

THE VOICE OF RISK ●

# Izwi

SATSA DAILY COVER INSURANCE  
The new system for SATSA members

PROFESSIONAL GUIDES COVER  
Are you covered if disaster strikes?

SATIB CONSERVATION TRUST  
Elephants and keeping elephants alive

OPEN SAFARI VEHICLES  
NEW Kruger National Park regulations





## Not all operators are in the same boat...

SATIB's cover for Adventure Tourism Operators is tailored to your specific needs and levels of exposure.

It is undoubtedly the most exclusive, yet flexible product on the market, covering the widest range of activities. So now when you get caught downstream without a paddle, you know you're in safe hands.

Included is SATIB24 Crisis Call, Africa's leading critical incident management unit supported with an insurance component ONLY available to SATIB clients. They make the right decisions, ensuring the best outcomes while reducing liability and your risk of reputational damage.

**By the way... we deal with an average of 10 incidents per day!  
Don't wait until it is too late - Call us NOW!**

# Contents



PAGE **6**

SANParks - SATSA Partnership  
Helps Self-Regulate Open Safari Vehicles.



PAGE **8**

MARKETING INTELLIGENCES  
Know how to talk to your market.



PAGE **14**

SITUATIONAL AWARENESS  
The suddenness of safety.



PAGE **16**

ADVENTURE TOURISM  
Understanding the risks.



PAGE **21**

SATIB CONSERVATION TRUST  
PROJECT NEWS  
On elephants and keeping elephants alive.



For more information, please contact Andre du Toit on:

T 0861 SATIB 4U (72842 48) | E [andre@satib.co.za](mailto:andre@satib.co.za) | C +27 82 446 1697

[www.satib.com](https://www.satib.com)





# FOREWARD



Dear Readers

After a very successful first edition of "Izwi" launched at Indaba and the show again behind us for yet another year, we sincerely hope you enjoy our second edition and find the content of some interest and benefit to you and your business.

With so many outside influences and factors to deal with in our daily business lives, one has to be more and more vigilant and street wise in order to successfully navigate the waterways of change the world is undergoing currently. With major players like USA, Britain, parts of Europe and China all experiencing major political as well as financial metamorphosis, effects on the minor players on the world stage, like as ourselves here in Southern Africa, can be profound and necessitates adjustment and clever decision making on a regular basis, in order to adapt accordingly.

In December 2015 a political announcement by the S.A. government saw a currency swing of historical proportions, six months later and moves in Britain and Europe have seen our currency clawing back to normality, whatever that may be these days? Terror attacks in Europe, Britain's exit from the EU and domestic racial violence in the US seems to dominate news headlines on a regular basis, not to mention the occasional passenger airliner that sadly "disappears" off the radar, a phenomenon not heard of in earlier days.

Fortunately South Africa seems to have so far escaped the major turmoil mentioned above.

Admittedly we have Guptagate, Nkandla, looming elections, the sword of Damocles hanging over our economic heads by way of a potential S & P downgrade, severe drought conditions in much of the country and a few other minor concerns, but we still have, what is widely considered by the majority of international visitors to our shores, to be one of the best countries in the world.

We cannot always agree with or control the decision making of our politicians, but we can certainly make the best of the situation we have.

Foreign investment is starting to find its way back into our country and with it will come improved financial stability and, hopefully, an influx of visitors to our shores. This creates wealth and jobs both of which we need desperately.

We need to all strive to encourage the tourism potential we have and make a special effort to make sure all these visitors not only return but spread the word on their return home encouraging others to visit and explore our wonderful country. After all tourism ranks as one of the three highest GDP earners for our economy. This is a no brainer as far as a major growth area is concerned. There is a general consensus that the relevant government department doesn't do enough to market S.A. tourism worldwide, not much we can do about this other than take the proverbial bull by the horns and do it ourselves!

Obviously with the increase in tourists come the risks associated with their safety and well-being. Make sure that in all instances and situations you have adequate insurance cover. SATIB is forever at your service and will gladly provide advice and assistance in areas of protection of your assets as well as the liability areas you may have concerns about.

Let's all become more proactive tourism ambassadors!

**All the best.**

*Julian Freimond - Director - SATIB Insurance Brokers*



## RAND DEPRECIATION and under insurance

**A**s at this morning the rate of exchange between the Rand, Dollar, Euro and Pound varies between R15 – R20 to 1 US Dollar, Euro, Pound. This, compounded by the volatile Economic environment that we have found ourselves in; can have serious consequences for South African businesses.

There has been some movement in the Rand over the years but it has not been as severe or as sudden as what we have experienced in recent months which, from an insurance point of view, means that many businesses may be unaware that they are underinsured.

Within the tourism sector the assets we have seen the most effected are:

- Plant and machinery
- Electronics
- Aircraft
- Marine hull/pleasure craft
- Motor spares
- General Contents – if they have been sourced Internationally
- Building Values

In all of the above examples there is an import impact of one kind or another and it is important that this be discussed with your broker to ensure that you are not left under insured. Should you have a loss and be underinsured, the condition of Average will apply and you will be considered as your own insurer for the difference and bear a ratable portion of the loss. This will severely reduce your claim, e.g.

|  |   |             |
|--|---|-------------|
| The new replacement value of your property     | : | R 1 000 000 |
| The actual sum insured in terms of your policy | : | R 800 000   |
| The amount of loss you suffer                  | : | R 600 000   |

The settlement of this claim would be as follows :

- Rate of under insurance = 20%
- Amount of the loss less 20% = R 480 000

You will be paid out R 120 000 less than your loss!

It is therefore critical that you ensure that your buildings, contents, plant and machinery, electronic equipment, aircraft, boats are insured for their new replacement value – including VAT. Where assets are imported, make provision for exchange rates, import duties and surcharges.

Liability is also something that the tourism and hospitality sector needs to be acutely aware of due to the fact we are largely catering to an International target market. Should you be held legally liable for the bodily injury of a third party, the Rand sadly doesn't go very far. If for example, you have R20 million Rand liability cover in place – whether it is General Public Liability or Passenger Liability, that equates to just over a \$1 million, which is unlikely to be sufficient should there be a serious incident. SATIB recommend discussing your specific needs and target market with us so that we can ensure you have sufficient cover in place, within that you are able to afford.





SANParks - SATSA Partnership

Helps Self-Regulate

# OPEN SAFARI VEHICLES

## EMPLOYEE DISMISSAL

Are your procedures compliant?

**D**id you know that the Open Safari Vehicle (OSV) market contributes over R26million to SANParks and therefore to conservation?

South African Tourism's research shows that 85% of all overseas visitors come to South Africa for its wildlife. The country thus competes against safari destinations like Kenya, Tanzania and Botswana. The OSV industry allows South Africa to stay competitive and through independent marketing it is responsible for bringing in over 4% of overseas tourist arrivals.

Furthermore, OSV's contribute to the SANParks Responsible Tourism Strategy through decreasing vehicle numbers and reducing carbon emissions whilst ensuring a superior wildlife encounter. OSV guides also assist with conservation efforts by reporting suspicious/ illegal activity and animals in distress.

Bearing the above strategy in mind, and in an effort to not just regulate but to actually strengthen the industry (considering the safety and experience of each tourist getting into an OSV), an industry self-regulation project was launched by SATSA in April 2015. This project, in partnership with SANParks and OSV Operators, saw 275 vehicles registered during the first year of the project. A stringent process is followed for registration and due diligence as jointly developed by the industry and SANParks, is conducted on each applicant covering the business, vehicles (including safety inspections), and guides.

A consistent problem experienced in the Kruger National Park is that of inappropriate behavior and rule breaking. Offenders exist amongst the public OSVs and other official vehicles. To this end, the OSV industry stood together and decided to add a monitoring element to the project to ensure the best behaviour from its members. Monitoring is taken very seriously and fines are issued through the KNP Protection Services process. Feedback to date indicates that the monitoring project is a success with noticeably improved behaviour amongst OSV guides.

To further strengthen the industry, all OSV guides are required to attend KNP Orientation Training which equips them with up-to-date information on park policy (on issues such as anti-poaching efforts, elephant population management, and more).

Results of a survey conducted by SATSA in March 2016 indicate that overall the project is a great success with 83% of operators rating the project as more efficient than the previous permitting process. 91% of Operators believe that the monitoring process is improving the image of the industry and 78% rated morale around the project as positive.

For OSV project details please visit [www.satsa.co.za](http://www.satsa.co.za)

**Before dismissing an employee you have to issue verbal and written warnings as well as conduct a disciplinary hearing.**

Make sure that you follow the correct procedure and that you have considered all the relevant factors and taken into account the employee's circumstances, as you need to be able to prove that you had a justifiable reason to dismiss and that you have followed a fair procedure.

It is suggested that you act accordingly to these progressive warnings to ensure that you follow the correct procedure before conducting a disciplinary hearing;

- Verbal warning: This is a warning that is accompanied by counselling for a less serious offence. It is important that all verbal warnings are noted on the employee's file.
- Written warning: This warning is issued for the same offence where a previous verbal warning and counselling has not rectified the employee's behaviour. A written warning can also be given where the seriousness of the offence makes a verbal warning inadequate. The written warning must be signed by the employee, placed on his/her file and he/she must be given a copy.
- Final written warning: This warning can be issued for a serious offence, or when an employee already has a valid written warning on file.
- Dismissal: If, as a result of a disciplinary hearing, the employee has been found guilty of the offence, the employee's services may be terminated for a very serious offence or where he/she already has a final written warning.

For more information, contact Charmaine Pratt at Sprout Consulting.

**Email:** [charmaine@sproutconsulting.co.za](mailto:charmaine@sproutconsulting.co.za) **Tel:** 0861 GROW NOW





# MARKETING INTELLIGENCES

**O**ld school marketing is based on a very scholastic method of communicating with audiences. The messages are typically very linear and rely on a person to have attuned linguistic skills (rely on highly developed auditory skill and expect people to think in words only). Personally, I never excelled at school. I knew I wasn't 'stupid' but I was so disinterested in the instructor who stood in front of the class each day and read from a book; 5 minutes into each lesson I found myself either lost in my head and in a different world or talking to anybody in the class that would talk back to me. However, after school, and once I learnt how to absorb information through the use of various methods of instruction in my time at university, I excelled. What I subsequently learnt was that my intelligence set at school was not being catered for. I was not the linguistic type of learner, I was a combination of the visual-spatial, musical and intrapersonal learner (the more creative than logical learning set).

I understand that the mere thought of catering to marketing efforts which encompass the above may seem overwhelming, if not impossible, but it really is not. The beauty of the digital age, the internet and audiences being so receptive to multi-media, provides marketers with the ideal platform to utilize a combination of the above intelligences to form powerful campaigns which will not only speak directly to an audience but will foster an involved, interactive and lasting impression on them. It's not necessarily what we communicate, it's how we communicate.

I encourage you to view the SATIB corporate video which was recently launched. The intelligence sets that were at the fore were:

**Musical Intelligence:** the music in the background is dramatic, it has highs and lows and relates to the imagery displayed.

**Intrapersonal Intelligence:** the video evokes a sense of awareness and self-reflection.

**Interpersonal Intelligence:** the imagery appeals to a common concern which is felt by many.

**Linguistic Intelligence:** Listen to the voice over in the video – the deep set tone and the telling of a story.

**Naturalistic Intelligence:** The video speaks to the heart of this intelligence.

Before you begin to stress, remember that everybody contains all of the above intelligences, but the percentage of each differs.

If there is something I would like you to glean from this article, it is that you don't need to try and be all, just be cognisant of not being one.

Take some time to review the above, grade yourself on the intelligence you identify with and to what percentage. This exercise in self-analysis will be the first step in broadening your perspective and in the appreciation of your clients as individuals.

*Article by Richard Grossi - Sprout Consulting*

## Intelligence Set

## Broad definition

### Visual-Spatial

Think in terms of physical space, aware of their environment, like to draw, build puzzles, day dream. This intelligence learns through drawings, imagery and verbal instruction. Effective tools for this intelligence are building models, photography, video and text with the use of rich imagery.

### Bodily Kinaesthetic

Learn through the use of the physical, very aware of movement, making things, physical touch. This intelligence learns through physical activity and has a very hands on learning style such as making use of forms of equipment, role play and real objects.

### Musical

Highly sensitive to rhythm and sound. This is not specific to music – applies to sounds in the environment. People with this intelligence may learn more effectively with music in the background, are receptive to lyrics and dramatic sounds which give messages more meaning.

### Intrapersonal

Have a clear understanding of their own interests and goals. They have a deep wisdom, sense of intuition, motivation and individual opinion. This intelligence learns through independent study and finds the use of creative materials, privacy and reflection as tools to absorb information.

### Interpersonal

People with this intelligence have the ability to interact with and understand others easily. They are able to tune into causes which require empathy and have an understanding of other's needs. They are receptive to tools such as video conferencing, group activities, writing and story telling.

### Linguistic

Have an instinctive ability to understand and express themselves using words. They have highly attuned auditory skills and word vocabulary. This intelligence learns through reading, word games and stories. They are receptive to information presented in books, lectures and conferences.

### Logical

### Mathematical

Involved thinkers who like to reason and calculate. This intelligence prefers to learn concepts before they are able to deal with the details. They are precise and enjoy exploring patterns, experimenting and asking questions and solving problems.

### Naturalistic

More in tune with nature and have a keen interest in exploring the environment and learning about different species. Have an excellent ability to categorise and catalogue information. They love the outdoors and connecting with nature.

## Rate Yourself

|                      | 25% | 50% | 75% | 100% |
|----------------------|-----|-----|-----|------|
| Visual-Spatial       |     |     |     |      |
| Bodily Kinaesthetic  |     |     |     |      |
| Musical              |     |     |     |      |
| Intrapersonal        |     |     |     |      |
| Interpersonal        |     |     |     |      |
| Linguistic           |     |     |     |      |
| Logical Mathematical |     |     |     |      |
| Naturalistic         |     |     |     |      |





# BUDGETING

The importance of it in business.

**When running a business it's important to know where you're going (strategy) and to measure the success against a budget.**

Budgeting allows a company to plan for things e.g. the purchase of new machinery or the ability to hire more staff.

A starting point is using the performance of the business in the current financial year. This is sometimes referred to as a "Top Down" budget as management takes last year, adds a percentage and requests that staff achieve it.

Another method is the "Bottom Up" budget whereby everything is looked at fresh each year. Staff give input on what's achievable and feel part of the process.

Management typically add a bit of stretch in the budget and sign off with incentives usually tied to achieving it.

A budget is used to plan, as mentioned above, but targets for staff can exceed what's in the budget i.e. targets and budgets could and should be different.

It's great to put a budget in place to act as an early warning system. It's not good enough though to just know there is a difference, one needs to act on it. If it doesn't look like targets will be met, one might decide to lease rather than buy the new machinery.

Do you know the difference between targets and budgets? Do your employees?

For more information, please contact us at [info@sproutconsulting.co.za](mailto:info@sproutconsulting.co.za) or 0861 GROW NOW



# STAFF MOTIVATION

It is an investment for your future.

**Whilst conducting an employee satisfaction survey with a client recently, we were not entirely surprised to find that 30% of the respondents felt that they were not being properly rewarded.**

We base our HR philosophy on the Herzberg two factor theory to facilitate our thinking on employee satisfaction.

The first factors are Hygiene factors with the rule of thumb being that these can't enhance performance but the absence of them will cause dissatisfaction e.g. satisfactory pay and decent working conditions.

The Motivator factors are used to enhance the performance of the team including recognition and promotion possibilities.

If John's salary is R25,000 pm, he will cost the company in excess of R1 million over 3 years, factoring in all the costs of employment. Most assets have a useful life of 3 years.

The thought that goes into acquiring an asset for R1 million and the maintenance that will happen to make it last 3 years should be no different to decision to hire John and keep him working at full capacity.

Find out if there is dissatisfaction in your team and what staff need to perform at their best and then put a plan in place to manage it. This may change your staff attitudes without changing your payroll costs.

Sprout Consulting can assist you with the 'hard and soft' skill approach to staff motivation.

For more information, please contact us at [info@sproutconsulting.co.za](mailto:info@sproutconsulting.co.za) or 0861 GROW NOW





# The Suddenness of Safety

## SITUATIONAL AWARENESS

**R**egardless of guiding discipline and/or the designated nature of the proposed guest activity, guided experiences are in essence a series of observations, associated interpretation, decisions and resultant actions based on these initial processes. The decisions we make and the actions we take under the premise of observation can be greatly improved through increased situational awareness in combination with a thorough understanding of the potential pitfalls, risks and ramifications associated with each and every facet of the guided experience from inception to completion.

On most occasions guided experiences are completed with the minimum of fuss to the mutual and beneficial satisfaction of all parties involved. However, unforeseen circumstances, guide complacency through a sub-conscious, developed sense of situational or experiential normalcy or simply a case of wrong place wrong time can lead to a sudden and abrupt breakdown in the cyclical decision making, action orientated chain of events. A weak or missing component at any stage in the chain can sometimes lead to unpredictable, often unexpectedly catastrophic results if not immediately reported as a result of these actions or inactions but

possibly further down the line once the review and analysis of these incidents begins to take place, from guest injury/death to litigation and criminal cases aimed at both the operation and/or the guide.

The accident chain as basically described comprises a particular situation that, through the application or development of unsafe habits, results in the decision making process being affected to the point that situationally unsafe decisions and actions are taken, which in turn leads to an incident or accident taking place as a result. The seriousness of which often being related to the varying degrees of unsafe habit, decision or action initially applied at the time.

This process is one guides need to be cognisant of at all times with the thought uppermost in our mind being the breaking of the accident chain through the conscious change of if not the situation in which guides can find themselves at times, then the changing of the unsafe habits and actions. There needs to be the realisation within all guides that all activities we carry out in the completion of a guided experience carry inherent, associated risks that we as guides need to strive to minimise or reduce at all times.

One of the first steps we need to take as guides is to ensure that we are aware of all potential risks and hazards within our particular field of expertise and the guided experiences we are embarking upon with our guests. We need to make sure that we adhere to and carefully implement those procedures and operational protocols (both theoretical and practical) that have been put in place to minimise each and every identified risk or hazard. What is vital to remember at this juncture is that these protocols and procedures should include those that apply if and when an incident does occur. The manner in which we as guides deal with an accident or incident when they arise can often be the difference between successful or unsuccessful effective incident management and recovery. Part of this preparatory phase also includes the fact under law that all guides need to be legal in all respects of the law as laid out by the NDT (National Dept. of Tourism) and existing legislation and the onus is on us as guides first and foremost to make sure we are compliant in this regard at all times whilst conducting our guided experiences.

However as guides we know that no matter what precautions we may take or what protocols or procedures we have in place, accidents will still occur. The human factor, often in combination with unforeseen or extenuating circumstances, will always play a role.

Unavoidable negligence is not a crime in itself, however the extent of the negligence along with the extent of the resultant injuries as a result of the incident will be a factor in determining the nature of the follow-up investigation and resultant findings.

Negligence has to be proven in instances such as these with questions along the lines of the following being asked:

1. Was the guide correctly qualified and experienced to be conducting the particular activity and did they take reasonable care in the implementation of that aspect of the guided experience that gave rise to the incident?
2. Were the guests made aware of the inherent risks involved in the planned guided activity and were they briefed accordingly prior to each aspect of the guided experience being carried out?
3. How was the incident handled both during and after the event?

The resultant findings to the above can be used to determine the level of negligence (if any) and the scope of legal and liability orientated responsibility for the incident and its outcomes.

As guides we have a prescribed duty of care to those guests under our guidance and control during an activity. The test of ascertaining the existence of a duty of care in any particular case is the 'foresight of a reasonable person' and as such the following questions again would be asked:

1. Would a reasonable person, in the position of the defendant, have foreseen the possibility of their conduct injuring another?
2. Would a reasonable person have taken steps to guard against such dangers?
3. If so, did the defendant take the relevant steps in question? If not, the defendant would in all likelihood be found negligent

The duty of care process should an incident occur, can be enhanced through the contracting or use of a specialist medical emergency response service such as the SATIB24 Crisis Call centre. This is vital not only for the effective advice, guidance and assistance a guide will receive when dealing with an incident but also for the transfer of liability to the service provider for decisions made in dealing with the crisis situation. This transfer of liability also ensures that the entire incident is recorded for future reference in the event of a personal injury claim or criminal proceedings being instituted against you as the guide down the line.

We as guides in the modern tourism sector, one in which guests are far more rights aware, need to ensure that we are properly prepared for the guided activities we provide. Proper preparation in terms of qualifications, protocols and procedures in conjunction with an overarching awareness of the potential hazards and associated risks involved is vital to the ongoing and successful implementation of our varied guided experiences. This preparation and awareness needs to be inherent in our approach to guided experiences on multiple levels from the baseline of the guided experience (introduction, conduction and completion) to the greater context of our guests, our associated duty of care and associated incident management systems and protocols to the resultant risk and legal/liability exposures to both the area of operation (lodge, reserve, attraction etc.) and ourselves as guides should an incident of any nature occur.

**We owe it to ourselves to ensure we are aware of the 'suddenness of safety' at all times....**

**[www.satibguides.co.za](http://www.satibguides.co.za)**



# Understanding the risks of ADVENTURE TOURISM

**A**dventure Tourism has become a bit of a buzz word and rightly so! It is the fastest growing sector of tourism globally and South Africa is ideally positioned to take full advantage of this travel trend. With this, however, comes the need to understand risk within this sector so that we can be sure to create and manage a safe and memorable experience for travellers and thrill seekers.

So where do we start? Risk is broadly defined as a situation that exposes someone to danger, harm or loss. Risk can be a business financial risk, a risk of property loss or a physical safety matter. There are more, but let's stick to these for the sake of this discussion.

Adventure tourism by nature draws people out of their comfort zone's be it physically, culturally or spiritually and very often activities will have a degree of inherent risk, they may be based in more remote area where infrastructure and training are not what you would find elsewhere. Understanding this and adapting your operating procedures and capacity to deal with incidents in your environment is your responsibility, you have a duty of care. It goes beyond regulations as these are often thin on the ground within this specialist environment. Failure to do so will arise in incidents that are badly managed and you will face potential litigation which can be financially crippling and result in reputational damage that will plague your business for years to come.

However risk seeking a traveller is they are not looking for a dangerous situation and even less in an injury or accident. They are looking for the adventure with an expected and reasonable degree of safety and security – after all they are paying you for it!

Very often the risk comes from the human element (physical and mental capacity, fitness levels, health, experience, and leadership), the environment (location, topography, weather, and lighting), equipment (maintenance, quality, appropriateness, and materials) and systems (emergency protocols, operating procedures). Immediate and most frequent risks are the ones we most often think of and they are bodily harm / injury or even death. Less likely is perhaps property damage.

What is on the increase due to social media though is the risk of reputational damage. People go to the internet to tell their story and you want to make sure it is a positive one. Incidents do happen but it is often the way you manage them that determines whether you receive a legal letter or a thanks you letter!

The trick is to manage what you can and transfer what you can't.

A few key pointers will help you manage your risk, reducing the chances of an incident and protecting yourself from legal action. We need to assume that in the building of your business you have followed local legislation, regulations, building standards, occupational health and safety guidelines, guiding regulations and the law of the land.

A fair amount of detail sits behind these, but the following are good starting points:

**INDUCTION OF STAFF:** not enough properties do it! The more familiar the staff are with their environment and accompanying hazards the less likely they are to make an error and the better they will be able to assist in the event of an incident. You will have more eyes on the ground to identify and mitigate risk.

**GUEST ORIENTATION AND INDEMNITIES:** awareness is the first step in mitigating risk. It starts with informing your guests through your marketing material, booking process and indeed the orientation, indemnities or pre-activity briefings. As an operator you are obliged to inform your participants of the inherent risks, potential hazards, and unpredictability and how to minimize them. They must be aware that reducing risk to zero is impossible and as a result strict adherence to safety rules is important. This will allow you to gain informed consent. It is in your interests to do so not only from a liability point of view but also because a participant's armed knowledge of the risks is inclined to look out for them.

**CONDUCT OF ACTIVITIES:** make sure all guides / drivers / instructors are compliant and that regular appraisals are done. They must be aware of the inherent risks they are introducing clients to and not get blasé about their surroundings.

**DEVELOP RISK AWARENESS:** no one knows the business and its hazards better than your staff and your peers as they live it daily. Sharing of learned experiences and restless innovation are important to preserve this niche. Factors that need to be considered when building capacity and safety performance are:

- Location
- Number of guests
- Nature of the activities performed
- Presence of potentially dangerous game or natural features
- Type of injuries that are likely to occur at a workplace
- Number and capacity of staff
- Other available resources

**SAFETY AND EMERGENCY SIGNS AND NUMBERS:** The emergency signs and notices enable staff and guests to act quickly, getting guests and staff out of the area as quickly as possible. They are also important in informing guests and visitors of potential dangers. These can be subtly introduced in your environment without taking from the design or style of a place.

But, in spite of your best intentions incidents happen! So we need to ensure you have the right risk transfer solution in place and by this I mean Insurance and access to an Incident Management Services.

Thankfully we now have more options out there when it comes to risk transfer including bespoke insurance products for this sector. SATIB identified the need for a specialist product some time ago and have worked closely with the industry and insurers to develop a product that is flexible enough to cater for the broad spectrum of activities currently represented. This niche market cannot fit into a standard insurance policy so it is with great pride that we bring you a NEW Adventure Operators Liability product backed by our first class claims service and expert advice.

Very importantly this product gives you access the SATIB24 Crisis Call team which means immediate access to a team of specialist doctors and facilitators who have been re-writing the way incidents are managed in Africa. Dr. King and his team take control of the situation, shouldering liability whilst accessing and co-ordinating multiple resources, service providers, assistance companies, hospitals and insurers to ensure the smoothest and best outcome each and every time. In addition they will provide guidelines in media management which is crucial in limiting reputational damage in today's world of viral media.

So be aware of the risks inherent in the activity you offer, communicate them to all, manage them to the best of your ability and partner with those who can assist you in determining the best outcome when things do go wrong!



Your service may be up to scratch...

...but what about your admin?



SATIB Conservation Trust Project News:

# On Elephants and keeping ELEPHANTS ALIVE

Big companies often share a **common head office** including; **IT, Marketing, HR** and a **Finance & Accounting** team. They call it their **Shared Services** team. Smaller businesses don't have the luxury of having **one set of professionals** they can plug into, who **understand their business** from all angles.

Sprout fills this need! Our team will **partner with you** to provide a **full or partial outsourced solution** in your HR, Marketing, IT and Finance & Accounting areas. Our goal is to take away the day to day stress from business owners allowing them time to **grow their business**.

Some of our Awesome Clients:



**W**ithin three years more than 100 000 elephants have been killed (Wittemyer et al 2014). Thirty years ago, the southern states had a little over 20% of Africa's continental elephant population. Today, the southern states have become the last stronghold of the African elephant as we now hold over half of the continental population due to excessive poaching to the north of our borders (Douglas-Hamilton 2009). Neighbouring Mozambique has seen drastic declines in elephant populations (Booth et al 2014). If elephants are to survive, we need scientific knowledge and an intimate understanding of their movements and needs. While we collect data from elephants on how they navigate so-called fear landscapes, we also need to partner with anti-poaching units and support environmental educational efforts into local communities surrounding the areas which elephants occupy. Being based in South Africa, we have to also deal with an expanding national elephant population which is rapidly and sadly becoming a unique situation. Elephants Alive's aim is therefore to not only fund vital research on elephant movements, the latest statistics and mitigation methods where human-elephant-conflict (HEC) may arise but also to support educational programs and anti-poaching units who are fighting to ensure the safety of our wildlife.

1998 we have deployed GSM/GPS satellite collars on 62 study animals in close to 110 collaring operations. Since 1996 we have also been studying individually identified elephants to better understand population dynamics and how safety and social benefits, other than nutritional needs, drive elephant movements.

Human-Elephant-Conflict is on the increase as elephants are being compressed within their range by burgeoning human populations. Where humans and elephants compete for resources, conflict arises. Escalating illegal killings can be viewed as an extreme form of HEC. We are pleased to announce that Elephants Alive have partnered with the highly reputable PAMS Foundation who has effectively decreased rampant poaching incidents in some of the remote parts of Tanzania and elsewhere. Collectively we will be working hard to address the insidious increases in elephant poaching incidents which have been reported in the Greater Kruger Biosphere. Our focus area will be Limpopo National Park and surrounds where we hope to collar at least 40 elephants to serve as 'pachyderm intelligence agents'. South Africa itself holds approximately 6.3% of the total African elephant population and has the third largest population in southern Africa (UNEP, CITES, IUCN, TRAFFIC, 2013). The Greater Kruger National Park, which includes private reserves to the west, is home to approximately 22000 individuals, representing 74% of the nation's elephant population (Selier et al. 2015). If one of the last strongholds of elephants in the African continent is to remain a relative safe haven for the animals, South Africa must act pre-emptively and proactively to address the elephant-poaching crisis it will invariably face in the coming months and years.

Our research, which is twenty years in the making, is aimed at improving our knowledge of the ecological processes that propagate the coexistence of elephants, their habitat and people. We are focussed on understanding the motivation behind elephant movements from core conservation areas such as the Kruger National Park (KNP) into peripheral Protected Areas along its western, eastern and northern borders. Since

HR | MARKETING | ACCOUNTING | IT



T 0861 GROW NOW (4769 669) | [www.sproutconsulting.co.za](http://www.sproutconsulting.co.za)





Conflict between elephants and people may also arise where expanding elephant populations occur within compressed ranges. Within South Africa, HEC has arisen where elephant populations are either damaging infrastructure by fence breakages thereby threatening human security or are found to impact on iconic large tree species which are considered of ecological and aesthetic importance to reserve managers, tourists and landowners. Protecting certain landscape features and ensuring human security will foster positive human-elephant interactions. Hence we have been studying the accumulated impact of elephants on large trees since 2004 and have looked at mitigation methods which could be used to increase the survival rate of large trees. These include wire net protection of tree stems and uniquely using beehives as deterrents. Our bees-to-protect-trees study is delivering very interesting results. None of the trees with beehives in have thus far been impacted by elephants while other surrounding trees have experienced mild to severe elephant impact. It has been a steep learning curve to keep the bees buzzing

while our study area is in the grips of a severe drought but we believe that with the continued support of our sponsors, we will be able to promote peaceful ways to mitigate elephant effects and in the process enable food security for the surrounding communities.

We are living in times when humans have the ability to out compete one of the largest land mammals that share the planet with us. Please continue to support the multi-faceted work we are doing by helping us to keep Elephants Alive! We are solely dependent on donations to keep our work going. A very big thank you to all our long-term sponsors: Jaguar Land Rover South Africa, Ndlophu, Relate, Save the Elephants, the SATIB Conservation Trust, the US Fish and Wildlife Services, the Wildlife and Environmental Society of South Africa, Woolworths and numerous private donors.

[www.elephantsalive.org](http://www.elephantsalive.org)  
[www.facebook.com/ElephantsAlive.SouthAfrica](https://www.facebook.com/ElephantsAlive.SouthAfrica)

To find out more information on SATIB Conservation Trust supported projects, please visit our website: [www.satibtrust.com](http://www.satibtrust.com)



Article by Brian Courtenay – SATIB Conservation Trust Chairman



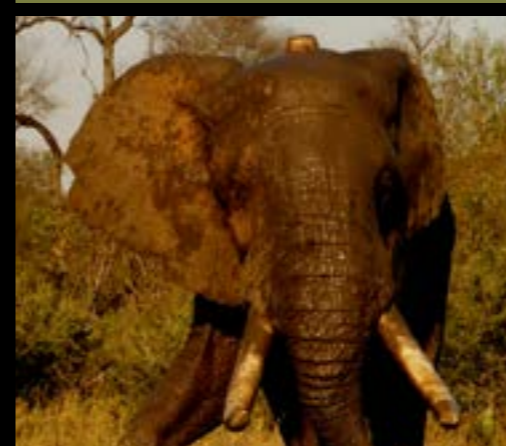
**Vision**  
 Dedicated to creating an Africa where communities and wildlife live together in harmony.



  
**SATIB CONSERVATION TRUST**  
 WILDLIFE & COMMUNITIES  
[www.satibtrust.com](http://www.satibtrust.com)



**Learning  
 By  
 Doing!**





*This is our home, this is our  
legacy and we will do everything  
to keep it that way...*

