



MANDELA BAY ECOHABITAT AND DEVELOPMENT STRATEGY

WILDLIFE CONSERVATION – BIODIVERSITY – ECONOMIC DEVELOPMENT



THE PORT ELIZABETH OCEANARIUM – SNAKE PARK AND TROPICAL HOUSE (BAYWORLD) WERE CREATED DURING THE 1960'S AND 1970'S IN HUMEWOOD.

THIS INCLUDED AN AQUARIUM WHICH HOSTED A WIDELY ACCLAIMED DOLPHIN SHOWS AS A TOURIST ATTRACTION

THE RECREATION OF THE EXISTING BAYWORLD AS PART OF A NEW MODEL SHOULD NOT CONSIDER THIS INITIATIVE IN ISOLATION BUT AS PART OF AN OVERARCHING PLAN

MANDELA BAY INCORPORATES A NUMBER OF CRITICAL BIODIVERSITY AREAS ENABLING A FOCUS ON ITS ECOHABITAT

THIS INCORPORATES SEA/MARINE RESERVES – LAND AREAS/PARKS AND RIVER ESTUARIES/WILD COAST AREAS

THE AREA HAS FURTHER BEEN DESIGNATED AS A GLOBAL BIODIVERSITY HOTSPOT AS ONE OF THE RICHEST AND MOST THREATENED RESERVOIRS OF PLANT AND ANIMAL WILDLIFE

BAYWORLD AS PART OF A NEW MODEL THEREFORE BECOMES AN IMPORTANT ELEMENT OF A DEVELOPMENT PLAN FOR WILDLIFE CONSERVATION – BIODIVERSITY AND ECONOMIC GROWTH/TOURISM



NELSON MANDELA BAY BIODIVERSITY PROFILE AND ECOHABITAT

A GLOBAL DIVERSITY HOTSPOT

- The area falls within an area designated as a global biodiversity hotspot
- Internationally recognized as the one of the richest and most threatened reservoirs of plant and animal life
- Area of convergence of five of South Africa's nine biomes
(A biome is a regional ecosystem with distinct types of vegetation, animals and microbes – as a result of specific soil and climatic conditions)

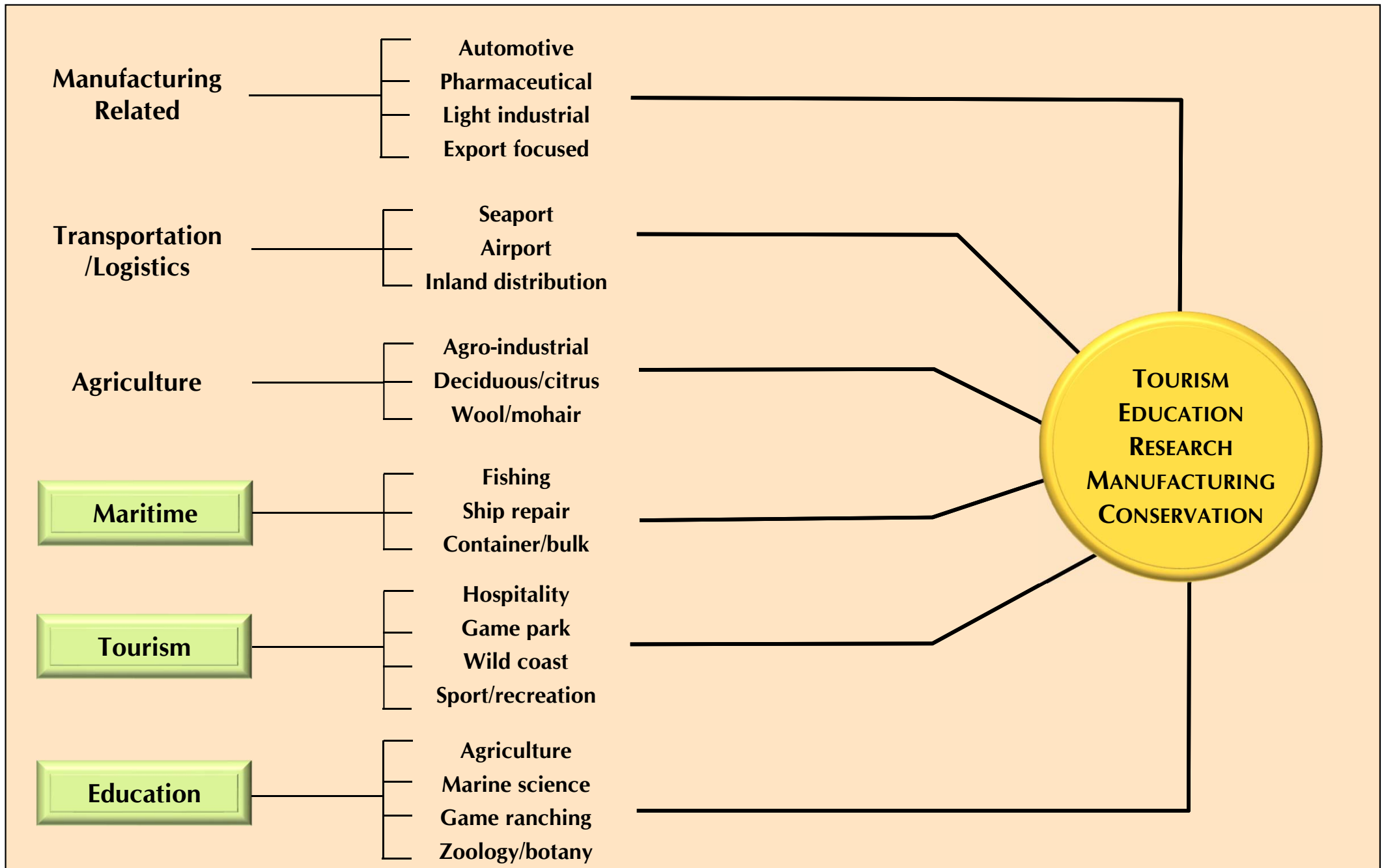
CRITICAL BIODIVERSITY AREAS INCLUDE

- The southern coastal corridor including Cape Recife
- The Swartkops/Aloes estuary including a number of threatened species
- The Sundays River estuary/Algoa Dunefield, which adjoins the Addo National Park
- The Sardinia Bay conservation area and MPA (Marine Protected Area)
- The ADDO Elephant National Park and Bird Island MPA (Marine Protected Area)
- Current private sector landowner conservation initiatives (Hopewell, Bushy Park, Blue Horizon) and private game parks

CONSERVING THE EXISTING ECOHABITAT

- The redevelopment of Bayworld therefore becomes the pivotal point of an initiative focused on the conservation of marine species as part of a sea-land-river-ecohabitat
- This is to be part of the overall plan aimed at creating a destination location focused on tourism, economic development and job creation

DESTINATION LOCATION A CATALYST FOR ECONOMIC DEVELOPMENT



ASSOCIATION OF ZOOS AND AQUARIUMS – STRATEGIC PRIORITIES

ADVANCING CONSERVATION OF SPECIES AND THEIR HABITATS

- *Animal programs* – maximize sustainability of zoos and aquariums/cooperatively managed animal populations
- *Animal care, Health and Welfare* – foster the advancement of health and welfare standards, best practices and procedures
- *Conservation* – facilitate impact assessment and conservation

EDUCATING/ENGAGING INTERNAL AND EXTERNAL AUDIENCES/STAKEHOLDERS

- *Legislative policy and Regulatory Impact* – advance informal science, education, wildlife conservation and welfare
- *Education and public engagement* – advance informal education and public engagement

ENHANCING INDIVIDUAL / STAKEHOLDER PARTICIPATION

- *Accreditation* – participate in accredited programs nationally/internationally
- *Member Programs / Professional Development* – increase engagement

DEVELOP A ROBUST AND SUSTAINABLE MODEL

- *Funding Sources* – seek/strengthen existing revenue streams
- *New Revenue Streams* – secure new funding / participation to create a sustainable model
- *Seek synergistic Ventures / Initiatives* – create an overarching model extending beyond traditional silos

A NEW MODEL – THE AUDUBON SOCIETY AND NATURE INSTITUTE

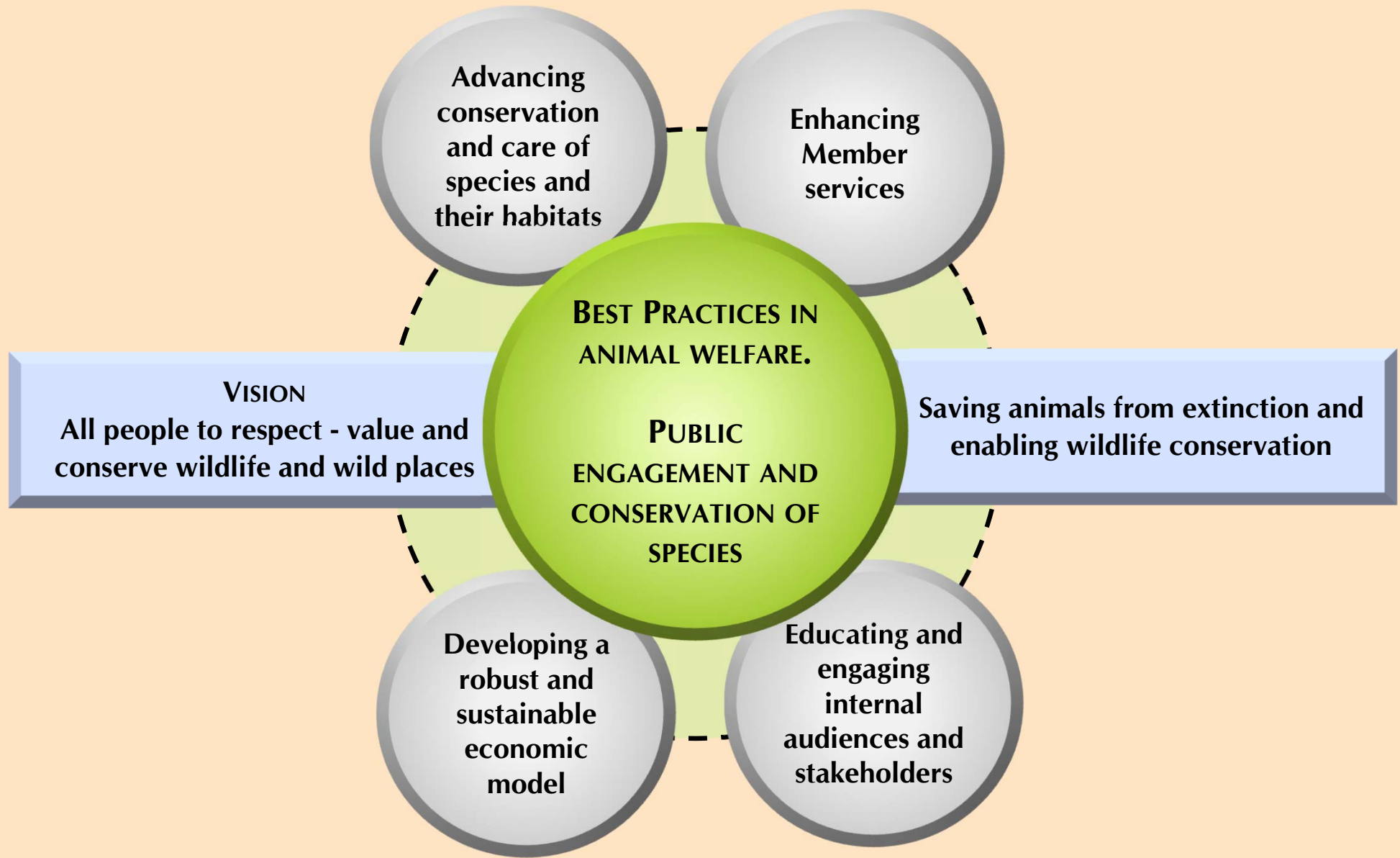
THE NATIONAL AUDUBON SOCIETY

- A NOT-FOR-PROFIT ENVIRONMENTAL ORGANIZATION DEDICATED TO CONSERVATION INITIALLY FOCUSED ON THE PROTECTION OF BIRDS
- HAS 500 LOCAL CHAPTERS WITH OFFICES IN WASHINGTON DC AND NEW YORK CITY
- OPERATES A NUMBER OF NATURE CENTERS OPEN TO THE PUBLIC AS WELL AS BIRD REFUGES AND OTHER AREAS
- EXTENDED GLOBAL INTERESTS INCLUDING THE PROTECTION OF WHALES
- AUDUBON'S INTERNATIONAL ALLIANCES PROGRAM (IAP) SEEKS TO IMPLEMENT CONSERVATION SOLUTIONS AT IMPORTANT BIRD AREAS WORLDWIDE
- PRODUCED A NOTABLE SERIES OF NATURE DOCUMENTARY TELEVISION SPECIALS – INCLUDING ANIMALS OTHER THAN BIRDS

NATURE INSTITUTE (NEW ORLEANS)

- A NOT-FOR-PROFIT THAT OPERATES A FAMILY OF TEN PARKS AND MUSEUMS DEDICATED TO NATURE (AQUARIUM – ZOO – BUTTERFLY GARDEN / INSECTARIUM – WILDLIFE PARK)
- SERVING VISITORS, THE COMMUNITY AND THE WORLD AS AN EDUCATIONAL RESOURCE, AN ENVIRONMENTAL GUARDIAN A LEADER IN ECONOMIC DEVELOPMENT AND VENUE FOR FAMILY ENTERTAINMENT
- THE SUCCESS A RESULT OF THE STRENGTH OF THE INDIVIDUAL FACILITIES WORKING TOGETHER TO CREATE A FUTURE FOR THE NEXT GENERATIONS

THE OBJECTIVE OF SAFE – SAVING ANIMALS FROM EXTINCTION



EXAMPLES OF NORTH AMERICA AQUARIUMS

AUDUBON AQUARIUM OF THE AMERICAS (NEW ORLEANS)

- RUN BY THE AUDUBON INSTITUTE SUPERVISING THE ZOO – BUTTERFLY GARDEN/INSECTARIUM AND WILDLIFE PARK
- SPECIALIZES IN AQUATIC LIFE OF THE AMERICAS WITH 530 SPECIES INCLUDING
 - CARIBBEAN REEF EXHIBIT WITH 9M LONG TUNNEL WITHIN 500 SM TANK
 - AMAZON EXHIBIT GALLERY INCLUDING CATFISH, OWLS, ALLIGATORS
 - GULF OF MEXICO EXHIBIT INCLUDING SHARKS, SEA TURTLES, STINGRAYS
- HOME TO GIANT SCREEN THEATER AND EXHIBITS FOR SEA OTTERS AND AFRICAN PENGUINS

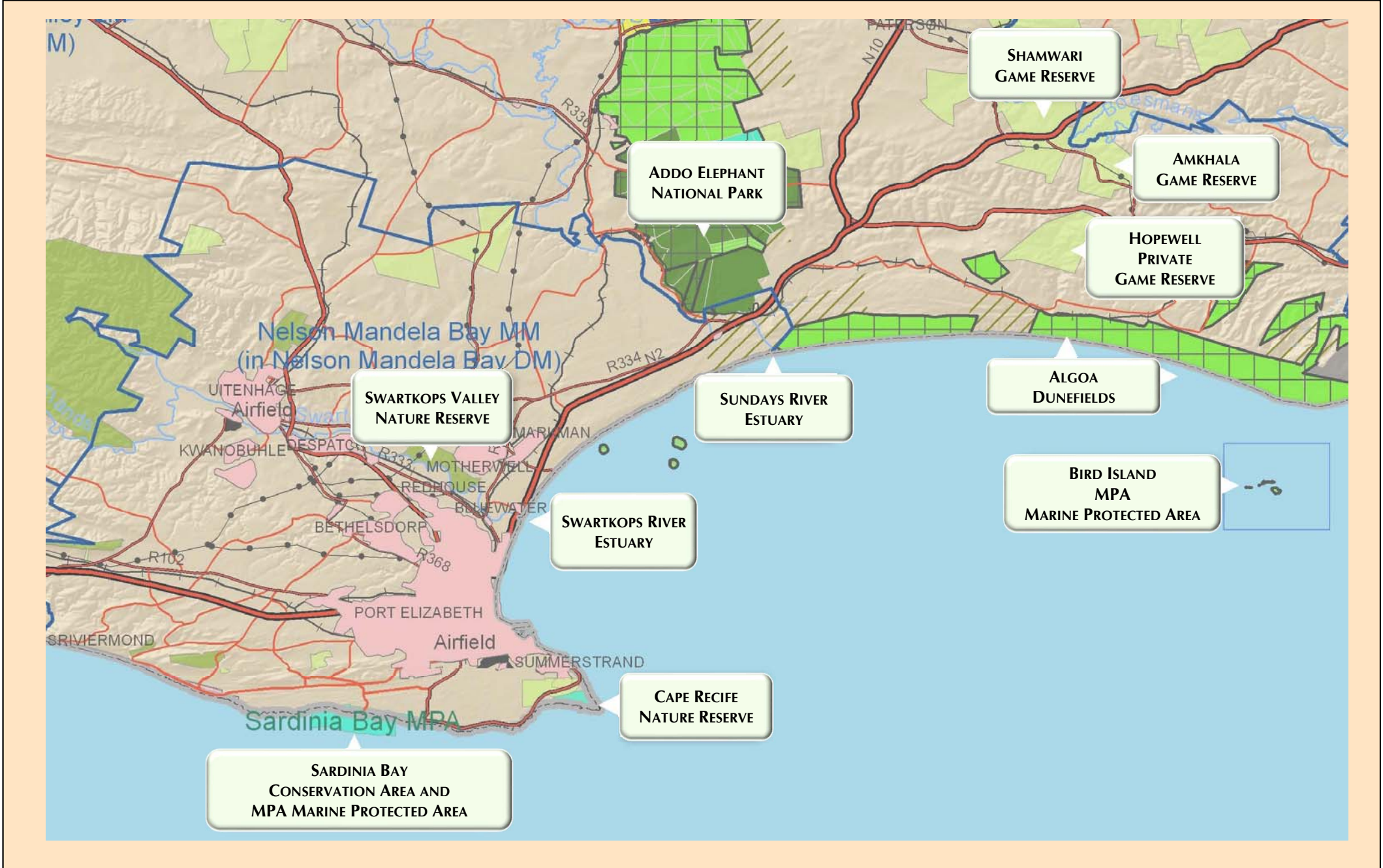
GREENSBORO SCIENCE CENTER

- MISSION – TO PRESERVE SPECIES AND HABITATS THROUGH ON SITE PROGRAMS COMMUNITY AWARENESS, FIELD STUDIES AND FUNDRAISING FOR LOCAL AND GLOBAL CONSERVATION EFFORTS INCORPORATING
 - THE ANIMAL DISCOVERY ZOOLOGICAL PARK AS A HOME TO ANIMALS
 - THE MUSEUM INCLUDING DINOSAUR GALLERY, SCI PLAY BAY AND TOUCH LABS
 - THE OMNISPHERE THEATER – FROM STARS TO CORAL REEFS
 - THE SCIQUARIUM INCLUDING STINGRAYS, AFRICAN PENGUINS, OTTERS, SHARKS WITH A 250,000 GALLON TANK AND A STINGRAY TOUCH TANK
- CONSERVATION PROJECTS INCLUDE – OCEANA AS AN ADVOCACY ORGANIZATION FOCUSED ON OCEAN CONSERVATION SEEKING PRACTICAL SOLUTIONS TO RESTORE OUR WORLD'S OCEANS

POLK PENGUINS CONSERVATION CENTER AT DETROIT ZOO

- HOME TO 80 PENGUINS FROM FOUR SPECIES (GENTOO, MACARONI, ROCKHOPPER, KING)
- USED TO EDUCATE VISITORS AS TO EFFECTS SUCH AS CLIMATE CHANGE

MANDELA BAY - ECOHABITAT



A COMMON CHARTER

Create a common charter as part of an all encompassing overarching goal focused on the conservation of the existing ecohabitat and the promotion of Mandela Bay as a target location

THE PUBLIC AND PRIVATE SECTORS

Involve the public and private sectors with a vested interest in the goal of wildlife conservation, biodiversity, tourism and economic development

SPECIAL PURPOSE VEHICLE

Create a Special Purpose Vehicle with a “home” which has the objective of the promotion and implementation of the overall initiative

START UP VENTURES

Identify and promote specific ventures as a means to start the initiative including:

- Bayworld as part of the new model
- Swartkops River Valley and Estuary as Conservation Zone
- Marine Protected Areas including Cape Recife

SOURCE FUNDS

Identify potential stakeholders/participants on a national-international basis as a means to generate participation and funds

Utilise the “green” concepts and programme to attract corporate sponsorships utilizing targeted promotion material



POSSIBLE ASSOCIATIONS AS STAKEHOLDERS/PARTICIPANTS

INTERNATIONAL ASSOCIATIONS

- **ASSOCIATION OF ZOOS AND AQUARIUMS** – Redefining the public values of accredited zoos and aquariums – as a global leader in promoting species conservation and animal welfare
- **WORLD OCEAN COUNCIL** – Bringing together the multisector Ocean Business community to catalyze global leadership and collaboration in ocean sustainability by engaging and working with ocean stakeholders
- **ICES, INTERNATIONAL COUNCIL FOR EXPLORATION OF THE SEA** – As a network of more than 4,000 scientists from 350 marine institutes in 20 countries – committed to integrated ecosystem understanding of marine ecosystems
- **THE AUDUBON SOCIETY** – a non profit organization dedicated to conservation
- **MARINE SCIENCE INSTITUTES** – with faculty outreach and student programs

SOUTH AFRICAN ASSOCIATIONS / ENTITIES

- **INSTITUTE FOR COASTAL AND MARINE RESEARCH (Nelson Mandela University)** – Advance scientific knowledge, optimize maintenance of biodiversity and sustainable use of resources including:
 - Department of Agriculture and Game Ranch Management – Botany
- **RHODES UNIVERSITY FACULTY OF SCIENCE** including Biological Sciences including Research Chairs (Aquatic biodiversity and the Environment)
- **SOUTH AFRICAN NETWORK FOR COASTAL AND OCEANIC RESEARCH (SANCOR)** – Promoting the wise and informed use and management of marine and coastal environments
- **SOUTH AFRICAN NATIONAL BIODIVERSITY INSTITUTE** – mandated as part of the Biodiversity Act to maintain and develop botanical gardens
- **SAN PARKS – SOUTH AFRICAN NATIONAL PARKS** – which in the Eastern Cape manages both Addo and Bird (St. Croix) island
- **THE PRIVATE SECTOR** – Multinational corporations as participants/sponsors

IDENTIFYING MANDELA BAY AS A PROGRESSIVE AND FORWARD THINKING DESTINATION LOCATION BRINGING A BALANCE BETWEEN CONSERVATION, GREEN INITIATIVES AND ECONOMIC DEVELOPMENT

ACTING AS A CATALYST FOR TOURISM ON A NATIONAL – INTERNATIONAL BASIS INCLUDING

- **TRADITIONAL LEISURE/HOSPITALITY MARKETS**
- **ECOTOURISM AS A WORLD RECOGNIZED DESTINATION**
- **GAME RANCHES/RESERVES – NATIONAL PARKS**

PROVIDING A FOCUS ON RESEARCH AND EDUCATION ENGAGING LOCAL AND FOREIGN ACADEMIC AND CONSERVATION DRIVEN INSTITUTIONS

IDENTIFYING A NUMBER OF VENTURES AS PART OF AN OVERALL INITIATIVE

- **THE OCEANARIUM AND BAYWORLD**
- **SWARTKOPS RIVER VALLEY AS PART OF A NEW MODEL**
- **MARINE PROTECTED AREAS INCLUDING CAPE RECIFE**

SOURCING FUNDS FOR THE INITIATIVE AND VENTURES ON A WORLDWIDE BASIS ACTING AS A MEANS FOR FDI (FOREIGN DIRECT INVESTMENT) AND LOCAL JOB CREATION

