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The origins of WildlifeCampus

"The show must go on", a An enormous size coupled book written by Peter Armitage tells the birth story of a company called AfriCam. Read with us as the story unfolds, AfriCam grows in this edition, and eventually, WildlifeCampus finds its Holt takes a closer look at origin. elephants.

Elephants

with incredible strength, a unique appearance, complex emotions and strong social bonds. You have guessed it: WildlifeCampus student Amy

Latest course special

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Hiking the Fish

The Fish River Canyon in southern Namibia is one of Africa's most impressive sights.

"Hiking the Fish" is the ultimate planner for anyone wanting to embark on this trail.

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Links to the courses are

included so feel free to click through to learn more about any course

Perambulating

pachyderms in the Olifants.

This time, David's tale unfolds in the vast wilderness, where nature's heartbeat aligns with the gentle flow of the Olifants River, as he observes a large herd of elephants.

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## The show must go on!

#### The origin story of WildlifeCampus

01

By co-founder of WildlifeCampus and Anchor CEO

**Peter Armitage** 



Missed the previous parts of this story? <u>Click here</u> to open the WildlifeCampus magazine where this exciting journey starts.

"Henderson's henchmen" - April 2000

Back in Johannesburg, our frustration with Dimension Data was increasing. We looked no closer to getting our new site operational and Linda Misauer was unable to provide answers. It was clear that she was getting as frustrated as we were. She and Michael Shapiro had to answer to us, but their team was simply not delivering the goods. On a few occasions, tears streamed down from Linda's cheeks as she explained that there was nothing she could do, she was just not getting the support from the company and the team.

Without the new revenue streams operational, our listing timetable was starting to look extremely optimistic. They were months behind and there was no sign of catching up.

We continually reminded them of this and put pressure on the development team. But the Dynamo system they had sold us, for which they were the distributors, had not been widely used in South Africa. Skills were in short supply and we began to feel that we were the guinea pigs for their new product.



The delays were easy to explain to Peter Henderson's henchmen, because they had not been part of the process. Peter had sent Bill Hood, his COO, and Peter Handscombe, his FD to South Africa to familiarise themselves with their new investment.

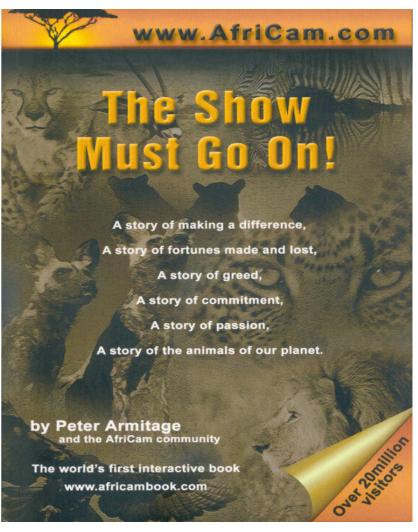
By this stage Peter Henderson had created a holding company called TVBus.com. This held his technology and media investments and Bill and Peter Handscombe were employed by this entity. The other major investment, besides AfriCam, was a company called TVnewsweb, which was aimed at distributing newsclips to major TV news broadcasters globally. This was in competition with Reuters and Associated Press.

TVnewsweb was a good idea, but eventually saw its demise due to the fact that there was huge capital expenditure and staff costs and the take-up for the product was too slow. Each customer had to install a "black box" which enabled the download, but it also meant that they had to change the way they operated. While there was

a cost saving for the company, the individuals in the company were not particularly concerned with the cost saving and did not want to change the way they had been doing things for the last decade.

This was one of the key reasons for the failure of the internet and technology boom. To change people's behaviour takes a long time. If you were spending money on a technology or idea that required a significant shift in behaviour; the chances were it would not work and, if it did work, you needed the balance sheet to finance you through your inevitable cash-consuming business period.

Many new ideas did not work because they were too early and the start-up



#### "The Show Must Go On by Peter Armitage and the AfriCam community."

businesses did not have the capital to survive until the product became popular. If the ideas were any good, the remnants of the businesses were purchased by the large listed technology groups and they will resurface when the marketplace is ready for them.

Tiffany and I ran Peter Handscombe and Bill Hood through our business performance and business plan. In the year ended February 2000 AfriCam had generated R4.5m (US\$640 000) of revenue and had R6m (US\$800 000) of costs. This had resulted in a net loss of R2m (US\$40 000).

"We are burning a lot less cash than any other major global internet website," I boasted bizarrely and they were comfortable with the explanation. "What is more, our major revenue sources have still not launched and they have the potential to put the business on another level."

Peter Handscombe is a really nice guy and worked well with our staff. Bill, by contrast, is arrogant and comes across as somewhat cynical.

WildlifeCampus Magazine



There was an air of superiority about him and we often felt that he was acting like our boss, when he had no real right to do so.

Our balance sheet showed cash of R4.5m (US\$640 000), which would last less than a year, based on our forecasts and what we still had to pay Dimension Data for technology services. Peter seemed comfortable, especially considering that we had concluded our capital raising. The internet side of the business had to finance itself and TVBus was committed to financing the television business.

At this stage we had 51 employees spread as follows: 3 management and finance, 5 administration, 7 content, 10 game rangers, 4 web development, 4 technical, 2 cameras, 1 marketing, 1 advertising sales and 2 e-commerce. Our salary bill was R462 000 per month.

Bill Hood was a little concerned with advertising sales, which had been the major source of revenue in the last financial year. Keith Wallington explained that Shannon was selling around R100 000 a month of advertising in South Africa and the NBCi deal was netting us around US\$30 000 per month. In addition we had appointed Real Networks to sell for us in the US and we had hired Matthew Tomasiwek in the US to sell advertising directly.

"When compared with major US sites, our advertising revenue is small and there is tremendous scope to increase sales," Keith motivated.

"Have we ever sold an ad outside of the NBCi deal in the US," Bill guestioned.

"Not yet, but there are a number of deals that look imminent. Matt has had advanced discussions with Ford, who look to be the hottest prospect at present."

"Is Matt working alone there?"

"Sure, but he reports daily with a call and status sheet."

It was extremely expensive for AfriCam to hire staff in the US. The Rand is a very weak currency and the US\$10 000 per month that Matt was earning equated to close to 25% of our salary bill, which included another 50 staff members. As a result, we could not afford to give him an office in the US and he worked from home.

At this stage all there was to go on was blind faith and, after all, Peter Henderson had already done the deal. Even if they did not like what they saw, there was nothing they could do about it.

We went further and created the budgets for the TVBusfunded side of the business and planned for the broadband V-Sat installations.

Back in the UK, Peter Henderson and his TV expert, Nicholas Claxton, were marketing our product to European television channels in the hope of pulling off our first distribution deal. Peter got to an advanced stage in talks with Sky about having some content broadcast on the Sky news channel, but his contact left the channel prior to the deal being concluded.

#### "KimKam" - June 2000

The content on the site was going well and we had between 15-20 cameras, depending on seasonal factors. LeopardCam was by far the most popular camera, with its main attraction being the night-time viewing, as we had anticipated.

But Kim was becoming increasingly difficult. In spite of the fact that he was earning the bulk of the revenue from the deal, he was starting to treat us like a service provider, rather than a partner.

Kim failed to accept that 90% uptime for our cameras was an impressive achievement. There were so many things that could go wrong. The technology was tailor-made and had many sensitive parts, the telephone lines were often not operating and the fact was we were broadcasting from the bush, hundreds of kilometres from civilization.

Kim filmed from 5pm in the afternoon until 7am in the morning almost every night and we were amazed every time we received daily phone calls from 8am in the morning onwards, usually ranting and raving about something that had not been done or something that was not working. The man did not seem to need sleep.

An e-mail from web developer Pieter van der Dussen was an indication of the impact Kim was having on our staff: "Peter, LeopardCam is starting to impact seriously on my work ... we cannot allow Kim to carry on like this. Normal maintenance is fine, but the way he is carrying on is ridiculous. He just does not listen and does not take no for an answer, even if there is a good reason for the no. According to me, he is holding AfriCam to ransom and he has got away with it until now. It has to stop."

Graham walked in to my office one morning and demanded that we pull LeopardCam off the site.

"We can do it ourselves. The guy is making all of the money out of this project and I cannot deal with him any more. He is making my life and the lives of our staff a misery. It is just not worth it."

"We just can't," said Paul, who monitored our traffic stats on a daily basis. "He is generating up to 50% of our traffic on some days. When there is a kill, the content is just amazing." "Have you seen the community support he is getting? It is also irrational to think that we can do this ourselves. His project is something special," I added.

Graham continued to fume, but agreed that it was irrational to pull his cam off the site.

Explanatory note to viewers: AfriCam can be likened to a satellite or cable platform with a number of TV channels. In our case the individual cameras are like channels. 50% of traffic does not mean that if Kim's camera was not there the traffic would have halved. The traffic would have dropped if LeopardCam was not there, but there was other content to watch. On evenings when Kim did not broadcast, there was not a noticeable drop in traffic.

Two events in the ensuing month almost saw us terminate the relationship with Kim. On one occasion when Graham was away on an installation, Kim was not filming that night and he played back some of the previous night's footage from a video recorder, without our permission.

The AfriCam viewers, for the first time, were watching recorded content which they thought was live. Our motto was "Always live, always wild" and this was our promise to our viewers. This is what made us successful.

Passions ran high and the two major opponents to the idea were Graham and Andy Parker.

"This is not what we are about," said Andy. We have a strong relationship with our viewers because they trust us."

"We might as well show videos all day. This will destroy our site and everything we stand for. If the viewer thinks for one minute that what they are seeing is not live we will have lost their trust forever," Graham insisted.

Graham cut the image as soon as he heard about it and when Kim called shortly thereafter he blasted him for broadcasting material that was not live.

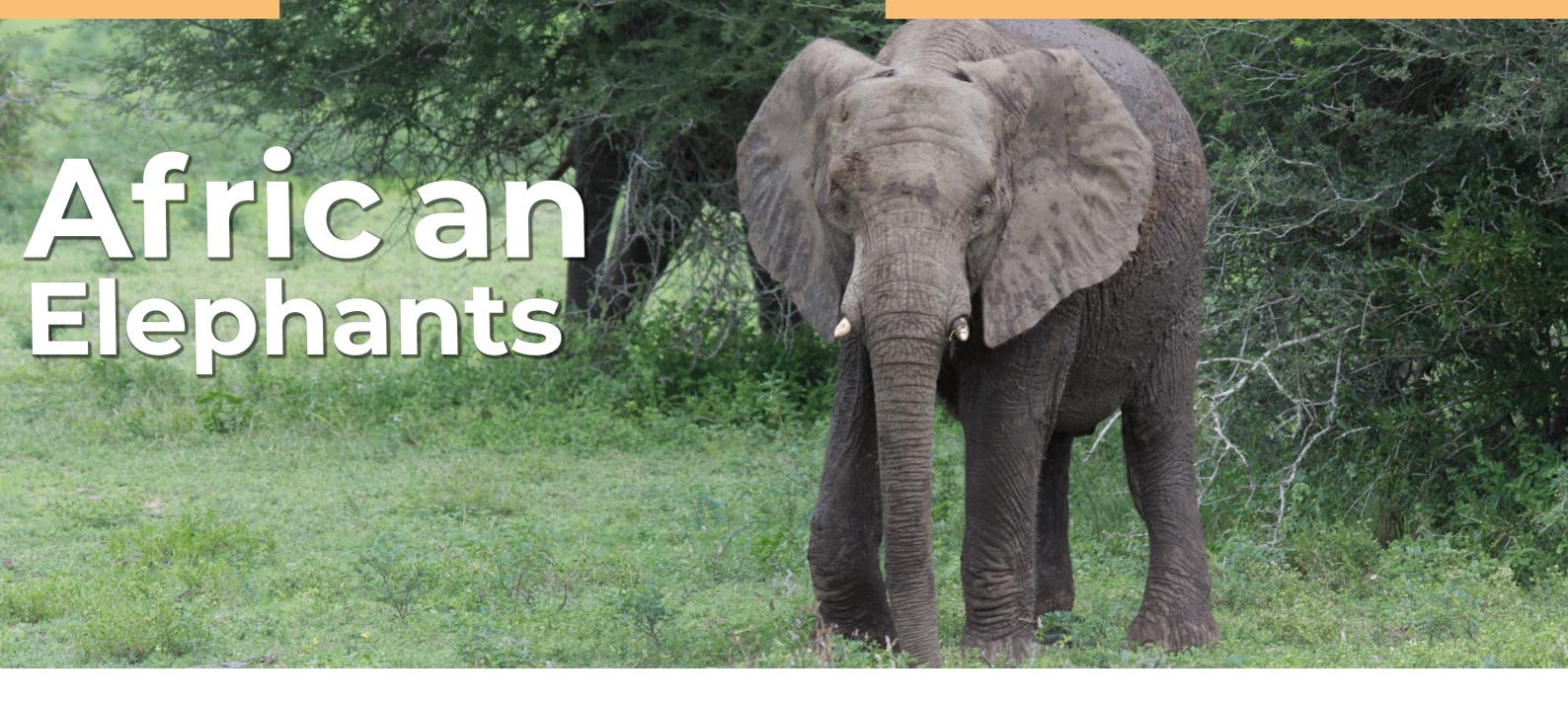
The second "transgression" from Kim was even worse. Kim had appointed the Alpha Management Group to market his work in the United States. On August 9 2000 Keith Wallington received an e-mail from Cindy Castano, which included the following extracts:

"It is with great pleasure that I write to tell you of the great success realised during Kim's promotional tour of the US ... During a radio interview it was difficult for Kim to articulate the website address correctly and as we had no way of determining the number of people who visited LeopardCam as a result of the show, Alpha Management Group had to go back to the drawing board. We created a "link page" called www.KimKam.com. This page is nothing more than an easy-to-remember website address that, after 15 seconds, goes directly to LeopardCam and also has a link in case the viewer wishes to start the transfer immediately...

"The radio hosts will interview Kim regularly and promote the new website ... Keith, Alpha Management Group has a major concern. Kim spent 10 days in the US working very hard and at great financial expense to promote KimKam ... Today the cam was down more than once after the radio show and if viewers are dissatisfied with the site they will never go back ...It is totally unacceptable for this continual problem to reoccur ... There is no longer room for feet to be dragged in this regard ... As his business managers Alpha Management Group strongly encourage AfriCam to find a fast and final solution to existing problems, as well as prevent future problems ... We cannot effectively promote LeopardCam (and, indirectly AfriCam) under these deplorable circumstances. And this is not a harsh statement. It is deplorable ..."

Kind regards,

Cindy Castano President Alpha Management Group



By WildlifeCampus student

**Amy Holt** 

Despite their enormous size and incredible strength, elephants are the gentle giants of our planet. With their unique appearance, complex emotions and strong social bonds, it is not difficult to see why they are loved by so many of us. But, how and why are elephants so different from the rest of the animal kingdom?

One of the most iconic features of an elephant is its trunk. The trunk is an extension of the nose fused with the top lip. African elephants have two finger-like projections at the tip of the trunk, whereas Asian elephants only have one. This unique boneless structure is extremely flexible, thanks to over 40,000 muscles. The trunk is multifunctional; it allows elephants to drink, eat, breathe, uproot trees, and even perform delicate tasks. Although it is a common belief that elephants drink directly through their trunks, they don't! Instead, they use their trunks to suck up large amounts of water and then squirt it into their mouths. Similarly, food is picked up with the trunk and placed in the mouth. When swimming, the trunk functions as a built-in snorkel. Elephants can taste the air with their trunks. In the trunk's upper nasal cavity, millions of receptor cells allow the elephant to smell fresh water up to 20 kilometres away. Not only does the trunk help elephants survive, but it also is used for social interactions. Elephants can use their trunks to make trumpet sounds or to comfort their offspring. These gentle strokes on the calf's neck and shoulders underscore the emotional depths of these magnificent animals.

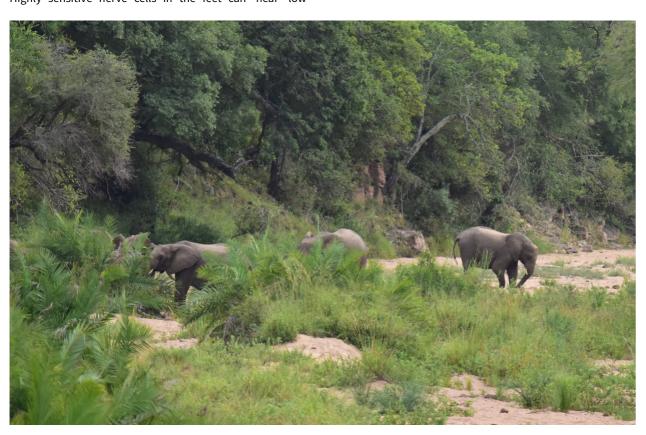
Another iconic feature of the elephant is its big, floppy ears. The African elephant's ears resemble the shape of the African continent. Unlike humans and many other mammals, elephants lack sweat glands. So, the ears act as a cooling mechanism. The ears contain an extensive network of tiny blood vessels. When elephants get too hot, they flood their ears with blood to regulate their body temperature. Elephants also fan their ears to increase airflow over their skin, thus allowing them to lose heat faster. It is not only the ears that help keep the elephant cool. Scientists have discovered the elephant's body is covered in thermal windows (hot spots).



These are networks of tiny blood vessels that expand as the air temperature increases, causing more blood to flow nearer the skin surface. Besides keeping elephants cool, the ears provide them with excellent hearing. They can detect sounds of low frequencies, which aids them in long-distance communication. Elephants can also hear with their feet. Highly sensitive nerve cells in the feet can 'hear' low-

frequency vibrations from as far as 32 kilometres away. These vibrations are transmitted to the brain via bone conduction. This process allows the seismic vibrations to travel directly from the foot bones through the elephant's skeleton to its inner ear bones, bypassing the eardrums altogether. The ability to detect low frequencies helps herd members keep in touch even when they cannot see one another.

As the largest land animal, elephants have the largest brains of all terrestrial mammals. To put this into perspective, the African elephant's brain is three times larger and contains three times more neurons than the average human brain. Elephants have a highly developed cerebrum and cerebellum, the parts of the brain responsible for movement and muscle coordination. They also have large temporal lobes, the part of the brain responsible for processing sounds and encoding memory. This incredible brain function allows the matriarch, the dominant female of the herd, to retain knowledge and experiences from her lifetime. The matriarch's wealth of knowledge ensures the herd survive. Her extraordinary memory can recall the unique sounds and smells of predators, the shortest route to a water source or where to find water during a drought, migration routes that span vast distances, and she can identify strangers thanks to her detailed knowledge of familiar family members and close associates. As highly intelligent creatures, elephants feel and display empathy.



trunks. Research finds that African elephants can distinguish between human languages, proving the remarkable complexity of the elephant brain. Elephant family groups in Amboseli National Park, Kenya were played sound recordings of two different human ethnic groups known to them. If the voice belongs to the Maasai man, who has a history of killing wild elephants, the elephants show signs of fear. Conversely, the voice of the Kamba man evokes no reaction.

Elephants are well-known for their matriarchal herds, where

Elephants are known to grieve for fellow elephants by

visiting the bones of a dead elephant, covering the bones

with dust, and even smelling and touching them with their

the dominant (usually oldest) female is the matriarch. The rest of the herd consists primarily of the matriarch's calves and grand calves. Females remain in their maternal family all their lives and help care for other herd members (allomothering). On the other hand, males leave the herd once they are sexually mature and will either roam alone or find a loosely knit group of male elephants to join. The musth period in male elephants establishes reproductive hierarchy. During this time, male elephants are often aggressive and rub secretions (a dark, oily, musky substance) onto trees as they scent mark as a display of dominance. The musth gland is located beneath the skin surface between the eye and the ear on each side of the head. When resources are limited, a herd of elephants may split into separate families to sustain themselves. A bond group may contain five or more families, usually determined by genetic relatedness. The ties between individuals across the bond group are weaker than those within a family (herd). When resources are plentiful, elephants will choose to be in large aggregations that include several different clans. A clan consists of different bond groups and families, usually sharing the same dryseason home range.

The tusks of elephants have been highly prized for thousands of years. Despite an international ban on the sale of ivory since 1989, the ivory trade continues to decimate elephant populations. In response to poaching, some elephants are now born tuskless. Researchers in Gorongosa National Park, Mozambique, found the tuskless condition is genetically inherited from mothers to daughters. Still, tuskless males are never born, as the mutation appears to be lethal to male elephants. This is because the gene determining the presence or absence of tusks is linked to the X chromosome. Tuskless elephants may seem like a good evolutionary adaptation to deter poaching, but it has farreaching consequences. Elephant populations affected by this mutation have a higher proportion of female-to-male offspring, significantly impacting the species' survival. Furthermore, tuskless elephants changed their diet to eat more grasses than woody plants, which meant they were no

longer filling their ecological role in the ecosystem. The tusks of elephants are massive incisor teeth protruding from the upper jaw. They are used to dig for water and minerals in the ground, strip bark from trees, and to defend themselves. Elephants can be left or right-tusked, with the dominant tusk being shorter and more rounded from frequent use.

As ecosystem engineers, elephants significantly modify and shape the landscape. African elephants push over and uproot trees, creating new habitats for smaller species to coexist. The trampling of vegetation creates clearings that allow more light to reach the ground. This helps low-lying plants grow and thrive and enables plains species (e.g., antelope and zebra) to access the quality grasses they prefer. Elephant pathways can act as natural firebreaks. A firebreak is a gap in vegetation that acts as a barrier to slow or stop the progress of a bushfire. During the dry season, elephants use their tusks to dig up dry riverbeds. This creates watering holes that other animals can benefit from. Elephants help with plant dispersal by depositing undigested plant seeds in their dung. Due to their poor digestive systems, elephant dung is very fibrous and rich in minerals. Elephant dung is extremely important in nutrient cycling and acts as an excellent fertiliser to promote germination and growth of the dispersed seeds. Furthermore, elephant dung can be considered a small ecosystem because it provides food and a suitable habitat for other species, such as dung beetles. Without elephants, entire ecosystems will be drastically different or even cease to exist.

There are approximately 400,000 elephants left across Africa, primarily threatened by habitat loss and human-elephant conflict. As human populations rapidly increase in Africa, elephants are forced to inhabit smaller, fragmented pockets of land. This leads to increased conflict with humans due to increased competition for fewer resources. As traditional migration routes and wildlife corridors are cut off, elephants raid crops and enter villages in search of food. This threatens livelihoods and the lives of both humans and elephants. It is evident that the range of elephants is now predominantly defined by us humans.

Although it will be challenging to achieve...elephants ultimately need more connected habitats to roam freely and for us to coexist with them.

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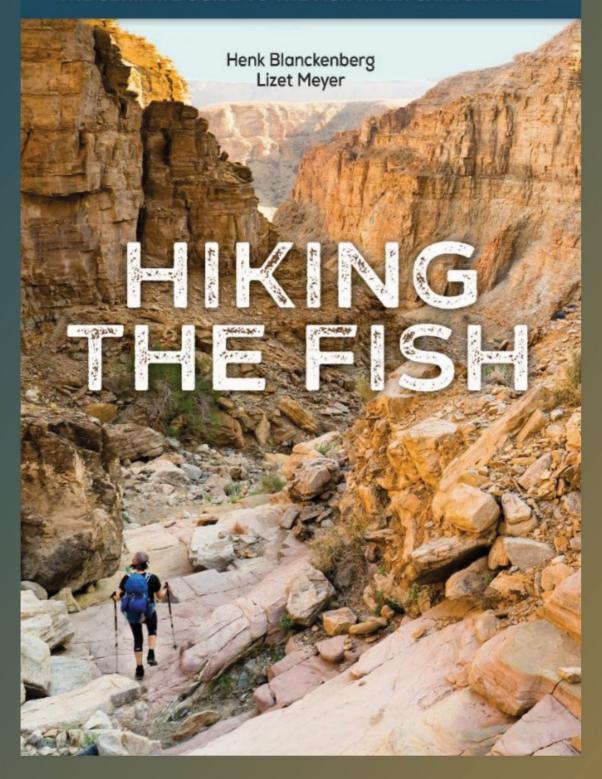


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#### THE ULTIMATE GUIDE TO THE FISH RIVER CANYON TRAIL







The Fish River Canyon in southern Namibia is one of Africa's most impressive sights. Following the river that is wedged between massive cliffs, the Fish River Canyon Trail is the region's most challenging route – and one of its most popular.

Hiking the Fish is the ultimate planner for anyone wanting to embark on this trail. Written by expert hikers, it combines practical advice, handy tips and full-colour photographs to bring this exhilarating five-day hike to life. A detailed introduction to the canyon and its surrounds is followed by chapters that cover planning and preparation; bookings and accommodation; hiking, cooking and sleeping gear; nutrition and meal planning; and first aid. A comprehensive day-by day route description forms the core of the book.

Henk Blanckenberg is a seasoned adventure guide with over 20 years' experience in leading groups to near-inaccessible destinations. In Africa he has taken multiple groups to the summit of Kilimanjaro in Tanzania and up mountains in Ethiopia, Malawi, Kenya and Lesotho. Further afield, he has led groups to the Himalayas in Asia, Machu Pichu and the Colca Canyon in South America, and the Grand Canyon in the USA.

Lizet Meyer is a professional project and programme manager with an affinity for extreme sports, but her true passion is for hiking. She has completed several multiday hikes in southern Africa, including the Fish River Canyon hike, and has trekked in the Annapurna region of the Himalayas.

Get your copy of Hiking The Fish here!

# Saddle-billed stork fishing

## **Travel** Buggz



"One of my favourite dirt roads to travel along is the Ngotso Weir road (S89) between Satara and Olifants Camps. You are sure to come across many plains game, elephant and more often than not an exciting find of lion or leopard.

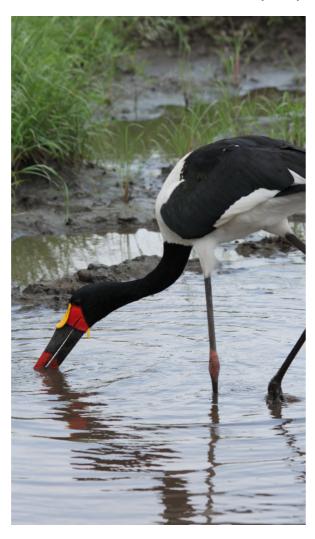
This trip was no different except for the fact that it wasn't about the usual animals Kruger tripsters are on the look out for, but rather a fun and interesting experience watching two saddle-billed storks fishing for their afternoon meal.

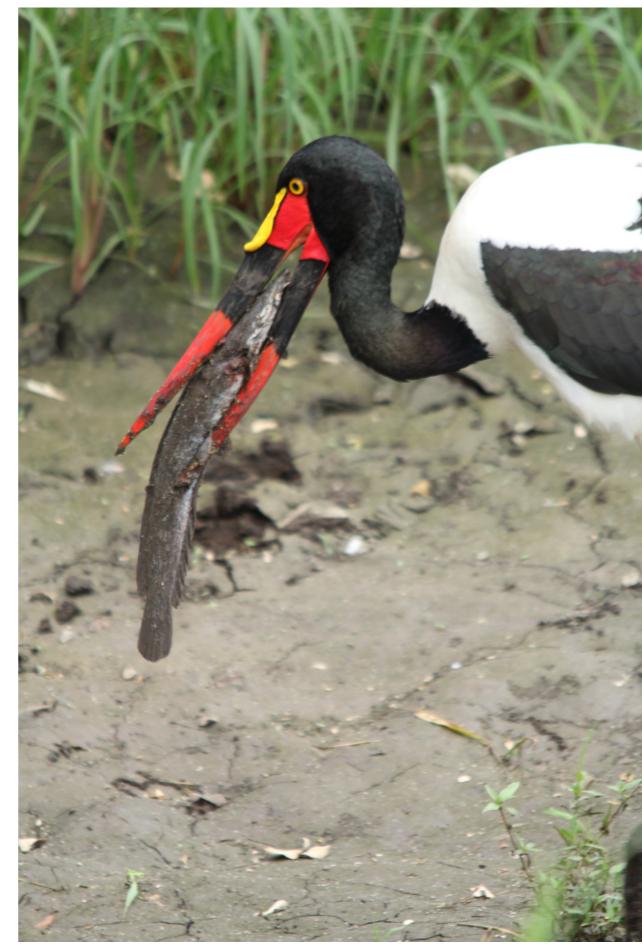
We watched in absolute fascination as they each fished out a barbel, stabbed it, tossed it to the ground and then in one, two, three gulps, swallowed the large fish that appeared to be way bigger than they could swallow, yet down the hatch it went and they continued swishing their heads to and fro.



The stealthiness of their modus-operandi had my guests and I dumbfounded. There was little water left in the puddle they were fishing from and perhaps this made their attempts much easier than if they were hunting in a dam, but non-the-less the incredible talent of honing in, spearing, pulverizing and flipping the fish face first down their long beaks was an impressive sighting."

Sandy Van Zyl







## Front of House Lodge Operations Course

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Hayley Cooper, CEO of Wild Dreams Hospitality is now offering 1:1 Career coaching. Options of 1 session or multiple sessions at 1 hour each.

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To enquire about these sessions & to get a quote email her on

<u>hayley@wilddreams.co.za</u> and don't forget to check out the Wild Dreams

website which is full of helpful information for job seekers.











#### WILD DREAMS JOB VACANCIES

Wild Dreams is a prominent company in the hospitality industry, specialising in recruitment and consultancy. We mainly focus on the safari lodge sector, as evident from our clientele. Our clients range from small lodges that accommodate only a few individuals to well-known large lodge groups with properties scattered throughout

At Wild Dreams, we are always on the lookout for field guides with various levels of experience. Additionally, we have positions where guiding knowledge is required, but the role is more focused on front of house or management responsibilities.

As a company, we prioritise conservation and actively support wildlife sanctuaries. We are deeply involved in community work and collaborate with numerous non-profit organisations in the wildlife and conservation field.

While we believe that most of you may find the aforementioned positions interesting, we also have constant vacancies in areas such as reservations, maintenance, and chef roles. To access these job opportunities, you can scan the provided QR code to visit our main jobs page. If you come across a job that catches your interest, you can submit your application online. However, if you don't find a suitable job at the moment, you can still upload your application directly into our database.

Furthermore, we have dedicated pages offering interview advice and CV tips. We even provide a free CV template that you can download. Our founder, who is a certified career coach, is deeply passionate about assisting individuals in finding their dream jobs.

Wishing you a successful job search! The Wild Dreams team.

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## Perambulating pachyderms in the Olifants.

#### **By David Batzofin**



■ n the vast wilderness, where nature's heartbeat aligns with the gentle flow of the Olifants River, a tale unfolds—a story of perambulating pachyderms, of elephants in the Olifants, and the profound lessons they impart to those willing to become quiet observers.

Embraced in the comfort of a new luxury camp along the Olifants River, I found myself immersed in a unique spectacle, where a breeding herd of elephants, Earth's largest land mammals, produced a masterclass in familial bonds, individual personalities, and the harmonious dance of survival.

Seated on the deck of my luxury tented accommodation, I gazed upon a scene of awe—a procession of approximately 35





elephants gracefully meandering along the riverbank on the opposite side of the fast-flowing river. It was more than a mere spectacle; it was a symphony of life, a narrative of familial intricacies playing out against the backdrop of the wild.

The tiny calves, miniature replicas of their colossal mothers, frolicked and played in a display of innocence that spoke to the essence of youth. The wise and protective mothers formed an impenetrable shield around their offspring, every movement echoing a deeper connection-a language of understanding and unity that transcended mere physical presence.

Two sub-adult bulls, engaged in a spirited display of dominance, transformed the riverbank into a stage where the unfolding drama mirrored the complexities of human relationships. Their mock 'fight' for dominance echoed a timeless struggle for identity and status reminiscent of human adolescence.

Under the canopy of towering vegetation along the riverbank, a profound life lesson unfolded with each step of this majestic procession. Each elephant, from the matriarch to the tiniest calf, played a specific role within the herd, contributing to a palpable sense of order—a harmony forged through centuries of evolution.

The breeding herd was not merely a collection of individuals but a community bound by a shared purpose. The matriarch, the undisputed leader, steered the herd with wisdom earned through years of experience, guiding them to essential resources and places of sanctuary.

The adult females, the backbone of the herd, formed a formidable alliance, cooperating strategically to ensure the well-being of the collective. Their interactions revealed an unwavering commitment to each other's offspring, a communal approach to parenting that extended beyond blood ties.

The sub-adult bulls, in their continuing duel, embodied the spirit of growth and self-discovery. Their sparring was not a display of aggression but a rite of passage—a way to establish hierarchy and roles within the male contingent. The delicate dance between these young bulls spoke of the balance between competition and camaraderie, mirroring the human experience.

Remaining the quiet observer, a profound truth emerged for me—a reminder that, much like these elephants, our roles in the intricate dance of life are defined not only by our individuality but also by our interconnectedness. Each of us plays a part, be it the wise guiding force, the nurturing caregiver, or the spirited seeker forging his path.

In its timeless wisdom, nature has imparted a lesson in unity, resilience, and the delicate balance between individuality and community. With their wrinkled skin and wise eyes, the elephants became messengers of a universal truth—a truth that beckons us to embrace our roles in the grand tapestry of existence, understanding that our survival is a collective

As the sun dipped below the horizon, casting a golden hue on the riverbank, a sense of gratitude and wonderment lingered. The encounter served as a poignant reminder of the profound wisdom embedded in the natural world—a wisdom that invites us to reflect, learn, and carry forward the echoes of the wild into the canvas of our own lives.

The lessons learned from the herd will echo far beyond the riverbanks, resonating in both my conscious and subconscious realms as I carry this experience with me.

