



The
DREAMCATCHER FOUNDATION

Walk the Talk with us to end Poverty in Kamamma Country

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WELCOME TO DREAMCATCHER!

Live the dream with us to put an end to aid without end

Building Communities & Bridges of Universal Understanding through Intra-cultural Contact

A registered Non-Profit Organisation: NPO Reg: IT1675/2003

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Dreamcatcher Home Office & Skills Transfer Centre completed

1. Dreamcatcher's Home Office & Skills Transfer Centre finalized

The Dreamcatcher Team are proud to announce that the renovation and resourcing of the new Dreamcatcher Home Office and Skills Transfer and Development Centre is completed. The building has been made available by the Anglican Church St. Augustine, Stilbaai and the official opening, officiated by Bishop Harker of the Diocese George, took place on 4 April 2009. The 25th anniversary, commemorating the founding of Dreamcatcher, was celebrated as well and attended by dignitaries and a jubilant community from far and wide. The work was completed by locally sourced entrepreneurs, workers and the kind assistance of Reinier Grobler our Kamamma Project Upgrader, Basil Syce and a host of friends of Dreamcatcher. The *Dreamcatcher Home Office*, as it is referred to, enjoys pride of place in the community. Not only is it fit for purpose to maximize the development programme outcomes, but is accessible for tutors and trainees with physical challenges, and has already been put to use for a range of training and skills transfer programmes in terms of the annual activity plan, such as: Cook Up Trainings, prepare the Kamamma's for increased bookings. Hot on its heels follows, health & safety & standards, waste management, computer skills training, local site mentor training and all further necessary training to ensure product sustainability and environmental awareness.



eBlikkies project with recycled waste



Scrap booking Team with research to history and local heritage & Wire Art team



Dreamcatcher KidZ working at the herb garden



Assessment Homestay at Ndebele Village in Weltevrede

A programme to encourage involved citizens and entrepreneurs for tomorrow, targeting the youth of Melkhoutfontein and surrounding towns, followed close on the heels of the first training which took place from 3-6 April recently.

2. Dreamcatcher Community KidZ project

The first Dreamcatcher, Kamamma & KidZ Holiday programme rolled out at the Dreamcatcher Skills Transfer Centre in the June/July winter school holiday. The Stilbaai Tourism Bureau is one of our key partners in terms of co-operation and funding some of key aspects of the project. In terms of addressing the impact of waste in the community and the environment, which forms one of the cornerstones of the Dreamcatcher mission, an exciting, ground breaking tutor, mentoring and practical implementation pilot for the Kamamma's and Bhutis, is currently being planned to roll out early in 2010 ahead of World Cup Soccer. The Kamamma & KidZ project entails 3 stages. Programmes implemented in June were:

1) Putting the Garden Back in the Garden Route, where 3 projects are rolled into one: establishment of an indigenous flower garden, a herb garden and organic vegetable garden is taking place. The target group are school learners between 10-16 years old and a few unemployed youth school leavers who have no gainful activities. The objective and outcomes are: Environmental awareness, cultivation of possible furthering of a career in botany or environmental or waste management officer, local community walkabout welcome kidZ, entrepreneurship, education of a tourism culture, and to stimulate productive, educational and proactive use of free time for the youth, working with their local Kamammas. The cultivation of knowledge on how to use the herbs to enhance local cuisine and the welcome of visitors to the site in Melkhoutfontein is also intrinsic.

2) Scrap booking for girls with the objective to engage them on a journey of self discovery, increased self esteem, community pride and genealogy (research into their history and local heritage), education and to stimulate productive, and proactive use of free time, took place with the kind assistance of Mrs Stevens, wife of the local Anglican Church Pastor, and Ms Ethne Scholtz, Dreamcatcher Board Member.

3) A robot from recycled waste -and wire art project for boys, based on the blockbuster film Wall.i, caused a hive of activity to unfold. From clearing up the community, scouring for tins, lids, wire, plastic bottle caps, and a host of other discarded items, to learning how to handle a cutter and pliers, and brainstorming creative ways to produce wheels that work, the outcome was rewarding and highly contagious! So thus was born, aptly named, eBlikkies, (Tin-man) the African version of Wall.i. The environment and waste prevention (use of recycled waste materials), cultivation of entrepreneurship, education, and to stimulate productive and proactive use of free time activities and a warm welcome for visitors to a pristinely clean community, are the objective. The creative tutors were the enigmatic Bushman, Yellow the Wireman and Cedric Fortuin.

3. Last round of Kammama clusters assessed

At the end of April staff member Margie Carolus and Pascale Melissen undertook an informative meeting- and assessment of the Darling Kamamma's and homestays. With the kind assistance of Evita se Perron and by way of community consultation, 5 Kamamma's were identified of which 3 Homestays, 1 Cook Up Kamamma, 1 Community Walkabout Host and a Local Site mentor. In July founder Anthea Rossouw and staff member Pascale Melissen travelled to Johannesburg and Weltevrede, nDebele Kingdom, to assess projects and homestays in Soweto and the Ndebele Village. Further training and upgrades are being planned for later this year.

4. Shamina Shawena, it's mine, it's yours!

The ground breaking tourism development induction training and skills transfer course, CHANGING LANES To Tourism: It's Mine, It's Yours, developed by the founder of Dreamcatcher, trailed and assessed over 10 years, continues to impact positively on the SMME'S on the course which runs for 3 years minimum. The tutoring methods, material and manuals developed, continue to be adapted, not only relevant to the needs of the tourism industry, but to empower the community based entrepreneur with the skills and opportunity for immediate access to global tourists income potential. This measurable outcome to training, is gaining ground as a most relevant in terms of assessing poverty relief programmes. The entire training programme is closely linked to an outcome, which holistically and in a sensitive manner, develops the entrepreneur product, personally and community, in a multi-dimensional manner. The monitoring and assessment mechanism is based on a 24 hour/7day/365 day a year locally engaged system. Visiting academics and tourists to the Kamammas and Bhuti SMME'S continue to report being rewarded with an authentic, grass route lifestyle and welcome, yet enjoy a world-class professional service in a welcoming local community.



Change Management Training with Prof. Hilda Martens

Says founder Anthea Rossouw: "Tourism, and the positive or negative impact thereof, happens where people, who are the ultimate custodians of their environment, live, love and die. We consider developing tourism for tomorrow with the people at grass routes to be tantamount to the long term quality of life in the community and the perceptions of this, which greet the visitor. This philosophy and approach has always been central to all training at Dreamcatcher".

Further enhanced training took place at the new Dreamcatcher Home Office from 3rd to 6th April recently. Training focused on professional booking procedures, administration, communication, product content and presentation, as also upgraded local site mentor training.

From 18-20 May 2009 the Darling cluster received their first basic tourism Training: Shamina Shawena it's mine, it's yours together with Communication 1 & 2 training. Pascale Melissen was the tutor. The aspiring entrepreneurs handed in their tourism research project and did their written exam on the 5th July. Oral assessment is to follow. We are proud to say all passed the test!



Homestay Upgrades in Stutterheim with the aid of Reinier Grobler

From 19-25 June, Belgian professor Hilda Martens gave a series of riveting Change Management training sessions for the Kamamma's in Kayamandi, Worcester, Stillbaai, Riversdal, Albertinia, Oudtshoorn & Knysna. Discussed were how starting a business has changed their lives, how they cope with these changes and how to implement changes to grow their business and the relationship with Dreamcatcher and their community, formed the basis of their training. Tutor Pascale Melissen will continue with this training in other project towns.

Mentoring by National mentor Pascale Melissen took place in May in Leliefontein, Uppington, Worcester, Riversdal, Oudtshoorn, Knysna. Ms Melissen was joined on the projects by founder Anthea Rossouw who conducted the mentoring sessions in Kayamandi and Stillbaai in June and July recently. On the agenda were volunteer mentoring and projects, monthly local site mentor reports, reporting of non-Dreamcatcher bookings for insurance purposes, Dreamcatcher marketing presentation and the economic world recession, the credit crunch and survival strategies to counter this phenomenon.



Homestay Upgrades in progress in Darling

Ms Rossouw conceptualized and conducted a special training for tour guides, transfer drivers -and local Community Walkabout Hosts. This training, which the participants dubbed as an "eye opener", and one of the most valuable they had ever attended, honed their skills to deal with the special people who choose to travel to South Africa and with Dreamcatcher. The training took place in Kayamandi on the 6th of July recently.

5. Homestay & Cook Up upgrades

Important product upgrades, product development training and small business building stimulation at the tourism products of the Kamammas, took place between April and July, with funds made available by donors, fund raising by Dreamcatcher, as well as via Dreamcatcher Nederland and Cordaid in the Netherlands. Combining all the needs thus, we were able to do the following upgrades at our Homestays and Cook Up venues to an acceptable standard to receive volunteers and tourists:

- Installation of solar geysers in Uppington, Leliefontein and Stutterheim
- Homestay upgrades (painting, repairs and branding) is currently in progress in Darling
- The installation of the solar geysers in QwaQwa are planned for next month.

6. Cook Up with Kamamma of Maastricht Business School

On the 17th of June, a group of Dutch MBA students from Maastricht Business School visited Kayamandi for an informative Community Walkabout and an interactive and fun experience with the local Cook Up with Kamamma's.

Our thanks go to MBA coordinator Pia Carmadese accompanied by Ron Jacobs, Johan Burger from the University of Stellenbosch and Steven Carolus who hosted and accompanied the group.

Feedback we received from the group:

- Very impressive, unique experience
- Visiting a family for cooking is a very good idea, to feel more closer to South African daily life
- Very warm, inspiring, valuable experience
- It was important and unique to get an insight into the country
- I had an impression of a township, but now I have the experience: and I can share the difference with people in my country.

The MBA students are very interested in the Dreamcatcher Development Model for micro businesses and the development work Dreamcatcher is doing, and founder Anthea Rossouw has been invited to visit Maastricht in August.



Maastricht Business School in Kayamandi



MBA students Cooking Up with Kamamma



Rikitikavi Travel and media from Spain Cooking Up at Dreamcatcher Home Office



Kamamma Tumi in Soweto



Proudly South African eBlikkies!

7. News from the Media & Marketplace

-Film maker LiDa Kruger from Great Britain re-visited Dreamcatcher and South Africa recently to conduct more research about how the communities are preparing for 2010.

-Film Makers Andre Bos & Hannah Renfrum came to Johannesburg and Cape Town for further research and interviews for a film they are planning about the life of an important anti apartheid activist. Dreamcatcher will, when the filming takes place, assist with co-ordination, once it rolls out across the country.

-A tour operator from Spain, who is grounded in facilitating authentic, unstaged tourism experiences with local community content, together with 2 Spanish journalists, paid South Africa a visit in, June and July to experience the Dreamcatcher programmes in Kayamandi, Worcester, Stilbaai, Oudtshoorn and Knysna after conducting research on what is currently on offer. The country in itself was a huge surprise for them and the Dreamcatcher work to expose the visitor to an authentic, heartwarming and non-staged lifestyle experience, found to be rewarding and relevant to their aims. Dreamcatcher's mission is to grow tourism to South Africa with new possibilities. The first bookings from Spain are already rolling in!

-International Advertising Manager Ian Porter from Conference Incentive Travel undertook the Dreamcatcher Alternative Winelands Tour on the 27th of April. His comments were as follows:

"Anthea and the team. Just a quick note to say that I had the most fantastic day today on the Dreamcatcher alternative winelands tour. It was possibly the best cultural experience of my life. The guide was fantastic from start to finish - a true asset to the team. I loved the township (community based) tours, museum and Cook-up and spending time with Yellow and the gang. You really have got something special going on here. I cannot wait to tell the editorial team when I get back to the UK. Thanks again for allowing me the opportunity." Dreamcatcher experiences to enhance a Conference or Incentive tour, is currently profiled in the June 2009 issue of the magazine: Conference & Travel.

Community based tourism, pioneered by Dreamcatcher, in the midst of the Apartheid era 25 years ago this year, is increasingly high on the agenda of concerned travellers world wide. Dreamcatcher is working with various source markets to develop exciting new experiences in South Africa. It is gratifying to hear from visitors and the professional travel industry, that they appreciate and understand that today, Dreamcatcher, Cook up with Kamamma and Homestays with Kamamma are legally registered trademarks and if this service is not conducted by Dreamcatcher it isn't Dreamcatcher. We have come a long way. . . Hallelujah!

8. Where would we be without our precious volunteers?

Due to the world economic crisis, Dreamcatcher is not immune to the decrease in the number of willing people to join us on the projects. However, many see the current time, as one of reflection and involvement, so Dreamcatcher welcomed 10 volunteers onto our projects in the past 3 months. These incredible people, who travelled from around the world, truly made a difference in the communities of Oudtshoorn, Riversdale, Worcester, Upington and Stutterheim. Most have been volunteering at schools, clinics & hospitals, skills development centres, projects for street children and disabled children and HIV/Aids support groups.

Volunteers Danielle Williams reports back as follows:

'I will come back with my report and photos as soon as I come home. I am currently in in Cape Town but had a wonderful experience in Riversdale. My experience was awesome! Thanks for all!'

3 medical volunteers in Worcester report a life changing experience and their visit resulted in article in the local newspaper. Various other projects have attracted volunteers who arrived in South Africa this past week and others arrive soon. Many, many thanks to all. Our volunteers are the wind beneath our wings!

9. Contact details Dreamcatcher

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