How to grow the demand for hunting / Challenges facing the PH Industry

Dries van Coller - President of the Professional Hunters’ Association of South Africa (PHASA)
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Who is PHASA?

PHASA is the largest association of professional hunters in the World!
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- Founded in 1978;
- 1250 members and growing
- Face/voice of SA professional hunting on public forums, government advisory committees etc.
- Work with International Hunting Associations (i.e. SCI, DSC, etc.) to achieve mutual goals
- Aim to improve trophy hunting’s public image through communication, education, empowerment & community projects, (Hunters Care initiative, Partners for Possibility etc)
- Promoting SA as preferred hunting destination
- Providing hunters with peace of mind: Book with a PHASA member – Code of Conduct and disciplinary process
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How have we achieved this?

Is it not because of the contribution WRSA and wildlife ranchers have played in restoring wildlife numbers throughout South Africa?
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Individually we are a drop but together, we are an ocean.

Ryunosuke Satoro
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“A hunt based only on the trophies taken falls far short of what the ultimate goal should be.”
~ Fred Bear
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Number of Hunting Clients to visit in 2016

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Number of Hunting Clients to visit in 2016 (Top 10)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Visits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>3790</td>
<td>58.0%</td>
</tr>
<tr>
<td>2</td>
<td>DENMARK</td>
<td>402</td>
<td>6.1%</td>
</tr>
<tr>
<td>3</td>
<td>SPAIN</td>
<td>283</td>
<td>4.3%</td>
</tr>
<tr>
<td>4</td>
<td>GERMANY</td>
<td>263</td>
<td>4.0%</td>
</tr>
<tr>
<td>5</td>
<td>CANADA</td>
<td>213</td>
<td>3.3%</td>
</tr>
<tr>
<td>6</td>
<td>SWEDEN</td>
<td>140</td>
<td>2.1%</td>
</tr>
<tr>
<td>7</td>
<td>FRANCE</td>
<td>140</td>
<td>2.1%</td>
</tr>
<tr>
<td>8</td>
<td>UNITED KINGDOM</td>
<td>124</td>
<td>1.9%</td>
</tr>
<tr>
<td>9</td>
<td>NORWAY</td>
<td>107</td>
<td>1.6%</td>
</tr>
<tr>
<td>10</td>
<td>AUSTRIA</td>
<td>85</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

2011, According to USF&W
13.7 million individuals over age 16 self-indetified as hunters.

0.03% Visited RSA in 2016

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<table>
<thead>
<tr>
<th>Year</th>
<th>Total Income (Rand)</th>
<th>Total Income (US $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>R 557 million</td>
<td>$ 77 million</td>
</tr>
<tr>
<td>2011</td>
<td>R 901 million</td>
<td>$ 124 million</td>
</tr>
<tr>
<td>2012</td>
<td>R 811 million</td>
<td>$ 99 million</td>
</tr>
<tr>
<td>2013</td>
<td>R 1.072 billion</td>
<td>$ 113 million</td>
</tr>
<tr>
<td>2014</td>
<td>R 1.570 billion</td>
<td>$ 137 million</td>
</tr>
<tr>
<td>2015</td>
<td>R 1.740 billion</td>
<td>$ 137 million</td>
</tr>
<tr>
<td>2016</td>
<td>R 1.785 billion</td>
<td>$ 121 million</td>
</tr>
</tbody>
</table>
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Income (US$ millions)

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
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Challenges

1. Growing the Demand
2. Transformation
3. Youth development
4. Country Security
5. Involvement of Tourism SA
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THE THREE PILLARS THAT SECURE ECOLOGICALLY SUSTAINABLE DEVELOPMENT
RESOLUTION

“In any moment of decision the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.”
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BRED FOR THE BULLET

VS

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According to the Convention of International Trade in Endangered Species of Wild Fauna and Flora (CITES) an export permit shall only be granted for African Lion, an Appendix II species, when a Scientific Authority of the State of export, has advised that such export will not be detrimental to the survival of that species. On the 23rd of January 2018 the Minister of Environmental Affairs, Edna Molewa, published the Non-Detrimental Findings (NDF) for Panthera leo (African lion) as advised by the Scientific Authority of South Africa

As published in the Non-Detrimental Findings by the Scientific Authority of South Africa

The trophy hunting of captive bred lions poses no threat to the wild lion population within South Africa, and is thought that captive lions may in fact serve as a buffer to potential threats to wild lions being the primary source of hunting trophies and derived products.

South Africa was the only African country with growth in every lion population, all of which were fenced.
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“There is no such thing as public opinion. There is only published opinion”

Winston Churchill
South Africa’s conservation success story revolves around ownership and we can’t have ownership without fences! Fences are a crucial part of our Wildlife Conservation success!
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We harvest what we have sowed

We don’t reap from nature (Hunting in National Parks)

HUNTERS CARE

A PHASA initiative

Professional Hunters’ Association of South Africa
Peace maker makes a difference,

Peace keepers keeps status quo
Why are we ashamed but yet we brag about our bontebok and zebra?

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Developing a world class hunting destination – Cheat sheet

a.) 100% Honesty –
   Tags, Property size, release period, winding roads not near fences, farm layout, camps and artificial structures etc

b.) Legally compliant

c.) Responsible

d.) Sustainable

e.) Mutually beneficial

f.) Benefit Conservation, Communities and Economic Viability

g.) Promote positive aspects of South Africa
A wise man makes his own decisions, an ignorant man follows public opinion.

*Chinese Proverb*
'The best thing about hunting and fishing,' the Old Man said, 'is that you don't have to actually do it to enjoy it. You can go to bed every night thinking about how much fun you had twenty years ago, and it all comes back clear as moonlight.'

— Robert Ruark —

Professional Hunters’ Association of South Africa

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