



Wildlife Campus

LEARN PROTECT SAVE

Magazine



Impalas
By Amy Holt

**Mobile apps
for the bush**

**Hospitality
Vacancies**

**Course
special**

**Lessons from
the bush**

By David Batzofin

**Ericas of
the fynbos**

New Struik book

**LinkedIn for
Hospitality?**

CONTENT



01

The origins of WildlifeCampus

“The show must go on”, a book written by Peter Armitage tells the birth story of a company called AfriCam. Read with us as the story unfolds, AfriCam grows and eventually, WildlifeCampus finds its origin.

Part 25

PAGE 4

02

Impalas

Elegant, lean, slender, a remarkable jumper and one of the most successful antelope species on the African continent. Yes you are right, we are talking about impalas!

WildlifeCampus student, Amy Holt, takes us out to the bush for a closer look.

PAGE 8

03

Ericas of the Fynbos

Ericas come in an astonishing array of sizes, shapes and colours. Some 680 species, many of them found nowhere else, occur in the Cape Floristic Region.

In Ericas of the Fynbos, 170 of the region's most common varieties are described in detail.

PAGE 12

04

Free Astronomy course

This course is a must for the dedicated enthusiast, casual stargazer or anyone who has ever looked up at the night sky in wonder or appreciation.

You'll learn all about the stars, planets, and galaxies.

PAGE 14



05

Special on our Field Guiding course

Are you looking to take your wildlife knowledge to the next level? Passionate about working in the wildlife industry but unsure where to start?

Look no further than our FGASA Approved Field Guiding/Game Ranging Online Course!

PAGE 16

06

LinkedIn for the hospitality industry?

LinkedIn would be the social media platform to spend time on if you are looking for a job.

Hayley from Wild Dreams explains us all about it and gives us an insight on how best to use this platform.

PAGE 18

07

Mobile apps for nature explorers

Struik Nature has a wide selection of mobile apps bringing books to life with sounds, videos, interactive elements and more. Perfect for people on the go, they're always in your pocket, don't weigh a thing, and contain all the information from the Field Guide they are based on, just ... better!

PAGE 22

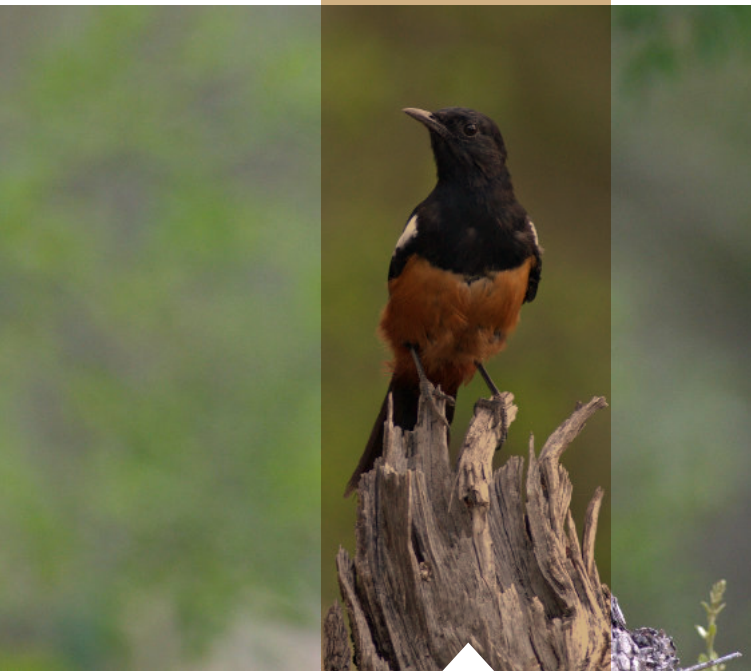
08

Lessons from the bush

David recently spent time at a luxury tented camp in the Lowveld, where seasoned field guides have always fulfilled his expectations of swift bird identification.

Will they keep fulfilling his expectations in this story?

PAGE 24



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? [Click here](#) to open the WildlifeCampus magazine where this exciting journey starts.

We all shook hands on the principles and agreed to proceed to a Heads of Agreement.

Having a beer afterwards, Graham was a little pissed off that we had given 50% of the company away.

“Are you mad?” I questioned. “That is a superb deal for us. He has to inject US\$15m and he could land up with only 10% of the business. If the business is worth more than US\$75m and he keeps his full 50%, I am more than happy for him to share in that. We will all be worth a fortune.”

My wife was very forgiving when I arrived home late for the party we were hosting that night. “I am now CEO of a global television business,” I trumpeted as I walked in the door and I spent the entire evening explaining to my friends that the ever-successful AfriCam was now developing into the TV space. This was a small-scale version of the AOL-Time Warner merger, with the future combining with old, established technology. It was an occasion for quite a few cold Heinekens.



The deal appeared great, but it was crafted on one key assumption – that the value of AfriCam would go up. This was a bull market deal. If we pulled off our listing, everybody would be smiling, but if the value declined, we would have one seriously aggrieved partner. We never entertained the possibility that Peter would renege on his side of the deal if the value declined. After all, who would take on JB by going against a signed deal?

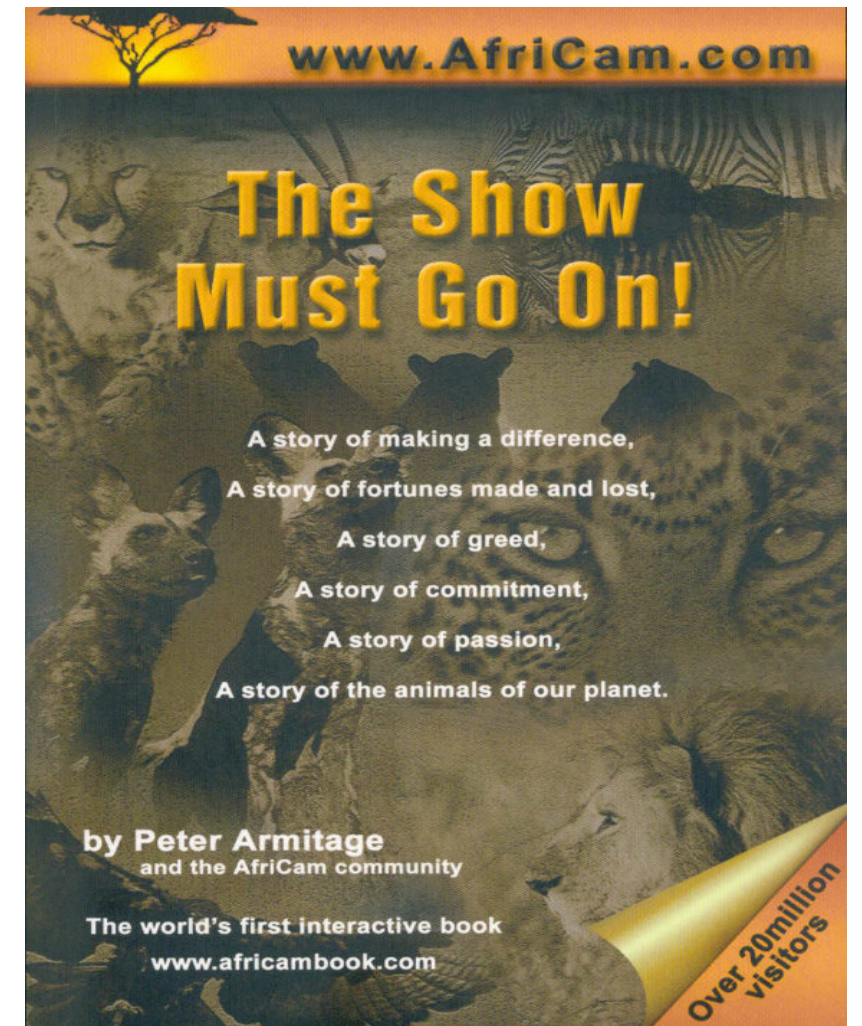
The deal was structured to start on 1 January 2000, so the hard work was imminent. We started developing the business plans and hiring the staff to enable us to fulfil what was increasingly becoming a burgeoning vision.

“After the deal”

Shortly thereafter Peter introduced us to the members of his team. Richard van Wyk immediately impressed us and his credentials were convincing: he had been the station manager of eTV, South Africa’s only independent free-to-air television channel. It was apparent to us that Peter was bringing in the big guns and we were elated. I negotiated a salary package with Richard and Peter had told us that Richard would be getting 1% of the business as an equity kicker.

“We originally talked about 10%, but I will come on board at this stage,” said Richard. I thought he was selling himself a little short, but he was clearly keen to be involved.

“Peter is talking about a listed value of over US\$100m, so even the 1% could be worth a fortune,” Richard explained. Peter had convinced him to buy into the upside of the equation. Another bull market deal.



“The Show Must Go On by Peter Armitage and the AfriCam community.”

In a quiet moment, Richard explained to us that the idea of live television was actually his and he was a little aggrieved with Peter going back on the deal, but wanted desperately to be involved.

We started developing a business plan with Peter and it was evident that big things were imminent. This would be ideal for our listing and, more importantly, for the business. The internet revenues were still far from secure and the television initiatives seemed more tangible. We costed the five V-Sats and developed budgets. The idea was to generate television revenues from the footage and use the live images on the internet.

Richard’s first task was to develop an AfriCam promotional video, which Peter was going to use in his discussions with television channels around the world. A worrying aspect of the business at this stage was the lack of development on the IT side and we had a crisis meeting with the Dimension Data team.



“Our entire listing process depends on the delivery of the new IT platform,” I explained to Michael Shapiro and Linda Misauer, who were our assigned project managers. “We are planning for a July listing and we need to have the new product ready. The market will not buy into something that is still in development. These delays could cost us millions of dollars.”

I recalled the warning in the Chase listing document that delay in the implementation of the technology was one of the biggest risks to not pulling off a listing.

“We are behind,” Michael admitted, “but the scope of the project has expanded well beyond what was initially anticipated.”

Dimension Data had chosen the platform, which we later suspected was a financially driven decision from their perspective, and they convinced us not to panic.

Graham brought some sanity to the situation and suggested that we delay the development of the subsidiary sites. “We can catch up,” Michael assured us.

“Middlemas muddle”

The date had come for the transfer of funds from Michael Middlemas in London and we were bristling with excitement. Even if we did not pull off the listing, the cash injection would give us enough capital to ensure success. Peter Henderson

was funding the television side of the business, but this still left the internet side of the business short of cash and Middlemas’ investment would solve this problem.

We had not heard from Martin Steer or Michael Middlemas for a while, but we had a signed contract with a cash transfer date. I phoned Middlemas on the morning of the transfer date to ask if he needed our bank account details and he indicated that we should communicate with Martin Steer.

“Is the cash in?” Saul enquired after I answered my phone. The transfer of funds would mean confirmed success and value realisation for all of the investors. Saul was very keen for the business to flourish and while he was obsessed with making money he was also very emotionally attached to AfriCam. “Not yet.” “Is this guy for real?” “I think so. I think it is too early to doubt him yet, but I will find out the facts tomorrow.”

I immediately phoned Martin Steer and we organised a meeting with Ricky Douwes the next morning. I was under the impression that Martin was Middlemas’ key representative in South Africa, but there was suddenly another player on board.

The next morning I drove in my Jeep to Ricky’s house. After evading his rather dangerous looking Dobermann, I made my way downstairs in his sumptuous Sandhurst home. Ricky and Martin had long faces. Ricky confirmed all the facts that Martin had communicated. Ricky did not impress me and I was surprised that Middlemas would entrust his millions with an individual who did not seem to have any credentials or experience which would have given me confidence. I was more comfortable dealing with Martin, who certainly seemed of a higher calibre.

“The US government has not delivered,” Ricky explained. I was not particularly bothered about the US government, but listened politely. We wanted our cash.

“This entire deal is so big that it requires sign-off at the highest level and this has not been forthcoming,” Ricky explained, referring to the sketchy deal which would result in Middlemas securing his millions of dollars.

“We are sorry that we are not able to transfer the funds yet, but we can assure you that there is no risk. Frankly, I am embarrassed, but there is nothing that we can do at this stage and it could take another week for the funds to come through.”

Ricky encouraged me to phone Middlemas himself in London, which I promptly did on my return to the office. The story was repeated and we had no choice but to wait.

“The London entourage”

We had been planning a trip to London and had pulled off a coup – a listing meeting with Merrill Lynch. Johan Schutte had looked briefly at the business plan and agreed that they would look at the business, with a view to supporting the listing.

Johan was keen on the AfriCam listing. He was part of the media corporate finance team at Merrill Lynch in London and a successful listing could add a zero to his bonus cheque at the end of the year.

In contrast to Chase, who were looking for business, Merrill Lynch was in a position where they could pick and choose from a range of opportunities. Key to the meeting was the opinion of Neil Blackely, the number-one-rated media analyst in the UK. If Neil backed a listing, it was highly likely to be a success. Johan had convinced Neil to meet with us.

This was a pivotal trip in the life of AfriCam. Duarte and I were charged with the responsibility for the listing and Peter Henderson, who was back in London, would accompany us to the meetings.

I took advantage of the trip to take my wife, Diane, to Dublin for the weekend. The Merrill Lynch meeting was at 11am on Monday morning and our plane from Dublin to Heathrow airport was scheduled to arrive at 9am. This would give me two hours to get to the Merrill Lynch offices in central London, which appeared more than comfortable.

After a great weekend in the lively city, we boarded our plane at 7.30am as planned. Our plane began to taxi along the runway, but soon turned back.

“A minor technical hitch has forced us to turn back, but we will be taking off shortly,” the pilot assured us.

I started to get a little edgy, but realised that it would not help. Diane and I patiently looked out the aircraft window as plane after plane took off while we sat on the runway. The Merrill Lynch meeting was by far the most important in the life of AfriCam and now it looked like I could miss it. Diane commented how relaxed I was on the surface. We eventually took off, over an hour later.

On arriving at Heathrow, I did not have time to wait for luggage and I set off for the taxi cabs. What followed was what felt like a sprint from Heathrow to central London.

The cabbie sensed my urgency and made the trip in good time. Diane waited for the luggage and had to follow with the promotional video that Richard van Wyk had completed in South Africa. I had packed it in my luggage.

I was dropped off at the wrong corner and as I jogged to the Merrill Lynch building with sweat dripping from my brow, I regretted not having made better use of my Health & Racquet gym contract back home. It was a miracle that I arrived only ten minutes late. Fate was on my side and I took this as a good sign.

The meeting went well and Blackely listened intently, without asking too many questions. He had clearly heard many of these presentations. One of his colleagues commented that AfriCam was one of the few internet businesses he had seen that was only made possible by the internet and that made it valuable. Most other internet ventures were merely conducting traditional businesses on the internet, but AfriCam would not be possible was it not for the internet.

Duarte and I both paraded our history as top Merrill Lynch analysts in South Africa, but Blackely did not seem overly impressed. South Africa was clearly considered something of a backwater destination. Blackely had a few key concerns, the most notable which was the early stage of our revenue streams. We had pushed out our expectations of the delivery of the new technology platform and that meant all the non-advertising revenues would take a few more months to materialise.

We showed him the promotional TV video, which had now arrived after being delivered by Diane to reception. He seemed to take some comfort in this more traditional revenue stream. We were expecting greater excitement around the internet revenues, but Blackely was a media, rather than an internet analyst.





Impalas

By WildlifeCampus student

Amy Holt

‘Oh, it's just impala!’ These lean and slender antelope are recognisable for their two-tone coats (reddish-brown hue with white undersides), long legs and narrow bodies. They move with elegance, are remarkable jumpers and are one of the most successful antelope species on the African continent. Despite all of this, the impala continues to be overlooked and unappreciated.

02

Impala are unique because they are the only member of the genus *Aepyceros* and have remained unchanged for about five million years. They are found in an ecotone of woodland and grassland. An ecotone region is a transition area between two different habitats or natural environments. This has made impala adaptable as they are not restricted to a specific habitat. As mixed feeders, both grazers and browsers, they can adjust their diet based on the seasons. This makes them more resilient to change. Impala prefer soft and nutritious grasses and avoid tough, tall grasses. As they graze, impala play an essential role in dispersing seeds and maintaining the health of grasslands.

Impala are a tempting meal for almost all predators, including leopards, cheetahs, lions, African wild dogs, crocodiles and martial eagles. This means they must be alert at all times. The alarm calls of impala serve two purposes: to alert the rest of the herd to the presence of danger and to alert the predator that it has been seen. Leopards and lions usually hunt with the element of surprise. If this is lost, they are likely to give up the hunt. As there is safety in numbers, impala are known to associate with other gregarious species, for example zebra and wildebeest. Impala, wildebeest, and zebras all have distinctive calls and can recognise each other's calls. Each of these species reacts to the zebra's alarm call. However, zebras are less likely to respond to the impala's alarm call. This is likely due to impala being smaller and targeted by more predators, making their calls less concerning for larger herbivores. Also, impala are skittish and prone to sounding false alarms.



To avoid predators, impala can make precise, swift turns while running. They also have impressive leaping abilities that easily top both the world records for long jump and high jump. Impala can leap three metres into the air and can cover ten metres in a single jump. When excited or alarmed, impala spring into the air by lifting all four feet off the ground simultaneously. This behaviour is known as pronking or stotting. To help herd members regroup during a chase, an impala kicks its hind legs to activate the scent glands on its lower rear legs, which releases a chemical pheromone that can be followed. These metatarsal glands are unique to impala. The characteristic black 'm' marking on the rear of impala acts as 'follow me' signs, keeping herd members together.

Impala social groups change throughout the year, but there are three main types. Breeding herds consisting of a territorial male with numerous females and the previous year's offspring, including males younger than four years. Territorial males without permanent females, and bachelor herds that consist of non-territorial males and juvenile males. The rutting season (breeding season) is when males become very territorial, and make loud snorts and grunting noises. Male impala advertise their status to rivals through a scent gland on their foreheads. When a male loses his rank, he produces less scent. Male impala use their long, spiral horns to challenge each other. During fights, the shape of each horn's arch helps lessen the impact of hits and protects the head. Male impala need an area that encompasses access to water, shade, feeding grounds and night-time refuges. The better the territory, the more likely the male will


attract females. This high level of competition and rapid turnover of dominant males keeps the genetic diversity high within the species.

Impala have a polygynous mating system, meaning each male mates with a number of females. This triggers synchronised oestrus in ewes and leads to synchronised births during the rainy season. Impala fawns are born only a few weeks apart and often form a temporary nursery herd, which helps prevent attacks from predators. Fawns suckle for four to six months and reach maturity within a year.

Allogrooming is used to strengthen social bonds between herd members, as well as removing ticks in hard to reach places, such as the head and neck. Impala have loose bottom incisor teeth that are used as a comb when self-grooming and allogrooming. Unlike other species of ungulates, the amount of grooming an individual receives has nothing to do with their hierarchy within the herd. Oxpeckers help aid the grooming process. This symbiotic relationship helps reduce the number of ticks on the impala, while providing a tasty meal for the oxpecker.

Due to their sheer number, you are pretty much guaranteed to see impala while on a game drive. Just because they are common, does not make them any less interesting. So next time, stop and admire these beautiful, unique antelopes for longer...because the African bush would certainly be a different place without them.



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ERICAS

OF THE FYNBOS

JOHN MANNING

NICK HELME



Cluster 3 ■ SEPALINE HEATHS

Sepals more prominent than the corolla and mostly or fully concealing it

Erica lanuginosa

Kleinrivier Mtns from Hermanus to Stanford

FORM Upright or spreading, mat-forming woody shrublet to 60cm, with distinctive flowers resembling Cape Gooseberries almost hidden among the long leaves. **LEAVES** 3-whorled, often arching inwards but the lower leaves sometimes spreading or curved back, needle-like, mostly 15–20mm long, fringed with silky hairs along the margins when young. **FLOWERS** solitary or in 3s on reduced short-shoots in the upper leaf axils, often forming loose clusters towards the branch tips, nodding on short, stout, densely, velvety or furred stalks; bracteoles leaf-shaped, loosely pressed against the calyx, velvety and fringed with shaggy hairs along the margins. **SEPALS** large and leaf-shaped, concealing the lower two-thirds of the corolla, velvety and fringed with shaggy hairs along the margins, dull reddish brown. **COROLLA** egg-shaped, divided almost to the base with an almost obsolete tube bearing an additional small, flap-like tooth hidden between the lobes, 14–18mm long, hairless below but velvety above with densely fringed tips, white; lobes long and tapering, stiffly erect and forming a stout beak, pointed. **ANTHERS** concealed within the beak, with long horns at the base. **STYLE** concealed within the beak; stigma pinhead.

J F M A M J J A S O N D

Downy Heath

Moist flats and slopes on the Outeniqua, Tsitsikamma and Kouga Mtns from George to Kariega

Erica nabea

FORM Upright, wand-like shrublet to 1.5m, the stems closely covered with leafy short-shoots. **LEAVES** 3-whorled, needle-like, conspicuously fringed with hairs along the margins, the primary leaves mostly 10–15mm long but soon falling and developing a short shoot in the axil so that the stems resemble leafy bottlebrushes. **FLOWERS** 1 or 2 at the tips of the upper short-shoots, forming short or long false-spikes, erect, stalkless; bracteoles lance-shaped and papery, half as long as the sepals. **SEPALS** large and narrowly lance-shaped, closely pressed together in two opposite pairs and narrowed above to form a 'beak', 12–15mm long, the outer pair lance-shaped and enclosing the inner pair, which are paddle-shaped at the tips, concealing the corolla and stamens, white with a green midrib. **COROLLA** deeply hidden within the calyx, narrowly urn-shaped, 3–4mm long, hairless, white; lobes erect, rounded. **ANTHERS** protruding well beyond the corolla on long filaments reaching nearly to the tips of the sepals but remaining hidden within them, rounded at the base. **STYLE** almost reaching the tips of the sepals but hooked like a crook at the end, and remaining hidden; stigma pinhead.

J F M A M J J A S O N D

MacRab's Heath

42 ■ GROUP 1 SUNBIRD HEATHS

Erica curvifolia

Seepages on slopes on the southwestern mountains from Jonkershoek and the Riviersonderend Mtns to the Hottentots Holland and Kleinrivier Mtns

FORM Upright, slender shrublet to 50cm, with ascending flowering branchlets.

LEAVES 3-whorled, appressed to the stems, almost scale-like, thick and leathery, with short, stout, gland-tipped bristles along the margins, thus appearing finely toothed.

FLOWERS in 3- to 6-flowered clusters or umbels at the tips of the branchlets, erect or suberect on stalks covered with gland-tipped bristles; bracteoles scale-like, with stout glands along the margins. **SEPALS** lance-shaped, with stout glands along the margins in the upper part.

COROLLA tubular or urn-shaped, noticeably contracted around the mouth, 8–12mm long, velvety, slightly sticky, pink to reddish with a purple ring around the top of the tube; lobes spreading, 1-pointed.

ANTHERS 8, concealed, with slender tails at the base that are partially pinned to the filaments.

STYLE concealed; stigma pinhead.

Erica specialist E.G.H. 'Ter' Olver considers *Erica cristata* and *Erica bichroma* to be subspecies of *Erica curvifolia*.

J F M A M J J A S O N D

Comb-leaved Heath

Seepages on mountain slopes, often forming dense stands, on the Kleinrivier Mtns

Erica coventryi

FORM Upright shrub to 1.2m, usually with a few additional flowering short-shoots in the upper leaf axils. **LEAVES** 4-whorled, needle-like and triangular in section. **FLOWERS** tightly clustered in 4s at the tips of the stems and on two or three additional short shoots aggregated into larger compound heads, stalkless; bracteoles needle-like with papery edges, fringed with whisker-like hairs and small glands. **SEPALS** needle-like, with papery edges, almost as long as the corolla tube, fringed with long whisker-like bristles mixed with stalked glands along the margins. **COROLLA** vase-shaped contracted like a drawing to a very narrow mouth, 8–13mm long, hairless or minutely velvety on the tube, with a dark red tube and lobes that are mealy white or pale pink above; lobes spreading, elliptic-pointed. **ANTHERS** 8, concealed, rounded at the base. **STYLE** reaching the mouth of the tube; stigma concealed, reaching just below the mouth of the tube, pinhead.

These populations are sometimes considered to be a variety of *Erica lacapara* (see p. 53).

J F M A M J J A S O N D

Hermanus Four Sisters Heath

Wix Heath, Franschoek Heath, Franschoekheide

Erica ventricosa

Franschoek to Hottentots Holland Mtns

FORM Upright shrublet to 50cm or rarely up to 1m, often with additional flowering short-shoots in the upper leaf axils.

LEAVES 4-whorled, widely spreading and usually curved slightly upwards at the ends, needle-like, fringed with long, whisker-like hairs along the margins.

FLOWERS in dense clusters at the tips of the stems and of the short-shoots and then forming pyramidal masses, suberect or spreading on long stalks; bracteoles needle-like, fringed with hairs. **SEPALS** narrowly lance-shaped, fringed with hairs. **COROLLA** urn- or vase-shaped and narrowed to the mouth but not sharply constricted at the throat, 12–16mm long, hairless, glossy but not sticky, whitish or pale pink and with a darker throat; lobes spreading or curled back, 3-pointed. **ANTHERS** 8, concealed, minutely crested at the base. **STYLE** reaching the mouth of the tube; stigma pinhead.

J F M A M J J A S O N D

Ericas come in an astonishing array of sizes, shapes and colours. Some 680 species, many of them found nowhere else, occur in the Cape Floristic Region – a centre of unparalleled diversity for the genus and home to one of the world's richest - floras.

In Ericas of the Fynbos, 170 of the region's most common varieties are described in detail, with key ID features highlighted for quick reference. In addition, there is information on distribution, flowering times, subspecies and similar species. Vivid full-colour photographs showcase the astonishing variety and beauty of the flowers. An informative introduction explores biology, pollination and distribution of fynbos ericas.

Enriched by a lively design, this innovative guide will give all - flower enthusiasts, gardeners and hikers, the confidence to accurately identify ericas in the wild.

Get your copy of
Ericas of the Fynbos
here!

Free Astronomy Online Course



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Scroll down to the free courses (closer to the bottom of the list). Click open a course and begin! Full instructions on how to complete the course/s will be found on the very first pages of each course.

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05

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LinkedIn is a very important platform to use as a job seeker. It is like a professional version of Facebook but instead of sharing photos of your nights out and connecting with old friends you can share your CV, your certificates and connect with industry professionals.

What I love the most about the platform is the fact you can see the exact names and job titles of people. That direct connection can make all the difference between your job application getting ignored because it goes to a generic email address among hundreds of others, or being replied to and hopefully getting an opportunity to attend an interview.

You do not need the paid version of LinkedIn. However, if you do have it, it will help speed communication up, as you will probably be able to reach out via message immediately. In contrast, if you are on the free version, you must wait for them to accept your connection request.

From my experience, most people will accept connections from people they do not know when they are from the same industry. Still, it is important that your profile is professional, as many will check it before confirming your request.

I have put together some information that may help you create a LinkedIn profile that will get you noticed, and I have shared a few tips on how best to use the platform if you are currently looking for a job.

Photo

Have a professional-looking headshot of yourself as your profile photo. I did a branding shoot, and although I cannot say if it has made a difference in how people view me, I feel better about the images I am putting out, which gives me confidence, so it's well worth investing in this. Even if you get a friend to take the photo, it is okay, but it must look professional. LinkedIn also allows a banner; typically, people use this to show themselves as a brand with their name and profession; you could add your email, too, if you actively want to be connected. You can use Canva to create this.

Heading

Right by your name is the heading. Many people put their exact place of employment (the company they currently work for), but this is not the ideal heading. You should instead put in your title/what your profession is. So, for example, mine says "Hospitality Entrepreneur which tells people about the industry I am in but also that I am a business owner.

It is vital that you have a heading as when people view your profile with others when they are searching for connections apart from your photo and name, this is all they see, so if you leave it blank, people will not connect with you as they will not bother to click through to your full profile.

About

This can just be 1-3 paragraphs about you, your experience, skills etc. Consider it like writing a short motivational email to a potential employer – do not be shy, promote your achievements and share your passions. It can reflect your personality instead of sounding robotic and generic. Be uniquely you!

Experience

This is where it is very "CV like". You simply add in your places of employment – companies/job titles. If you want, you can add in some information about your duties but keep it short and sweet because people do not want to read through too much information so either a couple of lines or 3-5 bullet points. I do suggest adding all places of employment as it will show a diverse range of experience and skills.

Education/certifications/volunteering/skills

Think back far here and list as much information as you can. With things like certifications, they do not have to be limited to what is relevant to what you do as any qualifications/courses show people you want to upskill yourself. The company you did your qualification through will also appear as their logo (assuming they are on LinkedIn).

Recommendations

This is very important, like having a referral for a job. You can ask past/current employers and colleagues to recommend you; the more, the better! You can even send recommendation requests which go to people's inboxes.

It's as simple as that creating your perfect LinkedIn profile and having this professional brand of yourself will set you up for getting positive responses from potential employers.

Now you have a professional-looking profile, but what's next?

Once you have your LinkedIn profile perfect, it is time to get connecting. It would be best to connect with as many people as possible. It will be beneficial for you to connect with people within your industry or in an industry you want to be in. You can do a search using these keywords to find people. LinkedIn typically will show you people in your country as the priority, but you can also list a location in your search. For example, I may type in "Hospitality manager South Africa".

When you do this, it will bring up a mixture of people/your existing connections/posts etc so you can just select "people" at the top.

You will find hundreds of people and you simply click the little person with a plus sign to add them as a connection. They will get the notification and hopefully agree to connect.

You can also send people private messages but initially I would just suggest building your connection.

If you are currently looking for a job, how to use LinkedIn...

Surveys show that 98% of recruiters in the world use LinkedIn – it is one of the main ways they source candidates for their clients, so it is very important to connect with recruiters but make sure you are connecting with ones who specialise in your industry and who are active on the platform.

You can send them a direct message as an introduction as to who you are and the type of role you are looking for. Make sure your direct message is short and to the point while still being polite and friendly. Sign off with your contact details in case they prefer to move communication to WhatsApp/email.

Just note with sending messages you will need to wait until they accept your connection if using the free version of LinkedIn.

You can start the search for your ideal employers. Create a list of places you would like to work and type in the name of the business into the search bar. Again, you will see people. These will be people who work there so you can connect with them and take note of the job titles.

For example, the types of job titles that you would take the time to reach out to within the hospitality industry are:

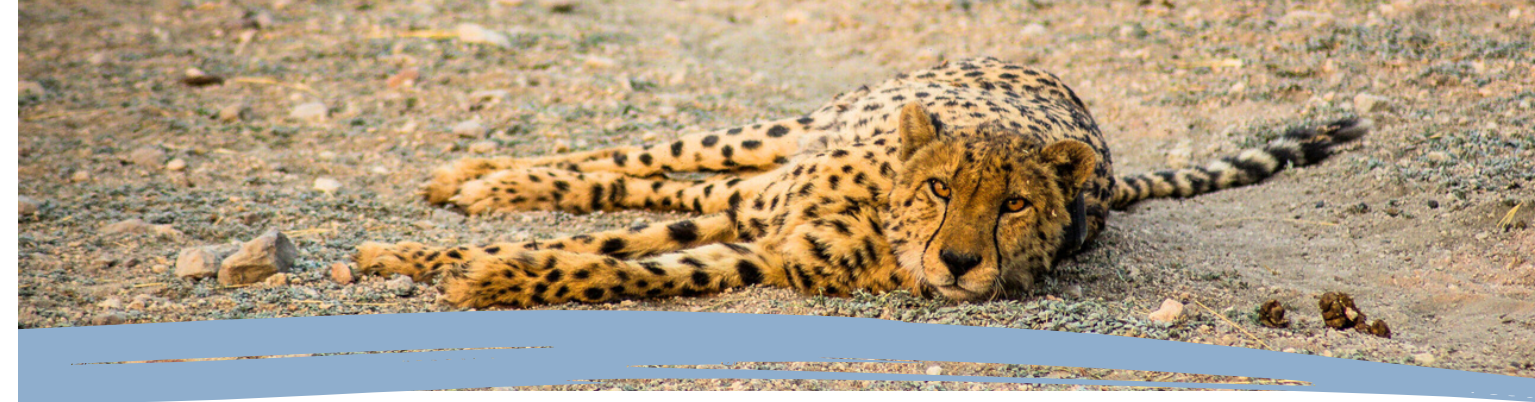
- Hospitality Manager
- General Manager
- Operations Manager
- HR/Training Manager

These are typically the decision-makers around hiring within the industry. Once you have connected with people with the job titles you feel would be relevant to making decisions, you can send them a direct message like you did to recruiters.

You should already have viewed their website and social media to have figured out that they may be your ideal employer, so I would suggest trying not to sound too generic in your message. Tell them who you are, your experience, and most importantly, WHY you want to work for them. Remember, they may get many messages, so you must be unique and stand out. Do not forget to sign off with your contact details.

Do one follow-up to any messages you send, but if you don't hear back after that, I'd suggest moving on. You can also see when people have read the messages on LinkedIn, so make sure you check that before sending out a follow-up message.

I hope that these few basic tips will help you in getting interviews. If you want a review of your LinkedIn profile, this is part of my services as a career coach, so if you would like to book a session with me that covers this, you can email me at: hayley@wilddreams.co.za



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 Africa.

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.

www.wilddreams.co.za



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Explore, learn and ID using Struik Nature's wide selection of mobile apps. Our apps bring books to life with sounds, videos, interactive elements and more. Perfect for people on the go, they're always in your pocket, don't weigh a thing, and contain all the information from the Field Guide they are based on, just ... better!

The Stuarts' Tracks & Scats of Southern Africa mobile app is a handy tool for deciphering the tracks, trails, droppings, bird pellets and other signs left by more than 250 mammals, birds and reptiles passing through the African bush. Based on the latest edition of the highly successful book, Stuarts' Field Guide to the Tracks & Signs of Southern, Central & East African Wildlife, it covers ten countries, from South Africa through to Zambia.

The app includes highly accurate track and scat drawings, detailed species descriptions, multiple photographs and videos to give a comprehensive visual account of each animal's tracks and signs. Additional smart search filters, including search-by-region functionality, and shortcut keys to tracks and scats allow for more accurate identification of spoor to family and species level. Easy to navigate and covering both commonly found and more retiring species, this app is sure to become the go-to field aid for students, scientists and all nature lovers.



Lessons from the bush

A tale of mystery, patience, and a mocking cliff chat

By David Batzofin

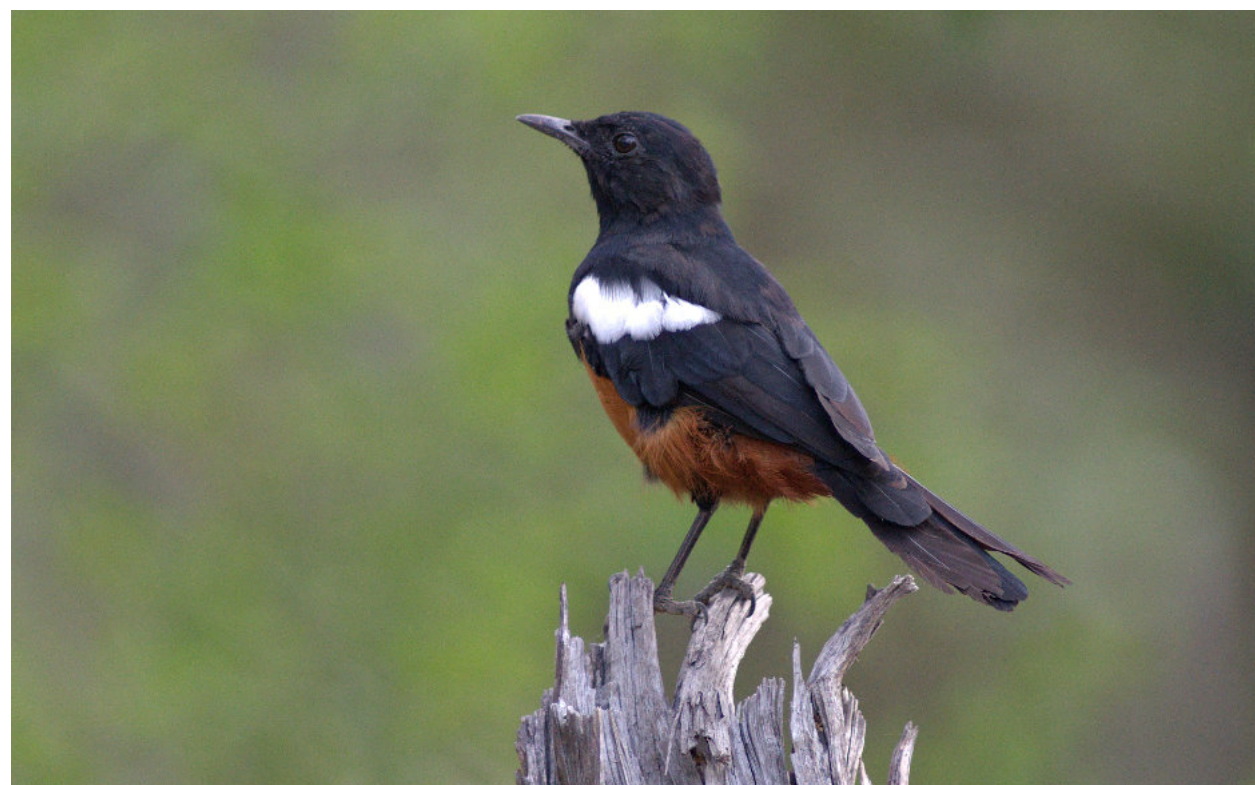


In the vast expanse of the wilderness, where every tree stump and roadside perch hides secrets of nature, there exists a delicate dance between knowledge and mystery.

Recently, I spent time at a luxury tented camp in the Lowveld, where seasoned field guides have always fulfilled my expectations of swift bird identification.

This particular aspect of game drives is part of the experience and I am always amazed by the confidence and capability of guides to identify species, often with little information to aid them. A call or a quick sighting is often enough to make the correct identification.

However, sometimes even the most adept birders find themselves stumped, as was the case on a recent excursion.



It is a common scene – a bird perched on a tree stump by the side of the road, captured in a moment of serenity. The field guide, a repository of avian wisdom, can often identify the species almost instantaneously. Occasionally, even those with limited birding knowledge, like me, can join in this satisfying task. But on this particular day, a mysterious bird perplexed not only me but also the guide and tracker.

The enigmatic bird, engaged in a display of self-care, continued to primp and preen just off the road, oblivious to the intrigue it had sparked. Armed with birding apps, the group failed to unveil this feathery enigma's identity. Frustration mingled with curiosity as the collective knowledge of the group could not penetrate the mystery. The bird seemed to mock their efforts, preserving its secret with an air of quiet dignity (the word 'mock' turned out to be a clue that eluded the three of us).

Undeterred but frustrated by the lack of identification, we completed the drive and returned to the lodge, determined to unveil the identity of the elusive avian visitor. The camp manager, a custodian of local knowledge and wildlife lore, was presented with a picture of our still unidentified species. While she acknowledged having encountered the bird before, even her seasoned expertise fell short in unravelling the mystery. The bird had left an indelible mark, not just by its physical presence but also in the minds of those of us who were now invested in trying to ascertain the species.

In a final act of desperation, a picture and a plea for identification were dispatched to a birder friend of mine.

The anticipation was almost palpable as we waited for a text message to arrive, breaking the silence and dispelling the uncertainty. The mystery bird, it was revealed, was a mocking cliff chat – a species regularly found in the area.

The eventual resolution of this avian riddle bore witness to a valuable lesson that resonated beyond the original sighting and game drive. In the bush, where every rustle and chirp contains a lesson, the incident highlighted the humility inherent in the pursuit of knowledge. It served as a reminder that even the most seasoned experts can be confounded by the intricacies of nature and that the true essence of exploration lies in the continual process of learning.

Indeed, there is a profound wisdom to be gleaned from such encounters. The lesson extends beyond the mere identification of a bird; it becomes a parable of patience, humility, and the enduring curiosity that defines the spirit of those who venture into the wild. The group's collective effort, from the initial roadside sighting to the shared frustration

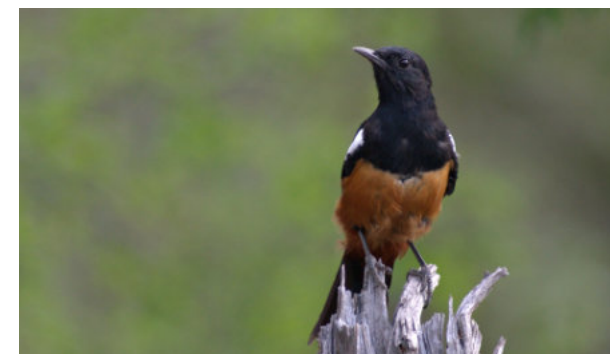
and, ultimately, the triumphant revelation, wove a narrative that transcended a mere encounter with a bird.

The mocking cliff chat, in this instance, lived up to its name with an emphasis on 'mocking.' Its elusive nature challenged the presumptions of the seasoned guide, tracker, camp manager, and me. Yet, in the face of this challenge, the group was united by a shared curiosity that persisted beyond the borders of immediate understanding.

This incident served as a microcosm of the broader lessons that nature imparts to those who listen and are willing to learn. It underscores the importance of resilience in the face of uncertainty, the value of collaboration in the pursuit of knowledge, and the beauty inherent in the mysteries that grace the natural world. Each participant in this encounter, whether a seasoned guide or a novice enthusiast, found themselves humbled by the realization that, in the grand tapestry of the wild, there is always more to discover.

My birder friend's timely intervention, with the revelation of the mocking cliff chat's identity, added a layer of camaraderie to the unfolding story. It emphasised the interconnectedness of the community of nature lovers and the willingness to share knowledge, creating a tapestry where each thread contributes to a deeper understanding of the natural world. As the sun set on that particular day, casting its golden glow over the landscape, we were left with more than a mere memory of a bird. We carried a newfound appreciation for the nuanced dance between knowing and not knowing, a lesson etched into our collective consciousness.

In the end, the mocking cliff chat, with its cryptic allure, became a symbol of the untamed beauty that lingers on the edges of comprehension. Its legacy is not just in its physical presence but in the mark it left on the minds of those who sought to decipher its mystery. And so, the bush continued its timeless rhythm, welcoming those who approach with humility and leaving them forever changed by the lessons it imparts.



David is an award-winning blogger whose work can be found at www.travelandthings.co.za

WildlifeCampus Magazine
- 25 -