

What do PPPs look like?

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SNV

Netherlands

Development

Organisation



Damaraland Camp, Namibia



Rocktail Beach Camp, South Africa

Tourism Forum on Public Private Partnerships
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Connecting People's Capacities

What is a public private partnership?

- Partnership between two or more different stakeholders. May include government, the private sector, and local communities
- Useful tool to transfer financial risk of investment from government to the private sector
- Useful for communities to partner with the private sector: who understand the business of tourism (e.g. marketing, sales etc)
- Useful way to address the triple bottom line of sustainable development:
 1. Social and cultural sustainability
 2. Environmental sustainability
 3. Economic sustainability

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Two examples from southern Africa



1. Damaraland Camp, Namibia

- Institutional issues
- Environmental issues

2. Rocktail Beach Camp, South Africa

- Social and cultural issues
- Economic issues

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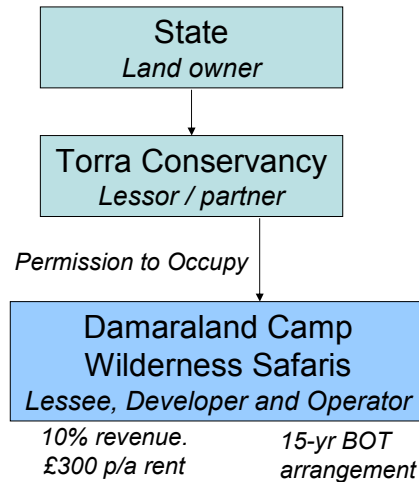
1. Damaraland and the Torra Conservancy

- The Torra conservancy is located in the Kunene region of Namibia
- The conservancy covers 3522 km²
- Various income generating activities, including hunting; craft sales; live game sales and a joint-venture tourism enterprise:
 - Damaraland camp is a luxury joint-venture between Wilderness Safaris and the conservancy



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Photographs: Dana Alan, Wilderness Safaris, Text: NASCO

Institutional issues



- Damaraland is a **Build Operate Transfer** partnership with the community (with Wilderness Safaris)
- For the last 5 years WS transfer 20% ownership per year to the conservancy (*until 100% owned by the conservancy*)
- 15 year agreement between WS and the Torra conservancy for ~10 hectares (*a small part of the 3522 km² conservancy*)
- Joint management committee of WS and community to discuss lodge development and wider area

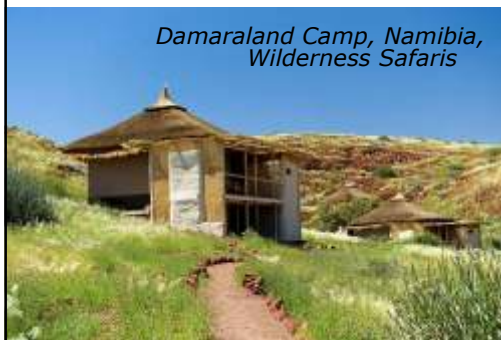
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Brian Jones, Jones and Ashley (2001), Bruce Simpson, Chris Roche

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Environmental issues

- **Torra conservancy is rich in wildlife:** including elephant, lion, leopard, cheetah, and black rhino.
- **Endangered black rhino** populations have doubled over the past 30 years in north-west Namibia.
- Populations of other wildlife species increased
 - conservancy and community game guards and tourism



- Torra Conservancy members are trained by "Save the Rhino" to monitor rhino using community game guards (ex poachers)

Environmental awards:

- 2003 – Winner of the World Legacy Award
- 2004 - Equator Initiative winner
- 2005 – Tourism for Tomorrow award for conservation
- 2005 – Recipient of eco-award Namibia

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- **Cultural issues: design**
- Local village walls from dung, ash and reeds
- **Mimicry:** Insulating walls made of eco sand bags and eucalyptus, with meshed windows above and thatched roofs with natural ventilation

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Social issues

- **Donations:**
 - Guest donated U\$ 400 to the local school
 - "Children in the Wilderness" program that brings local children into camp for 2 week educational, capacity and confidence building program.
- **Gender issues:**
 - 7 men and 16 women employed at Damaraland Camp (2007)
 - Conservancy management committee has two women and seven men. Several women have been promoted to high management posts.
- **Cultural impacts:** Some local dancing. Staff and residents have strong sense of pride and ownership of the lodge
- **Training:**
 - Free guide training to local residents.
 - Successful candidates invited to higher level courses.
 - In-house training for all staff in housekeeping, waitress/bar, Kitchen/catering and HIV/AIDS

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Pers Com. Brian Jones, Long (ed) 2004; Bruce Simpson, Basilian Shivulte, NASCO, 2006, Jennifer Lalley

Economic issues

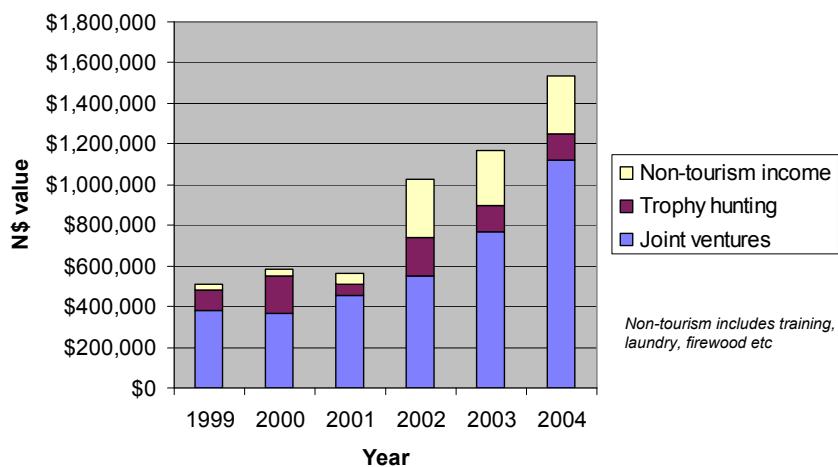
- 1999-2004 value of wages from tourism rose > 250%!
 - from US\$ 77,375 in 1999 to US\$188,307 in 2004
- Pay out of ~US\$ 74 to each conservancy member covered basic grocery costs for a local household for 3 months:
 - was almost equivalent to the average amount raised annually from the sale of live goats
 - equivalent to 14% of the average annual income (~ \$532)
 - 8% of the average annual income of households (~ \$946)
- Most common use of the money was used for school fees
- Local purchases of wood and laundry services
- Seeds and pipes provided in return for vegetables



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Spenceley and Barnes, 2005
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Income and disbursements in the Torra Conservancy 1999-2004: Income to Conservancy and Households



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Source: Data from WWF- LIFE (Spenceley and Barnes, 2005)

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2. Rocktail Beach Camp, South Africa

- 12-bed tented luxury camp in coastal forest reserve
- Diving, fishing and beach tourism
- Operated by Wilderness Safaris group, owned by joint-venture PTY with KwaMpukane Community Trust

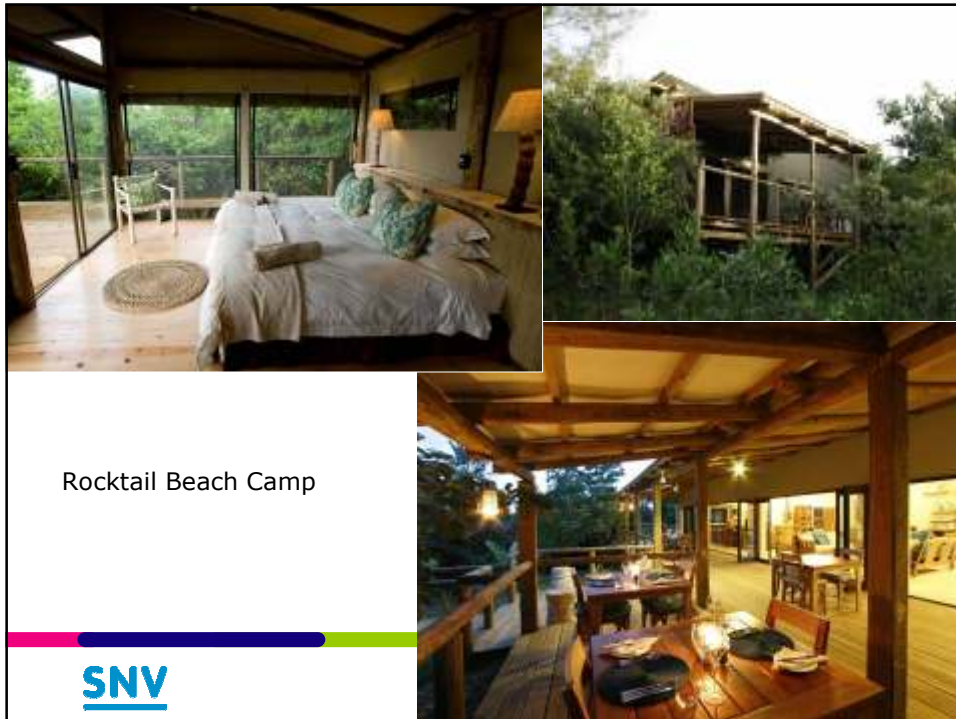


11

Photos © Wilderness Safaris

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Rocktail Beach Camp

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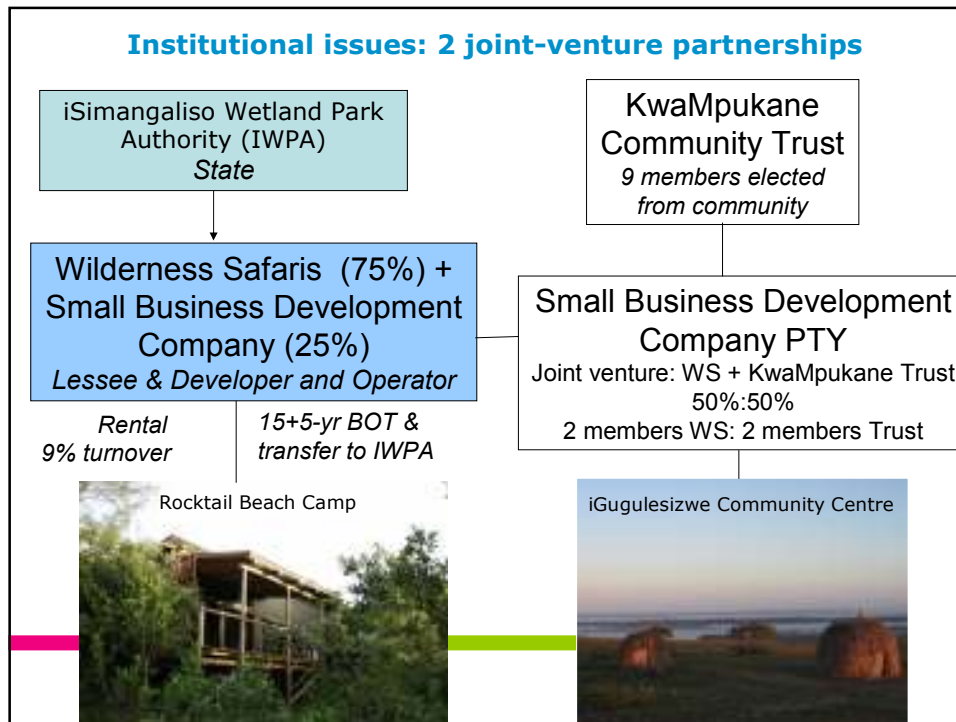
iGugulesizwe
Community Centre



Star gazing platform



Activities



Environmental issues

Conservation:

- Turtle tours operate with a full time researcher paid by WS, who contributes to the Authority turtle database daily.
- Conservation income: ~US\$12,200 p/a per month for 5 month season used for conservation in the province

Natural materials:

- Community centre – local wood and thatch all local materials.
- Local material wood for tent platforms; woven wattle mats.

16

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Social issues

- **Access to natural resources:**
 - Use of medicinal plants
 - construction materials for own homes
 - stock grazing within reserve (informally, as no fences)
- **Gender issues:**
 - 6 of 9 members of community trust are women
 - 32 full time employees (10 men, 22 women)
- **Cultural impacts:**
 - Cultural and heritage trails
 - Local food
 - Dance groups
 - local craft
- **Lodge training for employees:**
 - Chefs and guiding courses the Rocktail Bay Lodge
 - Training in hospitality, bookkeeping etc.



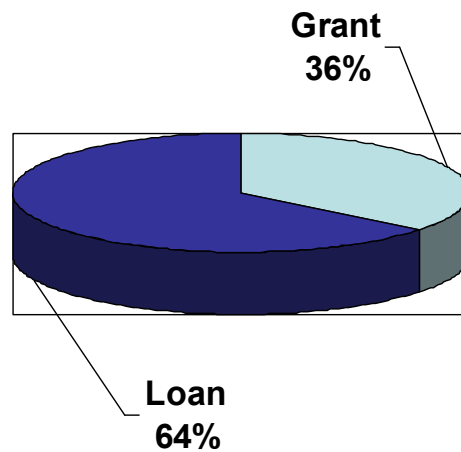
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Economic issues: Capital structure

Rocktail Beach Camp:

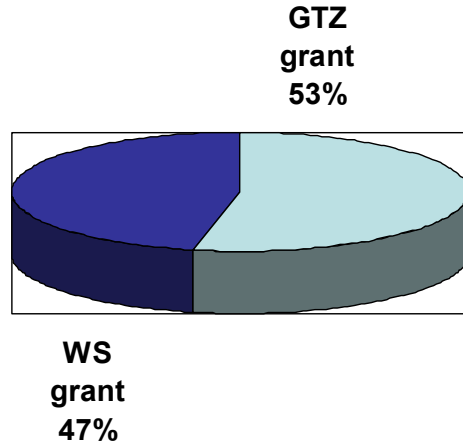
- Total investment \$1.5 million:
 - Grants of US\$ 550,000:
 - 60% from EU to JV for development
 - 40% from EU for support services (legal advice, facilitation, consultancies, support services for community centre)
 - Interest-bearing loan from Wilderness Safaris of US\$1 million



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iGugulesizwe community centre:

- Grants of US\$200,000:
 - 53% from GtZ
 - 47% k from Wilderness Safaris for facilitation, project manager construction fees, centre manager salary (during set-up)



19

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Economic issues

- **Employment:**
 - 32 local employees earning average of US\$221 per month
 - Also seasonal/ casual work
- **Procurement:**
 - Local craft.
 - Catering for groups on per-event basis at community centre with local food.
 - Plan for agricultural centre for food.
- **Impact on poverty:**
 - 235 people out of poverty (employees and dependents)



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Lessons learned from Damaraland and Rocktail Beach Lodge

- **Institutional issues**
 - Takes time to establish contracts, and relationships evolve over time
 - Build Operate and Transfer agreements with transfer of equity over time
- **Environmental**
 - Revenue from tourism helps finance conservation
 - Local people can work as game guards
- **Social**
 - Local community benefits and cultural enrichment
- **Economic**
 - Private sector partner gives access to capital investment (grants & loans)
Opportunities for equity, employment, and sales of products and services for local people: reduced poverty

Thank you!

Acknowledgement:

Presentation based on a series from the African Safari
Lodges program practitioners workshop

The Grace Hotel, Rosebank, South Africa, 19-21 May
2008

Weblinks to the series:

<http://www.asl-foundation.org/news.php?id=241&catid=>
<http://www.anna.spenceley.co.uk/presentations.htm>