



SUSTAINABLE TOURISM AT SINGITA KRUGER NATIONAL PARK



CONSERVATION

The Singita concession is located in the Kruger National Park, within the diverse habitat of the Lebombo Mountain range. The rocky outcrops provide a unique habitat for a remarkable number of animal species. Here the lodges were built around the promise of 'Touching the Earth Lightly'. This ethos is manifested in the construction of the lodges, the way they are operated and the manner in which guests are able to experience the wildlife and natural habitat. The concession area is managed by the Kruger National Park itself and Singita's role is to operate within its strict wildlife and environmental requirements and to play an important role in preserving this precious asset.

Field Guides and Trackers

Field guides and trackers are committed to protecting this land under our care and rejoice in the large herds and untamed nature of this unique wilderness. They work closely with Singita's Field Guide and Tracker Academy and thereby continually enhance their knowledge of the terrain, animals, plants, birds, insects and other aspects of the ecological cycle with which they are in contact.

Support for Wildlife Research

The fees that are paid for the use of this private concession play an

important role in supporting the conservation efforts of the wider Kruger National Park, one of the oldest parks in the world.

ECOTOURISM

In keeping with the philosophy of 'fewer beds in larger areas' there are only 15 suites comprising Lebombo Lodge and 6 suites at Sweni Lodge. Both lodges have been recognised for excellence with regards to their service to guests and for the experiences that their guests have in this remote and pristine wildlife area.

Minimising the Lodge Footprint

The 'Touch the Earth Lightly' concept plays a major role in the way the lodges operate and every effort has been made to respect and protect the area so that it will be conserved for future generations.

Employment

160 staff work together to provide Singita-style service to the guests. As with all other Singita lodges, most employees have their homes and families within the local communities on the outskirts of the park. Extensive staff training and development efforts have come to fruition with the advancement of many local staff, within the company, to supervisory and management levels.



PLAYING A ROLE AT SINGITA KRUGER NATIONAL PARK

Sponsorship of a Singita School of Cooking student

- Sponsorship of a student costs R30,000 (±\$3,000) for the year and ensures the sustainability of the programme.

Support for local pre-schools and primary schools

- The cost of implementing a pre-school programme for 12 schools (including 4 training courses, in-situ monitoring and guidance following each course and the provision of appropriate books and toys) is approximately R250,000 (±US\$25,000) for one year. The ideal is for a programme to last 3 years.

Sponsorship of a local student for the Singita Field Guide and Tracker Academy

- The sponsorship of a local student through this programme is R30,000 (±\$3,000) for the 6 month intensive programme, including their board and lodging.

The Singita Community Development Trust is a Section 18 A company which ensures contributions made to it from within South Africa are tax effective. Details are as follows:

Singita Community Development Trust
 Bank: First National Bank
 Branch: Durban Corporate
 Account Number: 6201 921 0476
 Branch Number: 22 36 26
 Swift Address: FirNzAj

For further information on projects, please liaise with the Singita HR & Community Development Manager, Pam Richardson:
 E-mail: pam.r@singita.com Tel: +27 21 683 3424

COMMUNITY SUPPORT

Singita Kruger National Park has adopted an approach that is dedicated to stimulating the local economy on the outskirts of the park. Monthly spend on local suppliers and contractors has doubled over the past two years. Daily transport services for staff are sourced locally, as are services such as waste removal, linen repair, beverage supplies and arts and crafts to supplement lodge décor and for special gifts. The Singita Business Linkages Committee oversees this process and ensures that the work that is done is conducted in co-operation with the efforts of the Kruger National Park Community Development Division.

Singita School of Cooking

The school is located on site at the Staff Village that serves Lebombo and Sweni. It was established with the aim of encouraging the development of culinary skills amongst local youth. Each year, eight to ten students are selected - based upon clear criteria including a real interest in cooking to participate in a 1-year development programme. Trainees are registered as learners, on an official Learnership Programme, and are taught the knowledge and skills required to commence a career within a lodge kitchen. Having completed their training, some are employed as Comis Chefs in a Singita kitchen whilst the balance are assisted in getting entry-level positions within other Kruger National Park lodges.

General Community Support

The lodges are involved in supporting schools in the local communities in various ways; providing practical and educational support to pre-schools and assisting communities with access to fresh water. Support for the pre-schools ranges from assisting with maintenance challenges; to the planting of indigenous trees in the school grounds; to the much larger challenge of assisting with the improvement of the quality of education provided.

