



Magister Visit to Kleinmond

MAGISTER paid us another visit on the 28th of September 2013.

This was the third time in two years that they have paid the area a visit.

MAGISTER is a student placement center, they assign internationally qualified students to employments around the Western Cape and this contributes to their internship in order to obtain their degree.

This time 22 international students arrived mainly from Germany, France and a scattering from other nations.

The group stayed over at the Backpackers in Betty's Bay, last year they resided in Kleinmond in my home.

Saturday afternoon was spent surfing in Betty's Bay and in the evening they watched the sun set in Pringle Bay.

They arrived back late and quickly explained that they had met someone called Nick who took them to his house where they were given copious quantities of wine. They then headed back to the Backpackers.

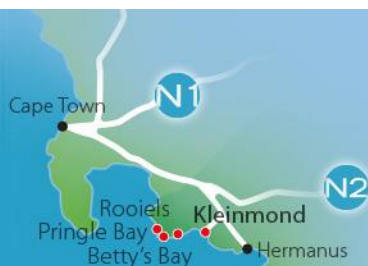
For dinner I made a Potjie for 25 people which was consumed in no time, followed by a lip-smacking desert.

Breakfast time saw me back at the Backpackers for scrambled eggs with mushrooms, bacon, freshly baked bread rolls, cereal, fruit and yogurt.

After an eloquent sufficiency, the group departed for Rooisand Nature Reserve before heading out to Hermanus in high hopes of catching a glimpse of a whale.

Their comment on the area: "Absolutely stunning – we will be coming back again"

Written Klem Dunstan (EXCO – Development)



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Sonnedou- en Vlieëbos-families *deur Mariaan Guest*

’n Verskeidenheid van blomplante wat in klam grond groei, kom voor op die hange en vlaktes tussen die berge en die kusduine.

Van die inseketende plante wat op klam plekke of tydelike sytelings groei, is die Droseraceae (sonnedou-familie). Die 10 sonnedou-spesies wat hier voorkom, se blomkleure wissel van wit na pienk, geel, pers tot rooi. *Drosera cistiflora* en *D. hilaris* kom mees algemeen voor. Die plante groei gewoonlik op arm grond. Die klierhare op hul blare is klewerig en “vang” die insekte vas en skei ensieme af wat die insekte verteer. So kry die plant die nodige voedingstowwe. Hulle blom gewoonlik van Augustus tot November.

Van die Roridulaceae (vlieëbos-familie) kom net een spesie hier voor, nl. *Roridula gorgonias*, wat tot een meter hoog kan groei met helder pienk blomme. Die spesie verteer egter nie self die insekte nie maar leef in simbiose met ’n inseketende besie, *Pameridia roridulae* (Orde: Hemiptera) wat net ’n paar millimeter groot is. Die vlieëbos se blare skei egter nie verteringsensieme af nie en verskaf ’n veilige blyplek vir die besie wat nie deur die taai gom van die klierhare vasgevang word nie. *Pameridia*-besies se pote is aangepas met hare wat verhoed dat hul vassit. Gewoonlik word net klein insekte vasgevang, maar af en toe ook groter insekte soos bye en wespe. Die besie vreet die insekte en sy uitwerpsels verskaf die nodige voedingstowwe wat deur die blare geabsorbeer word, aan die plant. Bye sowel as jong besies help met bestuiwing van Roridulaceae.

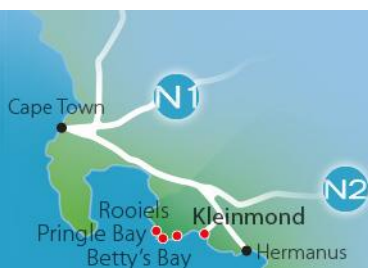


***Drosera* sp.**



Roridula gorgonias

Daar is net twee spesies in die vlieëbos-familie, waarvan albei in die Wes-Kaap in die fynbos voorkom. Die ander vlieëbos-spesie is *Roridula dentata*. Hulle verspreidingsgebied is klein, maar die plante word nog nie as rooidata-spesies gelys nie. Die besie *P. roridula* leef in simbiose met albei vlieëbos-spesies.



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A Night in Windsor

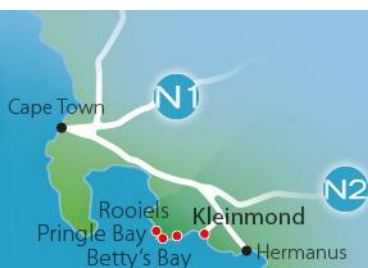
The hotel was built in 1896 by Benjamin Rainsford and initially served as a sanatorium or health resort for patients who were in need of high ground convalescing vacations. The quality and restorative benefits of the renowned Champagne air in this area were acknowledged by the medical and health fraternities.

In 1931 David Allengensky bought The Sanatorium and on his return from England aboard the Union Castle Ship, Windsor Castle, he was so enthralled with the service he received there, that he changed the name to The Hotel Windsor.

Basil Clark-Brown and his wife Eve purchased the hotel in 1981 and set about restoring the Windsor to its original magnificence with unbreakable resolve and spirit. This included supplementing the hotel with an additional section known as the West Wing. During 1996 the hotel was procured by the couple's eldest son, Garth Clark-Brown. Up until today Garth has managed to retain a most subtle balance between the classic, traditional ambiance of the original Windsor Hotel and whilst evolving with modern equipment and technology. Since the unwavering principle to provide a relaxing resides at reasonable rates for any individual who will be able to take pleasure in the splendour of Hermanus whenever they wish.

Upon our arrival at The Windsor we were welcomed by the pleasant reception team with warm smiles, and an eager approach to assist and make us feel right at home from the very start. The check-in procedure was swift, efficient and professional. The waiting and housekeeping team were just as courteous and efficient in their approach and tasks.

Except for the vintage charm and superb buffet breakfast the Windsor offers her guests, the overriding distinctive factor is unquestionably the location of this amiable establishment. The exquisite ocean views from the lounge, breakfast/dining room, recreation areas and more than 30 sea facing bedrooms, makes for uninterrupted whale watching during Whale Season. This and the fact that you can take a peaceful walk to numerous restaurants and shops nearby, marks this Hotel as one of the most sought after accommodation establishments in Hermanus. **Written by Yolandi Prinsloo – Hangklip-Kleinmond Tourism**



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TOURISM MEMBERS UPDATED ON PROJECTS IN THE HANGKLIP-KLEINMOND AREA

The tourism industry is alive and well in the Hangklip-Kleinmond area if one looks at the attendance of the members mingle that was held last Wednesday at Alimento Restaurant in Kleinmond.

In total 44 Members turned up for the event, where they not only enjoyed good food and a wine tasting presented by Wildekrans Wine Estate, but were also briefed on two important projects that will affect tourism in the area.

Neville Green, Environmental Diversity Manager at Overstrand Municipality, talked about the upgrading of the facilities at the Stony Point Nature Reserve, which is not only one of the last strongholds of the African penguin, but has high heritage value with old Strandloper middens and the remains of an early twentieth century whaling station on the site and close links with a women run radar station during the Second World War to protect our coastline against U-boats.

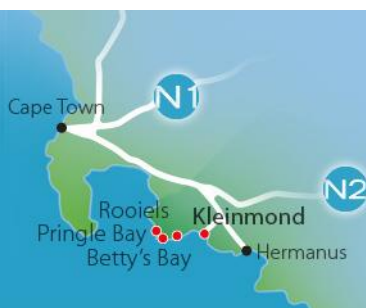
Cliffie Krouse gave an update on the progress with arrangements for the Big Blues Music Festival that will take place in the Kleinmond Harbour on 28 February and 1 March 2014. He called on members of the community to become involved and said open meetings are held every first Wednesday of the month (4 December, 8 January and 5 February) at the Hangklip-Kleinmond Tourism Bureau to discuss ideas and plans for our area's biggest musical event annually.

HKTB Chairperson Clinton Lerm announced that the Bureau will move to new premises early next year which will be more visible and invited anyone interested in sharing space with the tourism bureau to contact them.

He also referred to the visitor statistics for October 2013, which indicated a slight decrease in numbers compared to October 2012 and can be ascribed to underlying economic influences. Clinton said there should be a greater focus on attracting visitors from the Cape Town area, especially now that foreign visitors are affected by the struggling economic situation in Europe and the USA.

Clinton told the members that within the Overstrand tourism ranks a new marketing opportunity opened up and that for an additional member's fee of R100 per year they will be allowed to place brochures at the other three tourism bureaux of the area – Hermanus, Stanford and Gansbaai.

Anyone interested in joining the Hangklip-Kleinmond Tourism Bureau or the Big Blues team, can contact bureau manager Celeste Scheepers or anyone of the other tourism officials at 028 271 5657 or visit them at the Tourism Bureau in Harbour Road, Kleinmond. **Written by Fanie Krige**



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Christmas epitomizes one of life's gloomiest paradoxes. While so many families and friends indulge in fine food and unwrap gifts from loved ones, the children from the *Overstrand Child & Youth Care Centre* can only wish and hope to be part of such an intimate Christmas celebration with family and loved ones. They do not have relations or families who can offer them comfort, provide them with a sense of security or basic material needs. There is no one to remember their birthdays or celebrate special occasions with and they don't receive Christmas gifts of their own either.

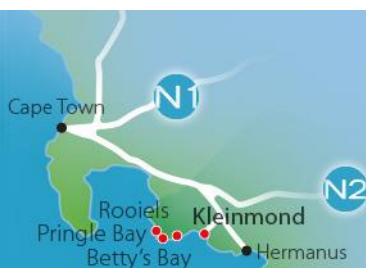
Santa's Helpers Shoebox Project provides a way for you to say to a child, "You are worthy and you are loved . . . and I would like to give you this small gift just so that you know you are not forgotten." It is a simple gesture that means more to these children than you can possibly imagine. What we consider to be daily necessities are unimaginable luxuries for these children.

If we can accumulate the items on the attached Wish List altogether, we may be able to provide each of the 7 girls and 16 boys currently living at the *Overstrand Child & Youth Care Centre* with an individual gift for Christmas. The intention is to take a more intimate approach to the project as opposed to the often detached and anonymous fashion these sort of undertakings come to pass.

Should you wish to make up your own Shoebox for one or more of the children please select children according to Name, Age and or Gender. Please contact The Hangklip-Kleinmond Tourism Bureau for more specific information. 028 271 5657 or at info@kleinmondtourism.co.za. If you are not able to drop off your filled Shoeboxes at The Tourism Office you can contact Carol Leslie on 084 928 1861/ bwc.payitforward@gmail.com and she will be more than happy to collect your filled Shoebox between 25 & 28 November and deliver it to our office.

Words cannot describe the sense of Spiritual Awareness that we receive when we give something, no matter how small, to another person. An act of compassion costs nothing, but it will be priceless to an abandoned child.

We will be making up the Shoeboxes during the first weekend of December 2013. If you are willing to support and assist with a contribution towards this project we ask that you please do so before 30 November 2013 so that we may deliver the gifts.



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An Orphan's Christmas Wish List

THERE ARE 23 CHILDREN IN NEED OF:

Toiletries: Face cloths; Towels, Soap, Toothbrush & Toothpaste, Shampoo, Hairbrush & Comb, Hair Elastics & Clips, Deodorant, Roll-on, Sanitary pads for the teens etc...

Dry Foods: Any Food are more than welcome

Clothing & Linen: Socks, Underwear, Pyjamas, Shorts, T-shirts, Shoes any other Clothing and/or Bed linen

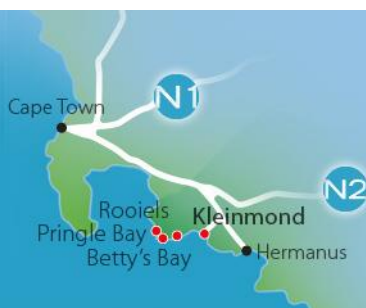
Sweets & Treats: Cookies, Candy, Biscuits, Drinking Milo/Hot Chocolate etc.

Educational and Recreational: Puzzles, Lego or Building Blocks, Books, Soccer Balls, Sports Equipment, Art & Craft Supplies, Colouring Books and Crayons, Stickers and Sticker Books, Toy Cars, Dolls, Soft Toys etc.

Here are some guidelines on the age ranges of the children:

7 boys:	6 - 10 years
3 girls:	7, 11 & 10 years
4 girls:	12 – 17 years
9 boys:	12 – 16 years

Please Contact us at Hangklip-Kleinmond Tourism Bureau if you need more specific information. 028 271 5657 / info@kleinmondtourism.co.za



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SOCIAL MEDIA TRAINING FOR CAPE WHALE COAST TOURISM BUREAU EMPLOYEES

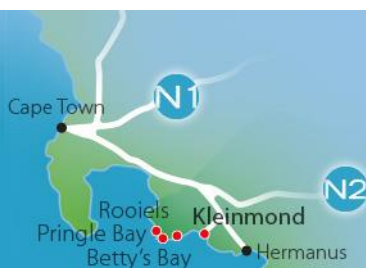
On 22 & 23 October 2013 seven staff members from the four Cape Whale Coast Tourism Bureaux, attended a two day Social media training course in Hermanus.

We were very fortunate to have Jaco Blom from **Dynamix Learning Solutions** as our skilled lecturer over these two days. Just as you thought that there is nothing considerable left to learn when it comes to social media platforms, Jaco opened up a whole new world of cybernetic opportunities. From sales increase to brand awareness to promoting your organisation online through the use of Twitter, LinkedIn, Blog spots and of course Facebook. And this is but the tip of the virtual iceberg!

With 2 new members linking every second of every day, it is no surprise that businesses in both the public and private sector are keen to capitalise on the empire of connections that **LinkedIn** can offer. Furthermore, LinkedIn have been active in their enhancement of site facilities. Once seen as the preferred application of practise by recruitment agencies or job seekers, the site is now capable of providing a superb service for finding, targeting and addressing your potential customer base – not to mention your existing clientele.

Twitter is widely acknowledged to be one of the fastest growing social media platforms in the world. Growth, per month, has been estimated to be in excess of 1,000% at its peak. Quoting its user base of hundreds of millions of people is largely pointless, because by the time you read this the figure will be significantly higher. It rises at an unmatched pace every day. Twitter is particularly powerful in its ability to promote a product or service to a previously untapped market. Its search engine means you can promote your brand in such a way that it will be seen by users you would have never otherwise had the opportunity to show your company to. It is exceptionally good at connecting with new customers.

But nothing even remotely compares to **Facebook** in terms of its user base, communicative powers and ability to connect people and businesses with their customers and potential consumer base. Some businesses have been quick to realize the benefits of Facebook as a marketing tool and this course demonstrates how companies can do the same to their advantage. *Yolandi Prinsloo – HKTB



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Greetings from the vibrant city of London!

As the year starts drawing to a close, things at the office are definitely speeding up as summer slowly creeps in. Here are some highlights of the past month that we have been working on, always with the objective of getting more people to discover and visit our beautiful province.

International News

Leveraging media internationally allows us to drive the message of the entire province to a broad international audience, and during October we had the opportunity to host, provide content, images and itinerary ideas to journalists from Turkey, Canada, USA, Germany, Australia, Dubai and Italy.

We are also running a CRM program with a major Russian Tour Operator. The program involves four targeted newsletters that is sent to Russian tour operators that sell outbound tours to Cape Town and the Western Cape. Each newsletter has a theme based on insights into the Russian tourist and we provide the content and images for these newsletters.

We also developed a digital guide of SMME's based in the Western Cape that will be used by our team at all trade shows going forward. The guide includes a list of SMME's, their contact details, websites and a description of their business.

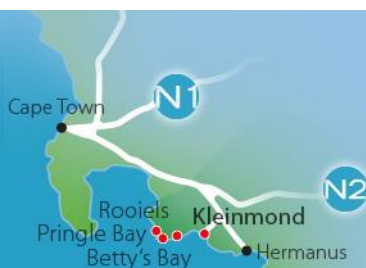
Domestic News

I recently presented at the TAE Plenary in Mossel Bay on building brand reputation (<http://www.youtube.com/watch?v=D1tw88iVPE0>).

Mossel Bay also hosted their TravelFest at the same time, with the exhibition in the beautiful Diaz Museum.

Sports Tourism

Sports Tourism is seen as one of the fastest growing areas of global travel, and we took advantage of showcasing our facilities by hosting international buyers in Cape Town who attended the Sports and Events Tourism Exchange in Durban at the end of October. The tour included a visit to Cape Town Stadium, the CTICC and a meeting with sports federations.



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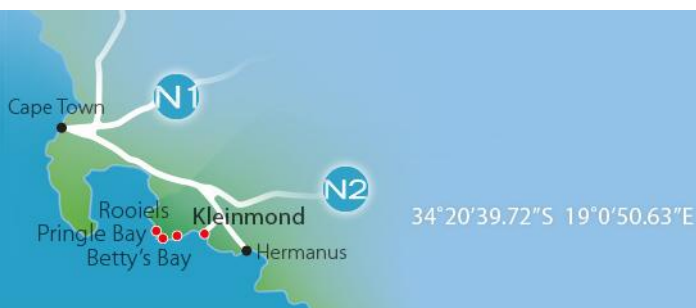
Brand Ambassador Launch

October also saw the launch of the Brand Ambassador program with retired Springbok rugby player and celebrity Bob Skinstad. In his role, he will be leveraging not only his celebrity status to drive awareness of the area (Gansbaai, Hangklip-Kleinmond, Hermanus and Stanford), but also on Twitter where he has over 84 000 followers. The aim is to build a positive brand association and awareness, which will hopefully ensure that not only do more people internationally and nationally learn about the area and what you can do there, but also drive them to visit the area.



Wesgro AGM

Our Annual AGM was held on the 24th November at the Bay Hotel to a full house. Here is a snap shot of the feedback on tourism from Nils Flaatten, Wesgro CEO.



DIARY OF EVENTS

14 November: Kleinmond Tuinbouvereniging afsluitingsvergadering 09:30am by die Fellowship Kerk

15 November: Kleinmond Belastingbetalersvereniging se Algemene Jaarvergadering om 10:00am by Gereformeerde Kerkzaal

20 November: Kleinmond Birdclub Outing to Rooiels and Stony Point. Enquiries: Paul/Pauline Bramhall 028 271 5170

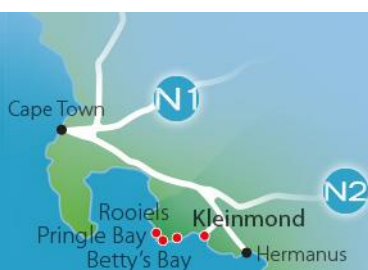
28 November: Reik na Herstel Borskanker Ondersteuningsgroep. RSVP teen 25 November 2013 by Rita 082 821 1807 of Shirley 082 789 7747

30 November: Stanford Stumble Fundraiser @ Stanford Hills Estate 15:00pm

Please remember to get your shoeboxes ready or bring us your donations toward the Overstrand Child & Youth Care Christmas Shoebox Project *before 30 November 2013*. If you have not selected a child from the list available at the Tourism Office, please contact us ASAP. Your contributions will be GREATLY appreciated. Thank You!

Kleinmond Craft Market every Friday 9:00 – 13:00 on 15, 22 & 29 November 2013.

Hurgen Rubow is looking for a travelling companion for a very long road trip. The road will take you along the Garden Route all the way to Mozambique, then via Botswana into Namibia right up to the north, and back down the West Coast again. Three months minimum, but can be extended to two years, and then indefinitely all around the world. If you can chuck your old life for at least three months, please contact Hurgen on 0849252165 or mail him on hsrubow@gmail.com



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