



MEDIA RELEASE

17 September 2009



COMMUNITY FOCUSED TRAVEL ROUTE DEVELOPER DREAMCATCHER NOW FAIR TRADE IN TOURISM CERTIFIED

Dreamcatcher, which arranges community based visitor tours and programmes, today proudly announces that the organization is now Fair Trade in Tourism South Africa (FTTSA) certified.

Previous accolades have included Dreamcatcher being nominated in March 2005 by World Travel & Tourism Organisation (WTTO), as one of the Top 3 Organisations in the World in the Category “Investment in People”. Dreamcatcher was also joint winner in the Western Cape Province for the Proudly South African Award in 2003.

Dreamcatcher is headquartered for Administration in Crawford, Cape Town and for development at Melkhoutfontein near Stilbaai in the Southern Cape, South Africa where staff dedicate their efforts and passion to make a difference to creatively develop alternatives to the mainstream tourist experiences, travel route –and micro tourism business development with the many women they have empowered. The Dreamcatcher Foundation of South Africa, constitutes an appropriate legal body in the form of a development trust, to facilitate and promote the economic, educational and environmental awareness growth within the communities. It is here where the founder was given the moniker “*Dreamcatcher*”, by the patriarch, Moses Kleinans.



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."

Dreamcatcher Founder, Anthea Rossouw, comments thus: "25 years ago, we were the leaders. The first to break the mould. To advocate and actively pursue the development of authentic Community based and lifestyle tourism. To connect the visitor to the people of our land, and in so doing, change lives in the communities, for the good, sustainably. When we started out all those years ago, it was our dream that one day, though most could not see it then, to be put to the test by the communities, visitors and revered, world class organisations such as Fair Trade in Tourism South Africa, to be assessed and recognised in terms of what we actually do. Today Dreamcatcher has come of age, as the ever growing numbers of tourists who want more than a bus window experience, contact us to enhance their travels around South Africa, supporting a



unique product, legally branded product, recognised for professionalism and fair trade practice.

We relish the years behind us, and reach out to the tourism industry, to celebrate a future of being host to tourists from around the world, who want a true taste of reality at grassroots level.

We offer an authentic experience of a product or route, which would put high value on the need for benefits to accrue at local level tangibly. We 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 spot, where it is indeed possible to have an authentic lifestyle and involved intra-Cultural tourism visitor experience. We are very proud and look forward to any initiative to work with FTTSA.”

E N D S

FACT FILE:

- In terms of Dreamcatcher’s **SOCIAL IMPACT**, Rossouw explains that in terms of the organisation's tour content, access to the community is facilitated, with the maximum involvement of the local entrepreneurs and their immediate community. All contact is in line with the UNESCO Bill of Human Rights and facilitate dignity and community pride. The tour must not be confused with a "bus window or arm's length experience", she says, but rather a unique interpersonal encounter with the local community. Experiences are based on cultural sensitivities, respect and to facilitate mutual understanding between cultures. Optimal intra-cultural interaction between the community entrepreneurs and their community and to promote understanding between cultures and thus peace and harmony between nations, communities and cultures. Each registered entrepreneur in the community must engage and work with her or his local community to contribute to improving the lives of their local community by working with NGO's, projects or even start their own project where there is an identified need. Visitors are actively discouraged, by well-trained tour and community guides to refrain from “hand outs”, but to channel all contributions via the duly registered and accountable vehicle created for this purpose, namely The Dreamcatcher Foundation.
- One of Fair Trade in Tourism South Africa (FTTSA’s), key principles is **RESPECT FOR ENVIRONMENT**. Dreamcatcher tours recognise that every destination is someone else’s home and that the product owners on the Alternative Winelands Tour are ultimately the custodians of their environment. It recognizes the environmental impact on the community such that entrepreneurs receiving Dreamcatcher training are made very ‘green’ aware. Visitors are encouraged to leave the community’s environment, as they would like to find



them. This is actively communicated to visitors by way of literature and the information briefing executed by guides accompanying visitors. Entrepreneurs must inculcate environmental awareness in the management of waste in their communities and entrepreneurs involved in the tourism experiences and services are encouraged to act as a role model in their communities to discourage waste. In addition, a groundbreaking project to manage food and garden waste is scheduled to roll out in March 2010. Another key objective is that of reduced energy consumption at the community based tourism products, with energy saving light bulbs encouraged. The installation of the first solar geysers at the Kamamma Homestays and Cook-Up with Kamamma venues have started roll out and will continue until all entrepreneurs have replaced electrical geysers with solar hot water systems. Turning waste to resource actions, such as water saving, re-using and recycling in the community, and replacing alien plants with indigenous vegetation on their properties, is on the training agenda for 2010.

- In terms of **ECONOMIC IMPACT**, the organisation's key objective is to ensure job creation, sustainability and active channeling of tourism business opportunities, fair access and practice between the network of entrepreneurs involved in Dreamcatcher's community based tours. The tourism experiences are 100% owned and managed by the Small, Medium or Micro- Entrepreneurs (SMME's) and they receive 100% of the price for which they have quoted. Dreamcatcher offers assistance in terms of ensuring that a fair and market-related price is quoted, encouraging the tourism service providers to support the local small businesses in their communities. Economic benefits via this Dreamcatcher tour ensure a profit to the service providers involved, who in turn create work for others in their immediate community. It is a pre-requisite of Dreamcatcher tours that the local community entrepreneurs create both temporary and permanent employment in their communities through employing local unemployed or appropriate individuals in their communities. Dreamcatcher entrepreneurs create community projects that are incorporated into the visitor's experience. For example, the schools, crèches, not-for-profit community organizations, sports and talented children in the community often receive financial or resource contributions as a result of the visits. These are Channeled via the Dreamcatcher Foundation.
- Dreamcatcher is truly a unique organisation. Today known as the founder of Community Based Tourism in South Africa, it was started 25 years ago with the intention to empower, through tourism, an identified number of individuals, mostly women ("Kammmas" / community matriarchs), to liberate them from poverty and lack of skills and opportunities, so they can live the then incarcerated Nelson Mandela's dream for 'A better world for all'. Community based tourist visitor programmes, of which The Dreamcatcher Alternative Great Cape Winelands Tour is one, have been developed for and with local community entrepreneurs. Given the historical development of Tourism in South Africa, Dreamcatcher was in fact founded to correct historic disparities and facilitate fair access and local ownership. Much hard work and effort went into realising this mission. In this way, as it had never been done before in South Africa, Dreamcatcher innovated and developed a groundbreaking model of local community development through tourism, which is today seen as one of international learning and which various training institutions globally recognise. The founder of Dreamcatcher, Anthea Rossouw, is in fact still a volunteer – 25 years on.



- In 2000, Dreamcatcher embraced the 8 Millennium Goals signed by the richest nations in the world; in a bid to address important barriers to facilitate long term improved quality of life for developing nations and communities in the world. The same goals, which were identified as the cornerstones to guide all actions, are as relevant in Dreamcatcher today as they were in April 1984. These goals are found on the Dreamcatcher Foundation website www.foundationdreamcatcher.com.
- The difference Dreamcatcher is making is evident to the ever-growing number of visitors booking onto tours such as the Homestay and Cook-Up with Kamamma experience. Dreamcatcher, Homestay and Cook-Up with Kamamma are all legally registered trademarks.
- Dreamcatcher was nominated by the WTO as one of the top 3 Organisations in the World in the Investment in People Category in March 2005, is Winner of Proudly South African Award (WC) and won the first award as a Local Tourism Marketing Organization by Fairtrade South Africa at Indaba in 2002
- The founder was awarded TIAW World of Difference Award in Canada in 2008 and has recently been recognised in the United Kingdom for groundbreaking work at community level in terms of a model she developed which would significantly cut down on waste to landfill.
- Dreamcatcher has inspired award winning films, of which "Motherland", premiered in Los Angeles in March 2009, is the latest.

Visit the Dreamcatcher website at www.traveldreamcatcher.com. The head office can be contacted on landline +27 +21 +696 6004 or mobile +27 +76 +497 9306.

E N D S

Issued by Gerla Pusey-de Boer
Africa Inside Out
Sheraton House
Castle Park
Cambridge
CB4 0AX
UK

On behalf of Dreamcatcher
7 Peter Street
Crawford
7780
Cape Town
South Africa

MEDIA INTERVIEWS / IMAGES

Gerla Pusey-de Boer
Mobile: +44 1223 370107
E-mail: gerla@africainsideout.com