to maximize the time and money spent by these people during their stay in the RCC, as well as the greater Richtersveld and its towns.

For transit tourists, travelling to Richtersveld National Park or Namibia, the RCC should be marketed as a supplement to these places and not as a place just to pass through. Travelers should know that there are facilities and experiences as good as or better than those found elsewhere.

More specifically, the travellers to the RCC can be grouped as follows:

4.1 4x4 community

1. Very large market.
2. Mainly South Africans.
3. Many driving the Namakwa 4x4 route.
4. High potential

*This group knows about the region, but sometimes spend more time in the National Park than in the RCC. Many of those camping in the RCC are currently doing so without any financial return to the RCC. As many as 50 vehicles in a group have been seen driving in the RCC.

Needs:

- Ensure that those staying in the RCC pay the park and camping fees.
- Ensure that RCC rules regarding off-road driving, rubbish, un-demarcated campsites are known and enforced. Educate and encourage responsible tourism.
- Encourage 4x4 drivers and campers to stay in the RCC and not just pass through.
- Communicate with Namakwa 4x4 Route community and other organizers so RCC can be a vocal stakeholder.

4.2 Flower season visitors

1. Highly seasonal
2. Large market
3. High potential

4. Part of a larger framework and area

*This group represents the general public wanting to see the Richtersveld in the flower season (not botanical specialists). The Richtersveld provides an excellent place for this segment, but remains significantly farther than other flower destinations.

Needs:

- Highlight the RCC as the best place to go in the flower season, because it offers many other experiences in additions to flowers.
- Stress that the extra distance to get there (as opposed to places nearer to Cape Town) is worth it.
- Develop and become more involved in “floral tourism” routes / marketing initiatives to gain exposure.

4.3 Specialist enthusiasts

1. RCC offers a top location for botanical and geological specialists.
2. Rooiberg Research Station can be utilized for this group.
3. Not seasonal

*The Richtersveld is one of the top places in Africa for botanical specialists.

Needs:

- Increase exposure to universities and organizations about the RCC and its facilities.
- Increase exposure about the Rooiberg Research Centre.

4.4 River Rafters

1. A large market.
2. The RCC currently receives no benefit from this segment.
3. Consistent travellers.

*This group is completely untapped by the RCC. It often utilizes Kanikaip for camping and the RCC can develop this area to cater to rafters, as well as others on the Orange River in the future.

Needs

- Gain from rafters' use of the RCC.
- Ensure that those staying in the RCC pay the park and camping fees.
- Ensure that RCC rules regarding rubbish and un-demarcated campsites are known and enforced.
- Boost relationships with rafting companies.

4.5 Hikers, backpackers, climbers and campers

1. Largely undertapped market in the RCC.
2. Very large market in South Africa.
3. Large existing market for places such as the Fish River Canyon hike in Namibia.
4. Seasonal

*This group needs to be more aggressively targeted. The RCC remains an 'unknown' for most of this segment.

- Increase exposure to this market.
- Map and demarcate trails, rate difficulties and distances, produce trail maps.
- Develop and market guiding capabilities.

4.6 Overlanders

1. Large regional market.
2. High volume, low return market.
3. Potentially disruptive market.

*This market is consistent and the future opening of the border crossing at Sendelingsdrif will encourage overland trucks to go through the RCC. The RCC can benefit from these groups by developing specific sites for them, but it must be vigorously managed. The RCC must determine whether or not it wants to address this market.

- Allocate specific sites on the Orange River (Kanikaip) and/or elsewhere where overlanders can camp.
- Ensure that RCC rules regarding off-road driving, rubbish, un-demarcated campsites are known and enforced. Educate and encourage responsible tourism and waste/water use control.
- Tap into overland agents and communicate with operators.

5. Action Plan

5.1 Internet

The RCC has two existing websites of its own – www.richtersveld.net for the Conservancy and www.richtersveldquesthouses.co.za for the guesthouses. These sites can be used as information sources and also as tools to encourage people to visit the RCC.

- Publicize the websites. Put the URL on all future print materials, at the end of email messages.
- Develop an E-newsletter. This has NO COST. This can be used every 3 months to keep interested people up to date on RCC news.
- Develop an E-mail database. This should include all visitors – tourists, researchers, government, NGOs etc.
- Link with other sites. www.South-North.co.za; www.dlist.org; www.southafrica.net; private tour operators.

5.2 Publications and print

Articles in magazines and newspapers will increase visibility of the RCC. The RCC is still relatively new and many people do not know it exists or has facilities. Most people travelling to the Richtersveld think of going to the national park first.

- Write articles for magazines and newspapers.

- Ensure continual coverage in media.
- Invite media people to the RCC.
- Place advertisements in magazines.
- Produce a brochure about the RCC for distribution to operators, agents and tourism commissions.
- Update the Richtersveld Travel Planner with more focus on the RCC.

5.3 Word of mouth and strengthening the product

Word of mouth marketing can be valuable – but can work both ways. If things do not work properly at the RCC (i.e. nobody at the TIC, the guesthouse closed, poor service), then people report that as well. The Richtersveld National Park is suffering from bad word of mouth, because of the mining, and this has affected their visitor numbers. In this regard the RCC must distance itself from the RNP's reputation and must ensure that its service and product is clean and efficient.

- Ensure quality products and services.
- Gather tourist comments at TICs.
- Maintain communication with past tourists through e-newsletters.

5.4 Targeting Overseas agents

Few people visiting South Africa from overseas know about or visit Namaqualand. It is a different product than Kruger or the Garden Route, but there are overseas visitors who are interested in remote places and culture. Operators and agents focusing on this sort of travel should be researched and targeted.

- Research appropriate tour operators in Europe and North America.
- Invite operators to visit the RCC.
- Email newsletters and website URLs to operators.
- Present the RCC at a stand at tourism conventions, such as the World Travel Market (WTM) in London.

5.5 Targeting South African agents

Many visitors to the Richtersveld are South African nationals. Almost 90% of visitors to Richtersveld National Park are South Africans. This is the RCC's largest market and the RCC needs exposure to agents and operators, especially when the Tierhoek lodge and Kanikaip campsite are up and running.

- Research appropriate tour operators/agents in Cape Town, Johannesburg and Durban, as well as local operators taking people to the Richtersveld.
- Invite operators to visit the RCC.
- Email newsletters and website URLs to operators.
- Present the RCC at a stand at tourism indabas.

5.6 Targeting groups, clubs and organizations

These can include botanical, geological, biking, hiking, 4x4 driving or rafting clubs or organizations.

- Identify the clubs and organizations.
- Email newsletters and website URLs to operators.
- Produce specific flyer for each activity to send out (can be on e-mail).

5.7 Linkages

The RCC can benefit from broader initiatives and frameworks in the region, such as the emerging TFCA, World Heritage Site and South-North Tourism marketing activities. The RCC should be an active player in these frameworks as a way to gain exposure and to get people travelling in the broader region to know about and visit the RCC.

- Distribute RCC materials to regional destinations, such as at Ai-Ais and private and communal reserves in Namibia.
- Develop relationships with each component of the TFCA and provide them with flyers/brochures.
- Utilize regional websites for exposure.
- Ensure that RCC materials are present and relationships developed in all regional tourism centres.

5.8 The RCC as its own entity

The RCC must utilize broader frameworks, but also develop itself as a single entity at the same time. It must capitalize on neighbouring Richtersveld National Park's exposure without losing its identity and appeal as a community-run protected area in a pristine condition.

- Strengthening the RCC "brand". Promoting the assets which the only RCC has: strong culture, community-run, outstanding biodiversity, friendly people, great facilities.
- Put the RCC "on the map", literally. Once the RCC has official status, communications should be made to investigate how the RCC can appear on maps as a protected area.
- Developing signage.
- Create a new logo for the RCC.

5.9 Local SMMEs and RCC businesses

While the RCC must focus on marketing itself as a protected area, it can also benefit from showcasing the small businesses which exist in the RCC, such as SMMEs, guesthouses, and local guides.

5.10 Balancing costs of marketing

The RCC must at some point become a financially sustainable protected area. It does not and will not soon likely have a large marketing budget. It therefore must cleverly utilize existing marketing tools and the internet. These tools do have high costs.

- Maintain email and internet connection in the Richtersveld as a priority.
- Focus on e-newsletters, e-brochures, e-flyers and utilization of the existing websites.
- Utilize other tourism websites of government and organizations.
- Continuously update and communicate with marketing initiatives, website contacts and operators.
- Maintain a database of travellers and contacts.

5.11 Maintaining a database

A database of people visiting the RCC and of other interested parties should be developed and properly maintained. This can give information about people's interests and comments and also build a contact base for newsletters.

- Create a form/questionnaire at TICs and guesthouses.

- Once a fee-payment system is initiated, the receipts should have people's names and contact details (mainly e-mail).
- Create an electronic database of names and email addresses, grouped by people's interests.

5.12 Addressing seasonality

Most destinations in Namaqualand, including the RCC suffer from seasonality. The flower season sees the peak in visitors and the summer is hot.

- Emphasize the diversity of activities in the RCC.
- Encourage activities which can be experienced in all seasons such as 4x4 driving and hiking in winter and Orange River activities in summer.

6. Problems

- ✘ Integration is lacking between the RCC Management (Management Committee, Conservancy Manager, Conservancy Administrator) and the TIC (Tourism Information Officer) in coordinating marketing initiatives, producing materials and maintaining correspondence.
- ✘ Tourist Information Offices are either non-operational (Kuboes) or hold hours which are not conducive to tourism (Eksteenfontein – hours 0800-1700, Mon-Fri. Closed on holidays and weekends). A protected area catering to tourists cannot be successful if it is closed on weekends and public holidays.
- ✘ Funding of marketing activities and basic services – internet connection / phone – is insufficient.
- ✘ Payment facilities for the RCC are non-operational.

Appendix 1. United Nations Environment Programme (UNEP) Sustainable Tourism in Protected Areas Guidelines

- Ensure that the measurement of park tourism activities, volumes and impacts is accurate, as complete as possible, and that the data are effectively communicated.
- Match the services and products available in the park and locally to tourist travel motives.
- Make products and services available for tourists' expenditure (e.g. recreation services, accommodation, crafts, and foods).
- Aim for high quality in all tourist services.
- Develop a constituency of satisfied and supportive park visitors, people who will argue for park objectives in the large political debates in society.
- Develop opportunities for park visitors to play a positive role in park management (through membership in Friends Groups, by providing donations to targeted programs, or providing personal assistance to staff).
- Ensure that all information and interpretation programmes create appropriate expectations.
- Minimize local leakage (retain local expenditures through maximum local self-sufficiency) by developing linkages with local industries).
- Provide local accommodation options.
- Provide recreation options.
- Encourage consumption of locally-grown foods.
- Ensure local participation and control (e.g. local guide services).
- Ensure revenue-sharing or direct payment programmes.
- Understand the role of the protected area in regional and national tourism activities.
- Understand the fiscal and economic role of park tourism.
- Host special events.
- Provide opportunities for local people to celebrate their cultural traditions.
- Where needed, assist in the education of local people in the skills necessary for tourism.
- Evaluate all tourism services provided by the private sector to ensure service quality and adherence to park policy.
- Ensure that the park has staff trained in tourism planning and management.
- Continuously evaluate all tourism programmes to ensure that goals are met.
- Ensure that tourism programmes are based upon competent financial management.
- Price appropriately
- Earmark the income from fees appropriately.

Appendix 2. Convention on Biological Diversity (CBD) Guidelines on Biodiversity and Tourism Development

- The main goals are established to maximize the positive benefits of tourism to biodiversity, ecosystems, and economic and social development, and of biodiversity to tourism, while minimizing negative social and environmental impacts from tourism.
- Maintenance of the structure and functioning of ecosystems;
- Sustainable tourism compatible with biodiversity conservation and sustainable use;
- Fair and equitable sharing of benefits of tourism activities, with emphasis on the specific needs of the indigenous and local communities concerned;
- Integration and interrelation with other plans, developments or activities in the same area;
- Information and capacity-building;
- Poverty reduction, through the generation of sufficient revenues and employment to effectively reduce threats to biodiversity in indigenous and local communities;
- Protection of indigenous livelihoods, resources and of access to those resources;
- Diversification of economic activities beyond tourism to reduce dependency on tourism;
- Prevention of any lasting damage to biological diversity, ecosystems, and natural resources, and of social and cultural damage, and restoration of past damage where appropriate;
- Supporting the effective participation and involvement of representatives of indigenous and local communities in the development, operation and monitoring of tourism activities on lands and waters traditionally occupied by them
- Zoning and control of tourism developments and activities, including licensing and overall targets for and limits to the scale of tourism, to provide a range of activities for user groups that meet overall visions and goals;
- Empowerment through participation in decision-making;
- Access by indigenous and local communities to infrastructure, transport, communications and healthcare provisions laid on for tourists;
- Increased safety for indigenous local communities;
- Increased social pride;
- Control of tourism development and activities including licensing and clear indication on the limits to the scale and type of tourism development.

Infrastructure plan for the Richtersveld Community Conservancy (RCC)

1 **Definitions**

Infrastructure: All physical developments occurring inside the RCC.

Infrastructure plan: Plan which outlines the present and future physical developments inside the RCC.

2 **Vision**

To ensure that the Richtersveld Community Conservancy is developed and used in a sustainable way.

3 **Overall Goals of the Infrastructure Plan**

- 3.1 To list all existing and potential infrastructure developments.
- 3.2 To involve resident landusers in the infrastructure planning process.
- 3.3 To make recommendations for future development.
- 3.4 To develop the infrastructure within the framework set out in the overall management plan.

4. **Overall Guidelines**

Infrastructure developments within the RCC must ensure:

- 4.1 Transparency of all actions and information
- 4.2 Empowerment to all levels of the community
- 4.3 Benefit sharing amongst all levels of the community
- 4.4 Consideration of local standards, traditions and customs
- 4.5 Participation by all community members

DEVELOPMENTS

5 **Roads**

5.1 **Goals**

- 5.1.1 To upgrade existing roads where necessary.
- 5.1.2 To build new roads where necessary.
- 5.1.3 To maintain all roads.
- 5.1.4 To map all roads.
- 5.1.5 To manage the traffic flow of tourist and other users.
- 5.1.6 To ensure that tourists have access to campsites and other sites.

- 5.1.7 To ensure that local people (especially stockfarmers) have access to necessary areas.
- 5.1.8 To supply work to local people through infrastructure developments.
- 5.1.9 To identify the maximum number of users to be permitted on the roads.
- 5.1.10 To grade various roads.
- 5.1.11 To establish road signs at all the smaller entrances to the Conservation Area to show which roads are to be used by tourists and which to be used by only stockfarmers.
- 5.1.12 To establish a road management plan to outline the details for roads maintenance and construction.

TABLE 5.1: Existing and Future Roads

NO.	Road Name	Description	Zone	Distance	Grade	Status
1	Boundary Road (BR)	Extends from Peace of Paradise to Kuboes, through Eksteenfontein. It serves as the southern boundary to the conservancy and is also the Namakwa 4x4 Route. Near Tierhoek, there are 3 main entrance roads to the conservancy which connect at Tierhoek. There are also several small entrance roads as well.	All zones	150 km	2x4	Upgraded (responsibility of District government)
2	North-South Road (NS)	Extending from Eksteenfontein North past the Tandjies Mountains and Jenkioskop to near to the border of the national park. This road must also be lengthened/built to reach the actual park boundary.	Central	+/- 50 km	2x4	To be upgraded / To be lengthened
3	Eksteenfontein-Rooiberg 1 (ER-1)	Extending Southeast from Eksteenfontein via Boundary Road (BR), then North to Rooiberg	East	17 km	2x4	Upgraded
4	Eksteenfontein-Rooiberg 2 (ER-2)	Extending North/Northeast from Eksteenfontein to Rooiberg. There are 3 access roads along this route.	East	12 km	2x4 / 4x4	Upgraded
5	Rooiberg-Kanikaip (RK)	Extending East/North from Rooiberg through Helskloof to Kanikaip on the Orange River	East	23 km	4x4	Upgraded
6	Kanikaip-Peace of Paradise (KPP)	Extends along the Orange River from Kanikaip to Peace of Paradise campsite	East	5 km	4x4	To be built
7	North-South Road-Fluorspar (NS-F)	This road is a turn off from the North-South Road extending east to Fluorspar	East	+/- 14 km	4x4	To be upgraded
8	North-South Road-Sun Valley (NS-SV)	This road is a turn off from the North-South Road extending east to Sun Valley	East	11 km	4x4	To be upgraded
9	Fluorspar-Orange River (FOR)	This road is needed to connect Fluorspar campsite and the Orange	East	+/- 5 km	4x4	To be built

		River, where another campsite will be established.				
10	Boundary Road-Tierhoek (BT)	Access road from Boundary Road to Tierhoek	East	5 km	2x4	Upgraded
11	North-South Road-Stinkfontein Road (NSSR)	This road will be a turn-off from the North-South Road extending West to the Stinkfontein Road.	Central / West	N/A	4x4	To be built
12	Stinkfontein Road (SR)	Extends from Eksteenfontein to Kuboes west of Stinkfontein and over the Cornells Mountains	Central / West	+/- 100km	4x4	To be upgraded
13	Tierhoek-Kuboes (TK)	Extends from Tierhoek, past Blouhoog to Kuboes	West	+/- 40km	4x4	To be built

Note* There are numerous roads in the RCC, which are not listed above, which go to stock posts, wood collecting areas or which connect the various roads.

6 **Hiking Trails**

6.1 Goals:

- 6.1.1 To identify and assess existing and potential hiking trails.
- 6.1.2 To upgrade and build trails to sustainably accommodate tourist demands.
- 6.1.3 To develop different circuits for varying numbers of days.
- 6.1.4 To determine areas for unguided tourist use and sensitive areas for guided-only tourist use.

TABLE 6.1: Existing and Future Hiking Trails

	Trail Name	Description	Zone	Guiding	Distance	Grade	Status
1	Rooiberg-Orange River Trail	Stretching from Rooiberg to the Orange River through Helskloof Nature Reserve.	East	Guide needed	+/- 12 km; 4-5 hours	Moderate	To be upgraded
2	Rooiberg Mountain Loop	Will stretch from Rooiberg Guesthouse up into the Rooiberg Mountains and back. Overnight in the mountains can be arranged.	East	No guide needed	1-2 days; 9 hours	Difficult	To be laid out
3	Ploegberg Mountain Loop	Will stretch from Tierhoek up into the Ploeg Mountains and back. Overnight in the mountains can be arranged. Trail can also be extended to Kuboes.	West	Guide needed	+/- 20 km; 2 days	Difficult	To be laid out
4	Fluorspar-Sun Valley Trail	Extends from Sun Valley to Fluorspar	East	No guide needed	+/- 5 km	Moderate	To be signed
5	Kookrivier Valley Trail	Can extend from Cornell's Camp along the road and up into the canyon near the Kookrivier	West	Guide needed	2 days (or dayhikes)	Easy	To be signed

		fountain)	
6	Richtersveld Multisport Loop	A multiple day loop will be developed: Day 1: Peace of Paradise Campsite Day 2: Canoe: Kanikaip Campsite Day 3: Canoe: //Hom Xhannies Campsite Day 4: Bike/hike/donkeycart: Sun Valley Campsite Day 5: Bike/hike/donkeycart: Rooiberg Campsite	East	Guides required		To be developed

7. Windmills, solar pumps and fountains

7.1 Goals:

- 7.1.1 To specify the number, location and situation of all water facilities in the conservancy.
- 7.1.2 To determine the quality of the water from all boreholes.
- 7.1.3 To determine the amount of water that is used and needed by people and stock.
- 7.1.4 To establish a windmill repair plan for the conservancy. To determine which windmills are to be preserved, which are to be repaired and which are to be dismantled.
- 7.1.5 To investigate the potential for solar and wind power.

Table 7.1: Existing windmills and solar pumps

No.	Windmill name	Zone	Location	Situation
1,2,3	Eksteenfontein windmills (There are 3 in the town)	Central/ East	Located in Eksteenfontein	2 Functional / 1 Broken
4	Farmershoek windmill	Central	Located west of Eksteenfontein off the Stinkfontein Road	Functional.
5	Xhoeboe Xheib windmill	Central	Located west of Eksteenfontein off the Stinkfontein Road	Not functioning.
6	Withoog windmill	West	Located off the road from the Boundary Road to Tierhoek	Not functioning.
7	Withoog 2 windmill	West	Located west of Eksteenfontein off the Stinkfontein Road	Functional ?
8	Perdewater windmill	West	Located in the Ploegberg off the Tierhoek-Kuboes Road	Not functioning.
9	Perdewater windmill 2	West	Located in the Ploegberg	Not

			off the Tierhoek-Kuboes Road	functioning.
10	Tierhoek windmill	West	Located in Tierhoek	Functional.
11	Emmersdrift windmill	West	Located off the Boundary Road near Tierhoek	Functional.
12	Doods kloof windmill	West	Located off the Boundary Road south of Kuboes	Functional.
13	Anniesfontein windmill	West	Located at Cornellskop (Wondergat)	Functional ?
14	Duikerpoort windmill	West	Located near the Boundary Road south of Tierhoek	Functional.
15	Skouerfontein windmill	Central	Located off the Boundary Road near Modderfontein	Functional.
16	Modderfontein windmill	Central	Located off the Boundary Road near Modderfontein	Functional ?
17	Rooiberg windmill	East	Located at Rooiberg	Functional.
18	Soetgat windmill	East	Located off the North-South Road	Functional.
19	Swartberg windmill	East	Located off the North-South Road	Functional.
20	Jenkinskop windmill	East	Located off the North-South Road	Functional.
21	Soutpump windmill	East	Located off the North-South Road on the route to Sun Valley	Not functioning.
22	Fluorspar Valley windmill	East	Located in Fluorspar	Functional.
23	Muisflak windmill	East	Located off the road to Fluorspar	Functional ?
24	Basterfontein windmill	East	Located off the North-South Road	Not functioning.
25	Gaam's windmill	East	Located off the North-South Road	Not functioning?
26	Matjiskloof windmill	East	Located off the North-South Road	Functional ?
27	Slootfontein windmill	East	Located off the North-South Road near the border of the national park	Not functioning?
28	Klipbokkop windmill	East	Located off the Boundary Road near the border of Helskloof	Functional.
	Rooiberg Solar pump	East	Located at the Rooiberg Guesthouse	Functional.

Table 7.2: Fountains

No.	Fountain Name	Zone	Location
1	Eksteenfontien fountain	East	Located outside Eksteenfontein
2	Kookrivier fountain	Central	Located off the Stinkfontein Road
3	Perdewater fountain	West	Located near the Tierhoek-Kuboes road
4	Gelykwerf fountain	West	Located off the Stinkfontein Road near the boundary of the national park
5	Doringpoort fountain	West	Located near the Boundary Road south of Kuboes
6	Van Zyls Rus fountain	East	Located off the North-South Road
7	Matjisklof fountain	East	Located off the North-South Road
8	Rosynebos fountain	East	Located near the North-South Road near the boundary of the national park

8. Guesthouses

8.1 Goals

- 8.1.1 To determine the number of guesthouses in the Richtersveld Community Conservancy region.
- 8.1.2 To determine annual visitor numbers at the guesthouses.
- 8.1.3 To determine the required improvements at the different guesthouses.
- 8.1.4 To determine how bookings are made at each guesthouse and how the booking systems can be improved and integrated.

8.2 Existing Guesthouses

- 8.2.1 **Rooiberg Guesthouse:** The Rooiberg Guesthouse is 17 kilometres from Eksteenfontein and is the main entrance to Richtersveld Community Conservancy. This guesthouse consists of three bedrooms, a sitting room and a kitchen. There is also a honeymoon suite. There is no electricity and guest must use paraffin-lamps, gas-lamps, gas-geysers, gas- refrigerator, and gas-stove. There are four Nama Matjieshutte that can provide extra accommodation. A maximum of 12 people can be accommodated in the guesthouse. The matjieshutte can accommodate 16 people (4 people in each). Traditional meals can be requested by a small business which is contracted to cater to tourists. The prices of the guesthouse are currently R80.00 per person. There are two upgraded buildings in the Rooiberg complex, which comprise the Research Centre. This building can also be used for extra accommodation if the Rooiberg guesthouse is fully booked.

Recommendations:

- 1) Remove wire perimeter fencing.
- 2) Build a shelter over the braaistand.
- 3) Repair water-pump house.
- 4) Build an observatory centre.

- 5) Upgrade existing caretakers house to be used as a storage facility and bathing facility.
- 6) Expand water and electricity supply from the caretaker's house to the Research Centre.
- 7) Build a visually acceptable walkway from the new caretaker's house to the guesthouse.
- 8) Begin a nursery of special and medicinal plants near the guesthouse.

8.2.2 **Kom-Rus-'n-Bietjie:** Kom-Rus-'n-Bietjie is situated in the town of Eksteenfontein. This guesthouse consists of a kitchen, sitting room, three bedrooms and a bathroom. It is fully furnished and tourists can enjoy the convenience of electricity. Tourists use it as overnight place to the Richtersveld National Park and it is ideal for people on business trips. There are also two cottages apart from the guesthouse which will be soon in use. Traditional meals can be requested. The tariff is currently R100.00 per person.

8.2.3 **Kuboes guesthouse:** Kuboes guesthouse is situated in the town of Kuboes, and is managed by the local Youth Forum and was a development of the Vuka project.

8.3 Future Guesthouses

8.3.1 **Tierhoek Lodge:** Plans are currently underway for the construction of a lodge at Tierhoek.

9 **Camping Areas**

9.1 Goals

- 9.1.1 To determine the number of camping sites that tourists use currently.
- 9.1.2 To determine the number, location and style of camping sites that need to be developed.
- 9.1.3 To determine activities for visitors at the camping sites.

9.2 Existing Camping Areas. (*There are no officially designated camping sites available but some sites have been continually used by visitors)

TABLE 5.1: Existing and Future Campsites

No.	Campsite Name	Location and description	Zone	Type of facility envisioned	Status
1	Peace of Paradise Campsite	Located on the Orange River at the boundary of the conservancy. This will be a larger campsite and will serve as an entrance gate to the conservancy. This will be a target camp for large groups, such as Overland trucks.	East	Manned. Full facilities.	To be built
2	Kanikaip	Located on the banks of the Orange	East	Manned.	To be built

	Campsite	River west of Peace of Paradise. Currently used by river guides.		Full facilities	
3	//Hom Xhannies Campsite	Located on the banks of the Orange River	East	Unmanned. Some facilities	To be built
4	Fluorspar Campsite	Located by the old fluorspar mine in Fluorspar Valley.	East	Unmanned. Some facilities	To be upgraded
5	Matjiesfontein Campsite	Near the end of the North South Road, next to the fountains. Permanent water available	East	Unmanned. No facilities	To be demarcated
6	Nama Campsite	Located in the Stinkfontein Mountains. Will be a traditional-style Nama camp, built with natural materials.	Central	Unmanned. Some facilities	To be built
7	Black Face Mountain Campsite	Located in between Rooiberg and Sun Valley.	East	Unmanned. No facilities	To be demarcated
8	Sun Valley Campsite	Located in Sun Valley	East	Unmanned. Some facilities	To be demarcated
9	Cornell's Camp	Located in Cornell's Mountains east of Tierhoek	Central	Unmanned. No facilities	To be demarcated
10	Perdewater Campsite	Located in the conservancy south of Kuboes.	West	Unmanned. No facilities	To be demarcated
11	Kuboes Campsite	Located in the conservancy south of Kuboes. Will be next to the north entrance to the conservancy.	West	Manned. Full facilities	To be built
12	Tierhoek Campsite	Located in Tierhoek	West	Manned. Full facilities	To be built

10. Information Centres

10.1 Goals

- 10.1.1 To determine the existing information centres in the towns and in the Richtersveld Community Conservancy.
- 10.1.2 To determine the operations and necessary upgrades for the information centres.
- 10.1.3 To plan for one central place for all bookings.
- 10.1.4 To determine and improve cooperation and communication between information centres.
- 10.1.5 To determine who is responsible for maintenance and the operational costs of the centres.
- 10.1.6 To develop an information centre at the entrance gate at Rooiberg complex.
- 10.1.7 To utilize information centres as the place to sell entrance and camping permits.
- 10.1.8 To develop space where local entrepreneurs can display and sell their products and curios.
- 10.1.9 To train and educate employees at all centres.
- 10.1.10 To establish an information centre at Tierhoek.

10.2 Existing Information Centres

- 10.2.1 **Eksteenfontein Information Centre:** Eksteenfontein Information Centre is managed by the Rooiberg Committee and the Eksteenfontein Women's Union, which also is responsible for the creation of a museum. The information centre takes bookings for both Rooiberg and Kom-Rus-'n-Bietjie guesthouses. Currently there is some cooperation with other information centres in the Richtersveld, but this can be improved.
- 10.2.2 **Kuboes Information Centre:** There is no permanent presence at the information centre and there is unreliable telephone service. Bookings are made for the Kuboes Guesthouse but there is no information about other Richtersveld activities or accommodation.
- 10.2.3 **Additional information centres:** In **Sendelingsdrift** is an information centre but it has mostly information about the Richtersveld National Park. In **Alexanderbaai**, the Alexanderbaai Museum provides information to tourists and focuses mainly on mining. In **Brandkaros** there information about the Richtersveld region at the tourist campsite. In **Port Nolloth** there is an information centre.

11 **Entrance Gates**

11.1 Goals

- 11.1.1 To specify all the main entrance routes to Conservation Area.
- 11.1.2 To specify where gates must be established.
- 11.1.3 To regulate the traffic flow of the Conservation Area.
- 11.1.4 To determine the number of tourists who visit the Conservation Area.

11.2 Existing Entrance Gates:

- 11.2.1 **Rooiberg Entrance:** There is a recently established gate at the Rooiberg complex. This gate is the most southerly entrance of the Conservation Area. It is currently un-manned at this time but there will be someone employed soon.

11.3 Entrance Gates to be Built:

- 11.3.1 **Peace of Paradise:** There should also be an entrance gate at Peace of Paradise which is the entrance to Helskloof Nature Reserve. This gate was established by the Northern-Cape Nature Conservation, but currently there is no one employed there.
- 11.3.2 **Tierhoek 1:** West
- 11.3.3 **Tierhoek 2:** West
- 11.3.4 **Eksteenfontein:** South
- 11.3.5 **Kuboes:** North
- 11.3.6 All other smaller entrances to the conservancy must have clear signage to direct visitors to the entrance gates.

12 **Fences**

12.1 Goals

- 12.1.1 To determine location, approximate length and condition of all fences.
- 12.1.3 To determine which fences should be removed and which should be maintained.

12.2 Some existing Fences

12.2.1 Former Economic Unit fences: There are 23 former economic units within the conservancy area. All have fenced perimeters, and some have internal camping fences. Most boundary fences are in tact.

12.2.2 Helskloof Nature Reserve Fence: This fence serves as the border between the conservancy and the Helskloof Nature Reserve.

12.2.3 Rooiberg Guesthouse: This small perimeter fence should be dismantled when a caretaker is installed.

13 Administrative offices

13.1 Goals

13.1.1 To determine the locations for future administrative offices.

13.2 Existing administrative offices

13.2.1 **Eksteenfontein:** Currently all administrative tasks are handled in the CPA offices in Eksteenfontein.

13.3 Future administrative offices

13.2.2 **Tierhoek**

13.2.3 **Peace of Paradise**

14 Other sites / developments

14.1 **San Graves:** This site, located on the Boundary Road, needs protection from visitors. Appropriate signage and a notice board are required.

14.2 **Nama Graves:** There are two known sites: one is located north of Peace of Paradise campsite; another is located south of Rooiberg and may be a San Grave or a Nama Grave.

14.3 **Petroglyphs:** There are numerous known petroglyph sites south of and in the vicinity of Peace of Paradise. There is also a site near Cornellsskop. Graffiti and vandalism threaten the sites and signage and management are required.

14.4 **Landing strips:** There are two landing strips in the RCC. The one at Rooiberg is functional and the one off the North South Road is in disrepair and cannot be used. These need to be upgraded and can serve as emergency landing areas.

14.5 **Wondergat SAHRA site:** Signage and a notice board are required. The site is potentially dangerous and proper demarcation of the site is needed.

COMMUNICATION PLAN FOR THE RICHTERSVELD COMMUNITY CONSERVANCY (RCC) REVISED, 2005

THE AIM OF THE COMMUNICATION PLAN:

To effectively produce and make available all relevant information about the Richtersveld Community Conservancy to the public and involved stakeholders and to strengthen relationships between all interested and affected parties.

2. MISSION OF THE COMMUNICATION PLAN:

2.1.1 To apply the mandate of the different role players including the landowner by supplying back reporting regarding information related to the development of the Conservancy Area, like job opportunities and empowerment.

3. AIMS:

- To spread information on the establishment of the RCC as well as the processes which led to it
- To publicize the unique nature of the region and the role of wise management in bringing benefits to local people and conserving biodiversity
- To respect and support existing and future land uses and ensure their sustainability and that one land use does not take precedence over another
- To carry out proper planning of the RCC
- To use resources on a sustainable way to avoid the exhaustion of it
- To publicize throughout the community the various management systems and plans for the RCC being adopted by the RCC Management Committee
- To determine, mitigate and monitor impacts on the RCC
- To raise awareness about the cultural heritage off the Richtersveld and the needs for its preservation
- To promote sustainable development
- To create job opportunities for local people
- To promotion and support small enterprises

These aims can be achieved by the following actions:

- * Reporting how the Management Committee of the Conservancy Area is operating, especially how inputs can be done by the public and other role players
- * Distributing Progress Reports of the Manager of the RCC Management Committee
- * Informing the community about new and proposed developments in the RCC
- * Promoting and publicizing job opportunities
- * Memorandums of Understanding and agreements
- * Promoting and publicizing Capacity Building programmes
- * Publicizing and spreading the Infrastructure, Marketing, and Financial Feasibility Plans
- * Protected plants can be visited by tourists under the guiding of field guides

Outline for actions to link role players in the Richtersveld

Role players	Aims	Steps	Budget	Indicator
1. Richtersveld Communities: Lekkersing, Kuboes, Sandrift and Eksteenfontein	<p>1.1 To build good relationships with the communities</p> <p>1.2 To ensure that Richtersveld Communities are well informed about developments in the RCC</p> <p>1.3 To develop a sense of pride in the communities</p> <p>1.4 To ensure that the Richtersveld community stays updated about the Implementation of the Management Plan</p>	<p>1.1.1 Quarterly back reporting meetings</p> <p>1.1.2 Use of pamphlets and memorandums to supply information quarterly</p> <p>1.1.3 Establishment of a radio station for the RCC areas with input collected from the public and information spread</p> <p>1.1.4 Die Richtersveld Newsletter to be used as well as the District Municipality and the Provincial Government's newsletters to spread information to the public, and to get inputs (biannually)</p> <p>1.1.5 Use of public meetings (such as IDP meetings) to explain the RCC and to discuss relevant issues</p> <p>1.1.6 Use of notice boards in each village in the Richtersveld to keep the local people who don't attending meetings updated about developments in the RCC</p> <p>1.1.7 Development of the RCC's own notice board to advertise short news reports of issues</p>	<p>Travel R3000 per quarter</p> <p>Pamphlets R1000 per quarter</p> <p>Radio station R8000</p> <p>Advertising R2000 per advertisement</p> <p>Notice boards @ R500 each for the four villages</p> <p>RCC Newsletter R 4500</p>	<ul style="list-style-type: none"> • More people of the local communities show their interest by attending public meetings • Local communities are well informed about development in the RCC during information sessions • Local people can talk with greater confidence about the RCC • More members of the local communities are representative on the Management Committee of the RCC • More input from the local communities is collected through the RCC's own newsletter

Role players	Aims	Steps	Budget	Indicator
		<p>related to the RCC</p> <p>1.1.8 Expansion of the role of the Management Committee members</p> <p>1.1.9 Development of a newsletter for the RCC</p>		
2. Richtersveld Community Property Association	2.1 To develop a MOU/ agreement with the CPA to build good relationships with them	<p>2.1.1 Information can be exchanged via the CPA representative on the Management Committee through information packets which can be sent on a quarterly basis</p> <p>2.1.2 An evaluation form can be developed and sent on a monthly basis to the CPA to get their input</p> <p>2.1.3 Regular meetings with the CPA</p>		<ul style="list-style-type: none"> • The CPA and the Management Committee are working closely together on issues related to the Conservancy Area • The CPA members are well informed about development in the Conservancy Area • Additional CPA representatives on the Management Committee
3. Richtersveld Municipality	<p>3.1 To set up a MOU with the Municipality.</p> <p>3.2 To build up good relationships with them</p> <p>3.3 To keep the Municipality updated of the Implementation of the Management Plan</p>	<p>3.1.1 Regular meetings with the Municipality</p> <p>3.1.2 Regular updates about the development of the RCC sent to the municipality</p>	<p>Meetings R700 (including travel and snacks)</p> <p>Pamphlets and newsletters combined as an information packet</p>	<ul style="list-style-type: none"> • The Municipality working closely with the Management Committee and according to the MOU • The Municipality well informed about issues related to the RCC and giving input on a regularly basis

Role players	Aims	Steps	Budget	Indicator
4. Richtersveld Tourism Association	4.1 To work closely with the Richtersveld Tourism Association 4.2 To use this association to spread information on conservation	4.1.1 Develop a plan which shows how the Richtersveld Tourism Association and the RCC can link with each other to be of mutual benefit 4.1.2 Send regular information packets to the Tourism Association to keep them updated about development in the RCC	Meeting R700 (incl. Travel) Pamphlets and newsletters combined as an information packet	<ul style="list-style-type: none"> • More tourism associations are involved in the RCC • The Tourism Association taking on marketing initiatives about the Richtersveld
5. Richtersveld National Park	5.1 To develop a closer connection with the Park and foster collaboration 5.2 To build up good relationships with the Park to work together in the future 5.3 The joined vision is as follows: "To conserve the unique biodiversity and undamaged landscapes and to manage it to the benefits of the local people as well as the overall humanity."	5.1.1 Write a letter to SANParks to restore contact (Duty of the Administration Officer) 5.1.2 Old regular meetings with the Park for each to keep informed about developments in both Protected Areas 5.1.3 Develop a MOU to see how the two Protected Areas can work together to achieve the joined vision 5.1.4 Set up an evaluation form for both which can be discussed in meetings to see what lessons can be learned during development in the Park as well as in the RCC	Meetings R700 / quarter	<ul style="list-style-type: none"> • A formal contact mechanism developed between the Park and the RCC • Regular contact between the Park and the RCC to discuss issues related to the RCC • The Richtersveld National Park well informed about the Implementation of the Management Plan and additional updates
6. Farmers Union	6.1 To build good relationships with the	6.1.1 Regular news reports about the RCC in the Agricultural	Publication in Agricultural	<ul style="list-style-type: none"> • Increasing interest in how to apply correct conservation

Role players	Aims	Steps	Budget	Indicator
	Farmers Union and to have their full cooperation and support	<p>6.1.2 Newsletter (The duty of Admin Officer/ Management Committee)</p> <p>6.1.3 Regular communication with the farmers to get their input towards the RCC</p> <p>6.1.3 Written correspondence and questionnaires given to farmers and in person communication with farmers, because farmers are not always available for meetings</p> <p>6.1.4 Competitions for the farmers - for example "The Farmer of the Year" the farmers who apply to best conservation techniques</p>	<p>Newsletter R5000</p> <p>Prize R5000/year</p> <p>Instruments to help them in applying good conservation techniques</p>	<p>methods</p> <ul style="list-style-type: none"> • Good support from farmers during meetings • More farmers with a developed sense of pride in the RCC and more farmers applying correct grazing methods to contribute to the conservation of our unique biodiversity
7. Northern Cape Nature Conservation	<p>6.1 To build up good relationships with Northern Cape Nature Conservation</p> <p>6.2 To work closely with the Northern Cape Nature Conservation</p> <p>6.3 To get acknowledgement from the Northern Cape Nature Conservation</p>	<p>7.1.1 Regular information packets about development in the RCC sent to them</p> <p>7.1.2 Annual meetings organized to get their valuable input</p> <p>7.1.3 Postcards and other correspondence sent to Northern Cape Nature Conservation (The duty of the Admin Officer)</p> <p>7.1.4 Invitations extended to the Northern Cape Nature Conservation to come and visit the RCC. This can happen on a regularly basis</p>	<p>Pamphlets and newsletters combined as an information packet.</p> <p>Meeting R2000/ meeting (incl. Travel)</p> <p>Post cards R250</p>	<ul style="list-style-type: none"> • Regular contact with the Northern Cape Nature Conservation • Regularly input from the Northern Cape Nature Conservation • Members of the Northern Cape Nature Conservation visiting the RCC on a regular basis to stay updated on developments in the RCC

Role players	Aims	Steps	Budget	Indicator
8. Namaqua District Council	8.1 To build up good relationships	7.1.5 Regular information packets about development in the RCC sent to them 7.1.6 Regular and annual meetings held	Pamphlets and newsletters combined as an information packet. Annual meetings R700	<ul style="list-style-type: none"> • Namaqua District Council in continual contact with the RCC • Good representation of the Namaqua District Council in meetings where issues related to the RCC are discussed
9. Eco Africa (Supportive Organization)	8.1 To get the full support of Eco Africa	9.1.1 Regular meetings to keep them updated on developments in the RCC and also to get their inputs 9.1.2 Information packages sent to them	Meetings R3000/ meeting Pamphlets and newsletters combined as an information packet.	<ul style="list-style-type: none"> • Eco Africa's continued close work with the Management Committee of the RCC
10. Conservation International (CI)	10.1 To establish a formal contact mechanism 10.2 To build up good relationships with CI as well as other funders	10.1.1 Information packets to be send every month to CI 10.1.2 Send post cards and updates to the CI and other funders to maintain good relations (The duty of the Admin Officer via Email) 10.1.3 To send monthly as well as annual reports to CI	Pamphlets & newsletters combined as an information packet Post Cards R250	<ul style="list-style-type: none"> • Regular visits by CI to the RCC • CI remain very positive about results in the RCC and new initiatives to advance the RCC
11. C.B.N.R.M. Programme	11.1 To build up good relationships between the RCC and the CBNRM Programme	11.1.1 To send information packets to them 11.1.2 Regular meetings to get their inputs and maintenance of good relations and the	Pamphlets & newsletters combined as an information packet	<ul style="list-style-type: none"> • Good and continued support from the C.B.N.R.M Programme • Good communications and

Role players	Aims	Steps	Budget	Indicator
		Programme's support for the RCC		continued cooperation
12. Youth	<p>11.1 To make the youth of the Richtersveld aware of the importance of conservation and the RCC</p> <p>11.2 To get the youth actively involved in conservation efforts</p>	<p>12.1.1 The Annual Richtersveld Youth Summit can be used to give the youth information about the RCC and to get their input</p> <p>12.1.2 Youth Gatherings can be held once a year</p> <p>12.1.3 Youth Forum meetings, youth seminars, trainings and opportunities to give the youth information and to get their inputs</p> <p>12.1.4 Educational tours through the RCC</p> <p>12.1.5 Volunteer activities by the Youth to get them involved in conservation</p> <p>12.1.6 Youth can come up with its own conservation projects in the communities</p> <p>12.1.7 Articles, poems, stories about the RCC can be written by the Youth and published on D-List or in the Richtersveld News</p> <p>12.1.8 Public Youth Days to give the youth more information about the RCC and to keep them updated</p>	<p>Youth Trips R10000</p> <p>Publications R2500</p>	<ul style="list-style-type: none"> • Youth actively involved in conservation projects • Youth fully informed and more reports written by youth appearing in the newsletter • Built enthusiasm for volunteer work and further willingness to learn more about the RCC • Youth taking own initiatives to organize Youth Gatherings to get input on how they can contribute to the conservation of our nature • Increased initiatives by Youth to spread information on conservation and the RCC (such as posters etc) on Youth Days or Environmental Days • More youth members representative on the Management Committee of the RCC
13. Women	13.1 To get women	13.1.1 Use Women's Association	Meetings	<ul style="list-style-type: none"> • More women representative

Role players	Aims	Steps	Budget	Indicator
	actively involved in conservation initiatives	<p>Meetings to inform them about developments in the RCC on a regular basis and how they can benefit and be involved</p> <p>13.1.2 Use public women's gatherings like Women's Day to spread information and to get input</p>	R300	<p>on the Management Committee of the RCC</p> <ul style="list-style-type: none"> • Women organizations bringing the RCC into their Management Plan/ Business Plans • Women who are already actively already in any projects like Textile Printing Group, the Needle work group, and Women Associations working more closely with the Management Committee of the RCC
14. Tourists	<p>13.1 A good management plan which will advertise the RCC which can lead to increased tourism</p> <p>13.2 Marketing Strategy to increase tourism</p>	<p>14.1.1 Linking with tourists via website to advertise the RCC.</p> <p>14.1.2 Radio communication between tourists and RCC management for emergencies</p> <p>14.1.3 Marketing for the Conservancy can be done through Get Away magazine</p> <p>14.1.4 Brochures about the RCC</p> <p>14.1.5 Signage throughout the RCC to assist tourist in getting around safely</p> <p>14.1.6 Design postcards with pictures of the RCC to send or sell to tourists</p> <p>14.1.7 Visitor's books to be filled out</p>	<p>Radios R5000 for 10</p> <p>Marketing R2500</p> <p>Brochures R1500</p> <p>Post cards R250</p> <p>Visitor book R250/year</p>	<ul style="list-style-type: none"> • Increase in the flow of tourists towards the RCC • More people worldwide and throughout South Africa aware of the RCC • Good efficient statistics about the number of tourists visiting the RCC

Role players	Aims	Steps	Budget	Indicator
		at entrance gates		
15. Founders	15.1 To raise the interest of more founders 15.2 To maintain good relationships with the founders	15.1.1 Use of the internet to communicate with founders in order to build good mutual relationships 15.1.2 Newsletters to be sent to the founders on a regular basis to keep them informed about developments in the RCC 15.1.3 The availability of annual and monthly reports to founders		<ul style="list-style-type: none"> • Regular visits by founders to the RCC • Good formal communication mechanisms in place • Founders aware of more opportunities for and from the RCC
16. Workers	16.1 To build a good understanding between Management and workers of the RCC to ensure future cooperation	16.1.1 Good communication between management and workers for both to voice their views and concerns 16.1.2 Determining the priorities as well as requirements acceptable for both parties in order to raise standards		<ul style="list-style-type: none"> • The workers of the RCC more capable of executing tasks • More opportunities for workers to voice their opinions • Better understanding between the personnel of the RCC
17 Management Committee members (internal communications)	17.1 To have a good organized Management Committee at all times	17.1.1 Committee Members must come prepared to meetings after agenda points have been cleared 17.1.2 Committee Members must stay on the agenda points. 17.1.3 Committee Members must keep an open mind 17.1.4 Committee Members must help the Chairperson wherever		<ul style="list-style-type: none"> • Good facilitating being done by Committee Members during meetings • People who attend the meetings are more enthusiastic and more willing to contribute to the meetings • More people are showing

Role players	Aims	Steps	Budget	Indicator
		<p>possible</p> <p>17.1.5 Committee Members must try to be positive and exercise constructive criticism</p> <p>17.1.6 Committee Members should offer your tactical solution to those with differing opinions</p> <p>17.1.7 Committee Members must be honest</p> <p>17.1.8 Committee Members should create a “lessons learnt” form to fill in after every meeting to ensure future improvement</p>		<p>their interest by attending the meetings</p> <ul style="list-style-type: none"> The priorities of each meeting are determined

DETAILS OF ROLE PLAYERS

ORGANISATION	CONTACT PERSON	AREAS	TEL	FAX	E-MAIL
Richtersveld Community (Info available)	Community Representatives (Info available)	Satellite offices	Satellite offices	Satellite offices	Satellite offices
Richtersveld Municipality	Mrs. J. Cloete	Municipal Manager Private Bag X113 Port Nolloth 8280	027 851 1111	027 851 1101	port@lantic.net . www.richtersveld.org .
Richtersveld Tourism Association	Mr. A. De Wet	Richtersveld Municipality Private Bag X113 Port Nolloth 8280	027 851 1111	027 851 1101	port@lantic.net . www.richtersveld.org .

Richtersveld National Park	Mr. W. Louw	PO Box 406 Alexander Bay 8290	027 8311 506	027 8311 075	
Farmer's Union	Miss. B. Nieuwoudt	PO Box 451 Alexander Bay 8290	027 8312 064	027 8311 064	
Northern Cape Nature Conservancy	MEC. P.W. Saaiman				
Namaqua Regional Municipality	Mr. Joshua Losper	Van Riebeeck Str. PO Box 5 Springbok 8240	027 712 8000	027 7128 040	info@namaquadm.gov.za
Eco-Africa	Prof. F. Odendaal	Cape Town	021 448 3778	021 447 2614	francois@ecoafrika.co.za
Conservation International (CBNRM)	Mr. H. Strauss	PO Box 95 Eksteenfontein 8284	027 851 7420	027 851 7420	henleys@antic.net
C.P.A	Mr. F. Strauss & Miss.C.Cloete	PO Box 51 Eksteenfontein 8284	027 851 8373 083 4571976 027 8311648	027 851 8373	floors@kingsley.co.za kubnor@lantic.net