

Partnership brings youth development programmes to Kruger Park

Jock Safari Lodge has formed an official long term partnership with the Wilderness Foundation Africa (WFA) to further conservation education and youth development within the broader community of the Kruger National Park.



Jock WFA Siyazenzela Programme

Jock Safari Lodge was the first private concession granted within the Kruger National Park. The non-profit CALEO Foundation, which owns Jock Safari Lodge, has as its objective to make a legacy investment to help protect, restore and sustain threatened ecosystems, wildlife and flora resources and their habitats, as well as surrounding communities. The collaboration with the WFA is positioned to take community empowerment and development to another level.

With a 48-year track record, the Wilderness Foundation Africa sets out to protect and sustain wildlife and wilderness through integrated conservation and education programmes. These range from anti-poaching and large landscape wilderness management, to developing young leaders from disadvantaged communities for a career in conservation, to interlink and close the circle between the cornerstones of the WFA, namely species, spaces and people.



Jock Safari Lodge in Kruger relaunches

Ruth Cooper 4 Dec 2018



Jock Safari Lodge has made a life-long commitment to continuous investment in the WFA projects, that will this year, be launched with a R400,000 injection in two key intervention programmes to be rolled out as part of the Jock/WFA partnership.

Siyazenzela and Imbewu Wilderness Trails

The Siyazenzela leadership and employability skills training programme is aimed at previously disadvantaged youth (between the ages of 18 and 26). Siyazenzela (meaning 'We are doing it for ourselves') training courses are run as a four-

week short term project with facilitation in focus areas such as Emotional and Social Wellness; Occupational and Financial Wellness; and Physical and Environmental Wellness. Participants gain job preparedness skills and are provided with job shadowing opportunities. Upon graduation they are enrolled into a resilience support programme that ensures that they stay connected to the programme for peer mentoring purposes, monitoring and psycho-social support.



The second programme, known as the Imbewu Wilderness Trails, aims to connect youth to their cultural-environmental heritage. The trails draw attention to the resilient and healing power of nature for personal and social transformation. This often leads students to make life changing choices and lifestyle changes that equip vulnerable youth to be economically active and environmentally responsible citizens.

Dr Andrew Muir, CEO of Wilderness Foundation Africa says: "We are excited to be partnering with Jock Safari Lodge, with their impeccable commitment to sustainable development and leaders in nature-based tourism. There is much to learn from each other in the common cause of ensuring that our natural heritage is preserved and enjoyed by all citizens of our country."