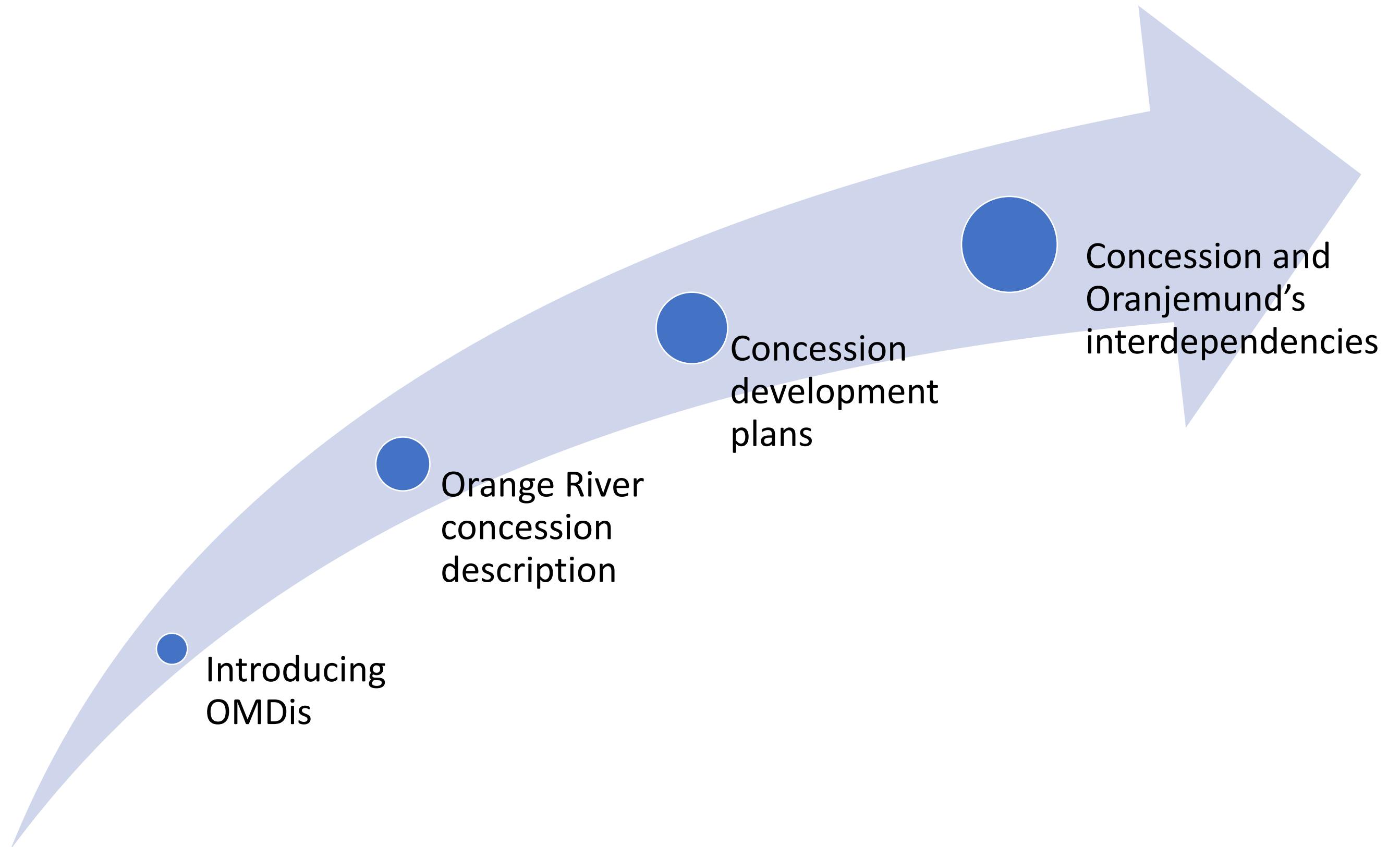


# Development of the Orange River concession in the Tsau // Khaeb National Park

18 Feb 2022

# Contents





# Introducing OMDiS Town Transform Agency

- Mining being a finite activity there was a need to stimulate other economic activity in Oranjemund with focused intent for the future of the town
- Stakeholders in 2014 converged and developed a Vision 2030 for Oranjemund
- OMDiS was established in August 2019 as a non-profit Special Purpose Vehicle. Namdeb closure was then envisaged as 2022
- Objective of accelerating economic transformation in Oranjemund alongside the efforts of other stakeholders
- Mandate:
  1. Support existing SMEs to strengthen and grown their businesses
  2. Develop a culture of entrepreneurship to take up emerging market opportunities
  3. Create other large industry platforms (e.g. tourism, agriculture) that can exist alongside mining
- Now with Namdeb LoM extension to 2042 reaching Oranjemund's Vision 2030 objectives is achievable

# Introducing OMDis Town Transform Agency

## Connect

Ideas, opportunities and assets with investors, business and entrepreneurs to

## Facilitate

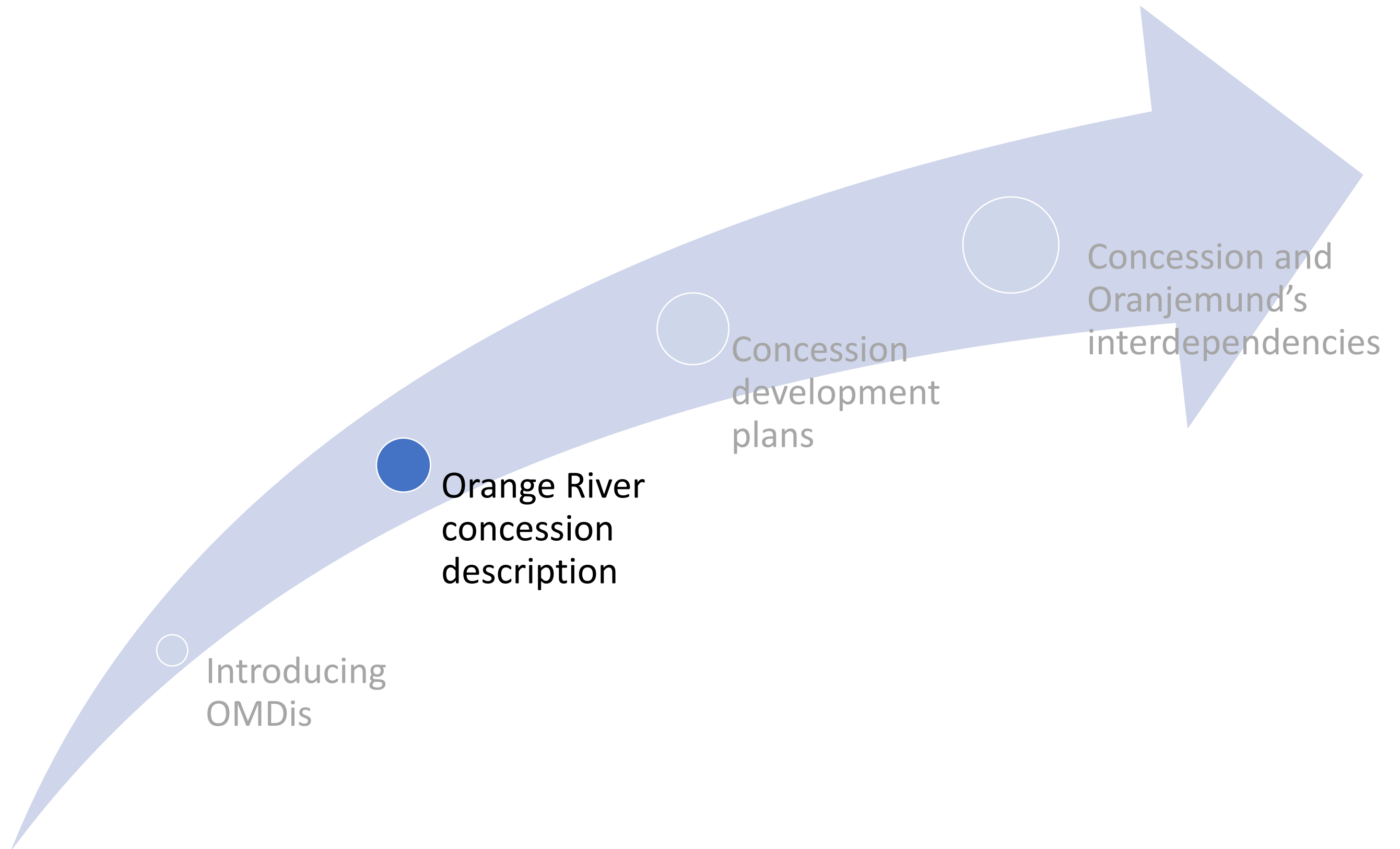
Economic diversification, which in turn

## Enable

Oranjemund's stakeholders to achieve Vision 2030

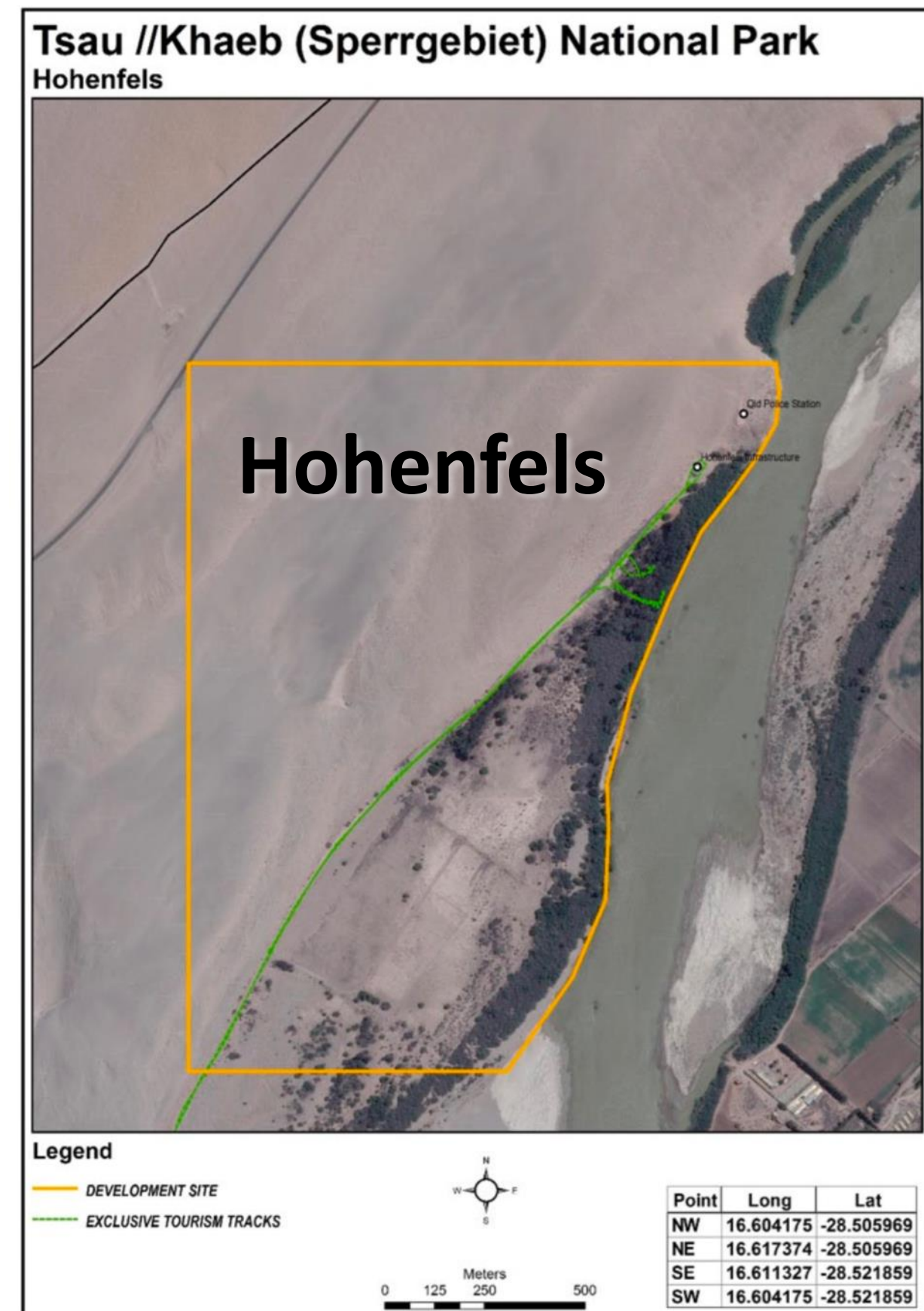


# Orange River concession description



# Introduction to the Orange River concession

- Concession area is 22 150 hectares (guided tours – sand sea zone of 22000ha and adventure river zone- 2150ha)
- Adventure river zone includes the Hohenfels area in previously utilised as agricultural land with a narrow belt of riverine forest
- Sand sea zone is a pristine dune area north of the town and Hohenfels with arid Succulent Karoo shrub-veld in the west to sand dunes in the east and south













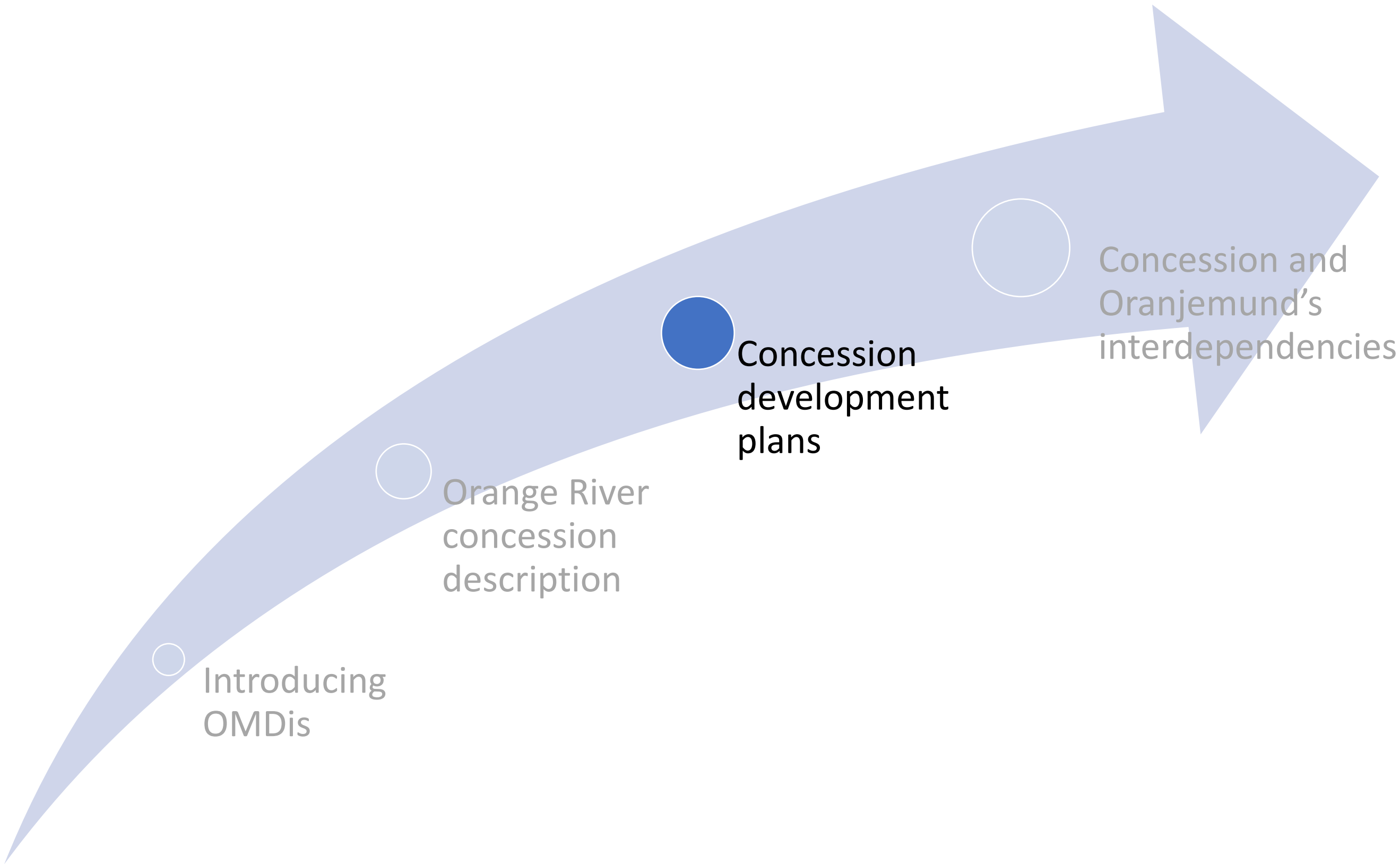




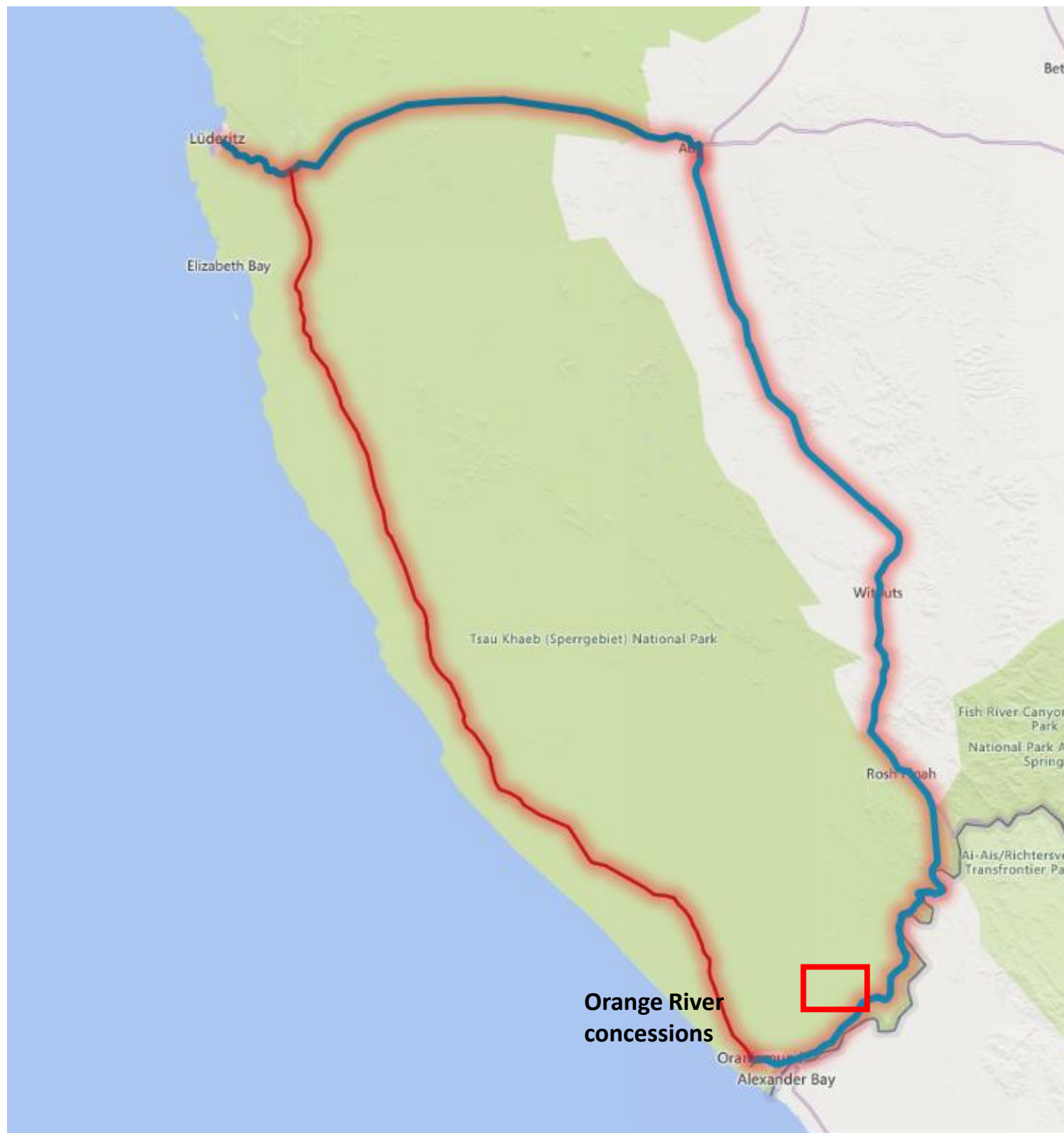




# Concession Development Plans



# Long Term Development of the Orange River Concession



The Hohenfels concession performs 2 strategic functions:

- Provides the critical last leg in chain that closes the tourism circle route from **Aus to Luderitz**
- Route access between **Oranjemund and Luderitz via Chameis is pivotal for circular route**
- Concentrate the development of tourism in Oranjemund through local SME empowerment
- Tourism is critical for the overall transformation of the town away from mining



# Original long-term vision of the concession

## Infrastructure

- 25 country style guest units all with en suite bathroom facilities
- Communal main area including lounge, fire pit, bar, restaurant, shop, swimming pool and guest ablution facilities
- Conference Centre
- 4 group campsites with 2 ablution blocks,
- Each campsite will have their own private braai facility with uncover outdoor kitchenette.
- Staff village

## Activities

- Private guided excursions to the previously restricted area
- Scenic Sundowner drives
- Bird Watching
- Walking and fat bike trails
- Private guest dinners on request
- Scenic flights
- Canoeing excursions
- Dedicated 4x4 driving training
- Fresh water fishing



# Original long-term vision of the concession

## The focus of the employment plan for Oranjemund community is reinforced by:

- Building a sense of ownership and responsibility for tourism in the community
- Developing a communications strategy to educate and involve citizens around the concession operations
- Creating training classes for citizens as needed
- Empowering SMEs to deliver products and services to the concession

## Skills development plan

### Wilderness school & Specialist Guides



With the opening of the Tsau//Khaeb (Sperrgebiet) National Park field guides will be needed to take general tourists around. If an emphasis is put on the niche markets proposed in this study, specialist guides will have to be trained in Botany, Archaeology and Birding

### Adventure Tourism activities



Operators will have to be trained in Safety and Security, First Aid and the general operational principles of the various adventure tourism offerings.



### Locally made products, crafts and curios

While not a core focus of the operators focus areas, skills development opportunities will be pursued in the creation of crafts and curios on the higher-end quality scale aimed at foreign tourists from abroad and the wider SADC region.



### Hospitality services

- Front of House
- Waitrons
- Housekeeping
- Food Preparation





Desert Hiking



Mountain Biking

Kayaking



4x4 activities



Fishing

Star Gazing

Stargazing



Desert sundowner



Lasting Memories



Desert Dining



Unique camping





03 Main Building



05 Pool Deck



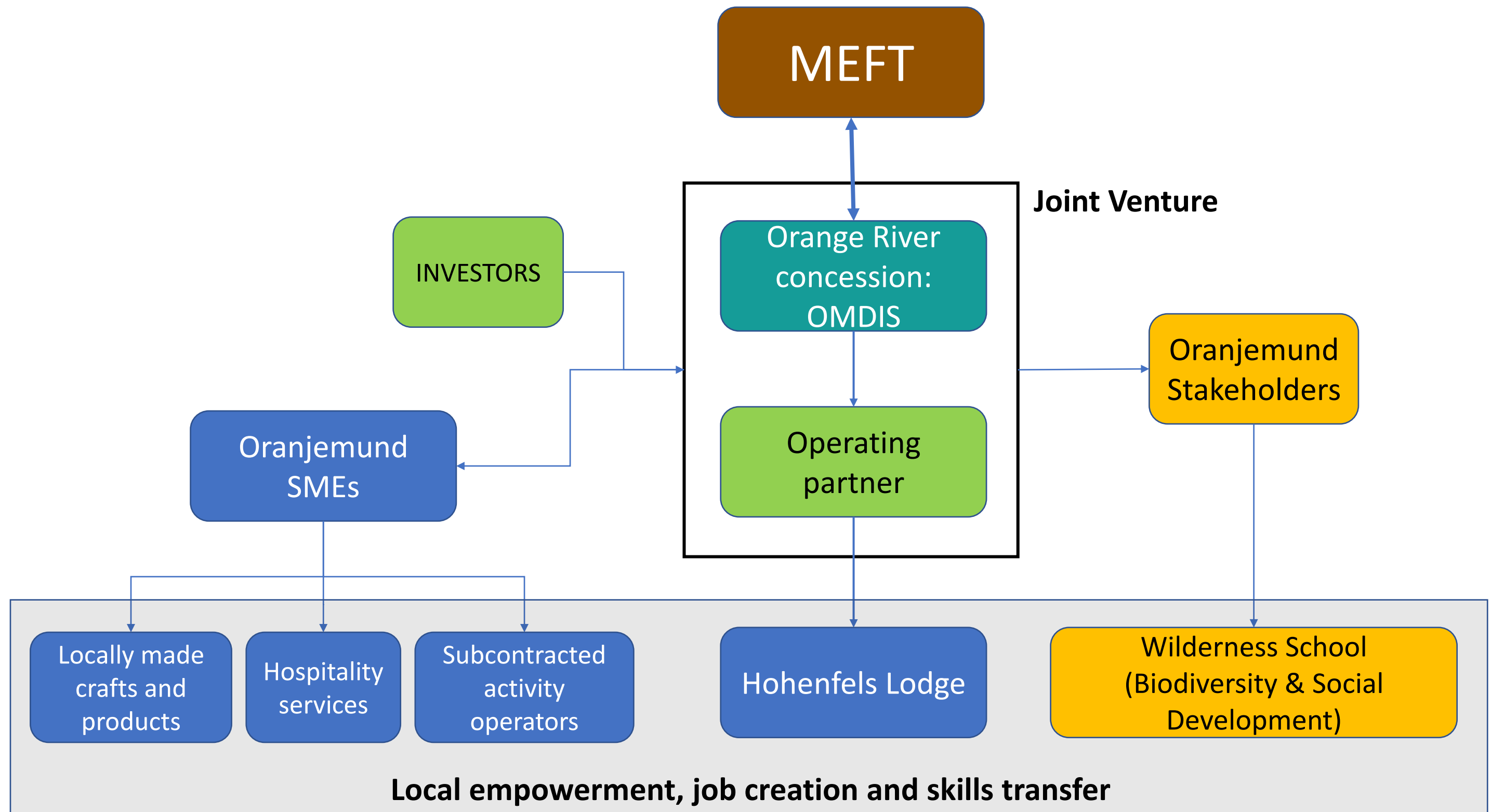
04 Main Building



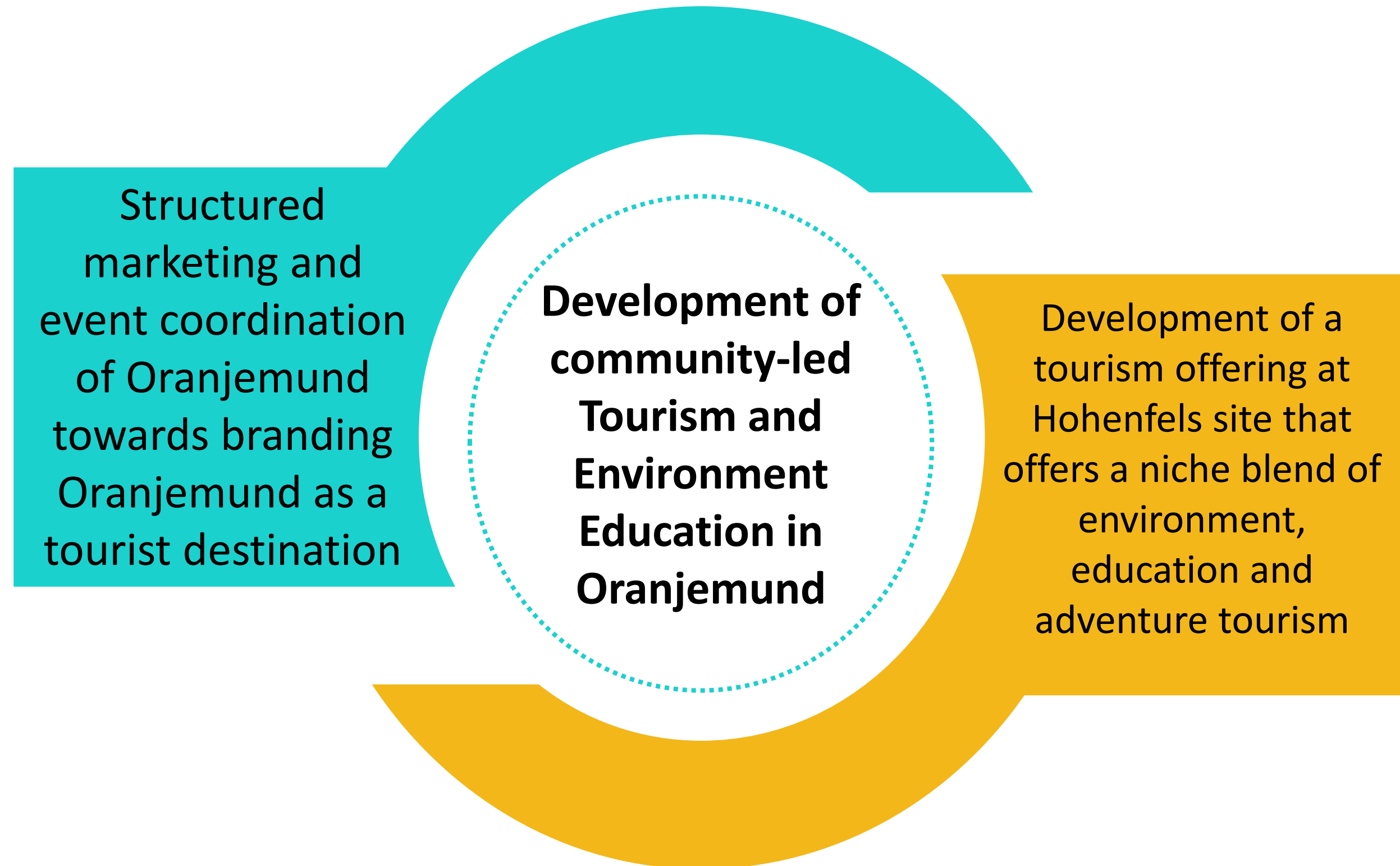
06 Luxury Chalet



# Operating model for the Orange River Concession

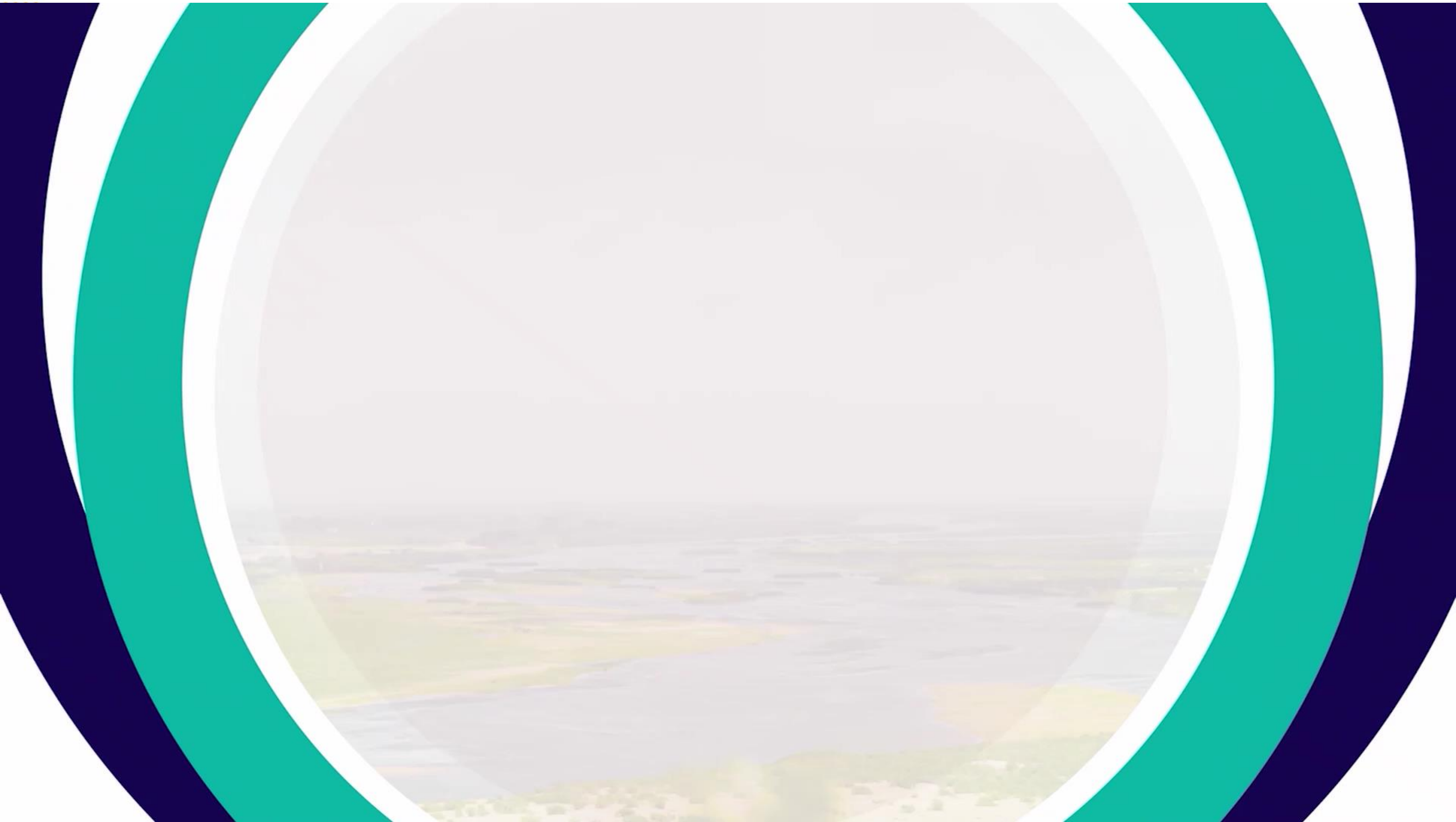


# Project feasibility study: Phase 1 and 2 Objectives

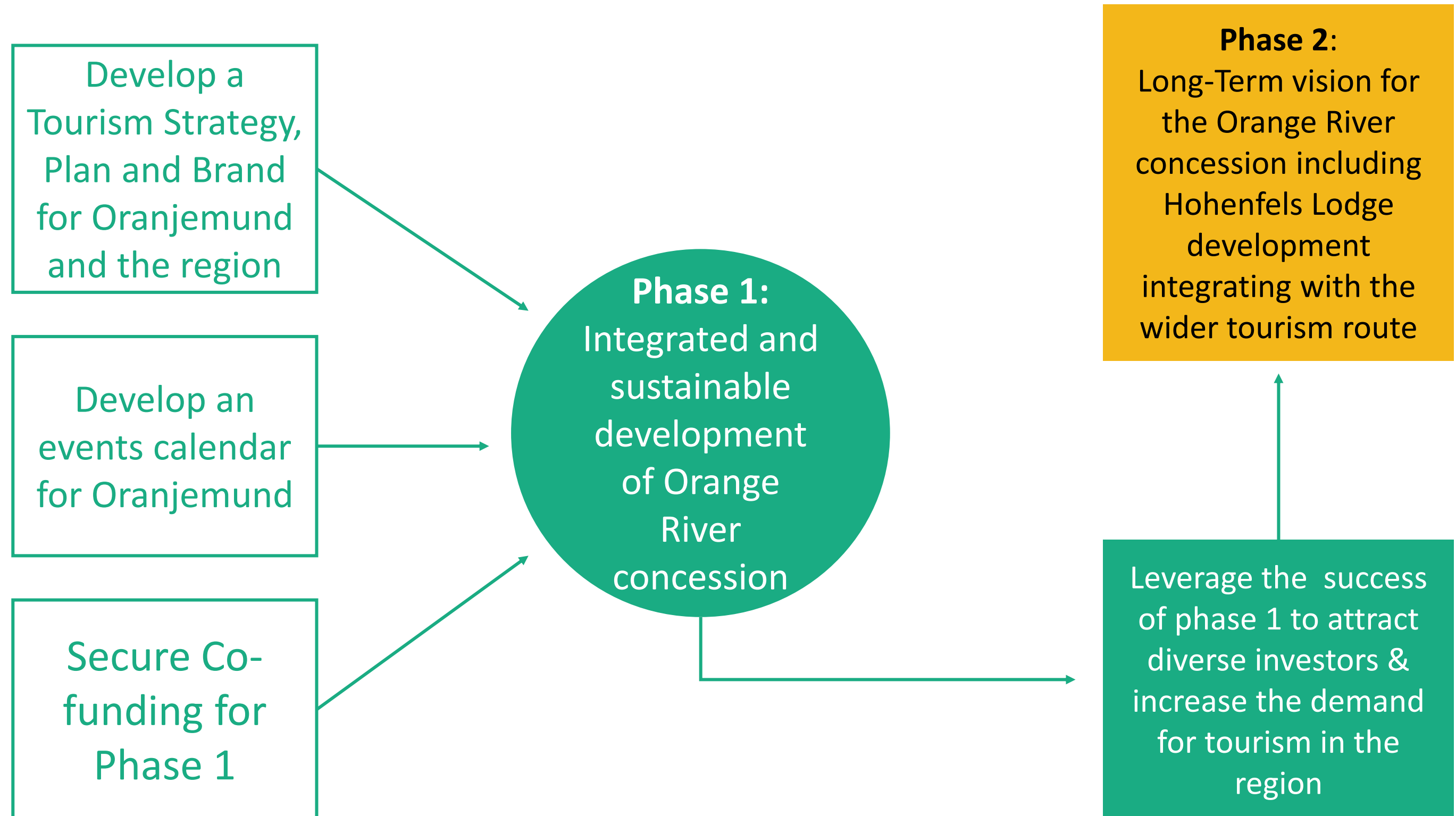




# Oranjemund branding and marketing

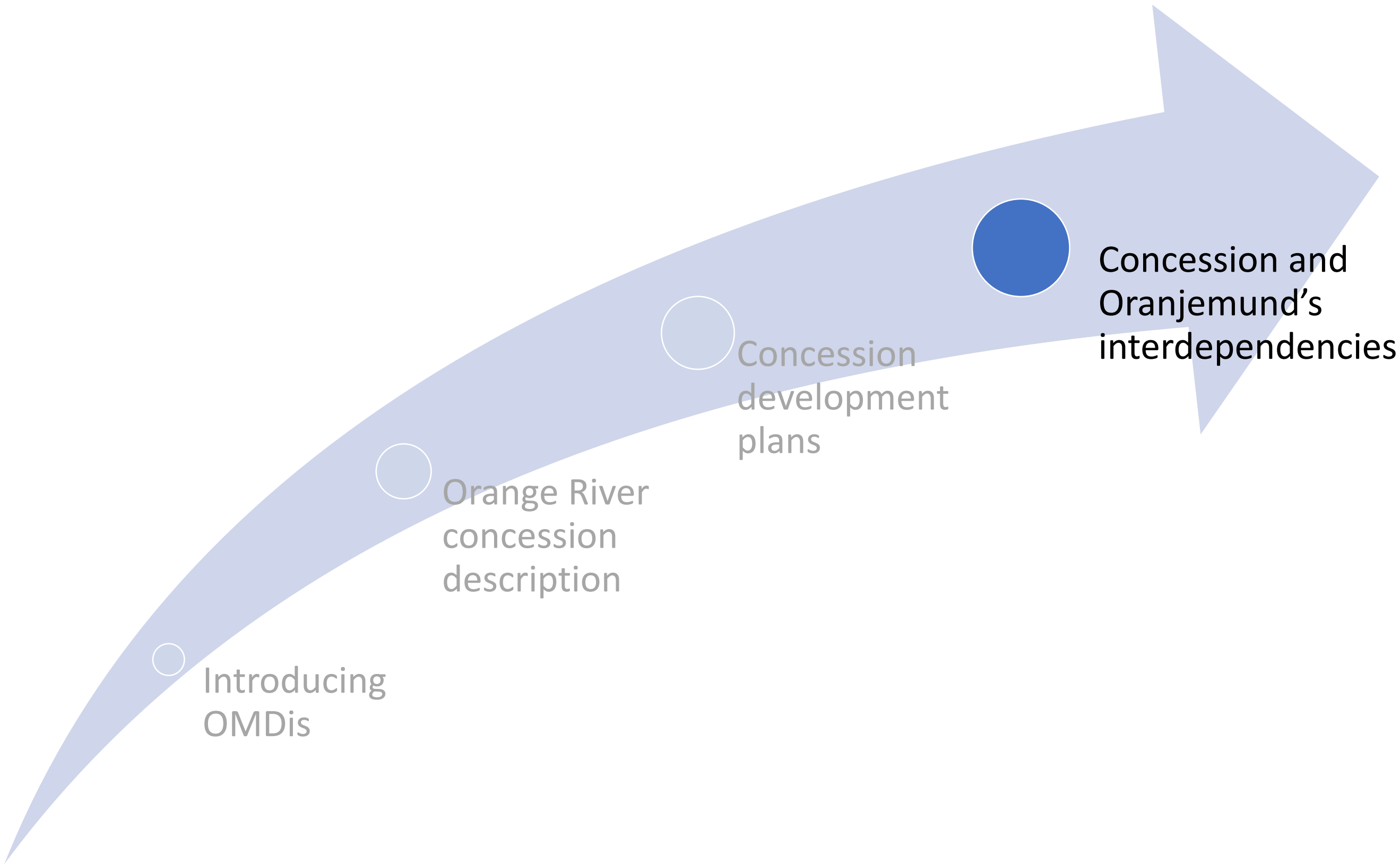


# Roadmap to develop Orange River concession

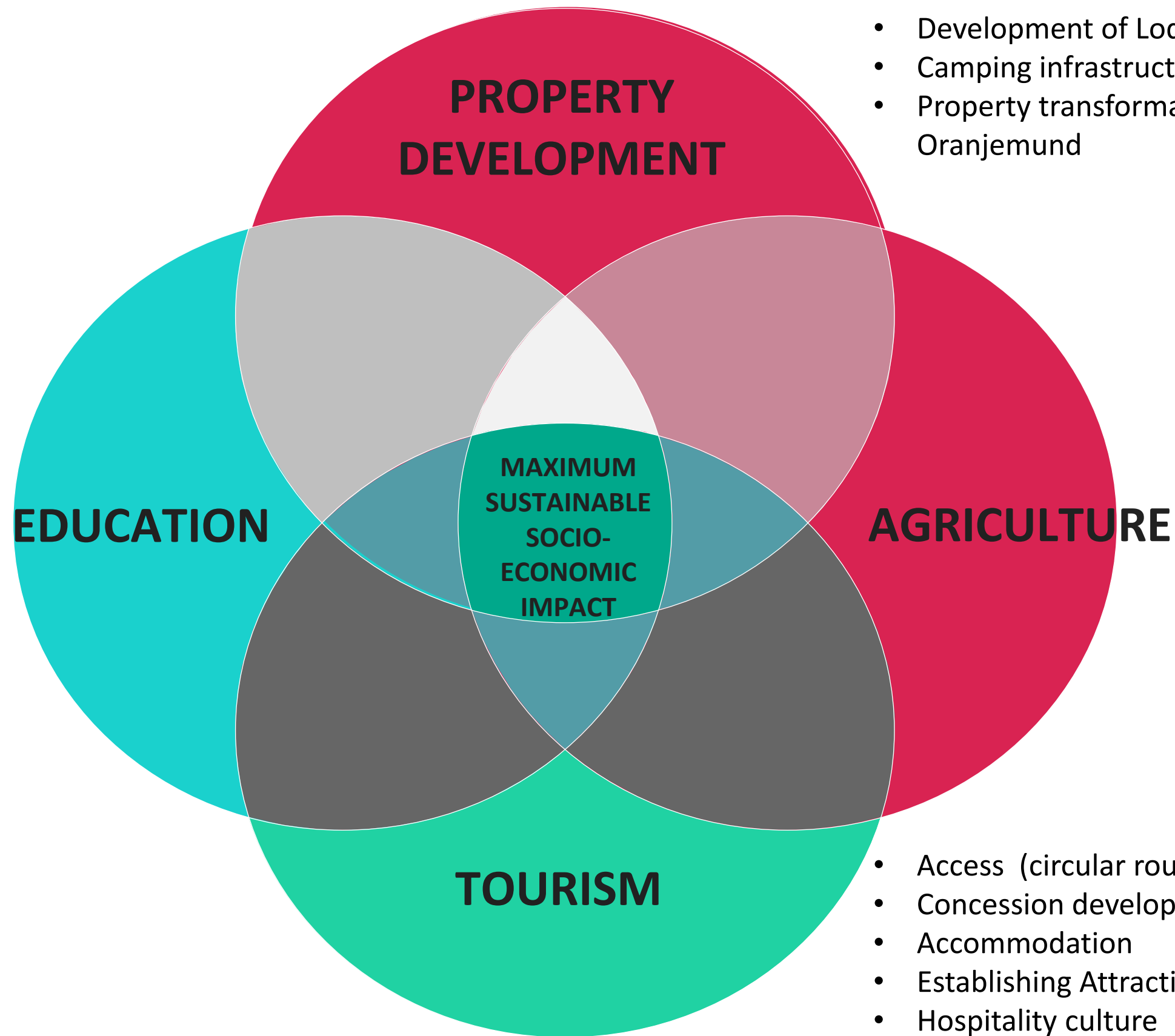




# Interdependencies



# Intersecting sectors for concession development



- Development of Lodge
- Camping infrastructure
- Property transformation Oranjemund

- Agri-tourism
- Field to fork
- Agriculture products for local and regional market

- Access (circular route)
- Concession development
- Accommodation
- Establishing Attractions
- Hospitality culture
- Activity development
- Town Brand and Marketing

- Hospitality training
- Tour operator training
- Wilderness School (Biodiversity & Social Development)
- Crafts and curios
- Agriculture TVet



# What the concession means for Oranjemund

- Oranjemund was a closed town, inaccessible because of diamond mining: people are curious, but **no tourism market has ever developed and is unlikely to develop organically**
- Tourism plays a key role in the sustainable socio-economic **transformation of Oranjemund** and is a sector that readily builds livelihoods and empowers women, youth and other vulnerable groups
- While tourism will grow over time, without **targeted investment in a structured manner**, the scale of real transformation of the communities will remain a challenge
- The development of Orange River concession can only succeed with a **regional development** approach that leverages the strategic advantages of Oranjemund

# Oranjemund in a nutshell

