THE DREAMCATCHER NEWSFLASH - 07th edition - Oct 2009

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

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

Contact: Dreamcatcher South Africa, PO Box 135, STILBAAI, South Africa
Tel/Fax: + 27 (0)28 7543469; Email: foundation@foundationdreamcatcher.com
Websites: www.foundationdreamcatcher.com & www.traveldreamcatcher.com

Dreamcatcher's Winelands Tour
Fair Trade in Tourism certified

1. Dreamcatcher now FAIR TRADE IN TOURISM certified

Dreamcatcher, which arranges community based visitor tours and programmes, proudly announces that the organization is now Fair Trade in Tourism South Africa (FTTSA) certified. FTTSA certification, for its part, is an independent endorsement of fair and responsible tourism practice in South Africa . It is based on adherence to specific criteria, including fair wages and working conditions, fair distribution of benefits, ethical business practice, and respect for human rights, culture and the environment. Certification is offered on a voluntary basis to providers of tourist accommodation, activities and attractions.

Says FTTSA's Executive Director, Jennifer Seif, "The Alternative Winelands Tour is an excellent example of professionally organized community-based tourism. The tour provides a window on the lives of ordinary South Africans through food, story-telling, wine, music and truly South African hospitality at its best. The tour communicates the diversity and majesty of the Cape Winelands through sightseeing, wine-tasting and personal interaction with farm workers and community members who open their homes to guests. The involvement of the Dreamcatcher Foundation ensures that tourism revenue is ploughed back into community and enterprise development programmes, so the tour is not only enjoyable and educational but also sustainable."

Local Heritage tour to ancient Fish traps

Putting the garden back in the Garden Route

Training at Dreamcatcher Home Office

Building a lapa in Witsieshoek

Says Anthea Rossouw: "As pioneers in offering tourism experiences which would put high value on benefits to accrue at local level, and ensure access to tourism for micro tourism entrepreneurs, at Dreamcatcher have successfully implemented Fair Trade in tourism on one of the most visited travel routes in South Africa , namely the Cape Wine Lands. We call this tour: *A Taste of Reality with Dreamcatcher*: The Alternative Winelands tour. This is a special tour, where it is indeed possible to have an authentic, involved intra-cultural tourism visitor experience. We are very proud and look forward to any initiative to work with FTTSA".

2. Development of new alternative winelands tours

As our Alternative Winelands tour is now Fair Trade in Tourism certified, It is possible, as we first wanted to be assessed, to offer exciting tastes of reality, which offers excellent wine, traditional food and meeting the locals. During the FIGO conference in Cape Town from 4-9 October 2009, Dreamcatcher hosted a number of conference attendees in the wine lands communities.

3. Dreamcatcher Community KidZ project

The Dreamcatcher, Kamamma & KidZ Holiday programme is successfully running at the Dreamcatcher Skills Transfer Centre on Friday afternoons and school holidays. Undertaken activities are: 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 is school learners between 10-16 years old and a few unemployed youth school leavers who have no gainful activities. 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 took place with the kind assistance of Mrs Stevens, wife of the local Anglican Church Pastor.

In cooperation with Rikitikitavi Travel the KidZ were visited by Spanish volunteer Francesc Roca on 22 August, where he assisted with gardening and played beach soccer with them. It was a rewarding and fun experience for all involved.

We are expecting more Work & Play volunteers to work with the KidZ during October. Stilbaai Tourism Bureau is one of our key partners in terms of co-operation and funding some of key aspects of this project.

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 measureable 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.

From 29 September-02 October 2009 recently assessed Homestays & Local Site Mentors in Soweto (Tumi Nxumalo) & Ndebele Village (Ellen Ndimande)& Melkhoutfontein (Sandra Daries) received tourism Training: Shamina Shawena it's mine, it's yours. Together with the Heidelberg cluster also the Communication 1 & 2 training and Change Management Training was conducted. Pascale Melissen was the tutor. The aspiring entrepreneurs from Soweto & Ndebele Village also went on their field trip to Stilbaai and Mosselbay to have a first hand experience of how it feels to be a tourist. They even travelled on the Shozoloza Meyl train from Johannesburg to Cape Town! For Ellen it was her first ever encounter with the ocean.

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 July and October, 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:

-Homestay upgrades (painting, repairs and branding) finalized in Darling
-The installation of the solar geysers in QwaQwa and upgrade of bathrooms
-Building of a lapa & braai area at the Cook Up venue in Witsieshoek
-Upgrades of kitchens at Cook Up venues in Melkhoutfontein

FIGO conference Kayamande community tour

Work & Play volunteer Francesc Roca playing beach soccer in Stilbaai

Installation of Solar geyser in QwaQwa

Kamamma's on fieldtrip

7. News from the Media & Marketplace: So what do they say about us?

-International Advertising Manager Ian Porter from Conference Incentive Travel undertook another Alternative Winelands Tour after his visit in April and also travelled to Victoria Falls and Botswana . His comments were as follows:
"We are in heaven - Okavango magic - thanks so much to Dreamcatcher"

-The Devonish group from the USA spent 3 weeks touring our wonderful country from Kruger National Park to the Free State, Durban and Cape Town. The group commented during their trip: *'Tomorrow cannot be as good as today and of course, tomorrow was great as well! The weather, every day was also fabulous'. 'Dreamcatcher really did a wonderful job of helping us to enjoy and experience South Africa. Our tour was one of depth, and of light and warmth. It was great, in a word. Thank you so much for all your work to help everyone have such a grand experience'.*

-In cooperation with Africa Inside Out and Turners Conference groups Dreamcatcher rolled out a series of tours during the FIGO conference in Cape Town. We gave the doctors a Taste of Reality by connecting them to the people, cooking up with Kamamma's and having vivid discussion about health issues. One doctor told our tour guide: *"This tour is the best of all the tours we did this week. Cape Point is something you can see on a picture, but this tour is something you have to experience. We could not have made a better choice my wife and I".*

8. Where would we be without our precious volunteers?

The past weeks several communities had the honour to be hosts of the Dreamcatcher volunteers. Elaine came to do an important research for her studies and spent time with street children in Worcester and Oudtshoorn. Sophie entertained the kids at Oasis in Upington and Francesc played soccer and rugby with many kids in several communities. From the plane he sms't: *"I go back... Seems impossible.... Really... Mama, only 2 words: THANK YOU VERY MUCH / MOLTISIMES GRACIES (in Catalan) From my heart: THANK YOU ,THANK YOU, THANK YOU, THANK YOU, THANK YOU, THANK YOU, THANK YOU 7 times!"*

9. Environment

One of the key principles and objectives which guides the poverty alleviation programmes through tourism, by Dreamcatcher, is that of ensuring that the micro entrepreneurs are empowered with skills, resources and knowledge to be cogniscent of the impact of tourism on the environment. Specifically the management of waste before it gets into the waste stream, energy and water consumption management at their enterprises are high on the agenda. A ground breaking waste management training and implementation programme is high on our agenda leading up to 2010 World Soccer and will prove invaluable during 2010 and beyond, as what we are putting in place will be sustainable and cost effective.

10. Contact details Dreamcatcher

Dreamcatcher Central Admin Office
7 Peterstreet, CRAWFORD 7780, Cape Town
South Africa
TEL/FAX: + 27 (0) 21 6966004
FAX: + 27 (0) 86 5425566
CELL: + 27 (0) 76 4979306
Email: travel@traveldreamcatcher.com Web: www.traveldreamcatcher.com

Dreamcatcher Foundation Home Office
Old Rectory, St. Augustine 's Churchgrounds, Melkhoutfontein, STILBAAI
P.O. Box 135, STILBAAI, 6674, South Africa
TEL/FAX: +27 (0) 28 7543469
Email: foundation@foundationdreamcatcher.com
Web: www.foundationdreamcatcher.com