INTRODUCTION TO THE SOUTH AFRICAN WILDLIFE INDUSTRY &
WILDLIFE RANCHING SOUTH AFRICA

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BACKGROUND:
SOUTH AFRICAN WILDLIFE INDUSTRY
South African Wildlife Industry:
One of a few in globally competitive industries in South Africa

The history and success of South Africa's wildlife

Then came:
- Urbanisation
- War
- Rinderpest
- Agricultural development

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- Rinderpest
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Led to wildlife and its habitats being destroyed

Establishment of Private Game Ranches

Wildlife only flourished in National Parks

1900's Establishment of National Parks

Today:
Roughly 3 times more wildlife in Private Ranches than in National Parks
SA’s Wildlife Success Story: 21st Century Conservation

PRIVATE OWNERSHIP

* The foundation to unlock economic and socio-economic value to the benefit of all South Africans

* Significant impact on rural development & job creation in the full value chain

* More wildlife than any time over past 100 years

• PRINCIPLE OF FREE MARKET ECONOMICS
directed towards protecting South Africa’s natural resources and leaving a legacy for future generations

• AN ENABLING LEGISLATIVE ENVIRONMENT
- Policy of sustainable utilisation enshrined in constitution;
- 1991 Game Theft Act which allowed for the private ownership of wild animals

• SIGNIFICANT INVESTMENT FROM THE PRIVATE SECTOR
in wildlife ranching and wildlife with the four fundamental pillars not functioning sustainably without the other.
The South African wildlife industry can meet the needs of our country; wildlife can be turned into an asset for everyone.

Its unique competitive advantage, provides the South African wildlife industry with opportunities to raise its level of social and economic contributions, to the benefit of all South Africans.

Because of South Africa’s unique model, our country has the ability to repopulate African countries with wildlife in future – 21st Century Conservation in the true sense of the word, to the benefit of our continent, Africa.
WHERE DOES WRSA FIT IN?

- Membership Organization

- Founded to address issues specifically related to wildlife and wildlife ranchers, which includes amongst others:

  Engagement with government to create an environment for farmers to continue their business, through ease of trading with their animals (hunting/harvesting, movement, etc.).

  Engagement with other stakeholders, nationally and internationally
WRSA: Non-Profit Company, with membership

**BOARD OF DIRECTORS - PORTFOLIOS (alphabetical order)**
- President
- Deputy President
- Agriculture
- Chambers & Advisory Committees
- Eco-Tourism
- Finance
- Land Reform
- Liaison: other sectors
- Membership
- Reputation & Demand Creation
- Strategy
- Transformation

**PRESIDENT’S COUNCIL:**
- 27 Business Chambers
- Provincial Representatives
- Advisory Committees for specific species

**OFFICE:**
- CEO
- Skilled Administrative personnel

**MEMBERSHIP ACTIVITIES:**
- Chamber Information days
- Farmworker training days
- Provincial workshops
- Annual General Meeting
- Annual National Conference
- Annual National Gala Dinner
WRSA promotes, serves and protects the interests of wildlife farmers

Liaising with:
Government Departments,
Provincial Authorities,
Scientific Institutions,
NGO’s, etc.
[legislation, permit systems, scientific research and findings, etc.]

Networking Opportunities
(Chamber meetings, AGM),
Regular Communication,
Support

Transformation
Transfer of skills
Mentorship
Research

Ensuring the future of wildlife ranching

Specific benefits to members:
Wild pig permit books
Kept informed of issues relevant to their businesses
Monthly WRDigiMag
<table>
<thead>
<tr>
<th>Growth Strategy</th>
<th>Reputation &amp; Credibility</th>
<th>Transformation</th>
<th>Capacity</th>
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<tbody>
<tr>
<td>• Reposition SA as a romantic destination</td>
<td>• Trust</td>
<td>• Visible</td>
<td>• Management structures:</td>
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<tr>
<td>• Diversify: Breeding / hunting / wildlife tourism / products</td>
<td>• Responsibility</td>
<td>• Transfer of skills</td>
<td>Board, Presidents Council, Task teams, etc</td>
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<td>• Optimal strategic positioning</td>
<td>• Relationship with Government and stakeholders</td>
<td>• Mentorship, with focus on sustainability</td>
<td>• Capacity in office: Skilled staff</td>
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<td>• Credible research</td>
<td>• Face public opinion</td>
<td>• Social responsibility</td>
<td>• Sound financial model</td>
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<td>• Conduct business in a reputable way</td>
<td>• Establish ranching as an employer of choice</td>
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WRSA FOCUS AREAS 2020

* SOUND FINANCIAL MODEL

* INFLUENCE LEGISLATION to eliminate blockages and/or barriers to enable the economy of wildlife to succeed

* STIMULATE GROWTH & DEMAND CREATION: Hunting, Breeding, Tourism, Products

* TRANSFORMATION (Inclusive industry)

*COMMUNICATION (internal and external)
Engagement with all stakeholders and especially SA Government, to ensure future sustainability and success of the industry)
WRSA INVITES YOU TO JOIN US AT OUR ANNUAL CONFERENCE & GALA DINNER ON 4 APRIL 2020.
VENUE: CSIR, LYNNWOOD, PRETORIA.
Please visit www.wrsa.co.za for more information.

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