

The EXPEDITION Project

2012 Annual Report

The goals of The EXPEDITION Project 2012 were very clear – we weren't out to change the world or 'save Africa' (well not just yet), and we definitely didn't want to re-invent the wheel. We needed to establish the foundation and contacts needed to carry out this project successfully each year following 2012.

200 towns were identified to visit during the course of 2012 starting 1st January 2012 and then approximately 100 more would be identified in 2013. These +- 300 towns will then be re-visited annually in order for The EXPEDITION Project to be 'Africa's first sustainable and annually operating expedition'. Each year we will connect with the same people, businesses and initiatives as well as new people, businesses and initiatives, and by doing so find out the real situations, solutions and pitfalls across South Africa. These will be advertised via several mediums in an attempt to bring South Africa positively closer together and eventually inspire solutions rather than more problems. The foundation has now been laid in 2012 and so now the real work begins. This is only the beginning.

For ease of navigation and facilitation The EXPEDITION Project is broken down into the following four categories and from there four more sub-sections:

1. Life

- 1.1 The FOOD Project
- 1.2 The WATER Project
- 1.3 The EDUCATION Project
- 1.4 The HEALTH Project

2. Culture

- 2.1 The ARTS Project
- 2.2 The SPORTS Project
- 2.3 The EVENTS Project
- 2.4 The CAREER Project

3. Environment

- 3.1 The ENERGY Project
- 3.2 The CLIMATE Project
- 3.3 The COASTAL Project
- 3.4 The WILDLIFE Project

4. Business

- 4.1 The RETAIL Project



4.2 The MEDIA Project

4.3 The CORPORATE Project

4.4 The TOURISM Project

2012 Statistics

- Annexure 1 – 191 towns over 7 provinces covering 16500km
- Annexure 2 – 1940 surveys
- Annexure 3 – 56 projects
- Annexure 4 – 300 hospitality partners
- Annexure 5 – Financial summary
- Annexure 6 – The FILM Project
- Annexure 7 – Other surveys
- Annexure 8 – Photographic journal
- Annexure 9 – Proposed 2013 route and operations plan

In 2011 the South African government outlined the following as their priority areas:

- 1. Decent work and sustainable livelihoods*
- 2. Education*
- 3. Health*
- 4. Rural development and food security*
- 5. Land reform*
- 6. Fight against crime*

According to the South Africa Government Yearbook 2011, these translated into 12 outcomes to create a better life for all.

- 1. Improved basic education*
- 2. Long and healthy life for all South Africans*
- 3. All South Africans should be and feel safe*
- 4. Decent employment through inclusive growth*
- 5. A skilled and capable workforce to support an inclusive growth path*
- 6. An effective, competitive and responsive economic infrastructure network*
- 7. Sustainable rural communities with food security*
- 8. Sustainable human settlements and an improved quality of household life*
- 9. An effective government system*
- 10. Environmental assets and natural resources that are protected*
- 11. A better Africa and a better world as a result of South Africa's contributions to global relations*
- 12. An empowered, fair and inclusive citizenship*

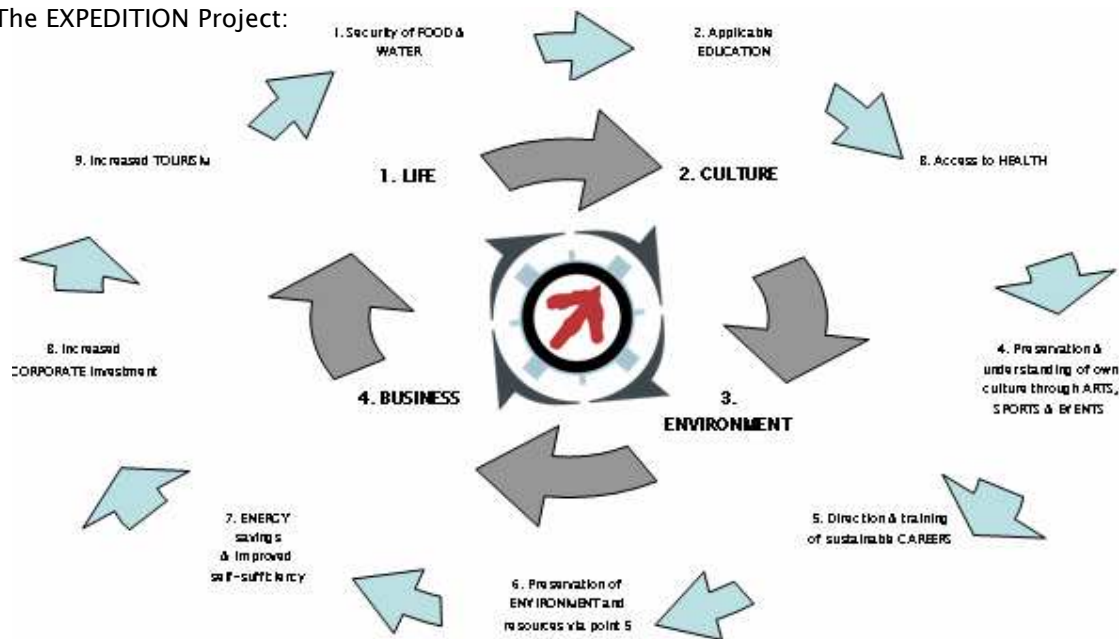
The EXPEDITION Project, using these as a baseline and overview of what has been proposed, then classified its own project categories for easier identification purposes of what is working and what is not. From there we



could effectively move forward in the most practical way. For example we were not out to directly change the transport system or fight crime, nor are we out to monitor government systems or its contributions to the global economy, but what we do might indirectly effect the way South Africa is looked at from within as well as how it functions moving forward.

Our objectives then developed into providing ideas and solutions for a healthy and educated life leading to sustainable careers (not just jobs) that could lead to a capable workforce while protecting our natural resources and environmental heritage. This would in turn assist with sustainable rural communities, food security and an improved quality of life. One of our big aims, however will be to create a reliable network across South Africa for all South Africans to use as a 'how, what, where, who' resource.

Enter The EXPEDITION Project:



1. Adequate FOOD security & self-sufficiency systems & WATER resource management
2. Applicable & relevant EDUCATION
3. Access to supportive HEALTH services
4. Preservation of all forms of national cultural heritage through ARTS, SPORTS & EVENTS
5. Direction & training of sustainable & pertinent CAREERS
6. Preservation of natural resources and ENVIRONMENTAL heritage
7. Renewable ENERGY saving subsidies & training

Ultimately benefiting:

8. Increased CSI and international investment
9. Increased local and international responsible TOURISM



1. The LIFE Project

Identified as the aspects that give and sustain our life but not just that, the projects within The LIFE Project are what give us quality of life.

Life has so many factors, however none more important than the basics or food, water, health and education. Addressing success stories and solutions will be our aim to fight poverty, hunger, drought and illiteracy.

This may sound broad but in fact it is very basic and rooted in the fundamentals of our lives. What keeps us alive? What ensures we survive? This is what The LIFE Project is all about.

The LIFE Project is thus divided up into the following components:

- 1.1 The FOOD Project
- 1.2 The WATER Project
- 1.3 The EDUCATION Project
- 1.4 The HEALTH Project

For now though the attention will be made to identifying projects in the following sub-sections:

1.1 The FOOD Project

FACTS: *More than 40% of South Africans live in rural areas, 60% of whom live in the former homelands. This is where the highest concentration of poverty resides in South Africa. The Integrated Food Security and Nutrition Programme aims to achieve physical, social and economic access to safe and nutritious food for all South Africans – its goal to eradicate hunger, malnutrition and food insecurity by 2015.*

OVERVIEW: World hunger is a challenge so daunting that we often just avoid thinking about it. Our aim with The FOOD Project is to develop and promote ways for people to be self-sufficient in the most sustainable way. It aims to create solutions to the problems like food shortages, degradation and environmental mismanagement.

Even though this is hardly a novel idea, we believe that South Africa, the gem of the continent can blaze a trail that will turn small steps into giant leaps forward. This will be done by initiating a food revolution by developing sustainable, organic solutions, publishing a self-sufficiency guide and showcasing self-sufficient homes and business in each community.

OBSERVATIONS: The implementation of RDP housing equipped with vegetable gardens was rare however present. Quite noticeably in Calitzdorp and Kleinmond houses had been set up with solar power, rain water tanks and vegetable gardens, however the residents had not be trained as to how to use these self-sufficiency methods of living. The operation of centers providing meals for communities, such as in Steinkopf, Hermanus



and Strusibaai, was seen to be more common however the type of meals may be filling the stomach but not the nutritional standard as specified as vital by the Department of Health – especially for pregnant and new mothers. The support of communities and chain stores in supplying expired food stuffs or damaged fruit and vegetables is without question a considerable help and something that should be encouraged and rewarded.

FOOD Sport Survey:



The following projects have been identified and highlighted for partnership:

- Ubuntu Drop In Centre, Steinkopf
- Meals on Wheels, Struisbaai
- Hou Moed, Hermanus
- RDP Housing Project and Vegetable Gardens, Kleinmond

1.2 The WATER Project

FACTS: South Africa is classified among the driest countries by world standards. It is located in a predominantly semi-arid part of the world. The country's climate varies from desert to semi-desert in the west to sub-humid along the eastern coastal area with an average rainfall of about 450mm per year. This is well below the world average of 860mm per year, while evaporation is comparatively high. The country's water resources are, in global terms, scarce and extremely limited.

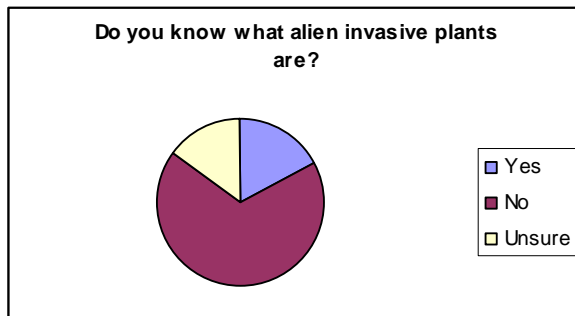
OVERVIEW: Water sustains everything on our planet. Life is not possible without it and yet so many people live without clean drinking water or proper sanitation. Many others waste this precious resource and take it for granted. Water may very well be the most important resource we have on Earth. This message will be carried with us like raging rapid into communities as we educate and create awareness.

OBSERVATIONS: Other than rain water tanks now being installed on some government housing projects the absence of water related projects was apparent. The government project – Working for Water – seems to be a success nationwide in terms of job creation, awareness and alien invasive removal and will hopefully continue to encourage population participation and education. While in Groot Marico we heard from the MRDP (Marico Rural Development Project) and the work they did after they had requested and



received finance of half a million rand to clear hundreds of hectares of alien invasive plant life around the nearby dam, of which was drying out and causing a drought. After employing many locals and clearing the alien plants the dam once again was back to full strength. This proved how much water alien plants use as opposed to indigenous plant life.

WATER Spot Survey:



The following projects have been identified and highlighted for partnership:

- Working for Water, Nationwide
- MRDP (Marico Rural Development Project), Groot Marico

1.3 The EDUCATION Project

FACTS: Education continues to receive the biggest share of the country's budget with an allocation of R165 billion.

OVERVIEW: The EXPEDITION Project believes that our schools are due for a massive overhaul. We want to see children learn the essential skills our society needs to overcome its state of crisis: conflict and relationship management, entrepreneurship, critical thinking, etc. We want to see a generation of innovators emerge from our schooling system that will lead global advances in fields like biomimicry and renewable energy.

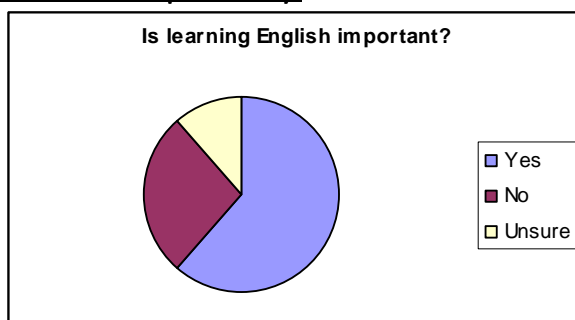
We cannot afford to leave the youth to figure this out as they go along. It is our responsibility to equip them now if we hope to create a prosperous country and a thriving planet. Our capacity for rapid advancement has created many social and environmental problems, but we can harness it for swift positive transformation too.

OBSERVATIONS: This sub-section is probably the most followed and talked about of our 16 projects and for good reason. It is true what they say – it all starts and ends with education – and this is so visible everywhere we have been. While we look to seek out success stories it doesn't mean we are ignoring the negative stories or failures but more than searching for the reasons behind the failures and issues as they are. Furthermore in the years to come we will digging even deeper to source out the original causes for the issues that face our



country and then how to positively resolve such issues. In short, when we have come across a problem in a town and asked the question “Why?” the answer has more than likely been – ‘education’. This does not mean to say that this is one dimensional education in the form of the under-privileged or poorly educated but also the ignorant and miss-informed. It takes all sides to actively make South Africa work and that means it is not simply a black and white issue or rich and poor issue. We are extremely culturally diverse and with that there is no one educational solution but many forms and styles of implementation of education. The EDUCATION Project is probably the broadest project we have on our books as we have to implement The EDUCATION Project into all the other 15 projects and ultimately they all depend on this one project to work in the long term.

EDUCATION Spot Survey:



The following projects have been identified and highlighted for partnership:

- The Shine Trust, Cape Town
- Community Development Centre, Steinkopf
- Thabang, Thabazimbi
- School Greening and Enviro Edu Project, Ramsgate
- Nourish, Acornhoek
- Ecolabel Projects, Hluhluwe
- Ubuntu Drop In Centre, Steinkopf
- Steinkopf Crèche, Steinkopf
- Drop In Centre & Youth Development Centre, Garies
- Elands Bay Pre-school, Elands Bay
- THANDA After School, Hibberdene
- Bizana Youth Development Centre, Bizana
- Port St Johns Youth Centre, Port St Johns
- ICDP Trust, Grahamstown
- Amakhala Foundation, Paterson
- Masithandane, Sedgefield



- Learn to Earn, Hermanus
- Hou Moed, Hermanus

1.4 The HEALTH Project

FACTS: *The Department of Health's 10 point plan for the health sector includes the following:*

1. *Strategic leadership*
2. *National Health Insurance system*
3. *Improving the quality of health services*
4. *Improving man-management*
5. *Improving human resources*
6. *Revitalising infrastructure*
7. *Accelerating implementation of HIV/AIDS, STD strategic plan and increasing focus on TB*
8. *Reviewing drug policy*
9. *improving effectiveness of health system*
10. *Strengthening research and development*

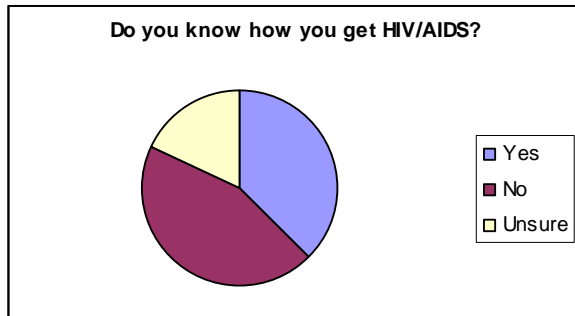
OVERVIEW: Malaria, HIV, AIDS, TB, Hepatitis, and malnourishment – these are just some of the worldwide health problems we face. The aim of the HEALTH Project is to create awareness, educate and assist with pertinent health issues – from basic hygiene to life-threatening illnesses – but more importantly to assist the Department of Health with basic health necessities and nutritional values for pregnant mothers and new borns. The latter will assist the all important healthy development of the nation's future.

OBSERVATIONS: Health services pose probably the most expensive and expansive task for South Africa and with it come several scenarios being voiced by the public. HIV/AIDS awareness and support is still the most advertised of the health services with clinics noticeably in most medium to large size towns. The stories of having to walk all day to get to a nearby clinic from rural areas was mentioned while in Zululand and Kwa-Zulu Natal and we are sure it must be the same for most outlying towns in the Eastern Cape and elsewhere. The support for family planning is visible however according to the Department of Health and is a necessary focus especially for pregnant and new mothers. The majority of the community projects we visited focus on either education or health and in most cases a combination of both. The loveLife Centers across South Africa, for example, are supplied with the right ideas however poor management and resource support (as was the case with the Bray and Bizana branches). Health is a multi-pronged project both for government and for The EXPEDITION Project as the supply of resources and health services in the form of clinics and hospitals are just as important as the educational and awareness campaigns. Finally, a major health concern (linked with environment and water) is the amount of informal waste sites across South Africa but in particular in Limpopo, Kwa-Zulu Natal and the Eastern Cape. We felt that this could not be primarily blamed on municipal services but rather a combination of community ignorance and municipal inefficiency. Similarly the attitude towards



litter has been appalling and when individuals are questioned about their blatant disregard to keep their streets and communities clean the response is either met with a blank confused look or “it creates jobs”.

HEALTH Spot Survey:



The following projects have been identified and highlighted for partnership:

- loveLife HIV Centre, Bray
- loveLife HIV Centre, Bizana
- Safe House, Struisbaai
- DORCAS, Vredendal
- Love Project, Vredendal
- MADA, Vredendal
- loveLife, Bray
- loveLife, Bizana
- Masithandane, Sedgefield
- Mobile Health Clinic, Loerie

2. The CULTURE Project

FACTS: The Department of Arts and Culture funded 21 World Cup arts and culture related projects totalling R59 million and set aside R127 million for infrastructure development projects, which were regarded as the 2010 legacy projects. Investing in this promotes job creation, skills development and economic empowerment, supporting business start-ups and poverty alleviation projects.

The richness of our history on earth is proof of our cultural heritage. No great form can demonstrate positive actions to insight, development and awareness. We aim to find out more about all forms of our culture including art, film, sports and careers.

At the very heart of all of us is a need to find out more about our heritage, our culture, our history, our ancestry, and what makes us who we are. By understanding this, we are able to positively and proactively



move forward. The CULTURE Project is therefore about our freedom and natural expression. How do we do this? What motivates it? And why do we do it?

We aim to find out, get to the root of our cultural meaning and feeling.

With The CULTURE Project, adaptability and innovation is the key. Our forms of expression constantly change. However there are a handful of cultural forms of expression that have remained. Those are of course – Arts and Crafts, Film/Drama, Sports and Careers/Professions.

The CULTURE Project is thus divided up into the following components:

- 2.1 The ARTS Project
- 2.2 The SPORTS Project
- 2.3 The EVENTS Project
- 2.4 The CAREER Project

OBSERVATIONS (in the general cultural perspective): Religion, however not one of our project focuses, is worth a mention due to the sheer amount of support it receives nationwide. Religion may have mixed reviews across the world however our impression was that if it brings together communities, as it does in the small South African towns, then it can't be a bad thing. The integration of religion into education and health is possibly another matter, however once again if it assists individuals or families then so be it.

For now though the attention will be made to identifying projects in the following sub-sections:

3.1 The ARTS Project

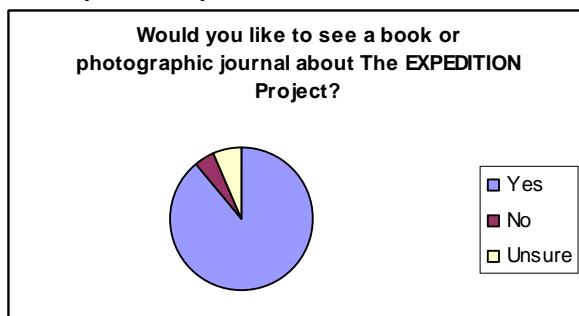
FACTS: *More than 160 community art centres are in operation, varying from community-initiated to government-managed centres. They operate at different levels, ranging from general socio-cultural promotion, to advanced programmes and vocational training. The centres also vary from craft centres, to community halls and community theatres.*

OVERVIEW: The ARTS Project incorporates a vast array of subject matter and although it may seem like a project of lesser importance in relation to health matters for example, it is vitally important when combined with sports (exercise and recreation), education and nutrition for developing our right brain capacity. With the development of the artistic brain comes a style of thinking and vision so important for the world but especially South Africa at this time when the country needs creativity, careers and even laughter. Through the ARTS Project we will be identifying and creating. This will be in the form of identifying products of all art forms for placement within The RETAIL Project and the creation of photographic and film projects for The MEDIA Project. Both The RETAIL Project and The MEDIA Project form part of our revenue stream and sustainability plan as part of The BUSINESS Project.



OBSERVATIONS: Third only to education and health projects, the expansion of art based initiatives across South Africa surprised and impressed us probably more than any other project identifications during 2012. A common purpose for art projects combines skills development into job creation and with that comes empowerment and pride. Aside from the common place beading projects, fabric and clothing designs found in Blyde River, Zeerust and Alldays, we came across ceramics in Bredasdorp and painting art in Grahamstown and cultural re-creations in Louis Trichardt. The NWCDI (North West Craft and Design Institute) in Zeerust and Craft Art Project in Alldays for example are supplying local and international markets with great success while running predominantly empowerment based projects. The capacity for the identification of local film-makers as well as local stories is massive and cannot be stressed enough. Although the filming done while on The EXPEDITION Project 2012 was our first attempt we have no doubt that with the correct funding and investment we could produce annual film projects such has not been seen in South Africa.

ARTS Spot Survey:



The following projects have been identified and highlighted for partnership:

- Egazini Outreach Project, Grahamstown
- Koofontein Rondawels, Steinkopf
- Mad Dogz Gallery, Blyde River
- Masithandane, Sedgefield
- Julian's Ceramics, Bredasdorp
- Love Project, Vredendal
- Kooh Rooh Kooh, Steinkopf
- North West Craft and Design Institute, Zeerust
- Mogalakwena Craft Art and Artist's Retreat, Alldays
- Dancing Fish Art Gallery, Louis Trichardt

**See also The FILM Project (Annexure 7) as an income generator for The EXPEDITION Project as part of The BUSINESS Project's sub-section The MEDIA Project.*

Managed by Maddy Savitt via london@theexpeditionproject.com



3.2 The SPORTS Project –

FACTS: *The strategic objectives of the Department of Sports and Recreation are:*

1. *Contribute to a healthy nation by increasing the number of participants and developing talent within an integrated development continuum*
2. *Assist South African sports people to be winners on and off the field*
3. *Raise the profile of sport and recreation by addressing issues of national importance*
4. *Streamline sport delivery by means of effective support systems and adequate resource*

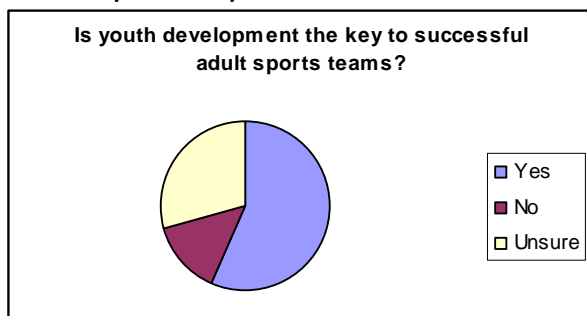
OVERVIEW: The EXPEDITION Project has thus translated the above into four easy steps:

1. Increase the ability of sports participation
2. Teach life skills and healthy lifestyles through sport
3. Identify talent
4. Assist talent through resources and support

A nation cannot succeed or move forward without the education and development of its youth. The same can be said for a nation's sports – the starting point for greatness must be youth development and direction. Sport has the power to neutralize blockages like discrimination and language barriers, which prevent people from connecting with one another. It is a powerful tool for enjoyment, education, health and fitness!

OBSERVATIONS: A sad and present fact is that within a lot of government schools with a limited budget sports is usually the first casualty when cutting costs. The combination of sports with education and nutrition is imperative to a child and a youth's development and this can not be more necessary than in South Africa. Without funding many individuals have set up after school training sessions and clubs for youth sports training and if not done formally then a casual resource is made available for the much needed recreation. Successful sporting countries can be traced back to successful youth development programmes and it is clear that soccer is struggling as a sport in this country while cricket and rugby are not. This can be traced back to the sports that receive and do not receive sufficient youth development programmes.

SPORTS Spot Survey:





The following projects have been identified and highlighted for partnership:

- Ecolabel Projects, Hluhluwe

Managed by Graham Wood via vancouver@theexpeditionproject.com

3.3 The EVENTS Project

OVERVIEW: By 2015, The EXPEDITION Project aims to have several annual events aimed at job creation and showcasing all art and recreation forms from music, sports, new artists and technology innovation.

Since launching the first BEACH Festival in 2009, The EXPEDITION Project founder has been on a mission to spread the joys of community based festivals nationally and globally. Sport and music have the ability to defy barriers and we want to translate this winning combination into new opportunities to connect and have fun. The festivals and events will all be sensitive to the environment and will constantly consider their carbon footprints. No idea is too wild, weird or crazy, as long as it is good all-round family fun. We want to stage more festival and events, in more places, more often!

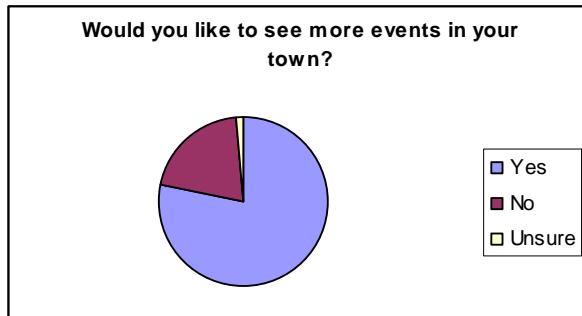
The EVENTS Project is two-pronged in that we aim to source out events, festivals and tourist campaigns nationwide as well as implement and assist with management of certain new vents such as in The BEACH Festival (www.beachfestival.co.za). The BEACH Festival is a community run initiative that uses what is unique about the area it is hosted in rather than simply becoming a repetitive formula product distributed along South Africa's coastline. A series of events will draw on the help of local communities to organise, run and oversees events in their town thereby creating a series of events on the west and east coasts of South Africa.

OBSERVATIONS: Most towns on our 2012 list we not without some sort of an annual event, festival or tourism campaign however the success of these events often varied. We attempted to visit areas outside of their normal 'season' or at a time when events weren't running so that we could experience the towns as they normally are. It also gave us a chance to see the possibilities for bringing tourists to the towns during periods often classified as their 'off-season'. In Namaqualand and in Garies and Kamieskroon for example, the heart of the flower displays in season during spring, we visited during January. Normally towns like Garies would be keen for off-season business and the promotion thereof however this town gave us little hope for the creation of a summer or autumn festival or tourism related event. This was not because of how the town looked but more of how it acted. We therefore saw in several cases around South Africa that certain towns are on their game all year round in the hope to create more business and certain towns clearly feel that a busy spell once per year is enough (as was the case with Garies). The town of Bray for example was so passionate about promoting their new Bray July event to encourage more feet through their town, as was Ramsgate desperate not to die a slow death like neighbouring Margate. Seasonal towns are a throughout South Africa and even tourist Mecca's like Hermanus struggle immensely outside of their September and November whale season.



The EXPEDITION Project has therefore, together with ShowMe (www.showme.co.za), implemented a campaign called 'Show Me more of South Africa' in an attempt to encourage more off-season tourism around South Africa as well as promote new stop-offs and holiday destinations.

EVENTS Spot Survey:



*Current expanding events list:

- Namaqualand Flower Festival, Namaqualand
- The BEACH Festival, Garden Route
- The Bray July, Bray
- The Dream Project, Calitzdorp
- Whale Festival, Hermanus
- Cape Country Meander, Elgin
- Aloe Festival, Albertinia
- Whale Ramble, Ramsgate
- Sardine Festival, Kwa-Zulu Natal

**not to represent all events but the ones sourced from representatives met in 2012*

3.4 The CAREER Project

OVERVIEW: 'Live to work, don't just work to live' is one of The EXPEDITION Project's core philosophies. On average, we spend one third of our lives working. That amounts to around 2000 hours a year! Doesn't it make sense to do something you enjoy? Or at least something you believe is worthwhile? We believe it does!

Rapid population growth has put the South African government under pressure to create millions of jobs and it has promised voters that it will do just that by 2015. The danger in pursuing this worthy goal is that short-term solutions become very tempting. This will lead to an increase in nuclear and fossil fuel facilities, as well as the exploitation of our natural resources – all in the name of satisfying the public and growing our economy. We believe there is an alternative: Innovation can create sustainable employment that will also address pressing global concerns like renewable energy.



To spread the word we will be undertaking this mammoth task by recruiting local and international team members to perform daily expedition tasks. More and more young adults are looking for meaningful ways to spend their gap year, but this project is not just for high school graduates. It is also ideal for retirees and anyone on a career break, school holiday or study break. If you have a month or a year to spare, our projects need your passion and experience. Our teams and annual journeys require anything from a mechanic to a doctor. Local and international members will make up experienced and versatile expedition teams from 2013 onwards!

A motto of ours that has become very popular in 2012 is *'establish long term sustainable careers rather than create short term jobs'*. This ethos has become very important to us in that we will not only be looking to work and inspire the youth of South Africa ages 16 to 30, but open the eyes of the rest of the population while doing so. By means of an international volunteer-tourism project we will be recruiting international and local volunteers and interns to work in the communities of the towns we visit to listen, observe then train and educate the principle of The CAREER Project. Presentations in schools will show the possibilities and then as we start to establish youth centres and bases within the towns we can continue the process of driving transformation towards the youth of South Africa finding their passion and skills and turning it into a career.

The implementation of this would be done in two ways:

1. In 2013 we would travel with volunteers who would be dropped off in schools in the towns we visit to do the phase one presentation
2. In 2014 onwards we would then look to start to establish bases, centres and long term affiliation with the towns so that volunteers could work for two week to three month stints in the towns on a rotation system and either return home or swap with other volunteers in other towns.

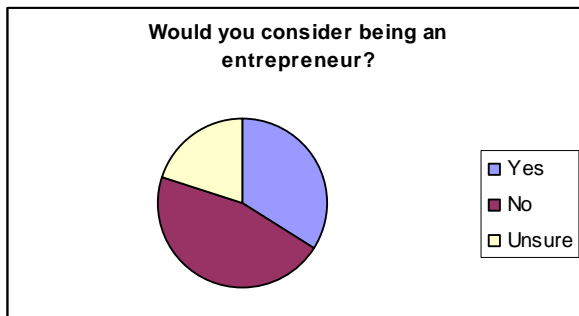
Volunteers would therefore travel with the 2013 teams spending no more time in the towns than the team does, however from 2014 they will be able to be dropped off in the towns and work there developing the projects further. In order for this to be successful we would need the full support of the towns in question by way of accommodation, food and a support network. Ultimately we would be looking to have an EXPEDITION Project Co-ordinator in each town and a project leader for the volunteers and the CAREER Project and a point of contact for that town. Job creation and project development therefore come into play as The CAREER Project grows.

OBSERVATIONS: During our town surveys the subject of jobs and careers came up time and time again and, as you will see in Annexure 2, led the way with 25% and 31% respectively for projects most needed and the area least functioning. When we posed the question around jobs vs. careers sadly the distinction was not immediately apparent. Social grants were also a visible threat and aid to out of work or low income individuals. We attempted to interview the employed, employers and unemployed to gather a rounded consensus on the South African job situation. From the employed a feeling of under-paid and under-valued



was high but the latter was still at a respectable level. The employers felt largely cornered and frustrated as once a month staff would negate work for a week to collect social grants. And the unemployed felt like the government was not providing enough jobs and equally they did not care what job they had. Is this situation far from what we thought it was? It can be said that it is a slight mess and our feeling is that more time needs to be spent of career creation rather than job creation and with that it needs to be new-age sustainable careers. This is not possible without a re-vamped career focused education system.

CAREER Spot Survey:



Current Advertising Platforms:

- GO! Overseas
- True Travellers
- Much Better Adventures
- World Nomads
- Volunteer Global

3.The ENVIRONMENT Project

FACTS: South Africa is home to one sixth of the world's marine species with the Indian Ocean on the east coast and Atlantic on the west coast. The country has more species of wild animals than Europe and Asia put together and a vast variety of endemic and migratory birds. South Africa has between 250000 and a million species of organisms, many of which occur nowhere else in the world. While South Africa occupies 2% of the world's land area, it is estimated that the country is home to 10% of the world's plants and 7% of the reptiles, birds and mammals. The Southern Africa coast is home to almost 15% of known coastal marine species, providing a rich source of nutrition and supporting livelihoods of coastal communities. In terms of the number of endemic species of mammals, birds and amphibians, South Africa is ranked as the fifth richest country in Africa and the 24th richest in the world. It is one of only 17 countries that collectively contain two-thirds of the world's biodiversity.



OVERVIEW: At the core The EXPEDITION Project has always been an environmental project and hopefully it will remain that way. The challenge will come as we attempt to merge environmental projects and philosophies with social ones and break down the all too present barriers that separate the two. Within our first year on the road we have already noticed two things regarding this segment of The EXPEDITION Project:

- There are not as many environmental projects as social/community initiatives
- The interest from our audience for social initiatives exceeds that of environmental projects

As mentioned, our aim is to merge the two, for an environmental issue is a social one and so we hope to soon see our education focus (The EDUCATION Project) being on environmental education and this to one day comprise our four sub-sections of The ENVIRONMENT Project.

The ENVIRONMENT Project aims to harness the power of biomimicry, by looking to nature for inspired solutions. Our planet has much to teach us and we believe it is time to start humbly cooperating with it instead of arrogantly dominating it. Learning from nature will help us to develop an environmentally friendly approach to everyday life and create habits that are economically sustainable and morally beneficial.

The ENVIRONMENT Project is thus divided up into the following components:

- 3.1 The ENERGY Project
- 3.2 The CLIMATE Project
- 3.3 The COASTAL Project
- 3.4 The WILDLIFE Project

For now though the attention will be made to identifying projects in the following sub-sections:

3.1 The ENERGY Project

FACTS: *South Africa is among the top 20 emitters of greenhouse gases in the world and is the largest emitter in Africa, largely because of the economy's dependence of fossil fuels. South Africa is a developing country or a Non-Annex1 country. This means that within the international political and negotiation context, South Africa is not required to reduce its GHG emissions.*

OVERVIEW: Practical and sustainable energy use is a serious topic in South Africa and with that how to implement renewable energies that is affordable, effective and relevant. Two leading and apparent energy projects have been solar and wind and this has been met with an expensive outlay and visual pollution problems nationwide. Or so it seems. The problem really may be what is our base grid energy solution? Some say nuclear, and we all know the pros and cons of that, and some say coal. The fact is that neither of those two options are long term solutions and so what we need to establish is a field research series of stories that highlight the implementation of energy saving (and environmentally friendly) solutions into the average

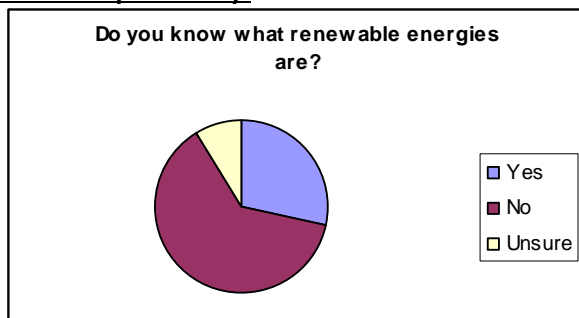


household, the statistics and the successes of these. From there, and after identifying success stories, projects and initiatives across South Africa, we can then go about the education process of renewable energies conversion and biomimicry based lifestyles down to a level that South African can accept.

Is it possible to make money AND save the earth! The EXPEDITION Project believes that the energy crisis we face is actually a golden opportunity. Through innovation and initiative, we can come up with solutions for governments. The climate and energy crises will eventually cost nations between 20% and 50% of their Gross Domestic Product. So, they will have to pay attention ultimately, even if it is too late. But we do not have to wait for government to sit up and take notice. We can take responsibility for being the change that our world needs.

OBSERVATIONS: The energy debate seems to be divided nationwide. On one hand you have those for renewable energy on principle and on the other you either have the ignorance over it. The ignorance is separated on an individual basis by a) the obstruction of the high initial outlay of something like solar panels, on a mass basis by b) the thought process that wind farms will affect tourism to areas by the visual impact and c) those who are not willing to see the benefits or to try and understand the long term rewards. The EXPEDITION Project as one was affected by the fluctuations in fuel prices during our 2012 trip and in particular while in Limpopo. The effort has been made by government to install solar energy and water saving methods into new government housing but is there a follow through to make sure these are correctly used and maintained. Wood fires are still a primary resource for warmth and cooking in South Africa and throughout Africa and so the road ahead is a long one. A meeting with the Thyspunt Alliance in Jeffrey's Bay enlightened us to the efforts this community is making to divert the building of a nuclear power plant nearby and the although this community is against this new development, neighboring Oyster bay is predominantly for it. The debate of infrastructure and jobs versus long term effects and implications is a heavy one. Visiting Hotazel we noticed how the manganese mines had transformed a dying town into a clean, revitalized community. New schools, low crime rate and low unemployment had left us with contrary feelings of South African energy. Right now the fracking ban in the Karoo has been lifting. Soon Shell will be underway with the planning fracking in a debate that has been going on for years now. We need look to success and failure stories from other countries and combine this with our needs and the long term benefits not short term gains. It can't be a plan for tomorrow any longer it needs to be a plan for our future.

ENERGY Spot Survey:



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The following projects have been identified and highlighted for partnership:

- Vuka Energy Savings, Stanford
- Wind Farm, Paternoster, Strandfontein & Vredenburg
- Thyspunt Alliance, Jeffrey's Bay/Oyster Bay

3.2 The CLIMATE Project

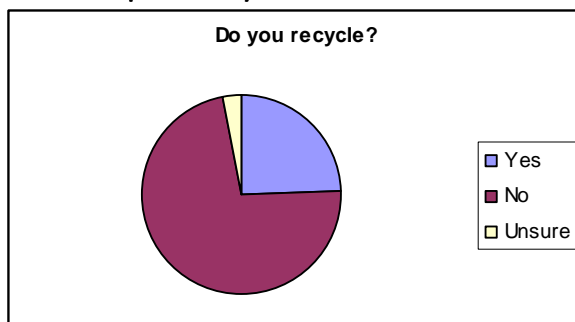
FACTS: South Africa will slow its growth in greenhouse gas emissions by 34% by 2020 and by 42% by 2025. The job potential for the green economy is significant. The country's opportunities lie in many new areas ranging from the development of new energy-efficient materials, to large solar and wind energy plants to green manufacturing, ecotourism and waste management.

OVERVIEW: Will we, or our children, see the next ice age? Is it just an outrageous idea or a very real and rapidly approaching threat?

It only takes relatively small climate changes to trigger an ice age, so the forecast that global warming will cause the next ice age is not as ridiculous as it seems. The Earth's climate does cycle through changes, but this would be the shortest space between ice ages in the planet's history. The world will be blanketed in ice (and most mammals wiped out) within the next century or two, because irresponsible modernization has forced Nature's hand.

OBSERVATIONS: In short for us The CLIMATE Project is about the small changes we can do to alter the big picture. We are powerful and we do impact our communities, towns, country and planet and we can no longer feel like it is up to legislation or policy the make the move towards how we live our lives. Litter is a massive problem in South Africa as is informal dumping sites and waste removal. This may also be a gold mine for recycling and jobs. We want to see more small scale recycling projects going on all over South Africa then becoming job creators and soon a way of life. There was not much proof of it during 2012 but this will change and we will make it happen.

CLIMATE Spot Survey:



The following projects have been identified and highlighted for partnership:



- Naturally Knysna, Knysna
- Marico Rural Development Project, Groot Marico
- Climate Smart Cape Town, Cape Town
- Trees 4 Schools, South Africa
- CORE (Centre for Organic Recycling and Environment), Ramsgate

3.3 The COASTAL Project

FACTS: South Africa is home to one sixth of the worlds marine species with the Indian Ocean on the east coast and Atlantic on the west coast. The Southern Africa coast is home to almost 15% of known coastal marine species, providing a rich source of nutrition and supporting livelihoods of coastal communities.

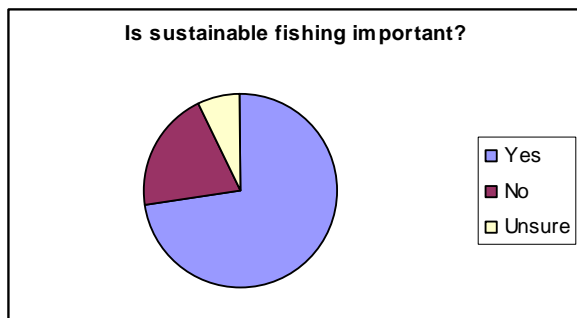
OVERVIEW: With two thirds of our 2012 route being a coastal one this project had the potential to be very important. Because South Africa is unique in the fact that the majority of its population is on the coast as well as the fact that we have two different oceans on our shoreline we were keen to see the similarities and differences between the west coast (and Atlantic Ocean) and the east coast (and Indian Ocean) not just in coastal appearance but in the towns and villages, lifestyle and industry. We then hoped to share success stories from coast to coast and more exciting link up coastal towns in a sort of twining principle and get the conversation started. Similarly The TOURISM Project would come into play here as we looked for how towns that are looking for infrastructure, careers and sustainable development can do so without damaging what they have and what has come to make them the coastal towns that they are.

Our coastlines are our doorway to our oceans and our oceans are our weather cycle. We aim to conduct coastal surveys for research purposes into establishing how climate change is changing our continents. Covering 2,798 kilometers, South Africa's coastline is legendary with international tourists and local holidaymakers alike. But climate change is threatening and changing our beaches and surf. The COASTAL Project aims to record annual data like sea levels, pollution, erosion, development, surf conditions, weather patterns. This research will reveal how our coastline is changing and the changes that need to be made.

OBSERVATIONS: As part of The COASTAL Project we visited 66 coastal towns and by doing so attempted to collect Sea Pledges for the Sustainable Seas Trust. This unfortunately proved to be one task too many for 2012 but it will not be removed from the list for future years. One inspiring story we came across was in Doringbaai where the Development Trust – A Fishermen's Co-operative – has been set up to work with the fishing community on Doringbaai and soon elsewhere along the west coast. The co-operative is focusing on sustainable fishing practices and operation planning for the small independent boat crews.



COASTAL Spot Survey:



The following projects have been identified and highlighted for partnership:

- Fishermen's Co-operative, Doringbaai
- Beach Clean Up, Doringbaai to Hondeklipbaai
- Save our Seas Foundation, South Africa
- Sustainable Seas Trust, South Africa
- Social Development and Fisheries Co-operative, Doringbaai
- Trekking for Trash, South African coastline

3.4 The WILDLIFE Project

FACTS: *There are 19 national parks in South Africa, but outside of that a vast amount of privately run reserves and conservation areas.*

OVERVIEW: It will be The EXPEDITION Project's aim to visit all 19 South African national parks, CapeNature reserves as well as many privately owned reserves in the years to come.

OBSERVATIONS: This sub-section was probably the most apparent during our 2012 perimeter route. Game parks, reserves and centres are numerous and there wasn't a one province out of the 7 we visited that didn't have its finger in the wildlife tourism pie. Once you hit Limpopo it becomes even more common to see game farms, safari lodges, wildlife reserves and tented camps. Our aim, as with the 15 other sub-sections of The EXPEDITION Project would be to link up with several wildlife projects nationwide, share stories and successes and advertise solutions.

While in Port Edward we listened to tales of 'taxi hunts' and animal traps from Crags View Wild Care Centre, stories that would give animal lovers nightmares for years.

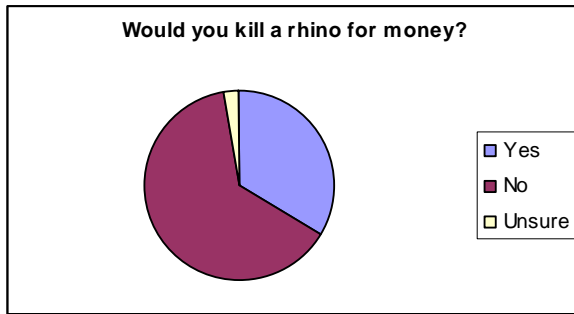
Reserves and National Parks visited in 2012:

- Mapungubwe National Park (SANParks), Limpopo
- Timbavati Reserve, Limpopo
- Zululand Rhino Reserve, Kwa-Zulu Natal



- Addo Elephant Park (SANParks), Eastern Cape
- Amakhala Reserve, Eastern Cape
- De Hoop Reserve (Cape Nature), Western Cape

WILDLIFE Spot Survey:



The following projects have been identified and highlighted for partnership:

- Road-kill Initiative (EWT), Alldays
- Crane Project (EWT), KZN
- Umkhondo Big Five Volunteer Project, Albertinia
- Save the Elephants, Timbavati
- Amakhala Foundation, Amakhala Reserve
- Bird Island (Cape Nature), Lamberts Bay
- De Hoop Reserve (Cape Nature), Western Cape
- Cape Leopard Trust, Western Cape
- CapeNature, Western Cape
- Endangered Wildlife Trust, South Africa
- Cape Leopard Trust, Western Cape
- Meerkat Protection, Koekenaap
- Animals in Danger & Rehabilitation Project, Koekenaap
- Mogalakwena Eco Research Centre, Alldays
- Save the Elephants, Timbavati
- Road-kill Project, Alldays and Limpopo Province
- African Crane Conservation Programme, Underberg
- Mapungubwe National Park, Limpopo
- Timbavati Reserve, Limpopo
- Zululand Rhino Reserve, Kwa-Zulu Natal
- Blue Swallow Conservation Project (EWT), Howick
- Craggs View Wild Care Centre, Port Edward



- Amakhala Foundation and Game Reserve, Eastern Cape
- Umkhondo Big 5 Wildlife Volunteering, Albertinia

4. The BUSINESS Project

OVERVIEW: Focusing on careers rather than jobs, we aim to assist in the functionality of sustainable, environmentally friendly careers and business.

The BUSINESS Project component of The EXPEDITION Project is our transparent revenue stream. Its aims are simple:

1. Quality job creation
2. Beneficial skills development
3. Environmentally sustainable infrastructure growth

The BUSINESS Project is thus divided up into the following components:

- 4.1 The RETAIL Project
- 4.2 The MEDIA Project
- 4.3 The CORPORATE Project
- 4.4 The TOURISM Project

4.1 The CORPORATE Project

OVERVIEW: Transforming the corporate world into a more aware, engaging and socially conscious entity. Corporate Social Investment – the human face/touch of business, this has become more than an obligation or a responsibility, it is now an integral part of every business. Corporate investment into social and environmental initiatives is more than donations or hand outs; it is now a way of life, an attitude, and a mentality. Teaching businesses and employees to work effectively and efficiently is not just about saving money and increasing production, it is about saving resources and energy and hence conserving our world. But this is not just a selfless act. This converts into higher profits and increased ingenuity.

The CORPORATE Project is all about adding morally and financially beneficial business practices into day to day/9 to 5 grind. It is all about turning your 'grindstone' into appreciation and enjoyment and therefore your standard of living improves and the atmosphere in which you work benefits.

The CORPORATE PROJECT equation: People + Planet = Profit.

This project is very simple in that it calls for support in CSI (Corporate Social Investment) and is one of four methods that we aim to remain sustainable.



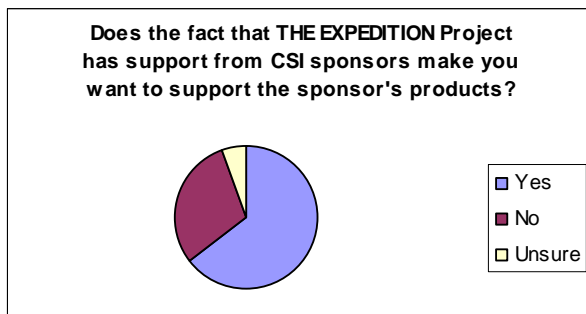
OBSERVATIONS: Currently we have the following corporate investment in The EXPEDITION Project on a financial level:

- Distell Wines/Place in the Sun
- Pam Golding Properties

And we have the following corporate investment in a non-financial level:

- Jam Factory Advertising
- ShowMe
- Fairtrade Label South Africa
- Quiksilver
- TomTom
- Bushwakka
- Autac Signs

CORPORATE Spot Survey:



4.2 The MEDIA Project

OVERVIEW: As part of our distribution and awareness The EXPEDITION Project is also aiming to be a reality show making a tangible and pertinent difference by following a team of young people passionate about Africa and travelling as they discover and experience what South Africa has to offer, what is working, what is not working and what to do about the issues they face. A TV show like The EXPEDITION Project embraces the challenges South Africa is facing while engaging with the challenges of a group of people travelling together. The clash of opinions, viewpoints and ideas both on a South African context as well as within the expedition vehicle poses and creates intriguing situations and dialogue. The EXPEDITION Project will be the vehicle of change and transformation in an energetic and positive way by getting to the heart of the people and issues, sharing thoughts and visions and finding the best possible way to reach them. The difference will be in the way that this is done. This project as a whole, and the TV show will be youthful, humorous and engaging in order to attract participation, a community following and avoid losing the audience through the drone of negativity. Success stories, realistic inspiration and the combination of the reality show formula, now with the



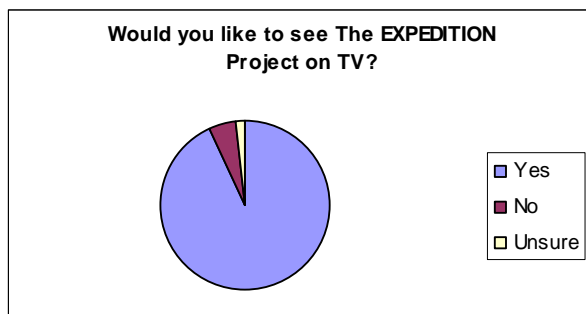
pertinent topics that need to be faced, will prove the new way at looking at reality shows and television in South Africa.

OBSERVATIONS: Other than the ongoing FILM Project for distribution both locally and internationally The EXPEDITION Project is doing regular features on radio stations such as SAFM (Lifestyle Show and The Enviro Show), monthly phone updates on Whale Coast FM, Radio Namakwaland and Namaqua FM, and have featured on Bush FM, 5FM and Radio 702. We have also been published in newspapers such as Mogolpos, Tatler, Bolander and magazines such as Ethical Living and Freash Living. Our online presence of various articles and reviews has also been numerous (see the LINKS page on www.theexpeditionproject.com for a comprehensive list). Together with ShowMe (www.showme.co.za) we have also implemented a campaign called 'Show Me more of South Africa' in an attempt to encourage more off-season tourism around South Africa as well as to promote new stop-offs and holiday destinations. See www.showme.co.za for more details as well as the social media coupon application below:



**See also The FILM Project Annexure*

MEDIA Spot Survey:



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4.3 The TOURISM Project

FACTS: Tourist arrivals in 2010 and 2011 totalled more than 5 million respectively which is an increase by 17% in relation to previous years. The country is experiencing growth from all major market regions, with increases in arrival of 11% from Europe, 25% from North America, 159% from Central and South America, 23% from Australasia, 37% from Asia, 21% from the Middle East and 14% from the rest of the African continent. Furthermore the number of South African adults who undertook domestic trips increased from 14 million to 15 million. This represents about 48% of the population undertaking an average of two domestic trips per year. The average nominal spend per trip was R780 per trip.

To support the domestic industry South Africa is:

- *Promoting the domestic tourism brand*
- *Promoting a set of experiences that relate to South African consumers*
- *Distributing appropriate information*
- *Facilitating the development of co-operative product packages*
- *Developing marketing and distribution channels*
- *Promoting repeat visitation*

OBSERVATIONS: The TOURISM Project has taken us by surprise in 2012 with its importance to the project as a whole. Due to the nature of what we do and how we do it and with that the expense of trying to cover a large portion of South Africa each year we need tourism partners. Two of our largest expense aspects of the project fall into the categories of food and accommodation and so we have sought out to partner with establishments nationwide that can help solve this part of the project.

In an attempt to cover the perimeter of South Africa we covered 191 towns in 2012 with 100 more to be added in 2013 throughout the interior of the country. These towns will then be re-visited annually as part of a nationwide assessment of how the country is doing and what are some of the success stories. While doing this our team stayed at 174 accommodation establishments and ate at 123 restaurants during 2012 alone. From this trip we hoped to gather not only information about South Africa in general but find out the state of tourism in the towns we visited and establishments we spent time in. We felt that after this extensive tour we would be able to then compile an educated synopsis of how things are going and being run generally and in certain cases more specifically.

As we travelled this diverse land we began to notice how important tourism is to so many towns and with that comes a matter of survival. Similarly survival also means moving with the times in an environmentally friendly way as well as with new business techniques, social media and unique marketing styles.

We need to encourage people to visit and travel South Africa and then even more important we need to entice them to return again and again. The same can be said for local tourists in the way that we market and keep South Africans trying new destinations within the country and then also re-visiting the old favourites.



With the partnership of 300 establishments this year alone in the hospitality industry we have now had to implement the need to promote and advertise these partners. This therefore forms part of a non financial commitment on behalf of the tourism partners in 2012 and hopefully a small financial commitment from 2013 onwards. We will then be able to offer expanded services to each tourism partner in more ways than simply advertising.

Such services include:

2 nights accommodation per year for 2 to 4 team members	Annual Financial Sponsorship Contribution
Advertising on TEP Sponsors Page	Advertising on TEP Sponsors Page
Exposure via Photographic Journal where possible	Exposure via Photographic Journal where possible
Exposure via Documentary where possible	Exposure via Documentary where possible
A mention on Facebook and Twitter when we are with you	A mention on Facebook and Twitter when we are with you
Contribution to an annually operating project	Contribution to an annually operating project
	+
	Advertising on Individual Accommodation Listing Page if you provide accommodation
	Advertising on Individual Food Listing Page if you provide meals
	Advertising on Individual Activity Listing Page if you provide activities
	Advertising on our Town Listing Page
	Advertising via our Photo Gallery
	Advertising via our Video Gallery
	Advertising via You Tube
	Advertising via Foursquare
	Advertising via Flickr
	Advertising on several other social media platforms as per TEP Contacts Page
	An annual CD with professional photographs of your establishment in high and low resolution for use on your own marketing campaigns
	A CSI contribution that can be used as part of your own responsible tourism advertising campaigns





A TEP issued project participation certificate that can be added to your website or grading acknowledgments wall

Annual 500 word write up on your establishment for use on your own marketing campaigns

Potential listings on TEP tourism partner websites (e.g.: www.showme.co.za)

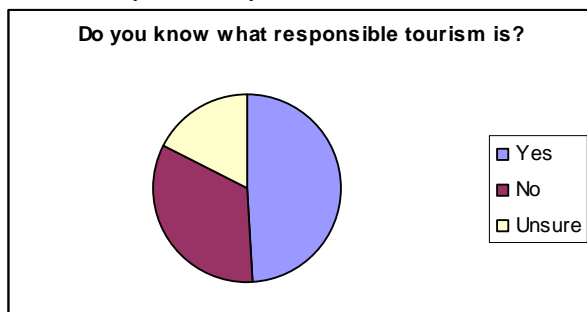
Entry into our tourism promotional SMS campaign whereby you will be advertised via a national competition

User log in to TEP website for forum discussion and idea exchange

Partners will then also have the option of joining our partnership between The EXPEDITION Project's Citizen of Nature Project and the BioWise's Biomimicry Programme in the way of annual training and audits to make your establishment more energy and eco-friendly.

This will therefore form part 3 of The BUSINESS Project – our income generation project.

TOURISM Spot Survey:



Our current tourism partners are as follows:

- ShowMe South Africa
- ShowMe Cape Town
- ShowMe Stellenbosch
- ShowMe Hermanus
- ShowMe Durban
- ShowMe Waterberg



- ShowMe Jeffrey's Bay
- ShowMe Plett
- ShowMe Knysna
- ShowMe Helderberg
- WhatsUpCapeTown
- WhatsUpJozi
- WhatsUpDurban
- WhatsUpPE
- Limpopo Tourism & Parks
- Northern Cape Tourism
- West Coast Tourism
- Ecoscape
- Hangklip–Kleinmond Tourism Bureau
- Lambert's Bay Tourism
- Tourism South Coast
- Velddrif Tourism
- West Coast District Municipality
- Eden District Municipality
- Open Africa

4.4 The RETAIL Project

OVERVIEW: Within this category The EXPEDITION Project will be producing the following annual retail items:

- The EXPEDITION Project clothing line (see attached)
- The EXPEDITION Project story book
- The EXPEDITION Project photographic journal (see Annexure 9)
- The EXPEDITION Project SA travel DVD
- The EXPEDITION Project documentary and TV series
- The EXPEDITION Project events calendar
- The EXPEDITION Project accessories (bumper stickers etc – see attached)

EXPEDITION Project will also be promoting products found in the towns visited

OBSERVATIONS: Small towns are re-defining how to be entrepreneurs and also how to survive in tough economic times. Speciality seems now to be a thing of the past as many businesses we have partnered with in 2012 are multi-tasking in order to pay the bills.



RETAIL Spot Survey:



The following projects have been identified and highlighted for partnership:

- Your Green Box, Knysna
- Julian's Ceramics, Bredasdorp
- Sugar Sticks, Bredasdorp
- Dancing Fish Gallery, Louis Trichardt
- North West Craft and Design Institute, Zeerust

To Note: Although not classified in *The BUSINESS Project*, *The EVENTS Project* and *The CAREER Project* are also possible revenue streams through event management and volun-tourism respectively.

5. Conclusion

One thing stands out; Africa will be Africa – the land of short term mentality governed by corruption within and resource exploitation outside. The problem is the people know this but will they cry for change? Yes, to the first, and yes to a certain extent to the second. The very nature of ‘crying for change’ requires abandoning the daily family struggle, and although strikes and uprisings are a sign of unrest, are they really proving results to the heart of the problem? Tired of poor service delivery, Graskop in Mpumalanga is the first town in the area to out vote the current government and turn to its rival for results and in doing so re-structuring its municipality, and Piet Retief closer to KZN was the centre of the first uprising in 2007 when it became clear that promises weren’t being met by the government and local municipalities. We do think the current government are trying, and there will be an element of learning and growth, mistakes and success, but there also needs to be an element of *‘ask not what your country can do for you but what you can do for your country’*.

All in all 78% of town surveys conducted by The EXPEDITION Project have demonstrated that the people don’t care who is running the country as long as the people’s best interests are looked after. 9% believe that through thick or thin the current leadership freed the nation and so is what it should be for ever more, and 13% are undecided. The Department of Social Development in Hondeklipbaai, Northern Cape spent R3.8million on a community development project only for it to be vandalised and abandoned – the thought



was there but the follow through is missing. The Department of Health has set up a Love Life Centre (HIV awareness) in Bray in the North West and Bizana in the Eastern Cape (along with many other locations across South Africa), only for the staff to sit around almost daily with minimal facilities in which to undertake their assignments. 82% of the small towns we have visited believe that alcohol and drug abuse is the number one internal problem within their community, externally fundamentals like education, health service and job creation are top of the list. Big families are still seen by the majority of South Africans as a security blanket for the future rather than a burden for their present – one of those times when forward planning comes into play even if it may be at the detriment of a nation. In the same light condoms are still not widely accepted to a religious philosophy that if God wants you to have kids you will have kids, it remains to be seen if this is the same for HIV or if the stigma still remains – this statement is agreed to by 67% of South Africans. And as quoted from one interview with a black African in Jozini and contrary to popular belief *“There are plenty of jobs out there people just like saying there are no jobs. People think the jobs will come looking for them but they need to look for the jobs.”*

It is clear that South Africa is a land full of cultural and scenic diversity, but what has become more apparent over the course of 2012 is that the country is unique and comprises a dynamic not seen anywhere else in the world. This fact is what is not recognisable when looking from outside South Africa. From an outsiders perspective it looks just like another African country suffering developing world problems.

The EXPEDITION Project has by no means covered every town, area, village or reserve in 2012 but it has grasped an overview enabling us to present a structured project with solid foundations. The 2012 overview has shown problems and with it solutions but more importantly that every area should be treated separately and with solutions relevant to that area. One solution will not suffice the whole of South Africa; the picture is not literally or figuratively that black and white, it is complex but similarly holds practical resolution.

It may seem simple enough to throw more education, or more health services, population control or the ever popular job creation into the stirring pot of mass population appeasement but cooking up a long term South Africa is more complicated than that. Individually solutions will not create a future different to what we face today. The EXPEDITION Project is therefore not a one dimensional project nor is it an initiative focusing on one topic, it is diverse simply because we are diverse as human beings and South Africa is a diverse and complicated country full of diverse people.

Following the foundation 2012 year we can summarise our mission statement as:

Providing ideas, solutions and a nationwide South African network for a healthy and educated life leading to sustainable careers (not just jobs) that can lead to a capable workforce while protecting our natural resources and environmental heritage, this would in turn assist with sustainable rural communities, food security and an improved quality of life.



It can be concluded that The EXPEDITION Project will grow at a rapid pace and develop like not other project of its kind in South Africa and with that become South Africa's first sustainable and annually operating expedition.

'Even weak blades of grass become strong when woven together.' Chinese Proverb

Annexure 1 – 2012 = 191 towns over 7 provinces covering 16500km

Town #	Chronological	Province	Town #	Alphabetical	Province
1	Stellenbosch	WC	325	Aberdeen*	EC
2	Darling*	WC	88	Acornhoek	L
3	Yzerfontein*	WC	168	Addo	EC
4	Langebaan	WC	167	Addo Elephant Park	EC
5	Saldanha	WC	194	Albertina	WC
6	Vredenburg	WC	157	Alice*	EC
7	Paternoster	WC	308	Aliwal North*	FS
8	St Helena Bay	WC	71	Alldays	L
9	Stompneusbaai	WC	164	Amakulu Reserve	EC
10	Britannia Bay	WC	122	Amamzintoti	KZN
11	Velddrif	WC	201	Arniston	WC
12	Hopefield*	WC	48	Askham	NC
13	Piketburg*	WC	44	Augrabies	NC
14	Aurora	WC	14	Aurora	WC
15	Dwarskersbos	WC	118	Ballito	KZN
16	Elands Baai/Draaihoek	WC	67	Baltimore	L
17	Elands Baai	WC	97	Barberton	M
18	Leipoldtville	WC	254	Barkley West*	NC
19	Graafwater*	WC	233	Barrydale*	WC
20	Lamberts Bay	WC	160	Bathurst	EC
21	Doringbaai	WC	238	Beaufort West*	WC
22	Strandfontein	WC	267	Bela Bela	L
23	Papendorp	WC	278	Bethal*	M
24	Koekenaap	WC	283	Bethlehem*	FS
25	Lutzville	WC	311	Bethulie*	FS



26	Vredendal	WC	214	Bettys Bay	WC
27	Klawer	WC	153	Bisho	EC
28	Vanrhynsdorp	WC	30	Bitterfontein	NC
29	Nuwerus	NC	139	Bizana	EC
30	Bitterfontein	NC	304	Bloemfontein*	FS
31	Garies	NC	258	Bloemhof*	NW
32	Klipfontein	NC	85	Blyde River Canyon	L
33	Kamieskroon	NC	330	Bonnievale*	WC
34	Hondeklipbaai	NC	298	Bothaville*	FS
35	Koingnaas	NC	333	Botriver*	WC
36	Kleinsee	NC	303	Bradfort*	FS
37	Komagaas	NC	52	Bray	NW
38	Springbok	NC	202	Bredasdorp	WC
39	Okiep	NC	10	Britannia Bay	WC
40	Steinkopf	NC	266	Brits*	NW
41	Vioolsdrif	NC	244	Britstown*	NC
42	Pella	NC	140	Brooks Nek*	EC
43	Pofadder	NC	309	Burgersdorp*	EC
44	Augrabies	NC	89	Bushbuckridge	L
45	Kakamas	NC	149	Butterworth	EC
46	Keimoes*	NC	204	Caledon	WC
47	Upington	NC	191	Calitzdorp	WC
48	Askham	NC	251	Campbell*	NC
49	Vanzylsrus	NC	200	Cape Agulhas	WC
50	Hotazel	NC	177	Cape St Francis	EC
51	Mcarthy's Rest	NC	339	Cape Town	WC
52	Bray	NW	242	Carnarvon*	NC
53	Tosca*	NW	99	Carolina*	M
54	Vryburg	NW	230	Ceres*	WC
55	Mafikeng	NW	256	Christiana*	NW
56	Zeerust	NW	291	Clocolan*	FS
57	Groot Marico	NW	166	Colchester	EC
58	Mogwase	NW	2	Darling*	WC
59	Pilanesberg National Park	NW	320	De Aar*	NC



60	Northam	L	327	De Doorns*	WC
61	Koedoeskop	L	188	De Rust	WC
62	Thabazimbi	L	264	Derby*	NW
63	Vaalwater	L	171	Despatch	EC
64	Lephalale	L	206	Die Dam	WC
65	Overysse	L	84	Diphuti	L
66	Visgat	L	21	Doringbaai	WC
67	Baltimore	L	252	Douglas*	NC
68	Marken	L	115	Dundee*	KZN
69	Tom Burke	L	121	Durban	KZN
70	Swartwater	L	120	Durban North	KZN
71	Alldays	L	220	Durbanville*	WC
72	Mapungubwe National Park	L	15	Dwarskersbos	WC
73	Musina	L	87	Dwarsloop	L
74	Thohoyandou*	L	189	Dysselsdorp	WC
75	Oorwinning	L	152	East London	EC
76	Wyllies Point	L	17	Elands Baai	WC
77	Louis Trichard	L	16	Elands Baai/Draaihoek	WC
78	Morebeng (Soekmekaar)*	L	335	Elgin	WC
79	Modjadiskloof (Duiwelskloof)*	L	205	Elim	WC
80	Tzaneen	L	98	eManzana (Badplaas)	M
81	Phalabowra	L	101	eMkhondo (Piet Retief)	M
82	Timbavati Reserve	L	112	eMpangeni	KZN
83	Hoedspruit	L	100	Ermelo*	M
84	Diphuti	L	314	Fauresmith*	FS
85	Blyde River Canyon	L	290	Ficksburg*	FS
86	Klaserie	L	143	Flagstaff	EC
87	Dwarsloop	L	158	Fort Beaufort*	EC
88	Acornhoek	L	156	Fort Hare*	EC
89	Bushbuckridge	L	285	Frankfort*	FS
90	Graskop	M	338	Franshoek*	WC
91	Pilgrims Rest	M	237	Fraserberg*	NC
92	Mashishing (Lydenburg)*	M	209	Gansbaai	
93	Sabie	M	31	Garies	NC



94	White River	M	186	George	WC
95	Nelspruit	M	250	Giquatown*	NC
96	Kaapmuiden	M	103	Golela	KZN
97	Barberton	M	217	Gordons Bay	WC
98	eManzana (Badplaas)	M	227	Gouda*	WC
99	Carolina*	M	324	Graaf-Reinett*	EC
100	Ermelo*	M	19	Graafwater*	WC
101	eMkhondo (Piet Retief)	M	336	Grabouw	WC
102	Pongola	KZN	159	Grahamstown	EC
103	Golela	KZN	90	Graskop	M
104	Jozini	KZN	332	Greyton*	WC
105	Kosi Bay*	KZN	116	Greytown*	KZN
106	Mkuze	KZN	276	Groblersdal*	L
107	Zululand Rhino Reserve	KZN	249	Groblersshoop*	NC
108	Hluhluwe	KZN	57	Groot Marico	NW
109	Mtubatuba	KZN	270	Haakdoring	L
110	St Lucia	KZN	173	Hankey	EC
111	Richards Bay	KZN	321	Hanover*	NC
112	eMpangeni	KZN	196	Heidelberg	WC
113	Melmoth*	KZN	286	Heilbron*	FS
114	uLundi*	KZN	211	Hermanus	WC
115	Dundee*	KZN	128	Hibberdene	KZN
116	Greytown*	KZN	108	Hluhluwe	KZN
117	Stanger	KZN	83	Hoedspruit	L
118	Ballito	KZN	34	Hondeklipbaai	NC
119	Umhlanga	KZN	12	Hopefield*	WC
120	Durban North	KZN	246	Hopetown*	NC
121	Durban	KZN	50	Hotazel	NC
122	Amamzintoti	KZN	334	Houwhoek	WC
123	Kingsburgh	KZN	175	Humansdorp	EC
124	Umkomaas	KZN	150	iDutywa	EC
125	Scottburgh	KZN	176	Jeffreys Bay	EC
126	Park Rynie/Rocky Bay	KZN	181	Joubertina*	EC
127	Pennigton	KZN	104	Jozini	KZN



128	Hibberdene	KZN	96	Kaapmuiden	M
129	Sipofu	KZN	45	Kakamas	NC
130	Southport	KZN	33	Kamieskroon	NC
131	Umtentweni	KZN	180	Kareedouw*	EC
132	Port Shepstone	KZN	46	Keimoes*	NC
133	Shelly Beach	KZN	162	Kenton on Sea	EC
134	St Michaels on Sea	KZN	253	Kimberley*	NC
135	Uvongo	KZN	155	King Williams Town	EC
136	Margate	KZN	123	Kingsburgh	KZN
137	Ramsgate	KZN	169	Kirkwood*	EC
138	Port Edward	KZN	86	Klaserie	L
139	Bizana	EC	27	Klawer	WC
140	Brooks Nek*	EC	208	Kleinbaai	WC
141	Kokstad*	EC	213	Kleinmond	WC
142	Mount Ayliff*	EC	36	Kleinzee	NC
143	Flagstaff	EC	260	Klerksdorp*	NW
144	Lusikisiki	EC	32	Klipfontein	NC
145	Mbotyi	EC	183	Knysna	WC
146	Port St Johns	EC	61	Koedoeskop	L
147	Umgazi	EC	24	Koekenaap	WC
148	Mthatha (Umtata)	EC	315	Koffiefontein*	FS
149	Butterworth	EC	35	Koingnaas	NC
150	iDutywa	EC	141	Kokstad*	EC
151	Komga	EC	37	Komagaas	NC
152	East London	EC	151	Komga	EC
153	Bisho	EC	105	Kosi Bay*	KZN
154	Zwelitsha	EC	295	Kroonstad*	FS
155	King Williams Town	EC	192	Ladismith	WC
156	Fort Hare*	EC	234	Laingsburg*	WC
157	Alice*	EC	20	Lamberts Bay	WC
158	Fort Beaufort*	EC	4	Langebaan	WC
159	Grahamstown	EC	273	Lebowakgomo*	L
160	Bathurst	EC	18	Leipoldtville	WC
161	Port Alfred	EC	64	Lephalale	L



162	Kenton on Sea	EC	288	Lindley*	FS
163	Salem	EC	172	Loerie	EC
164	Amakulu Reserve	EC	77	Louis Trichard	L
165	Paterson	EC	241	Loxton*	NC
166	Colchester	EC	316	Luckoff*	FS
167	Addo Elephant Park	EC	144	Lusikisiki	EC
168	Addo	EC	25	Lutzsville	WC
169	Kirkwood*	EC	55	Mafikeng	NW
170	Uitenhage	EC	235	Maitjiesfontein*	WC
171	Despatch	EC	223	Malmesbury*	WC
172	Loerie	EC	72	Mapungubwe National Park	L
173	Hankey	EC	275	Marbel Hall*	L
174	Patensie	EC	136	Margate	KZN
175	Humansdorp	EC	68	Marken	L
176	Jeffreys Bay	EC	292	Marquard*	FS
177	Cape St Francis	EC	248	Marydale*	NC
178	St Francis Bay	EC	92	Mashishing (Lydenburg)*	M
179	Oyster Bay	EC	145	Mbotyi	EC
180	Kareedouw*	EC	51	Mcarthy's Rest	NC
181	Joubertina*	EC	113	Melmoth*	KZN
182	Plettenberg Bay	WC	277	Middelburg*	M
183	Knysna	WC	106	Mkuze	KZN
184	Sedgefield	WC	268	Modimolle	L
185	Wilderness	WC	79	Modjadiskloof (Duiwelskloof)*	L
186	George	WC	58	Mogwase	NW
187	Uniondale*	WC	271	Mokopane (Potgeitersrus)	L
188	De Rust	WC	232	Montagu*	WC
189	Dysselsdorp	WC	269	Mookgophong (Naboomspruit)	L
190	Oudtshoorn	WC	224	Moorreesburg*	WC
191	Calitzdorp	WC	78	Morebeng (Soekmekaar)*	L
192	Ladismith	WC	193	Mossel Bay*	WC
193	Mossel Bay*	WC	142	Mount Ayliff*	EC
194	Albertina	WC	148	Mthatha (Umtata)	EC
195	Riversdale	WC	109	Mtubatuba	KZN



196	Heidelberg	WC	323	Murraysburg*	WC
197	Suurbraak	WC	73	Musina	L
198	Swellendam	WC	203	Napier	WC
199	Struisbaai	WC	95	Nelspruit	M
200	Cape Agulhas	WC	60	Northam	L
201	Arniston	WC	29	Nuwerus	NC
202	Bredasdorp	WC	299	Odendaalsrus*	FS
203	Napier	WC	39	Okiep	NC
204	Caledon	WC	212	Onrus	WC
205	Elim	WC	75	Oorwinning	L
206	Die Dam		297	Orkney*	FS
207	Pearly Beach	WC	190	Oudtshoorn	WC
208	Kleinbaai	WC	65	Overysse	L
209	Gansbaai		179	Oyster Bay	EC
210	Stanford	WC	221	Paarl*	WC
211	Hermanus	WC	23	Papendorp	WC
212	Onrus	WC	126	Park Rynie/Rocky Bay	KZN
213	Kleinmond	WC	174	Patensie	EC
214	Bettys Bay	WC	7	Paternoster	WC
215	Pringle Bay	WC	165	Paterson	EC
216	Rooiels	WC	207	Pearly Beach	WC
217	Gordons Bay	WC	42	Pella	NC
218	Strand	WC	127	Pennigton	KZN
219	Somerset West	WC	318	Petrusville*	NC
220	Durbanville*	WC	287	Petyrus Steyn*	FS
221	Paarl*	WC	81	Phalabowra	L
222	Wellington*	WC	319	Philipstown*	NC
223	Malmesbury*	WC	13	Piketburg*	WC
224	Moorreesburg*	WC	59	Pilanesberg National Park	NW
225	Riebeeck West*	WC	91	Pilgrims Rest	M
226	Riebeeck Casteel*	WC	182	Plettenberg Bay	WC
227	Gouda*	WC	43	Pofadder	NC
228	Tulbagh*	WC	272	Polokwane	L
229	Wolseley*	WC	102	Pongola	KZN



230	Ceres*	WC	161	Port Alfred	EC
231	Prince Alfred Hamlet*	WC	138	Port Edward	KZN
232	Montagu*	WC	132	Port Shepstone	KZN
233	Barrydale*	WC	146	Port St Johns	EC
234	Laingsburg*	WC	262	Potchefstroom*	NW
235	Maitjiesfontein*	WC	247	Prieska*	NC
236	Sutherland*	NC	231	Prince Alfred Hamlet*	WC
237	Fraserberg*	NC	215	Pringle Bay	WC
238	Beaufort West*	WC	137	Ramsgate	KZN
239	Three Sisters*	WC	305	Reddersburg*	FS
240	Victoria West*	NC	284	Reitz*	FS
241	Loxton*	NC	111	Richards Bay	KZN
242	Carnarvon*	NC	322	Richmond*	NC
243	Vosburg*	NC	226	Riebeeck Casteel*	WC
244	Britstown*	NC	225	Riebeeck West*	WC
245	Strydenburg*	NC	331	Riveirsonderend*	WC
246	Hopetown*	NC	195	Riversdale	WC
247	Prieska*	NC	329	Robertson*	WC
248	Marydale*	NC	274	Roedtan*	L
249	Groblershoop*	NC	216	Rooiels	WC
250	Giquatown*	NC	307	Rouxville*	FS
251	Campbell*	NC	265	Rustenberg*	NW
252	Douglas*	NC	93	Sabie	M
253	Kimberley*	NC	5	Saldanha	WC
254	Barkley West*	NC	163	Salem	EC
255	Warrenton*	NC	257	Schweizer Renieke*	NW
256	Christiana*	NW	125	Scottburgh	KZN
257	Schweizer Renieke*	NW	184	Sedgefield	WC
258	Bloemhof*	NW	289	Senekal*	FS
259	Wolmaranstad*	NW	133	Shelly Beach	KZN
260	Klerksdorp*	NW	129	Sipofu	KZN
261	Stilfontein*	NW	306	Smithfield*	FS
262	Potchefstroom*	NW	219	Somerset West	WC
263	Venterdorp*	NW	130	Southport	KZN



264	Derby*	NW	312	Sprinfontein*	FS
265	Rustenberg*	NW	38	Springbok	NC
266	Brits*	NW	178	St Francis Bay	EC
267	Bela Bela	L	8	St Helena Bay	WC
268	Modimolle	L	110	St Lucia	KZN
269	Mookgophong (Naboomspruit)	L	134	St Michaels on Sea	KZN
270	Haakdoring	L	279	Standerton*	M
271	Mokopane (Potgeitersrus)	L	210	Stanford	WC
272	Polokwane	L	117	Stanger	KZN
273	Lebowakgomo*	L	40	Steinkopf	NC
274	Roedtan*	L	1	Stellenbosch	WC
275	Marbel Hall*	L	261	Stilfontein*	NW
276	Grobblersdal*	L	9	Stompneusbaai	WC
277	Middelburg*	M	218	Strand	WC
278	Bethal*	M	22	Strandfontein	WC
279	Standerton*	M	199	Struisbaai	WC
280	Volksrus*	M	245	Strydenburg*	NC
281	Vrede*	FS	236	Sutherland*	NC
282	Warden*	FS	197	Suurbraak	WC
283	Bethlehem*	FS	70	Swartwater	L
284	Reitz*	FS	198	Swellendam	WC
285	Frankfort*	FS	62	Thabazimbi	L
286	Heilbron*	FS	302	Theunisson*	FS
287	Petyrus Steyn*	FS	74	Thohoyandou*	L
288	Lindley*	FS	239	Three Sisters*	WC
289	Senekal*	FS	82	Timbavati Reserve	L
290	Ficksburg*	FS	69	Tom Burke	L
291	Clocolan*	FS	53	Tosca*	NW
292	Marquard*	FS	326	Touws River*	WC
293	Winburg*	FS	313	Trompsburg*	FS
294	Ventersburg*	FS	228	Tulbagh*	WC
295	Kroonstad*	FS	80	Tzaneen	L
296	Viljoenskroon*	FS	170	Uitenhage	EC
297	Orkney*	FS	114	uLundi*	KZN



298	Bothaville*	FS	119	Umhlanga	KZN
299	Odendaalsrus*	FS	124	Umkomaas	KZN
300	Welkom*	FS	147	Umgazi	EC
301	Virginia*	FS	131	Umtentweni	KZN
302	Theunisson*	FS	187	Uniondale*	WC
303	Bradfort*	FS	47	Uppington	NC
304	Bloemfontein*	FS	135	Uvongo	KZN
305	Reddersburg*	FS	63	Vaalwater	L
306	Smithfield*	FS	317	Vanderkloof*	NC
307	Rouxville*	FS	28	Vanrhynsdorp	WC
308	Aliwal North*	FS	49	Vanzylsrus	NC
309	Burgersdorp*	EC	11	Velddrif	WC
310	Venterstad*	EC	263	Venterdorp*	NW
311	Bethulie*	FS	294	Ventersburg*	FS
312	Sprinfontein*	FS	310	Venterstad*	EC
313	Trompsburg*	FS	240	Victoria West*	NC
314	Fauresmith*	FS	296	Viljoenskroon*	FS
315	Koffiefontein*	FS	337	Villiersdorp*	WC
316	Luckoff*	FS	41	Vioolsdrif	NC
317	Vanderkloof*	NC	301	Virginia*	FS
318	Petrusville*	NC	66	Visgat	L
319	Philipstown*	NC	280	Volksrus*	M
320	De Aar*	NC	243	Vosburg*	NC
321	Hanover*	NC	281	Vrede*	FS
322	Richmond*	NC	6	Vredenburg	WC
323	Murraysburg*	WC	26	Vredendal	WC
324	Graaf-Reinett*	EC	54	Vryburg	NW
325	Aberdeen*	EC	282	Warden*	FS
326	Touws River*	WC	255	Warrenton*	NC
327	De Doorns*	WC	300	Welkom*	FS
328	Worcester*	WC	222	Wellington*	WC
329	Robertson*	WC	94	White River	M
330	Bonnievale*	WC	185	Wilderness	WC
331	Riverseind*	WC	293	Winburg*	FS



332	Greyton*	WC	259	Wolmaranstad*	NW
333	Botriver*	WC	229	Wolseley*	WC
334	Houwhoek	WC	328	Worcester*	WC
335	Elgin	WC	76	Wyllies Point	L
336	Grabouw	WC	3	Yzerfontein*	WC
337	Villiersdorp*	WC	56	Zeerust	NW
338	Franshoek*	WC	107	Zululand Rhino Reserve	KZN
339	Cape Town	WC	154	Zwelitsha	EC
* = New for 2013			Blue = not an overnight stop		

Annexure 2 – 1940 surveys

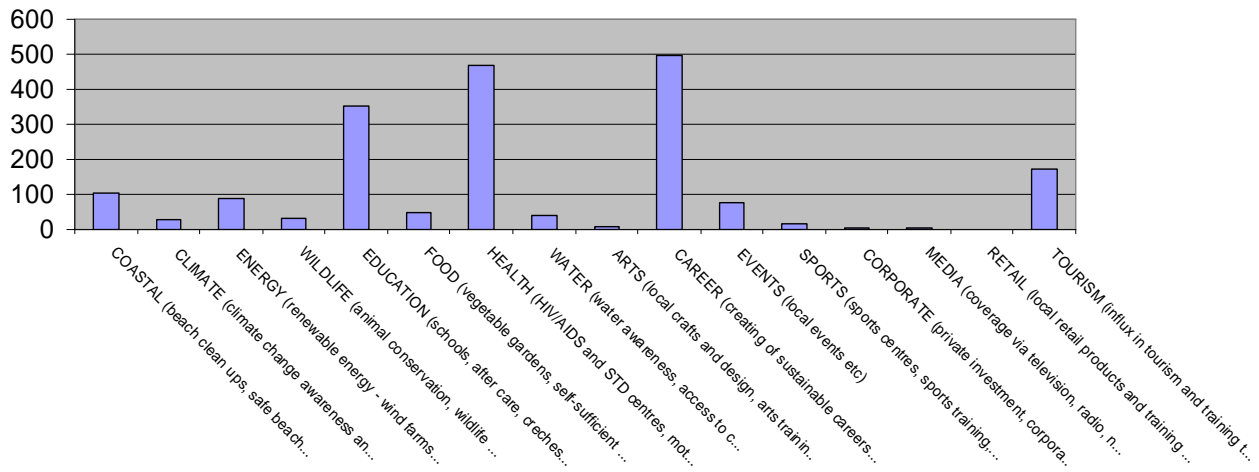
	Town/Area/Village/Reserve Questionnaire*		
	South Africa	National Total	National %
	What kind of projects would you most like to see (i.e.: What projects would benefit this area the most)?	194 towns	
ENVIRONMENT	COASTAL (beach clean ups, safe beaches, sustainable fishing etc)	103	5.31
	CLIMATE (climate change awareness and solutions thereof)	28	1.44
	ENERGY (renewable energy – wind farms, solar power, tidal and wave power, methane farms etc)	87	4.48
	WILDLIFE (animal conservation, wildlife education, rehabilitation, sanctuaries, reserves etc)	31	1.60
LIFE	EDUCATION (schools, after care, crèches, pre-schools, youth centres, adult training etc)	352	18.14
	FOOD (vegetable gardens, self-sufficient training, nutrition programs, food grants etc)	48	2.47
	HEALTH (HIV/AIDS and STD centres, mothers with new borns assistance, recycling centres, hospitals, clinics etc)	470	24.23
	WATER (water awareness, access to clean water etc)	39	2.01
CULTURE	ARTS (local crafts and design, arts training, arts awareness, photography, film production and film tourism etc)	7	0.36
	CAREER (creating of sustainable careers rather than short term jobs, volunteer/internship assisted projects etc)	497	25.62
	EVENTS (local events etc)	78	4.02
	SPORTS (sports centres, sports training, sports programmes etc)	16	0.82
BUSINESS	CORPORATE (private investment, corporate social investment, infrastructural development etc)	5	0.26
	MEDIA (coverage via television, radio, newspapers, magazines, social media etc)	3	0.15
	RETAIL (local retail products and training thereof)	2	0.10
	TOURISM (influx in tourism and training thereof, hospitality and tourism partner assistance and advertising)	174	8.97
	Total Surveys	1940	100.00
	What is the most positive aspect or the area that is working most effectively (i.e.: What is the topic that is in need of the least focus)?		
ENVIRONMENT	COASTAL (beach clean ups, safe beaches, sustainable fishing etc)	175	9.02
	CLIMATE (climate change awareness and solutions thereof)	2	0.10



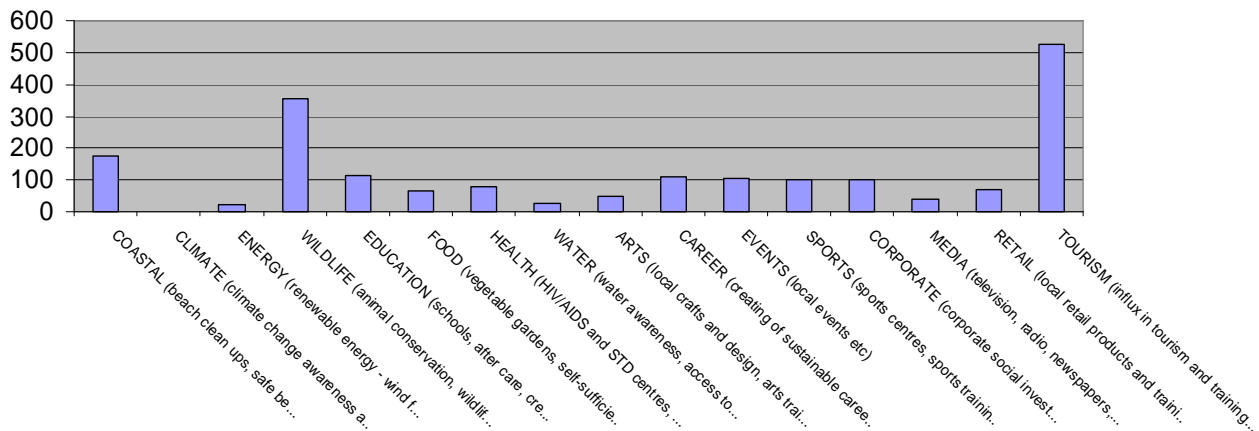
LIFE	ENERGY (renewable energy – wind farms, solar power, tidal and wave power, methane farms etc)	20	1.03
	WILDLIFE (animal conservation, wildlife education, rehabilitation, sanctuaries, reserves etc)	355	18.30
	EDUCATION (schools, after care, crèches, pre-schools, youth centres, adult training etc)	113	5.82
	FOOD (vegetable gardens, self-sufficient training, nutrition programs, food grants etc)	67	3.45
	HEALTH (HIV/AIDS and STD centres, mothers with new borns assistance, recycling centres, hospitals, clinics etc)	79	4.07
	WATER (water awareness, access to clean water etc)	28	1.44
CULTURE	ARTS (local crafts and design, arts training, arts awareness, film production and film tourism etc)	49	2.53
	CAREER (creating of sustainable careers rather than short term jobs, volunteer assisted projects etc)	110	5.67
	EVENTS (local events etc)	107	5.52
	SPORTS (sports centres, sports training, sports programmes etc)	102	5.26
BUSINESS	CORPORATE (corporate social investment, infrastructural development etc)	101	5.21
	MEDIA (television, radio, newspapers, magazines, social media etc)	39	2.01
	RETAIL (local retail products and training thereof)	68	3.51
	TOURISM (influx in tourism and training thereof, hospitality and tourism partner assistance and advertising)	525	27.06
Total Surveys		1940	100.00
What is the most negative aspect or the area that is working least effectively (i.e.: What is the topic that is in need of the biggest focus)?			
ENVIRONMENT	COASTAL (beach clean ups, safe beaches, sustainable fishing etc)	1	0.05
	CLIMATE (climate change awareness and solutions thereof)	6	0.31
	ENERGY (renewable energy – wind farms, solar power, tidal and wave power, methane farms etc)	25	1.29
	WILDLIFE (animal conservation, wildlife education, rehabilitation, sanctuaries, reserves etc)	0	0.00
LIFE	EDUCATION (schools, after care, crèches, pre-schools, youth centres, adult training etc)	602	31.03
	FOOD (vegetable gardens, self-sufficient training, nutrition programs, food grants etc)	29	1.49
	HEALTH (HIV/AIDS and STD centres, mothers with new borns assistance, recycling centres, hospitals, clinics etc)	421	21.70
	WATER (water awareness, access to clean water etc)	6	0.31
CULTURE	ARTS (local crafts and design, arts training, arts awareness, film production and film tourism etc)	4	0.21
	CAREER (creating of sustainable careers rather than short term jobs, volunteer assisted projects etc)	614	31.65
	EVENTS (local events etc)	31	1.60
	SPORTS (sports centres, sports training, sports programmes etc)	1	0.05
BUSINESS	CORPORATE (corporate social investment, infrastructural development etc)	0	0.00
	MEDIA (television, radio, newspapers, magazines, social media etc)	0	0.00
	RETAIL (local retail products and training thereof)	5	0.26
	TOURISM (influx in tourism and training thereof, hospitality and tourism partner assistance and advertising)	195	10.05
Total Surveys		1940	100.00
Total % of Population Surveyed			0.00388
* The survey was done covering 10 individuals per town/area/village/reserve between the ages of 15 to 34(the largest age demographic in SA) from varying backgrounds, situations, race and from an equally balanced gender demographic			

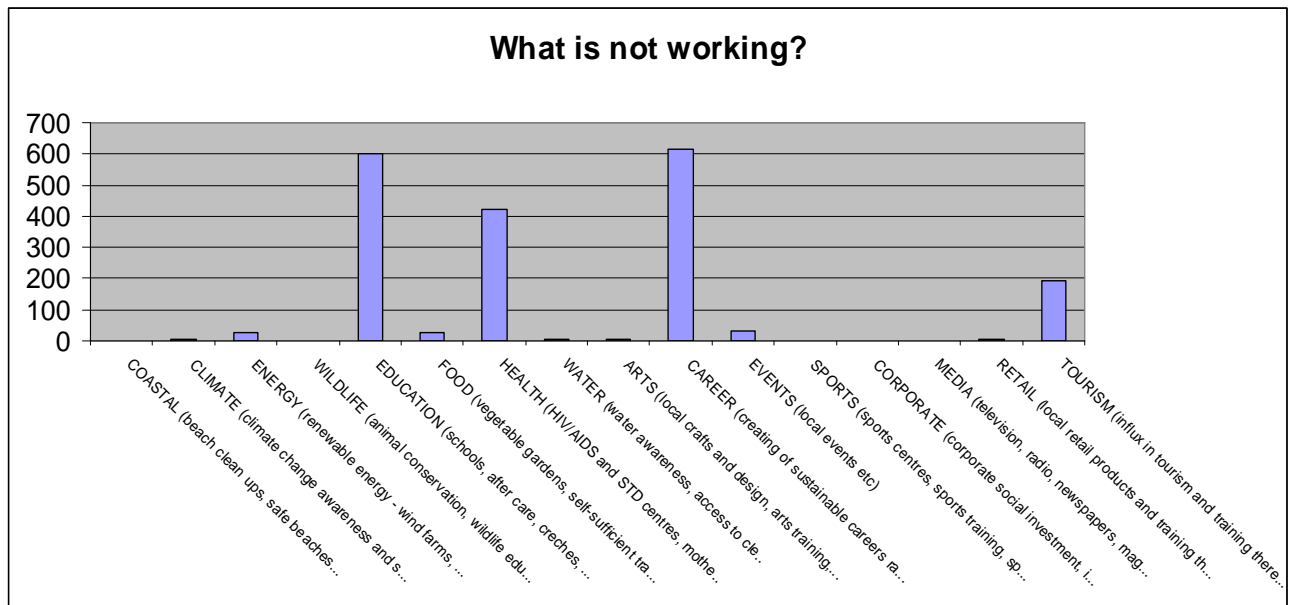


What projects would you most like to see?



What is working?





Annexure 3 – 56 projects

2012 Projects [number relates to project category]

1. Thyspunt Alliance, Jeffery's Bay [1.1]
2. West Coast Wind Farms, Vredenburg, Langebaan and Paternoster [1.1]
3. Cape Nature Bird Island, Lamberts Bay [1.2]
4. Cape Nature, Vanrhynsdorp [1.2]
5. Predator Centre, Thabazimbi [1.2]
6. Reptile Relocation Project, Lephalale [1.2]
7. EWT Road-kill Project, Alldays [1.2]
8. Mogalakwena Enviro Research Centre, Alldays [1.2]
9. Mapungubwe National Park, Mapungubwe [1.2]
10. Save the Elephants, Timbavati [1.2]
11. Hoedspruit Endangered Species Centre, Hoedspruit [1.2]
12. Zululand Rhino Reserve Co-Operative, Zululand Rhino Reserve [1.2]
13. Craggs Wild Care Centre, Port Edward [1.2]
14. Amakhala Foundation, Paterson [1.2 & 2.4]
15. Umkhondo Big 5 Project, Albertinia [1.2]
16. De Hoop Reserve (Cape Nature), Western Cape [1.2]
17. Crane Project (EWT) [1.2]
18. Fisherman Co-Operative, Doringbaai [1.3]
19. Beach Clean Up, Doringbaai to Hondekliipbaai [1.3]
20. Marico Rural Development Project, Groot Marico [1.4]



21. CORE, Ramsgate [1.4]
22. Naturally Knysna, Knysna [1.4]
23. Climate Change Cape Town, Cape Town, Western Cape [1.4]
24. Love Life HIV Centre, Bray [2.1]
25. Love Life HIV Centre, Bizana [2.1]
26. Struisbaai Safe House, Struisbaai [2.1]
27. Meals on Wheels, Struisbaai [2.2]
28. Working for Water, Nationwide [2.3]
29. Social Development Centre, Garies [2.4]
30. Elands Bay Creche, Elands Bay [2.4]
31. Community Development Centre, Steinkopf [2.4]
32. Thabang, Thabazimbi [2.4]
33. Nourish, Acornhoek [2.4]
34. Ecolabel Projects, Hluhluwe [2.4]
35. THANDA After School, Hibberdene [2.4]
36. School Greening and Enviro Edu Project, Ramsgate [2.4]
37. Port St Johns Youth Centre, Port St Johns [2.4]
38. HCDP Trust, Grahamstown [2.4]
39. Masithandane, Sedgefield [2.4 & 3.1]
40. Hou Moed, Hermanus [2.4]
41. Learn to Earn, Hermanus [2.4]
42. The Shine Trust, Cape Town [2.4]
43. Kooh Rooh Kooh, Steinkopf [3.1]
44. Koofontein Rondawels, Steinkopf [3.1]
45. North West Craft and Design Institute, Zeerust [3.1]
46. Mogalakwena Craft Art, Alldays [3.1]
47. Dancing Fish Gallery, Louis Trichardt [3.1]
48. Mad Dogz Gallery, Blyde River [3.1]
49. Egazini Outreach Project, Grahamstown [3.1]
50. Julian's Ceramics, Bredasdorp [3.1]
51. Griqua Projects, Kranshoek [3.2]
52. 2020 Africa's Most Liveable City Campaign, Durban [4.3]
53. Whale Deck and Coastal Ramble and Enviro Centre, Ramsgate [4.3]
54. Loerie Empowerment and Tourism Project, Loerie [4.3]
55. Dream Project, Calitzdorp [4.3]
56. Cape Country Meander, Elgin [4.3]



Annexure 4 – Hospitality partners

Town	Accommodation			Food		
				Breakfast	Lunch or Dinner	
Stellenbosch	Devon Valley Hotel			Devon Valley Hotel		
Langebaan	Makarios B&B			Makarios B&B		Kontiki on the Beach
Saldanha	Strandloper Guesthouse			Strandloper Guesthouse		
Vredenburg	Scorpio Guesthouse	Southern Anchorage B&B		Scorpio Guesthouse	Weskus Mall	
Paternoster	Farr Out Guesthouse			Farr Out Guesthouse	Voorstrandt Restaurant	
St Helena Bay	Shelley Point Hotel			Shelley Point Hotel		
Stompneusbaai/Britannia Bay	Dolphin B&B			Dolphin B&B	The Swiss Bistro and Deli	The Swiss Bistro and Deli
Velddrif	Africa Sunrise				Vaatjie Restaurant	Doekies
Aurora	Hillary Morris			Hillary Morris		
Dwarskersbos	Dwarskersbos Holiday Resort				Soverby Lapa	
Elands Baai	Draaihoek Lodge			Draaihoek Lodge		Draaihoek Lodge
Elands Baai	Elands Bay Guesthouse	Elands Bay Hotel				Elands Bay Hotel
Leipoldtville	Donkieskraal			Donkieskraal		Donkieskraal
Lamberts Bay	Lamberts Bay Hotel			Lamberts Bay Hotel		
Doringbaai	Thornbay Accommodation	Die Anker Guesthouse				Cabin Restaurant
Strandfontein	Van Eeden Accommodation	Sea Breeze		Van Eeden Accommodation		Van Eeden Accommodation
Koekenaap	Nama Karoo B&B			Nama Karoo B&B		Nama Karoo B&B
Lutzville	The Golden Grape B&B			The Golden Grape B&B		The Golden Grape B&B
Klawer	Oasis Country Lodge			Oasis Country Lodge		Klawer Hotel
Vanrhynsdorp	Talk of the Town B&B			Talk of the Town B&B	Talk of the Town B&B	Phucifino Restaurant



Garies	Sophia Guest House					
Klipfontein	Agama Tented Camp			Agama Tented Camp		Agama Tented Camp
Kamieskroon	Kuivervreugde	Kamieskroon Hotel				
Hondeklipbaai	Skulpieskraal Tented Camp	Palace Flophouse				Die Rooi Spinnekop
Kleinzee	Die Houthoop			Die Houthoop		
Komagaas	Naries			Naries		Naries
Springbok	Elkoweru			Elkoweru	Grasdak Steak House	Titbits
Okiep	Okiep Contry Hotel					
Steinkopf	Kookfontein Rondawels			Kookfontein Rondawels		Kookfontein Rondawels
Violsdrif	Aquacade Camp			Aquacade Camp		Oewerbos Camp
Pella	Klein Pella			Klein Pella		Klein Pella
Pofadder	Pofadder Hotel			Pofadder Hotel		Pofadder Hotel
Augrabies	Dundi Lodge					
Kakamas	Vergelegen Guest House			Vergelegen Guest House	Vergelegen Guest House	Vergelegen Guest House
Upington	Schroederhuis Guest House					
Askham	Loch Maree	Askham Post Office	Lada Inboskraal	Loch Maree	Diamond T Coffee Shop	Molopo Kalahari Lodge
Vanzylsrus	Vanzylsrus Hotel	Leeupan Guest Farm		Vanzylsrus Hotel		Vanzylsrus Hotel
Hotazel	Kalahari Cottage			Kalahari Cottage		Kalahari Cottage
Mcarthy's Rest	Springbokpan Guesthouse	Kalahari Rangers Lodge			Kalahari Rangers Lodge	Kalahari Rangers Lodge
Bray	Bray Guest House			Bray Guest House		Riverside
Vryburg	Villa Zin Zane			Villa Zin Zane		
Mafikeng	Ditlha Guest House			Ditlha Guest House		Ditlha Guest House
Zeerust	Villa Rosa	Mweba Cabins		Villa Rosa		Mweba Cabins
Mogwase	Selous Bush Camp			Selous Bush Camp		Selous Bush Camp



Pilanesberg	Ivory Tree			Ivory Tree	Ivory Tree	Ivory Tree
Northam	Claypot					Grob Lodge
Koedoeskop	Thulani Eco Lodge					
Thabazimbi	Deo Valente	The Place		Deo Valente	Spur	Deo Valente
Vaalwater	Ama Amanzi			Ama Amanzi		
Lephalale	Sandpatrys			Sandpatrys	Spur	Keg and Kudu
Overysse/Visgat/Lephalale	Opikopi Game Lodge			Opikopi Game Lodge		Opikopi Game Lodge
Overysse/Visgat/Lephalale	Bateleur Tented Camp			Bateleur Tented Camp		Bateleur Tented Camp
Overysse/Visgat/Lephalale	Mama Tau			Mama Tau		Mama Tau
Baltimore/Marken	Shelanti Game Ranch			Shelanti Game Ranch		Shelanti Game Ranch
Tom Burke	Kokomori Birders Lodge					
Swartwater	ZaZoe				AquaNoir Bush Pub	
Alldays	Makoppas Nest	Mogalakwena River Lodge		Makoppas Nest	Mogalakwena River Lodge	Mogalakwena River Lodge
Mapungubwe National Park	Mopane Bush Lodge			Mopane Bush Lodge	Mopane Bush Lodge	Mopane Bush Lodge
Oorwinning/Wyllies Point/Louis Trichardt	Mashovhela			Mashovhela		Mashovhela
Louis Trichard	Madi a Thava			Madi a Thava		Madi a Thava
Bela Bela					Peet Se Padstal	Tuscan Spur
Modimolle	Die Ou Stoep	Klein Paradys				
Mookgophong (Naboomspruit)	Thula Meeste	Vilagama	Mount Amanzi	Thula Meeste		
Haakdoring	Legend Golf and Safari Resort			Legend Golf and Safari Resort		Legend Golf and Safari Resort
Mokopane (Potgeitersrus)	The Rustic House			The Rustic House		
Phalabowra	Loerie Lodge					
Timbavati	Tanda Tula			Tanda Tula	Tanda Tula	Tanda Tula
Hoedspruit	Muraleng Lodge			Muraleng Lodge	Cala la Pasta	



Diphuti	Blue Cottages			Blue Cottages		
Klaserie	Ridgeway					
Graskop	Westlodge Bed & Breakfast	Log Cabin Village		Westlodge Bed & Breakfast	Graskop Pancakes	Canimambo
Pilgrims Rest	Mount Sheba			Mount Sheba	Mount Sheba	Mount Sheba
Sabie	Lone Creek					
White River	Pelenechi Manor	Jatinga Country Lodge		Pelenechi Manor	Jatinga Country Lodge	
Kaapmuiden	Boondocks Mountain Lodge			Boondocks Mountain Lodge		Boondocks Mountain Lodge
Barberton	Royal Sheba			Royal Sheba		
eManzana (Badplaas)	Forever Resorts Badplaas			Forever Resorts Badplaas		Forever Resorts Badplaas
eMkhondo (Piet Retief)	Welekozen Guest House			Welgekozen Guest House		Welgekozen Guest House
Pongola	White Elephant Lodge			White Elephant Lodge	White Elephant Lodge	White Elephant Lodge
Golela	Shayamoya Lodge			Shayamoya Lodge		Shayamoya Lodge
Jozini	Jozini River Lodge	Jozini Tiger Lodge		Jozini River Lodge		Jozini Tiger Lodge
Kosi Bay*	Kosi Bay Cabanas			Kosi Bay Cabanas		
Mkuze	Ghost Mountain Inn			Ghost Mountain Inn		
Zululand Rhino Reserve	Rhino River Lodge			Rhino River Lodge	Rhino River Lodge	Rhino River Lodge
Hluhluwe	Umkhumbi Lodge	Wilderbees Eco Lodge				
Mtubatuba	Wendy's Country Cottage			Wendy's Country Cottage		Wendy's Country Lodge
St Lucia	Avalone	Seasands		Avalone		Avalone
Richards Bay	Bay View Lodge	Umhambi Lodge		Bay View Lodge		Umhambi Lodge
eMpangeni	Canefields Country House			Canefields Country House		Canefields Country House



Stanger	Princes Grant Golf Estate			Princes Grant Golf Estate		
Ballito	Coco De Mer			Coco De Mer		Crawdaddy's
Umhlanga/Durban North	Annie's Guest House			Annie's Guest House	Angelos Trattoria	
Durban	Sica & The Docklands			Sica		Wodka
Amamzintoti	Beethoven Lodge			Beethoven Lodge		Beethoven Lodge
Kingsburgh	The View Boutique Hotel				Gorgios @ The View Boutique Hotel	
Umkomaas	Umkomaas Guest House	At The Robertsons B&B		Umkomaas Guest House		Sabastians Seafood Grill and Pub
Scottburgh	Ambercrest Bed & Breakfast	Ediston Inn		Ambercrest Bed & Breakfast	Nellos	Ambercrest B&B
Park Rynie/Rocky Bay	Ellingham Resorts – Rocky Bay					Bell & Anchor
Hibberdene	Khaya La Manzi Lodge			Khaya La Manzi Lodge		Khaya La Manzi Lodge
Southport/Umtentweni	Thandulula Safari Tents				Zizi's	Jaxx
Uvongo	H2O B&B			H2O B&B		H2O B&B
Margate	Beachcomber Bay			Beachcomber Bay		
Ramsgate	Bellevue Guest House			Bellevue Guest House	Waffle House	
Port Edward	Aloe Inn Guest House			Aloe Inn Guest House		The Webb
Bizana	Makwande Guest House			Makwande Guest House		Makwande Guest House
Lusikisiki	Sips B&B			Sips B&B		
Mbotyi	Mbotyi River Lodge			Mbotyi River Lodge	Mbotyi River Lodge	Mbotyi River Lodge
Port St Johns	Kingfisher Cottages					
Umgazi	Umgazi River Bungalows			Umgazi River Bungalows	Umgazi River Bungalows	Umgazi River Bungalows
Komga	Red Valley B&B			Red Valley B&B		
East London	Quarry Lake Inn			Quarry Lake Inn		Grazia Fine Food
King Williams Town	Twins			Twins		



	Guesthouse			Guesthouse		
Grahamstown	A Stones Throw	Bartholomew's Loft		A Stones Throw		A Stones Throw & Bartholomew's Loft
Bathurst	Pig & Whistle Inn			Pig & Whistle Inn		
Port Alfred	Riders Rest	The Royal Guest House		Riders Rest	Sawatdee	Guido's
Salem	Intaka Lodge			Intaka Lodge		Intaka Lodge
Amakulu Reserve	Woodbury Lodge			Woodbury Lodge	Woodbury Lodge	Woodbury Lodge
Colchester	Addo Gateway Lodge			Addo Gateway Lodge		
Uitenhage/Despatch	Hexagon			Hexagon		
Loerie	Loerie Ruskamp			Loerie Ruskamp	Loerie Ruskamp	Loerie Ruskamp
Patensie	The Ripple Hotel				Padlangs	
Humansdorp	Humansdorp Boutique Hotel			Humansdorp Boutique Hotel	Le Chameleon	
Jeffreys Bay	Supertubes Collection			Supertubes Collection		
Cape St Francis/St Francis Bay	Lyngenfjord House			Lyngenfjord House		Joe Fish
Oyster Bay	Oyster Bay Beach Lodge			Oyster Bay Beach Lodge		Oyster Bay Beach Lodge
Plettenberg Bay	Aquavit			Aquavit	Off the Hook	The Table
Sedgefield	Afrovibe Lodge			Afrovibe Lodge		PiliPili Beach Bar
Uniondale	Williamsburg Farm			Williamsburg Farm	Uniondale Lodge Restaurant	Schultheim Hotel Restaurant
De Rust	Olivers Rest			Oliver's Rest		Herrie Se Plek
Calitzdorp	Welgevonden			Welgevonden		The Red Coffee Pot
Ladismith	Albert Manor			Albert Manor		Andri's Restaurant
Albertina	Albertinia Hotel			Albertinia Hotel	Albertinia Hotel	
Riversdale	Heritage House	De Doornkraal		Heritage House		Die Wingerdt @ De Doornkraal
Suurbraak	Skeiding Guest Farm			Skeiding Guest Farm		Skeiding Guest Farm



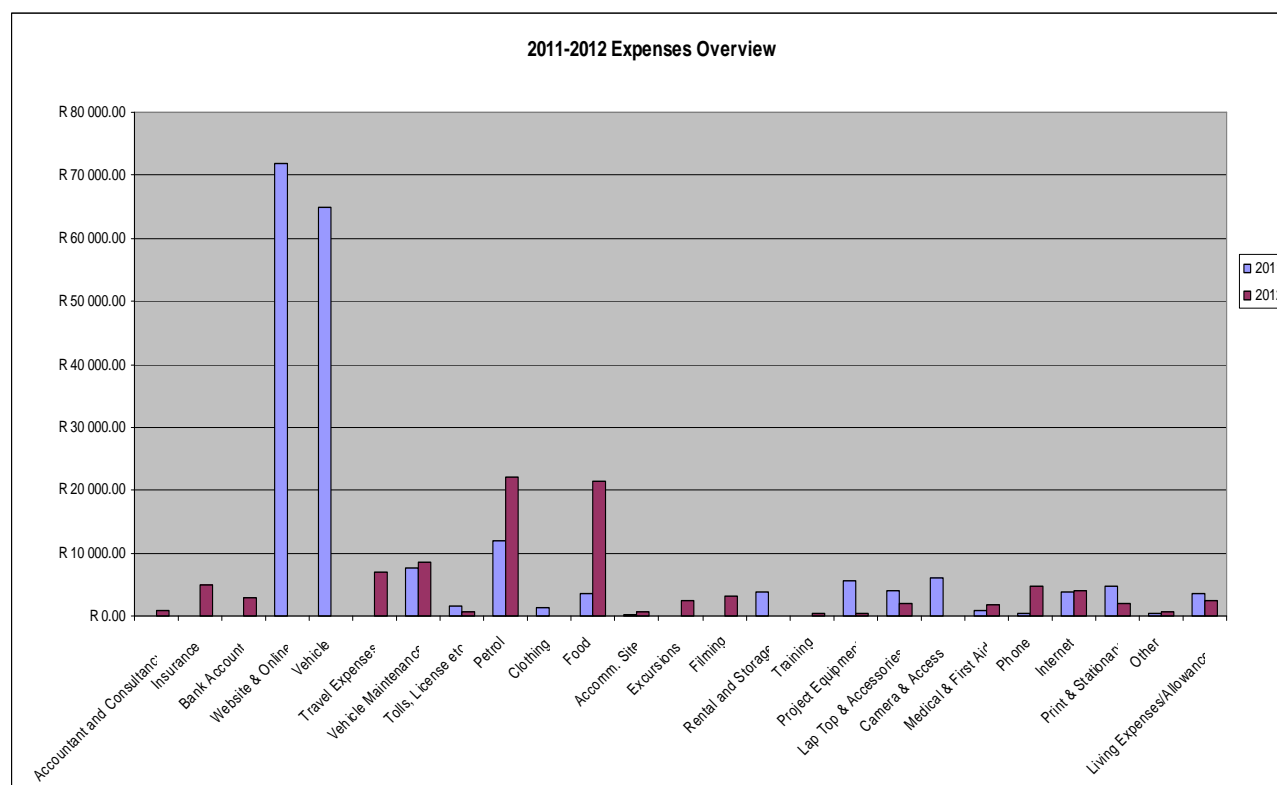
Swellendam	A Grace Walk			A Grace Walk		Mattsens's
Struisbaai	Mermaid Guest House			Mermaid Guest House	Thirsty's Pizzeria & Take-Away	The Michael Collins Pub
Cape Agulhas	Agulhas Country Lodge			Agulhas Country Lodge		
Bredasdorp	Wheatlands Lodge			Wheatlands Lodge		Julian's
Stanford	Blue Gum Country Estate			Blue Gum Country Estate		
Hermanus	Hermanus Lodge on the Green			Hermanus Lodge on the Green		Burgundy Restaurant
Kleinmond	The Grail Centre					Pinotage Bistro & Deli
Bettys Bay	La Cachette			La Cachette		
Pringle Bay/Rooiels	Moonstruck on Pringle Bay			Moonstruck on Pringle Bay		Hook, Line & Sinker
Helderberg (Gordons Bay/ Strand/Somerset West)	Berg en Zee Guesthouse	18 on Kloof	Celtic Manor Guest House & Spa	Berg en Zee Guesthouse	Miguel's Alforno Pizzeria	Harbour Island
Houwhoek/Elgin	Wilderkrans Country House	Houwhoek Inn		Wilderkrans Country House		Houwhoek Inn
Cape Town	Cape Grace			Cape Grace		

Annexure 5 – Financial summary

Financial Overview				
Category	Category expense	2011 (Start up)	2012 (Year one in operation)	2013 (Year two in operation – Forecast)
Legal	Accountant and Consultancy		R 948.00	R 2 401.70
	Insurance		R 4 927.48	R 11 687.30
	Bank Account		R 2 833.65	R 1 799.45
Marketing	Website & Online	R 71 942.95		R 59 998.70
Transport	Vehicle	R 65 000.00		R 100 010.00
	Travel Expenses		R 6 987.00	R 313.90
	Vehicle Maintenance	R 7 591.16	R 8 603.25	R 28 601.40
	Tolls, License etc	R 1 670.50	R 695.50	R 2 366.00
Operations	Petrol	R 11 911.04	R 22 082.77	R 74 934.50
	Clothing	R 1 308.25		R 60 006.00



	Food	R 3 565.81	R 21 475.62	R 85 738.50
	Accommodation	R 255.00	R 650.00	R 3 321.50
	Excursions		R 2 511.00	R 8 285.50
	Filming		R 3 108.50	R 720 553.80
	Rental and Storage	R 3 733.00		R 3 733.00
	Training		R 450.00	R 450.00
Equipment	Project Equipment	R 5 619.11	R 536.25	R 4 106.25
	Lap Top & Accessories	R 4 104.96	R 2 019.50	R 15 001.50
	Camera & Access.	R 6 000.00		R 40 004.00
	Medical & First Aid	R 1 008.25	R 1 821.72	R 9 300.20
Communication	Phone	R 557.00	R 4 841.45	R 16 797.30
	Internet	R 3 889.00	R 4 099.00	R 12 001.20
Admin	Print & Stationary	R 4 663.62	R 2 011.40	R 4 015.00
	Other	R 419.98	R 642.36	R 1 062.34
Personal	Living Expenses/Allowance	R 3 671.00	R 2 493.62	R 6 164.62
Total		R 196 910.63	R 93 738.07	R 1 272 653.66





Annexure 6 – The FILM Project

Coming in 2013...

The EXPEDITION Project

‘The most pertinent and entertaining annual road trip ever seen in South Africa’

Background:

- The EXPEDITION Project is not only a film project, and I believe this is what makes it not only unique but exciting and of course sustainable for a television show, as the awareness and additional income created by a television presence will boost our projects and the awareness we raise as a whole. The film aspect is an important medium with which to build the project as a whole and encourage participation from South Africa. We aim to do this through the help of local and international volunteers and via the participation of every community we meet.
- By the end of 2013 The EXPEDITION Project will have visited 300 South African towns with a plan to re-visit these towns each year. These towns have been identified as the towns that are not necessarily in the news or in focus in the national and international media – i.e. they are the heart of the nation. The teams that will be visiting these towns annually will be meeting up with various ‘normal residents’ as well as role players in the towns in order to access the town’s needs and current situation. The annual re-visiting of these towns will enable The EXPEDITION Project to be an active part in the town’s development and resource development. The EXPEDITION Project will also be able to identify areas that need improvement, but most importantly areas of success. It is these areas, the success stories, which will be actively broadcast nationwide. Even more exciting would be the potential to turn problems areas into success stories. This will be the inspiring story of The EXPEDITION Project and all that participate in it.

Characters:

- The volunteers are the characters of the show.
- They will be of different ethnicities, from different backgrounds, both within and outside South Africa.
- There is an option to have an add-on cameo celebrity guest each week.

The story dynamic is threefold:

- The relationships and potential conflicts between the volunteers (differing opinions of volunteers from different backgrounds).
- The situations volunteers encounter with regards to the different areas that they are experiencing (different health, education, lifestyle situations etc) and different projects they are working on. This may include disagreements and how they adapt to a different environment.
- The travel aspect around South Africa. (Varying environment, weather, landscape, people, religion, culture, food). This creates a non-static ‘backdrop’ which is interesting to the viewer.

The combination is:



- 'Survivor/Amazing Race' meets 'Louis Theroux' meets 'An Idiot Abroad' meets 'Big Brother meets 'Shoreline'

TV series synopsis:

1. Option 1

- The first episode of 13 will involve meeting 6 volunteers, broken up into 3 international and 3 local South Africans.
- The volunteers will leave their respective homes and travel to Cape Town, South Africa.
- Once arriving at the start and finish point of Cape Town, the volunteers will travel as a group around a specified route around the perimeter of South Africa (mapping out the shape of South Africa starting with the west coast).
- The volunteers will take approximately one week of travel in-between one week stints on 12 different projects. Total travel time 24 weeks (6 months)
- Aside from the travel aspect, projects have been identified on strategic points along the way for the volunteers to stop and work with.
- The 12 specific stop offs and hence 12 projects that have been identified around South Africa will be the focus of each episode, and other than the first introductory episode, the series will be geared around problem and resolution criteria for volunteers.
- An issue and solution will be created around each of these projects and areas for a specific resolution for each episode.

Option 1, Episode 1

- We meet all 6 volunteers, 3 international and 3 local from all walks of life around South Africa and the world. The volunteers arrive in Cape Town for an introduction to the project and each other.
- The volunteers are split in 2 teams of 6 involving three local South African and three international volunteer in each grouping.
- The first episode is an overview of the concept of the project, the different areas in which the volunteers will be working and the volunteers themselves.
- Each episode will see the volunteers travelling through changed landscapes and situations before settling into a strategic town and project as a focus per episode.
- The volunteers depart up the west coast stopping along the way before settling at their first project.
- Route – Cape Town to Vredenburg
- Project – MADA (Mother's Against Drug Abuse) and DORCAS (HIV/AIDS and health awareness initiative), Vredenburg

Option 1, Episode 2

- Route – Vredenburg to Garies
- Project – Youth Development Centre, Garies

Option 1, Episode 3



- Route – Garies to Steinkopf
- Project – Kooh Rooh Kooh and Kookfontein Rondawels Community Project, Steinkopf

Option 1, Episode 4

- Route – Steinkopf to Zeerust
- Project – North West Design and Craft Institute, Zeerust

Option 1, Episode 5

- Route – Zeerust to Alldays
- Project – Mogalakwena Eco Research and Craft Art, Alldays

Option 1, Episode 6

- Route – Alldays to Louis Trichardt
- Project – Dancing Fish Gallery, Louis Trichardt

Option 1, Episode 7

- Route – Louis Trichardt to Acornhoek
- Project – Nourish, Acornhoek

Option 1, Episode 8

- Route – Acornhoek to Hluhluwe
- Project – Ecolabel Projects, Hluhluwe

Option 1, Episode 9

- Route – Hluhluwe to Hibberdene
- Project – THANDA After School, Sipofu/Hibberdene

Option 1, Episode 10

- Route – Hibberdene to Paterson
- Project – Amakhala Foundation and Amakhala Reserve, Paterson

Option 1, Episode 11

- Route – Paterson to Sedgefield
- Project – Masithandane, Sedgefield

Option 1, Episode 12

- Route – Sedgefield to Struisbaai
- Project – Safe House, Struisbaai

Option 1, Episode 13



- Route – Struisbaai to Cape Town

Estimated Cost: R4000 per minute

2. Option 2

- The first episode of 13 will involve meeting 12 volunteers, broken up into 6 international and 6 local South Africans.
- The volunteers will leave their respective homes and travel to Cape Town, South Africa.
- Once arriving at the start and finish point of Cape Town, the volunteers will travel as a group around a specified route around the perimeter of South Africa (mapping out the shape of South Africa starting with the west coast).
- The volunteers will take approximately one week of travel in-between one week stints on 12 different projects. Total travel time 24 weeks (6 months)
- Aside from the travel aspect, projects have been identified on strategic points along the way for the volunteers to stop and work with.
- The 12 specific stop offs and hence 12 projects that have been identified around South Africa will be the focus of each episode, and other than the first introductory episode, the series will be geared around problem and resolution criteria for volunteers.
- An issue and solution will be created around each of these projects and areas for a specific resolution for each episode.

Option 2, Episode 1

- We meet all 12 volunteers, 6 international and 6 local from all walks of life around South Africa and the world.
- The volunteers arrive in Cape Town for an introduction to the project and each other.
- The volunteers are split in 2 teams of 6 involving three local South African and three international volunteer in each grouping.
- The first episode is an overview of the concept of the project, the different areas in which the volunteers will be working and the volunteers themselves.
- Each episode will see the volunteers travelling through changed landscapes and situations before settling into a strategic town and project as a focus per episode.

Episode structure is as per option 1 except with higher numbers of volunteers as detailed in option 2, episode 1.

Estimated Cost: R6000 per minute

3. Option 3

- The first episode of 13 will involve meeting 12 volunteers, broken up into 6 international and 6 local South Africans.
- The volunteers will leave their respective homes and travel to South Africa.



- Once arriving at the start and finish point of Cape Town, the volunteers will be split into two groups of 6, one group leaving up the west coast and the other up the east coast.
- The show will follow their adventure up the respective coastlines until the two teams meet north of Johannesburg where the groups get re-arranged, and then travel down the centre of South Africa on two separate routes back to Cape Town.
- The volunteers will take approximately one week of travel in-between one week stints on 12 different projects. Total travel time 24 weeks (6 months)
- Aside from the travel aspect, projects have been identified on strategic points along the way for the volunteers to stop and work with.
- The 12 specific stop offs and hence 12 projects that have been identified around South Africa will be the focus of each episode, and other than the first introductory episode, the series will be geared around problem and resolution criteria for volunteers.
- An issue and solution will be created around each of these projects and areas for a specific resolution for each episode.

Option 3, Episode 1:

- We meet all 12 volunteers, 6 international and 6 local from all walks of life around South Africa and the world.
- The volunteers arrive in Cape Town for an introduction to the project and each other.
- The volunteers are split in 2 teams of 6 involving three local South African and three international volunteer in each grouping.
- The first episode is an overview of the concept of the project, the different areas in which the volunteers will be working and the volunteers themselves.
- Each episode will see the volunteers travelling through changed landscapes and situations before settling into a strategic town and project as a focus per episode.

Team 1

- Route – Route as per Options 1 and 2
- Project – Projects as per Options 1 and 2

Team 2

- Route – Route as per 2013 operations plan however specific stops TBC depending on Projects (see Annexure 9)
- Project – Projects TBC as per 2013 operations plan (see Annexure 9)

Estimated Cost: R8000 per minute

The future after season one:

- The series' to follow season one will begin to engage more and more with the audience – the population of South Africa
- The EXPEDITION Project will become more apparent in the towns it visits and the projects will be able to benefit more from the exposure and the support

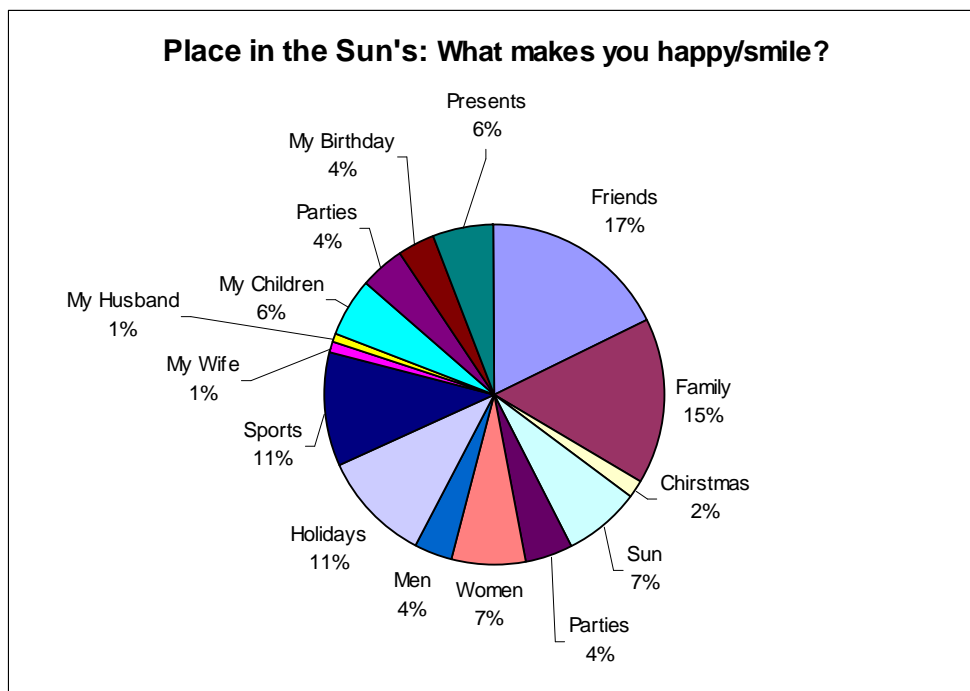


- In the same way the popularity will increase as the audience will be able to re-visit the same towns and discover , along with the volunteers participating in the show, more about South Africa
- The outside perspective of the show combined with the integration within the communities will enable a practical problem solving method of areas in need
- Re-visiting towns annually will create a reunion aspect as well as a visible change in the towns' growth and successes stories
- The inspiration and impact of The EXPEDITION Project will highlight the positives and encourage the youth to be more active within their communities
- The sustainability of The EXPEDITION Project is not defined by its TV presence however it will grow its impact and positive knock on effect.

Managed by Warren Coetzer via warren@firestarter.co.za

Annexure 7 – Other Surveys

Place in the Sun Survey:





Spot Category Surveys:

Spot Category Survey #1			
ENVIRONMENT	Yes	No	Unsure
Yes or no?			
COASTAL – Is sustainable fishing important?	145	41	14
CLIMATE – Do you recycle?	49	145	6
ENERGY – Do you know what renewable energies are?	57	126	17
WILDLIFE – Would you kill a rhino for money?	67	128	5
Total	318	440	42

Spot Category Survey #2			
LIFE	Yes	No	Unsure
Yes or no?			
EDUCATION – Is learning English important?	123	54	23
FOOD – Do you buy or use local sustainable foods when possible?	50	113	37
HEALTH – Do you know how you get HIV/AIDS?	75	89	36
WATER – Do you know what alien invasive plants are?	35	135	30
Total	283	391	126

Spot Category Survey #3			
CULTURE	Yes	No	Unsure
Yes or no?			
ARTS – Would you like to see a book or photographic journal about the EXPEDITION Project?	178	9	13
CAREER – Would you consider being an entrepreneur?	68	92	40
EVENTS – Would you like to see more events in your town?	156	41	3
SPORTS – is youth development the key to successful adult sports teams?	113	28	59
Total	515	170	115

Spot Category Survey #4			
BUSINESS	Yes	No	Unsure
Yes or no?			
CORPORATE – Does the fact that The EXPEDITION Project has support from CSI sponsors make you want to support their products?	129	60	11
MEDIA – Would you like to see The EXPEDITION Project on TV?	186	10	4
RETAIL – Do you buy only Fairtrade products when possible?	53	80	67
TOURISM – Do you know what responsible tourism is?	98	67	35
Total	466	217	117



Bizana Municipal Census (Eastern Cape medium size town example):

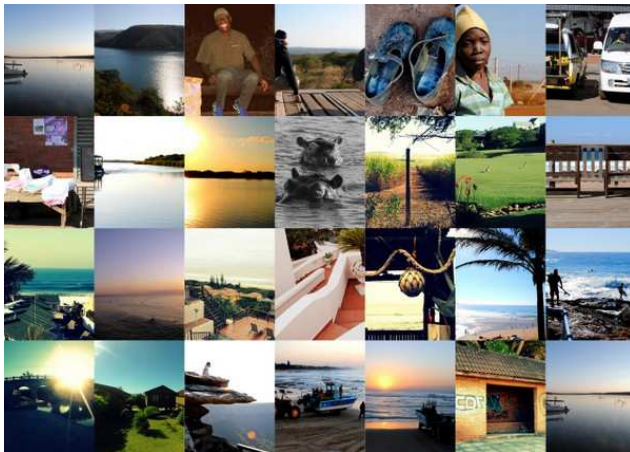
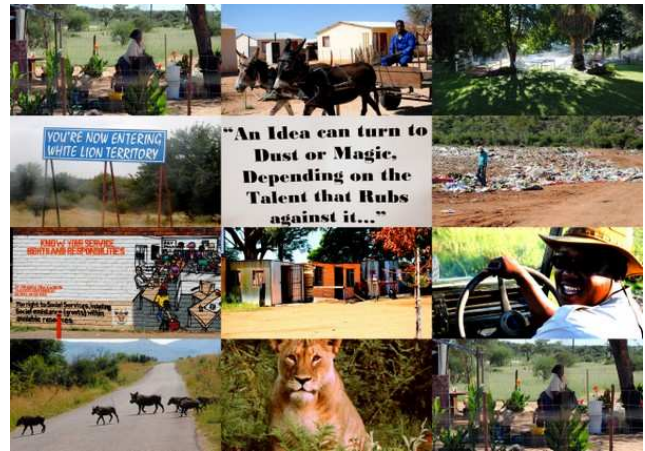
Population	276516
Average per household	5 persons
Between 1–35 years	2/3 of population
Between 5–19 years	47%
Black Africans	99%
Have some form of a disability	5.4%
Majority of households have an income of	less than R1000 per month
Unemployment	57%
Have a Matric certificate (GCSE)	2.40%
HIV/AIDS	33%
Health clinics are needed	13 more
Households do not have means to dispose waste and refuse	21%
Receive child support	76%
Receive age pension	17%
Receive disability grant	5%

Durban Youth Day Survey:

What do you like about South Africa?	weather	people	lifestyle
What do you think is the priority for the government of South Africa (getting a little more serious)?	stop corruption	create jobs	improve education
What is the biggest problem facing South Africa?	corruption	lack of jobs	alcohol and drug abuse
What is your ideal job or career?(and finally)	Male – footballer; Female – beauty therapy	Male – taxi driver; Female – tourism	work in government

Annexure 8 – Photographic journal





Annexure 9 – 2013 Route and Operations Plan

See attached