



Sustainability Review

for the year ended 28 February 2017



Over 30 years ago, we fell in love with the remote and wild places of Africa. We realised that, unless we acted soon, some of Africa's – and the world's – most unique areas would be under threat and lost to future generations. Our dream was to protect these places by enabling people to visit them and to earn a living for ourselves at the same time.

It has been a thrilling journey, beginning in Botswana in 1983, with our latest adventure taking place in east Africa: building a new lodge in Rwanda and acquiring a stake in the Governors' Camp Collection in Kenya and Rwanda.

The Great Wildebeest Migration – Kenya and Tanzania

Over one million wildebeest and several hundred thousand zebra, gazelle and other large mammal species make the Serengeti-Mara ecosystem their home. Each year, in the world's largest remaining mammal migration, the wildebeest move through this ecosystem in a clockwise direction. Their precise movements are influenced by rainfall and grazing but have distinct seasonal associations that revolve around rainy season calving grounds and dry season water availability. In Kenya's Masai Mara, the peak time to experience this concentration is August-October when the herds congregate along the Mara River and dramatic crossings of thousands of animals can be witnessed in the area around Governors' Camp.

Migration movements

- 1 **August to October:** at the peak of the dry season, the herds mass on the grasslands adjacent to the Mara and Sand Rivers with dramatic river crossings frequently observed.
- 2 **November:** dependent on rainfall and localised grazing, the herds move south into the central Serengeti en route to their calving grounds.
- 3 **December to March:** during the long rains, the wildebeest herds calve on the short grass plains in the south of their range centred on Ndutu (90% of births occur in February).
- 4 **April to May:** dependent on rainfall and localised grazing, the herds move north into the central Serengeti along the Mbalageti River.

Awards

March 2016

Wilderness Safaris won the 'Natural Award' in the Connoisseur Circle Hospitality Awards for its Botswana Rhino Conservation Programme



April 2016

Wilderness Safaris won the WTTC Tourism for Tomorrow Award in the Environment Category for its Botswana Rhino Conservation Programme



April 2016

Wilderness Safaris won the African Responsible Tourism Silver Award for Best Contribution to Cultural Heritage Conservation



May 2016

Wilderness Safaris Namibia's solar conversion programme won the 2016 Energy Globe Award in the Fire category



June 2016

Wilderness Holdings' Integrated Report was recognised as 8th best in the world in the Corporate Register Reporting Awards



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 This icon indicates information that appears online



June 2016
Wilderness Safaris' Linkwasha Camp was named one of the world's best new hotels in Condé Nast Traveller's 2016 Hot List



August 2016
Wilderness Safaris was longlisted in the World Responsible Tourism Awards in the 'Best for poverty reduction and inclusion' category



November 2016
Wilderness Safaris Namibia won the Gold HAN (Hospitality Association of Namibia) Tourism Award



November 2016
Wilderness Holdings' Integrated Report won (for the sixth successive year) the award for Best Corporate Social Investment Programme at PricewaterhouseCoopers' Best Published Corporate Report Awards

The report was also listed as runner up for best report in the Commerce category

December 2016
Wilderness Safaris won the National Geographic Traveller Reader Award for its Botswana Rhino Conservation Programme





*Mana Pools, Zimbabwe
Little Ruckomechi Camp, set amongst the iconic albida trees, looks out over the great Zambezi River*

Wilderness and Sustainability

Wilderness Safaris had its formal beginnings in Botswana in 1983. Two young overland safari guides, a South African and a New Zealander, had been working in the remote, wilderness reaches of the country since 1977 and, by the early 1980s, had decided to strike out on their own.

They wanted to somehow ensure that the financial benefits of their safaris flowed to Botswana and its people and thus help to contribute to the conservation of the country's wildlife areas. They also wanted to offer authentic safaris with integrity that catered for people as passionate about nature as they were. In retrospect, this approach was logical and today forms the cornerstone and central tenet of ecotourism the world over.

But in the early 1980s, it was a ground-breaking philosophy and set Wilderness Safaris apart. At the time, most professional safari outfitters in the photographic side of the industry were not based in Maun, employed mostly expatriates and sourced their supplies in neighbouring South Africa.

The Wilderness founders wanted to change this and accordingly registered a Botswana company and based themselves in Maun, south of the Okavango Delta.

From these humble beginnings in Botswana, the business gradually expanded into the rest of southern Africa. Over time, the business has evolved into a specialist luxury safari operation with 51 different safari camps and lodges, comprising a total of 924 beds, in seven African countries and hosting in excess of 44 000 guests per annum – all based on a strong sustainability platform: the 4Cs.

The 4Cs concept, adopted from The Long Run Initiative (www.thelongrun.com), is predicated on the belief that a business will not be truly sustainable unless it specifically addresses issues arising under the dimensions of Commerce, Community, Culture and Conservation, (the 4Cs). We believe that this framework is the most appropriate sustainability model for our industry and accordingly our Vision and Values are all aligned to these Cs. Our

strategic plan is based on this platform and a set of outcomes have been developed for each C. These outcomes have then been extended into the actions that are required to ensure their achievement.

Step by step then, we are making a difference to Africa and ultimately, the planet.



Letter from our Chief Sustainability Officer

I am pleased to present the Group's Sustainability Report for the financial year ended on 28 February 2017. This document is a high-level summary of our annual Integrated Report for the same period. Readers seeking further details can download the full report at www.wilderness-group.com/presentations

The purpose of this report is to provide readers with a high-level overview of the results of the Group's sustainability initiatives for the period concerned. These initiatives are part of our DNA and demonstrate our commitment to ensuring the long term sustainability of our operations. The objectives of our sustainability programme are detailed on page 11 of this document but, in brief, these are to:

- Minimise any negative impacts on the broader environment arising from our operations, and maximise the positive impacts;
- Protect and foster our business and its ability to deliver value to its stakeholders over the long term;

- Ensure the fair and equitable engagements of our community neighbours and partners who will ultimately determine the future of Africa's wildlife and wild places;
- Demonstrate our commitment to sustainability to our guests and other stakeholders and differentiate ourselves from our competitors;
- Achieve business improvements through elimination of waste; and
- Enable us to continue to attract and retain the best and the brightest staff for our business.

As explained on the opposite page, our sustainability initiatives are based on the 4Cs platform.

We were much gratified during the year to receive recognition for our sustainability endeavours in a number of forums. Of these, the acknowledgment by National Geographic Traveller of our long-running black and white rhino conservation efforts in Botswana, as well as Bloomberg's description of Wilderness Safaris as "the Tesla of African tourism...safari trailblazers at the top of

their game, leading the industry in both conservation and community work, and offering no-holds barred luxury in the field" were particularly rewarding.

Significant efforts were made during the year to entrench our core values and purpose, using a wide-ranging Brand Champion process and culture. Our identification that 'purpose is the new luxury', as well as our '14 reasons to believe' in Wilderness, can only serve to further strengthen both the commercial aspects of the business as well as the sustainability underpins. The values and purpose are now being rolled out into the business through our "Living the 4Cs" campaign to ensure these are also more tangible to guests while in camp.

I trust that you will find this document enlightening.

Derek de la Harpe
Chief Sustainability Officer
Wilderness Holdings Limited

Wilderness at a Glance

Our Vision

To conserve and restore Africa's wilderness and wildlife by creating life-changing journeys and inspiring positive action.



Marienfluss Conservancy, Namibia
Serra Cafema guests explore the dunes on foot

Our Blueprint – The 4Cs



Commerce

We create life-changing journeys for our guests and clients and work closely with our government partners, conservation and community stakeholders and shareholders, to ensure the ongoing financial success and sustainability of our business.



Community

People are at the heart of our business. We hope to provide opportunities and growth to inspire our staff and external communities to learn about nature, love and conserve it, and to realise the importance of ecotourism.

Our Values

Our values provide a moral compass and framework for decision-making and day-to-day operations within our organisation.



Leadership

We are accountable for our actions, have the courage to innovate and are purpose-driven in shaping a better Africa.



Respect

We are authentic, honest and ethical.



Fun

We enjoy making a difference, building relationships and changing lives.



Dedication

Our commitment to the environment, our people and our guests is unwavering.



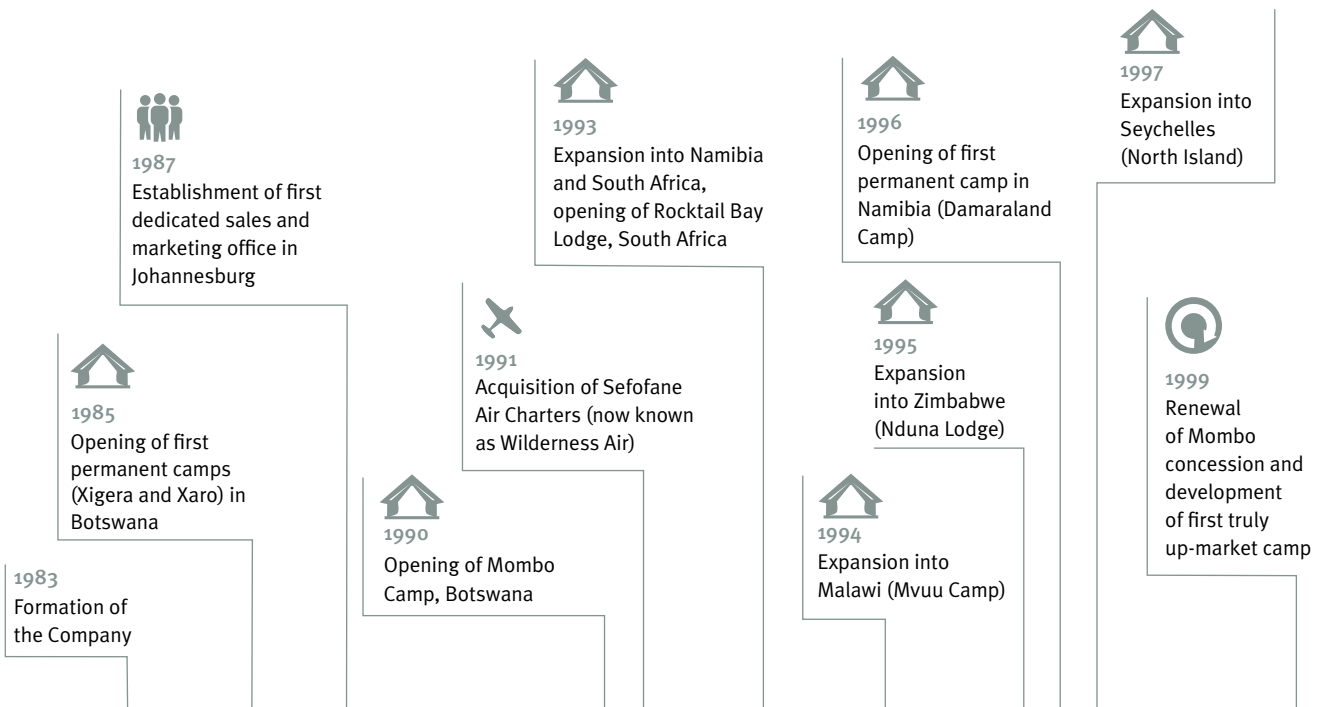
Culture

We respect and promote our unique Wilderness culture, as well as those of our employees and neighbouring rural communities. We hope to positively impact a global culture of respect and care for the environment.



Conservation

We aim to maximise the positive impact of our operations on biodiversity conservation and to build and manage our camps in the most eco-friendly way possible to minimise any negative impacts.



Business milestones

Sustainability milestones


1993
First community partnership formed, Rocktail Bay Lodge, South Africa



1998
Torra Conservancy officially registered by the Namibian government as a result of the successful business joint venture model developed between the community and Wilderness Safaris in 1996



1999
British Airways Tourism for Tomorrow award for Rocktail Bay Lodge, recognising the positive contribution to the local natural and cultural environment




2000
The Wilderness Wildlife Trust established (registered 2002)



The Wilderness Timeline

When the Company was formed in 1983, we commenced an exciting journey of discovery and learning. On this journey, we have reached numerous important business and sustainability milestones, the most important being illustrated in the timeline. We are particularly proud of the fact that many of these milestones have become precedents for the industry as a whole, and not just our own organisation.


2006
Expansion into Zambia
(Shumba and Kapinga
Camps)



2012
Expansion into Republic
of Congo (Odzala Camps)
(exited 2015) and Kenya
(Segera Retreat)



2010
Stock
exchange
listing



2015
Wilderness Holdings
receives Presidential
Order of Meritorious
Service in "recognition
of exceptional service
to Botswana"



2014
Disposal
of Malawi
investment



2016
Expansion into Rwanda
(Bisate and Sabyinyo
Silverback Lodges) and
Kenya (Governors' Camp
group of companies)



2016
Exited from
Seychelles
management
contract



2017
Opening of
Bisate Lodge
in Rwanda

2005
Damaraland Camp
wins the Tourism for
Tomorrow Conservation
Award in recognition
and promotion of
the world's leading
examples of best
practice in responsible
tourism



2009
First 100% solar
camp (Kalahari
Plains Camp)



2010
Phase-out of
bottled water
use in Botswana
commences



2014
Second round of black
rhino reintroductions
commences, Botswana



2011
Establishment of
Group Environmental
Minimum Standards
(GEMS), target of
80% compliance
by 2016



2016
Wilderness receives the
World Travel & Tourism
Council 2016 Tourism
for Tomorrow Award
in the Environment
category for the
pioneering Botswana
Rhino Reintroduction
Project



2003
Commencement of North
Island Noah's Ark project

First reintroductions of
black rhino, Botswana



2007
First above ground sewerage treatment
plant (Vumbura Plains Camp)



2015
GEMS 80% target
achieved



Third round
of black rhino
reintroductions
completed,
Botswana



2001
First reintroductions of
white rhino, Botswana



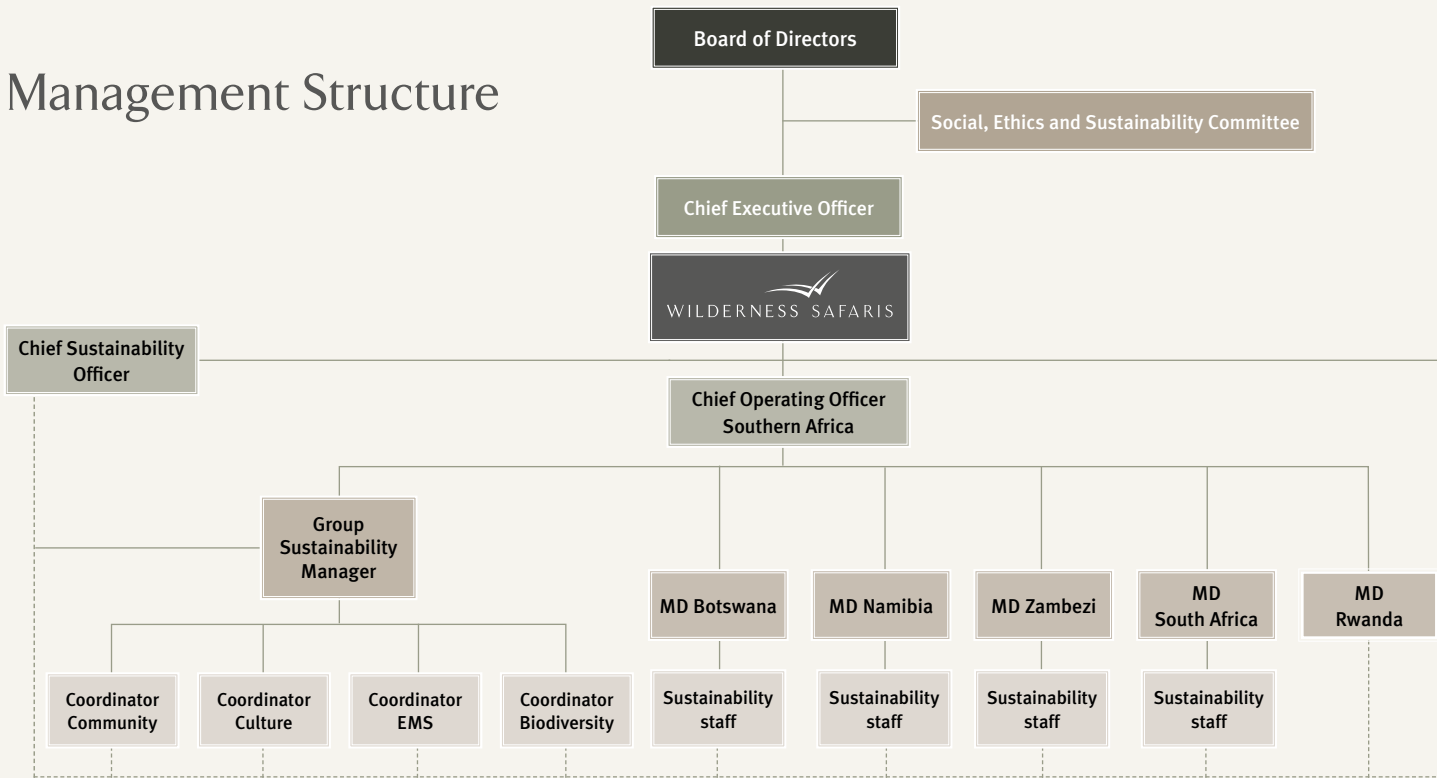
Children in the Wilderness
established





*Waste management
Camps separate waste for recycling*

Management Structure



Our sustainability objectives

The Wilderness Group is committed to ensuring the sustainability of our operations. This commitment is part of our DNA and reflects a number of aims and objectives, the most important of which are:



Commerce



Community



Culture



Conservation



Ecosystems

Firstly, this is enlightened self-interest. Our business depends on the health of the ecosystems and species that are the attractions for our guests. Any negative impacts on the environment resulting from our operations would reduce their attractiveness and thus the competitiveness of our business. Conversely, improvements to biodiversity and species will increase the attractiveness of our tourism operations and thus the success of the business.



Communities

The health of ecosystems in modern Africa is to a large extent dependent on the goodwill of surrounding rural communities, and to this end, our fair and equitable engagement of these partners is a critical component of the sustainability of both protected areas and our business.



Guests

In this day of discerning and responsible travellers, it is important to demonstrate the sincerity of our sustainability commitments, and the actions arising therefrom. If this can be achieved, we will differentiate ourselves from our competitors and enhance our reputation which will result in us gaining market share.



Energy

Many of our sustainability initiatives have important efficiency by-products and thus result in improved business performance. For example and as further discussed in this report, our investments in renewable energy supplies result in significant reductions in diesel consumption and therefore in our operating costs.



Commitment

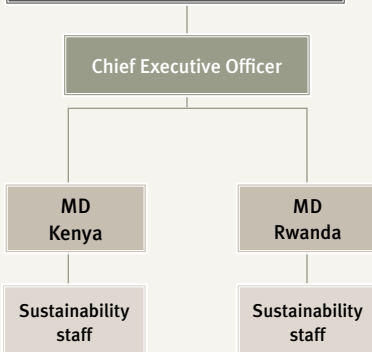
As a responsible corporate citizen, it is our duty to ensure that any negative impacts resulting from our operations are minimised, and any positive impacts are maximised.



Staff

Many of our staff are themselves personally committed to biodiversity and responsible living, and our equivalent value systems enable us to attract and retain the brightest and the best people.

We endeavour to create and maintain a culture within our organisation that values and promotes sustainability, not only within our business, but in all other aspects of day-to-day life.



The 4Cs and Sustainability Structure

The Group's sustainability policies and strategies are directed and overseen by the Sustainability Committee of the Board of Directors. The Chief Sustainability Officer (CSO) is responsible to the Chief Executive Officer (CEO) for development and execution of these policies and strategies. The CSO is a member of the Board. The CSO is assisted in the development and implementation of strategy by a structure of operations and sustainability staff that meets periodically and as required.

Day-to-day implementation of the Group's sustainability strategies is the responsibility of the country Managing Directors and is carried out by the operational staff in the camps and other operational units. These staff are responsible for the ongoing monitoring and measurement of the

various sustainability indicators. Their activities are overseen, directed and coordinated by a sustainability officer in each country.

At the same time, our recently appointed Group Sustainability Manager, who reports directly to the Chief Operating Officer but takes technical direction from the Chief Sustainability Officer, oversees a cohort of 'C Coordinators' who are specialists in each of the 4Cs. These coordinators provide advice and oversight to the regional operational staff, particularly the leadership and the sustainability officers, and consolidate the activities at group level. This two-dimensional matrix ensures that operational staff 'own' their sustainability responsibilities, but also have access to the necessary technical resources to ensure innovative efforts and excellent outcomes.



Office staff, Botswana
Our staff is made up of individuals who share the beliefs and values of our organisation

Sustainable Development Goals for 2017

The United Nations 70th General Assembly designated 2017 as the International Year of Sustainable Tourism for Development. This has provided a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector stakeholders, as well as the public, while mobilising all stakeholders to work together in making tourism a catalyst for positive change. Wilderness has, for more than 30 years, been contributing to this through developing tourism models which promote biodiversity conservation, improve local livelihoods, respect local cultures and contribute positively to local economies.

The International Year is aligned with the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), and aims to support a change in policies, business practices and consumer behaviour towards a more sustainable tourism sector that can contribute to the SDGs.

Wilderness contributes in many ways to a number of the SDGs and to promoting the development and growth of sustainable tourism in Africa. As part of our commitment to these goals, a Group Sustainability Workshop was held in March 2016, which was a chance to make sure we continue to build on our strategies, are able to deal with the sustainability challenges in each region and acknowledge what we're doing right in this sphere.

The Workshop was attended by operations and sustainability staff from Botswana, Namibia, South Africa, Zambia and Zimbabwe. Each region made presentations on sustainability

challenges in their region, opportunities and threats, and the most important sustainability achievements. An overview of sustainability strategies being employed at country level was also given.

This process occurred within the context of the brand repositioning exercise which gave rise to the overarching objective, which is to ensure that not only is Wilderness Safaris the pre-eminent player in the sustainable safari industry, but also that the Group is seen and recognised by major stakeholders to be the pre-eminent player.

Following this workshop, a synthesised Group Sustainability Strategy was developed and subsequently approved in April 2016 by the Social, Ethics and Sustainability Committee. This strategy has guided Group and country sustainability endeavours since.

Wilderness' 4Cs and the Company's tourism model align perfectly with the International Year's aim to promote tourism's role in the following five key areas:

- Inclusive and sustainable economic growth (Commerce);
- Social inclusiveness, employment and poverty reduction (Community);
- Resource efficiency, environmental protection and climate change (Conservation);
- Cultural values, diversity and heritage (Culture); and
- Mutual understanding, peace and security (Culture, Conservation and Community).



SUSTAINABLE DEVELOPMENT GOALS



Ntsho Hide, Savuti Camp, Botswana
Guests watching elephant drink from the waterhole



Namibia
Guests arrive at the remote Serra Cafema Camp by light aircraft



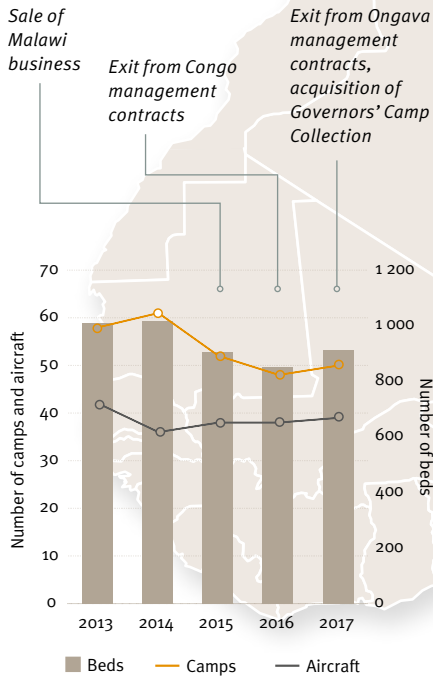
Ruckomechi Camp, Zimbabwe
Tents overlook the floodplains of the Zambezi River



Solar power and water heating
Solar systems provide sustainable energy and minimise any negative impact we may have on the environment

Our African footprint

Five-year overview of trends in the business



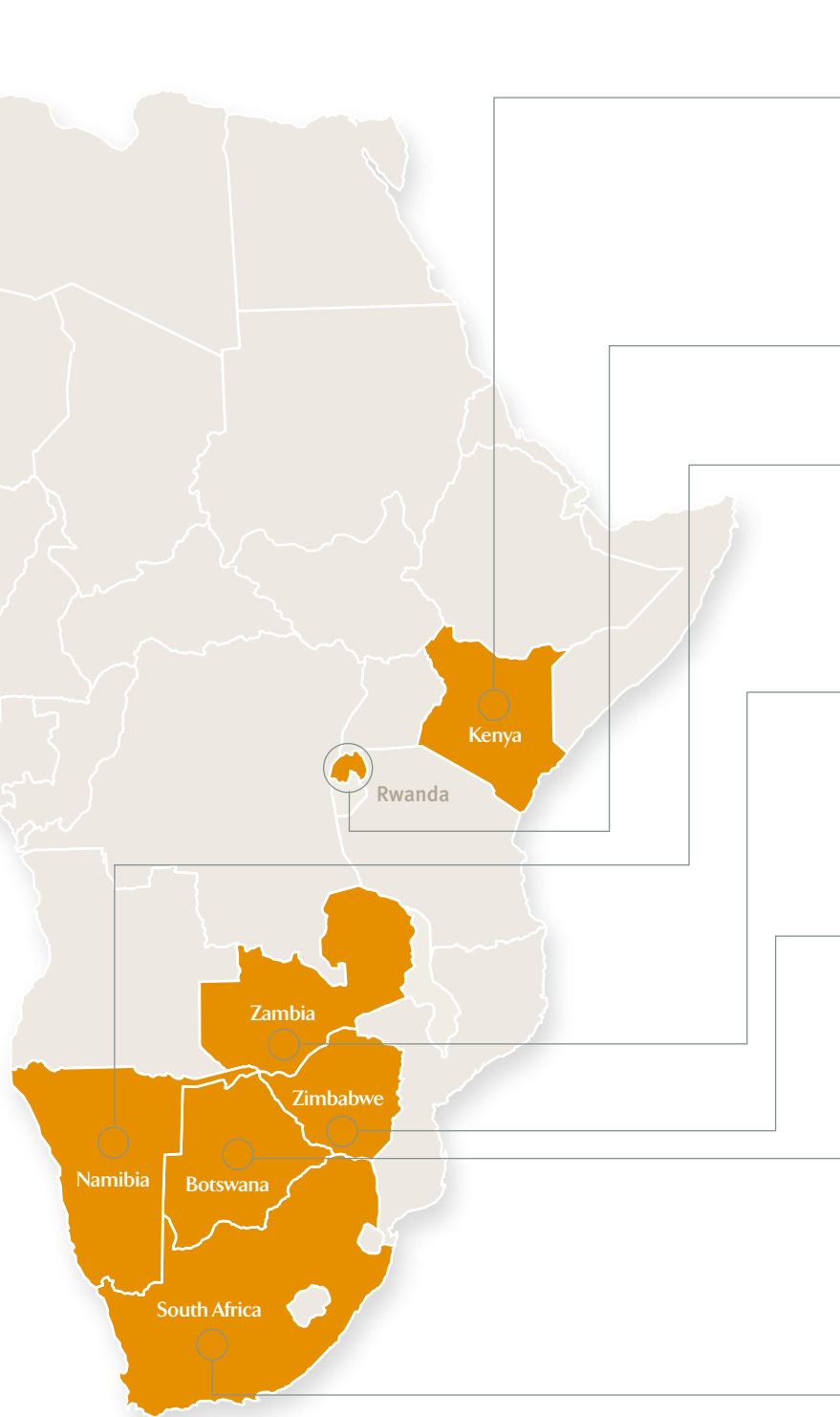
Total of **34 IUCN Red List** species occurring in areas under our influence

Total of **23 117 km²** under our influence

924 beds in total

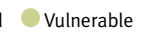
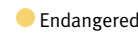
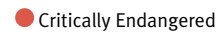
51 camps owned and/or managed

39 aircraft owned and/or leased



IUCN Red List species occurring within our areas of operation

The IUCN Red List species shown here only include species listed in the Critically Endangered (CE) and Endangered (E), and some of the Vulnerable (V) categories, for the Group areas of operation. For more information refer to the full table in the [online appendices: Table 1.](#)



Areas under our influence*	Beds	Facilities	IUCN Red List status
Loldia House Masai Mara	3 km ² 113 km ²	Governors' Camp Collection: 162 beds Governors' Head Office and Nairobi office	<ul style="list-style-type: none"> ● Black Rhino ● Hooded vulture ● Ruppell's vulture ● White-backed vulture ● African Wild Dog ● Egyptian Vulture ● Grey crowned crane ● Lappet-faced vulture ● Saker falcon ● Steppe eagle ● African elephant ● Cheetah ● Common hippo ● Leopard ● Lion ● Martial eagle ● Secretarybird ● Southern-ground hornbill ● Temminck's ground pangolin
Bisate Sabyinyo	0.28 km ² 0.05 km ²	Governors' Camp Collection: 20 beds Wilderness Safaris: 12 beds	<i>No documented IUCN Red List species in our areas</i>
Doro !Nawas Kulala Marienfluss Palmwag Torra	4 073 km ² 320 km ² 3 034 km ² 4 500 km ² 3 522 km ²	Wilderness Safaris: 186 beds Windhoek Travel Shop and reservations office	<ul style="list-style-type: none"> ● Black rhino ● Hooded vulture ● White-backed vulture ● Bank cormorant ● Egyptian vulture ● Lappet-faced vulture ● Ludwig's bustard ● Steppe eagle ● African elephant ● Black-footed cat ● Cape gannet ● Cheetah ● Hartmann's mountain zebra ● Leopard ● Lion ● Martial eagle ● Secretarybird ● Temminck's ground pangolin
Busanga Plains Lufupa Mosi-oa-Tunya Musanza	280 km ² 230 km ² 68 km ² 105 km ²	Wilderness Safaris: 88 beds Livingstone Travel Shop and reservations office	<ul style="list-style-type: none"> ● White-backed vulture ● White-headed vulture ● African wild dog ● Grey crowned crane ● Lappet-faced vulture ● Steppe eagle ● African elephant ● Cheetah ● Common hippo ● Leopard ● Lion ● Martial eagle ● Secretarybird ● Slaty egret ● Southern-ground hornbill ● Taita falcon ● Temminck's ground pangolin ● Wattled crane ● Zambia barbet
Hwange Ruckomechi	526 km ² 39 km ²	Wilderness Safaris: 124 beds Victoria Falls Travel Shop and reservations office	<ul style="list-style-type: none"> ● Hooded vulture ● White-backed vulture ● White-headed vulture ● African wild dog ● Cape vulture ● Grey crowned crane ● Lappet-faced vulture ● Steppe eagle ● African elephant ● Cheetah ● Common hippo ● Leopard ● Lion ● Martial eagle ● Secretarybird ● Southern-ground hornbill ● Temminck's ground pangolin
Abu Chitabe Chobe CKGR Khwai Kwedi Linyanti Mombo Santawani Xigera	1 800 km ² 220 km ² 200 km ² 123 km ² 1 800 km ² 600 km ² 1 210 km ² 150 km ² 60 km ² 60 km ²	Wilderness Safaris: 298 beds Maun and Gaborone Travel Shop and reservations offices	<ul style="list-style-type: none"> ● Black rhino ● Hooded vulture ● White-backed vulture ● White-headed vulture ● African wild dog ● Lappet-faced vulture ● Steppe eagle ● African elephant ● Black-footed cat ● Cheetah ● Common hippo ● Leopard ● Lion ● Martial eagle ● Secretarybird ● Slaty egret ● Southern-ground hornbill ● Temminck's ground pangolin ● Wattled crane
Maputaland	80 km ²	Wilderness Safaris: 34 beds Johannesburg and Cape Town Travel Shop and reservations offices	<ul style="list-style-type: none"> ● Cape gannet ● Common hippo ● Leatherback turtle ● Loggerhead turtle ● Martial eagle ● Olive Ridley turtle ● Samango monkey ● Secretarybird

* Excludes offices.



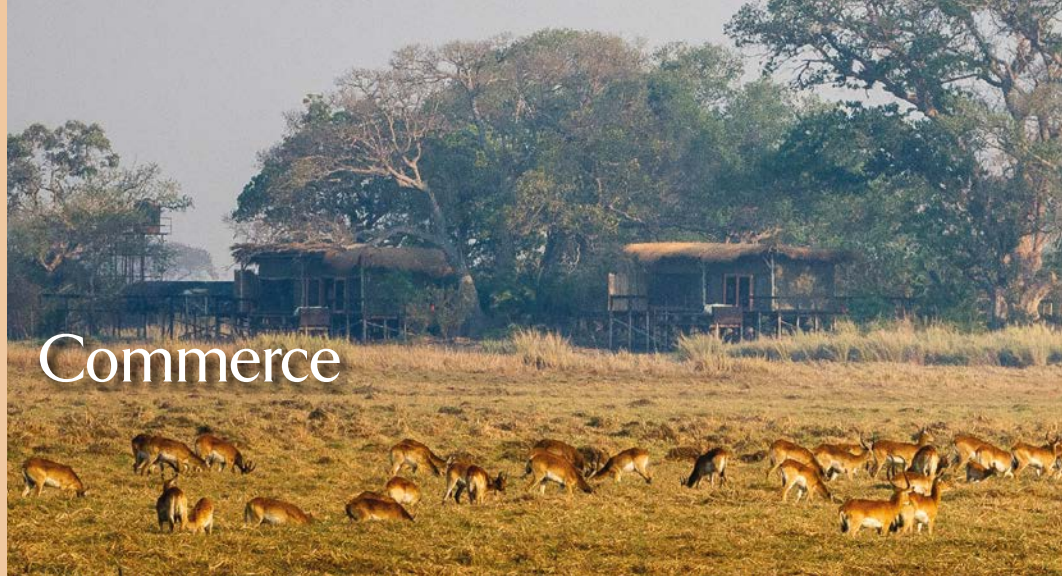
Kenya
Il Moran Camp overlooking the Mara River



Commerce

The Commerce C gives us the resources to make the interventions under the other three Cs. Without a viable business model, we cannot justify investing in the areas in which we operate. By the same token, even if there is a viable business model we cannot justify an investment that does not address the other three Cs.

Commerce deals with Wilderness' ecotourism offerings and products, and is perhaps the most critical element to sustainability in the modern world. By operating a successful business, we are able to conserve wildlife, empower local communities and protect Africa's wilderness areas for future generations to enjoy.



Commerce

This was a positive year overall, as the Group achieved 18% and 5% growth in revenue and EBITDA, respectively. This is despite the significant turn in foreign exchange from a profit of P26 million to a loss of P11 million, as the volatile currency environment impacted negatively on headline earnings. This volatility is expected to recur periodically as the Group operates in multiple jurisdictions and in different currencies. Trading performance was therefore much improved at 16% growth in adjusted EBITDA which resulted in an increase of 15% in cash generated by operations.

With the delay of the renewals of key leases in Botswana now over, the Group has commenced the rebuild of Mombo Camp, while the acquisition of our 51% interest in the Governors' Camp Collection in Kenya and Rwanda proved highly satisfactory.

Financial review

The Group increased bednights sold by 18% but recorded a decline in headline earnings per share (HEPS) of 38%.

Financial performance

Revenue increased by 18% to P1 107 million (2016: P935 million) driven by the increase in bednights sold. Overall bednight sales increased by 18% to 165 864 (2016: 140 162); excluding Governors', bednight sales grew by 2%. The Governors' brand contributed 22 946 or 14% in bednight sales. Available bednights have increased by 19% to 286 350 (2016: 240 748); excluding Governors', available bednights increased by 1%. The Group's occupancy rate remained flat at 58%.

The benefit of the 9% depreciation of the Pula against the US Dollar experienced over the first half of the year was negated by its appreciation of 2% over the remaining six months. Between July and October, the Pula depreciated by 4% against the US Dollar compared to the prior year. As a result, the significantly weaker local currencies in the first half of the year did not have a material impact on revenue.

EBITDA margin declined from 21% to 19%, primarily due to the foreign exchange losses incurred from the translation of the Group's foreign currency position (comprising mainly US Dollar cash reserves) compared to the gain in the prior year. Adjusted EBITDA margin increased from 19% to 20%. Operating costs, on a like-for-like basis excluding Governors', have remained well contained and increased by only 5%.

Net finance costs were 114% higher at P9.2 million (2016: P4.3 million) being a consequence of the inclusion of Governors', the increased debt to finance capital investment and acquisitions, as well as an accounting adjustment in respect of restoration costs provision.

Return to shareholders

The Group elected to pay a dividend higher than its maximum policy of two times cover, as it views the foreign exchange losses as an external factor based on elements at a given moment in time, and not as a reflection of the Group's performance and fundamentals. In addition, the Group's cash reserves and projected cash flows support the dividend

Key performance areas (KPA's)

Adjusted EBITDA

Up 16% to P184 million

Profit after tax

Down 15% to P63 million

Cash dividend

Up 10% to 16.5 thebe per share



proposed. Accordingly, a final dividend of 16.5 thebe per share, 10% higher than prior year, was declared.

Outlook

Our forward occupancy book is encouraging.

The Group's strategic intent is to invest in African tourism markets which offer authentic wildlife and safari experiences and where we feel our specific ecotourism model can have positive conservation and community impacts.



Wilderness Air

Our lodge and camp operations are supported by our own flying business

Value added statement (for the year ended 28 February 2017)

	29 February 2016		28 February 2017	
	P'000	%	P'000	%
Revenue	935 087		1 107 467	
Cost of goods and services	(402 494)		(555 844)	
Wealth created by trading operations	532 593		551 623	
Finance income	1 460		1 901	
Other gains	374		16 182	
Total wealth created	534 427	100.0	569 706	100.0
Distributed as follows				
Employees				
Benefits and remuneration	307 191	57.5	349 616	61.4
Governments				
Current taxation	46 241	8.6	38 623	6.8
Providers of capital	40 530	7.6	45 878	8.0
Finance charges	5 748	1.1	11 096	1.9
Dividends to shareholders	34 782	6.5	34 782	6.1
Retained for growth	140 465	26.3	135 589	23.8
Depreciation and amortisation	64 736	12.1	76 927	13.5
Impairments	(796)	(0.1)	3 165	0.6
Profit for the year attributable to shareholders of the Company	76 525	14.3	55 497	9.7
	534 427	100.0	569 706	100.0



Rwanda

Sabyinyo Silverback Lodge is Rwanda's first community-owned lodge



Community

People are at the heart of our business. Our Community C engages with all the people who are related to and part of our business, including guests, staff, community partners, shareholders, NGOs, governments and academic researchers.

For management purposes, we divide this C into two groups, namely our internal community which comprises our staff, and our external community made up of our neighbours – the rural communities that either own the land on which we operate or live adjacent to these areas.

Wilderness recognises that our competitive advantage lies in our people; they deliver on our strategy and build and maintain our reputation with stakeholders. One of this year's focus areas was that of "reigniting the fire" of our employees through a brand engagement process and our unique employee offering. The launch of the internal Brand Champion movement, including our "14 Whys," has had a significant impact.

For more on the Why of Wilderness, see www.why-wilderness-safaris.com

Key performance areas (KPA's)

People strategy

The Wilderness People strategy continued to be a key focus area with regard to talent management, people development and empowering HR teams in the regions. HR processes are continuously being reviewed and, where necessary, revised and tailored for each region's unique needs.

Employment of citizens

There is a continued drive to employ local citizens in each area of operation. Our non-citizen representation reduced significantly from the previous year to 3%.

Staff training

Training and development continues to be a priority for Wilderness and we continue to see consistently positive trends in the number of staff trained and training hours given to each employee.

Staff retention

Staff retention remains a concern in the organisation as people are our biggest asset. We continue to monitor staff turnover closely.



Internal community

During the 2017 financial year, the Wilderness workforce grew due to the acquisition of Governors'. The Wilderness HR strategy has been rolled out to this newly-integrated business, although it has been adapted to fit that business' model as well as legislation in east Africa. At the end of February 2017, Wilderness employed 2 580 people, in comparison to 2 343 people employed the previous year.

Our management approach emphasises service excellence, ethical interactions, and compliance in all internal and external dealings. In this increasingly complex, diverse and dispersed business, Wilderness HR was tasked with developing a strategic HR function that is responsible for setting the talent framework for the Group, formalising and implementing policy and processes, developing and promoting people practices, engaging and developing leadership, and being the custodian of our culture. A new position, Group HR Operations, was created, a multifaceted role that serves as an effective conduit between the regional HR departments and the Group HR centre.

Workforce turnover

The turnover rate is 18% for the year, down from 19% in the previous year, indicating the effort that has gone into addressing retention risks and changing the Company culture.

Inclusion and diversity

Despite a push for gender diversity in senior positions, women still make up a small percentage of leaders within Wilderness. This challenge is ongoing with the business focusing on initiatives aimed at attracting and

developing under-represented groups and future female leaders.

Wilderness continues to localise as many positions as possible, ensuring that the workforce is demographically representative of the countries where we operate. We have seen a significant decline in the number of expatriates employed in Botswana, compared with the previous year.

Talent management and succession planning

A multi-phased Talent Management Programme has begun, with teams working together to create principles around teamwork and support, the assessment of current incumbents in critical roles, and the identification of high-potential individuals within the business. A Working Talent Dashboard ensures that we deploy the right people in the right roles throughout Wilderness.

Training and development

Wilderness actively supports all forms of training, not only to impart necessary skills, but also to allow our people to have a long and successful career with us. Each region has a training department that caters to the needs of its employees, conducting formal face-to-face training courses as well as informal mentoring. During the year, 2 718 training courses were presented.

Employment relationship index (ERI)

The fourth Wilderness ERI survey was conducted in March 2016 with positive



results received. A continuous effort is made to understand the reasons for any trends, enabling each region to implement action plans to address the lower-ranking aspects.

Staff Wellness

Wilderness is aligned to the priority areas of the regional health ministries and we continue our HIV/AIDS drive with a focus on education and prevention.

Staff accommodation

Since 2014, a Group Environmental Minimum Standard (GEMS) has been used to assess the conditions in our staff villages. For the first assessment, our villages achieved a low result of 30%, but with continued focus on the improvement of back-of-house facilities, this rose to 60% in 2016. In 2017, a result of 74% GEMS compliance was achieved for our staff villages. Going forward, the two-year KPI is to have all camps and regions at a minimum of 85% GEMS compliance.



*Dedicated staff at work
Our people are our most important differentiator*

Employee value proposition: Brand Champions

Following the Employee Value Proposition (EVP) project initiated in 2015, HR joined forces with the Marketing Team to create and roll out an internal brand process to empower a group of people, known as Brand Champions, to spread the Wilderness internal brand message, purpose and values to colleagues and other employees.

Workshops were run across all regions, reigniting the spark of why our people work for Wilderness, as well as bringing the regions closer. The enthusiasm and ideas that were generated from the workshops were valuable, from both leadership and HR perspectives. Based on the feedback from the workshops, value-aligned behaviours have been identified and incorporated into various other HR functions such as performance management, recruitment and selection, reward and recognition, etc.

Our external community includes all external stakeholders, such as community partners and neighbours, governments, NGOs, guests, other private sector businesses and educational institutions.

External community

The profitability and sustainability of our business depends upon the health of the wilderness areas in which we operate. This in turn is determined to a large extent by the attitudes of the communities that live in or near these areas, and frequently bear the costs of conservation through human-wildlife conflict. Our activities ensure that neighbouring communities benefit from ecotourism, and therefore value conservation areas and will ensure their long-term sustainability.

We engage with communities in a number of ways. The most important is Children in the Wilderness (CITW; see page 39), our environmental education and life skills development programme. Others include formal partnerships, preferred employment of local individuals, development of various community and social welfare projects, and use of local suppliers of goods and services.

The Group Community Development Strategy for 2015-2019 presents an alignment of the strategies, vision and goals of CITW and Wilderness' community development projects, ensuring a more structured and sustainable approach to community engagements and developments. Our overall community development strategy, which includes CITW, aims to:

- Ensure that local communities derive an equitable share of benefits from conservation and tourism;
- Reduce poverty;
- Improve living conditions;
- Empower communities; and
- Enhance local education systems.

These aims are largely achieved through forming partnerships with local communities, improving school infrastructure, introducing CITW Eco-Clubs, scholarship programmes, nutrition programmes and the promotion of small community businesses. All provide local communities with tangible benefits from tourism.

Community development projects

To date, we have measured progress in community development and engagement by recording the monetary amounts paid to projects or communities, as well as the approximate number of people impacted or affected by these.

Such projects are generally funded either by cash, in-kind or specific donations from Wilderness camps or offices, guests, NGOs, and various corporates. Wilderness administers and distributes these donations as required, or as specified by the community. These projects would not be implemented without Wilderness' presence in these areas or our administrative and logistical support.

Overall, donations to communities related to Wilderness' operations were P3.88 million in 2016 and P4.03 million in 2017.

Contractual and other community partnerships

Wilderness has entered into a variety of equity/ownership partnerships with local communities. Pioneering innovative, mutually-beneficial

Key performance areas (KPA's)

Contributions

Community partnership and staff contributions amounting to over P51.2 million.

Community development

Raised, managed and administered funds for community development projects amounting to P4.03 million.

Children in the Wilderness

Continued support provided to Children in the Wilderness to ensure the operation and growth of an effective, sustainable environmental education and life skills programme.



partnerships is one of our “14 reasons to believe” and an important part of how we engage with local communities and why we develop formal partnerships.

The level of community involvement, and therefore benefits received, depends on the specific conditions of the equity arrangement, with a large amount of involvement occurring in community-based tourism (CBT), and a more limited amount in public-private partnerships (PPPs). Research has shown that, where communities have some form of vested interest in the business, they are generally more positive about ecotourism and conservation. We have therefore attempted to include local communities in our ecotourism operations, preferably formally, though some partnerships are more informal.

Rwanda: contributions to local economies and livelihoods – Bisate Lodge

During the reporting period, Wilderness injected income into the local community around the newly developed Bisate Lodge in Rwanda. The property is 27 hectares in extent and the following was injected into the local economy:

Payment for	Paid to	P'000
Wages and salaries	Community members	587
Reforestation and nursery funds	The community	70
Fees	Local government	107
Materials and services procured (for build)	The community	269
Compensation paid for electrical and water installation	Community members	32
Total direct payments		1 065



CITW annual camps
Wilderness Air pilot teaches the children about aviation before they fly to camp



Rocktail Camp, South Africa
Initiative to provide local community members with reading glasses



*Governors' Camp, Kenya
Traditional Masai culture celebrated in camp*



Culture

The Culture C is multifaceted and complex. It entails respect for the cultures of all our employees, as well as those of the remote rural communities surrounding the conservation areas in which we operate. To a large degree, Culture gives context to the other three Cs, as it impacts on and is affected by them all. Culture also relates to our organisational culture – our internal Culture – which respects where we come from, where we are going and the people whose lives we touch.



We incorporate culture in our vision because tourism has become an increasingly complex phenomenon with political, economic, social, cultural, educational, biophysical, ecological and aesthetic dimensions. The sector can be one of the foremost drivers of cultural exchange, providing not only a personal experience of past traditions, but also insight into the contemporary life and society of others.



Culture

Due to the ethnic diversity in the areas in which we operate, Wilderness encourages and supports an ethic of acceptance and tolerance amongst staff, as well as between guests, staff and local communities. We respect and promote our unique Wilderness culture, as well as those of our employees and neighbouring rural communities. By meaningfully incorporating culture into the organisation, our operations and guest activities, we hope to positively impact a global culture of respect and care for the environment and all cultures.

We understand culture to include the diverse histories and traditions of different ethnic groups, from beliefs and languages to art, dress, games and sport, singing and dancing. Cultural diversity, therefore, gives character and uniqueness to our camps and our guest experiences.

We engage with 50 different ethnic groups, identified among our staff and host communities. The increase in number from the previous reporting period is due to the inclusion of the Governors' camps in Kenya and Rwanda. At least 32 of these ethnic groups are represented in our staff body.

Through socio-cultural surveys conducted in Botswana, Namibia and Zimbabwe in 2015, we began developing best practices for incorporating culture into tourism and ensuring that this is done in an ethical, meaningful, respectful and sustainable way. A database of cultural products and services was created, highlighting areas for greater inclusion of culture in the business.

Some of the ways that culture is integrated into

our business:

- Traditional nights;
- Traditional design and décor;
- Cultural visits;
- Social soccer clinics;
- Storytelling;
- Cultural maps; and
- Wilderness Heritage Day.

Ethics Charter and Codes of Conduct for Cultural Tourism

The increasing number of tourists, and their desire to engage with local communities and cultures in the countries that they visit, necessitated the development of an Ethics Charter and Codes of Conduct for Cultural Tourism. This document details the kind of community engagement and cultural interaction that Wilderness would like to promote, to ensure that there is no exploitation of people or commodification of their cultures.

Potential socio-cultural impacts

Ecotourism can have varied socio-cultural impacts, some of which may be ambiguous, with some people perceiving impacts as positive, and others as negative. Our aim is to, wherever possible, promote positive impacts and mitigate negative ones.

Below are some positive socio-cultural impacts

Key performance areas (KPA's)

Wilderness Ethics Charter

Increased awareness about the Wilderness Ethics Charter and Codes of Conduct for Cultural Tourism, and integration into all cultural tourism activities.

Cultural tourism database

Updating the database of cultural tourism products and services.

Cultural materials in camps

Introduction of cultural materials in camps to raise guests' awareness and increase knowledge.

Cultural tourism activities

Ensuring mutually-beneficial cultural tourism activities are conducted in areas where we operate.



that we believe our business can and does have on local communities:

- Enhance the cultural aspects of an area, through continued interest in local, cultural and historical lifestyles;
- Promote greater awareness and acceptance of other cultures;
- Build self-esteem, confidence and pride in one's community and oneself;
- Strengthen communities through uniting them in a common cause, especially through joint ventures;
- Internalise local fashions in art, dress, jewellery, language and music;
- Revitalise unique cultural practices, arts, crafts and stories;
- Promote social and rural development through employment creation, income redistribution and poverty alleviation; and
- Lessen the migration of youth to urban areas, and thereby assist in keeping rural families closer together through education and employment.



Women's groups in Zimbabwe

Wilderness guests regularly visit villages adjacent to Hwange National Park, where Children in the Wilderness and Wilderness support an Adult Eco-Club involved in making local crafts. A market is set up in the community for guests to buy traditional crafts. The markets provide significant and important income to local people in the community.

As one of the activities, Adult Eco-Club members help children produce handmade bracelets (beadwork) as thank-you gifts for our Nedbank Tour de Tuli cyclists. This allows Adult Eco-Club members to pass on traditional skills and cultural knowledge to CITW Eco-Club members, and forms an important part of the work that we do in the community.



Cultural visits, Zambia

Guests visit a neighbouring village to learn about the local culture



Cultural tourism, Namibia

Guests to Serra Cafema have an opportunity to learn about the lifestyle and customs of the Himba people



Volcanoes National Park, Rwanda

The rare, endemic golden monkey can be viewed on a 'trek' by guests



Conservation

The Conservation C is centred on one reality: without the wilderness, there is no Wilderness. This inspires our business to make investments in maximising the positive impacts arising from our activities while at the same time implementing measures to reduce any negative impacts. This respect and care for the wilderness makes for a better business and ultimately a better world.

A large part of the raison d'être of the Wilderness Group is the use of our responsible and sustainable ecotourism model to maximise the conservation (and thus tourism) value of the areas in which we operate.



Biodiversity

Key performance indicators (KPIs)

Conservation contribution

Decreased by 32% from P14.8 million in 2016 to P10 million in 2017.

Biodiversity coverage

Remained constant at 2.3 million hectares.

Biomes

Reduced from eight in 2016 to seven in 2017.

Number of research projects supported

Decreased by 21% from 66 in 2016 to 52 in 2017.

Number of collaborations with institutes and stakeholders

Decreased from 69 in 2016 to 51 in 2017.

IUCN Red List species conserved

Decreased from 39 species in 2016 to 34 species in 2017.

The biodiversity coverage of the Wilderness Group is the area of land on which we operate – we believe that our presence in these areas contributes towards the conservation of the habitats and wildlife therein.

Our current ecotourism model supports the conservation of a total of 2.3 million hectares (5.8 million acres). Of this, 1.4% is privately owned, 46.2% is communal land, and the remaining 52.4% leased state land within national parks, game reserves and other formally-protected areas. Wilderness supports the conservation of these land units in the following ways:

- By *de facto* protection through presence and monitoring;
- By contributing lease or traversing fees that aid the viability of the existing use/s of the area and prevent changes in land use; and
- Through active conservation activities such as anti-poaching, vegetation rehabilitation, reintroduction of indigenous species and/or research, as well as supporting other NGOs and partners in their conservation projects.

It is vital that our tourism operations do not compromise the conservation status of any species and that, wherever possible, we contribute to improve it – this is evident, for example, in our efforts regarding black rhino conservation in Botswana.

A better understanding of our coverage and potential impacts allows us to focus on areas with differing, perhaps less formally conserved biodiversity. We can use this information to try and create conservation 'bridges' or 'corridors'

to ensure genetic sustainability of sub-populations.

With North Island in the Seychelles no longer forming part of the Group, there has been a reduction in biodiversity coverage, the number of IUCN Red List species being monitored and biomes – we now operate in seven biomes across Africa. Wilderness camps are located in five out of the eight African centres of endemism: Zambezian, Karoo-Namib, Cape, Afro-montane and Somali-Masai regions.

No fewer than 34 species that occur in our operational areas fall into the three most threatened categories of the IUCN Red List. Of these, three are reptiles or amphibians, 11 are mammals and 20 are birds. Five of these species are classed as Critically Endangered, nine as Endangered and 20 as Vulnerable.

We continually attempt to enhance our biodiversity coverage through reintroduction of species and other direct conservation actions such as anti-poaching, fence patrols, snare sweeps, judicious water provisioning, and collaboration and logistical support for a wide range of stakeholders. We also support, administer and commit substantial funds and resources to many conservation and research projects on specific species and conservation challenges or processes.

Although often difficult to quantify in the short term, it is important to appreciate the conservation outcomes of this work and investment.

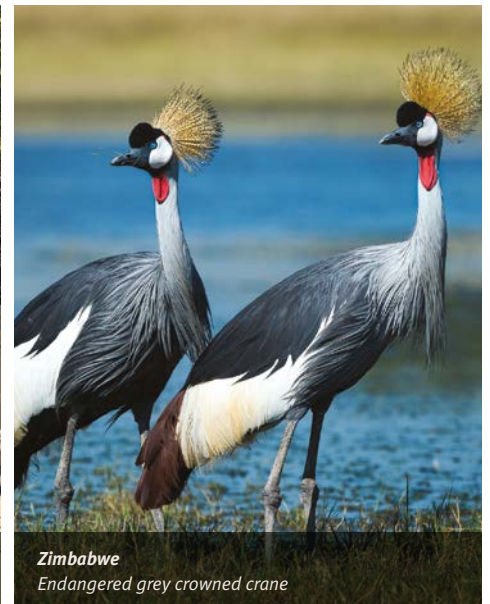


Longer running projects include:

- Reintroduction of threatened species in areas of their former range (e.g. black and white rhino in Botswana);
- Growth of threatened species populations (e.g. black and white rhino in the Okavango Delta);
- Enhanced understanding of the conservation ecology of threatened species, resulting in improved management of the species *in situ* or in external areas (e.g. lion in Botswana and Namibia);
- Confirmation of extant conservation corridors linking sub-populations (e.g. elephant and zebra movement studies in Botswana);
- Efforts to mitigate human-wildlife conflict (e.g. Human-carnivore conflict study in Botswana);
- Establishment of biodiversity and population baselines (e.g. wildlife monitoring indices in all regions);
- Removal of artificial and anthropogenic causes of wildlife mortality and ecosystem rehabilitation (e.g. Victoria Falls Anti-Poaching Unit and Hwange Anti-Poaching Unit in Zimbabwe);
- Understanding potential impacts of ecotourism-related activities (e.g. ecological monitoring in Botswana and Zimbabwe concessions).



Zimbabwe
Anti-poaching team



Zimbabwe
Endangered grey crowned crane

Hwange National Park Anti-Poaching Unit, Zimbabwe

Hwange National Park has a high mortality rate of its wildlife due to subsistence poaching and accidental snaring. Evidence has shown that many wire snares are set for medium and large animals, with elephant and giraffe specifically targeted, and increased lion mortalities due to accidental snaring. The Scorpion Anti-Poaching Unit (SAPU) aims to provide the manpower and resources to assist Zimbabwe's Parks and Wildlife Management Authority to reduce poaching levels within the boundary areas of the Park.

Some of the objectives include: providing a practical, on-the-ground response by removing wire snares and arresting poachers, as well as collecting data on distribution, trends and potential impact of poaching on wildlife populations. Wilderness Safaris Zimbabwe donated the initial vehicle used by the Unit, regularly transports supplies and staff to and from their camp, and provides management oversight and coordination. Currently the running of the team, fuel and food costs, as well as costs for the team manager, are covered by the Wilderness Wildlife Trust. In the past, and likely in the future, Wilderness Safaris Zimbabwe will have to contribute towards these costs when funding is inadequate.



Bisate Reforestation Project, Rwanda

The site of our new Bisate Lodge, outside Volcanoes National Park in Rwanda, is undergoing an ambitious habitat restoration project. Comprising nearly 27 hectares in the first phase, the sub-prime (due to steep slopes and shallow soils) agricultural land was acquired from 103 different owners living adjacent, and consolidated in order to allow for the reforestation of a meaningfully-sized piece of land. Although originally part of the national park, this land was excised in the 1950s and 60s. Since then it has been used for agriculture (primarily Irish potatoes, pyrethrum, beans and wheat), consistent with the country's intense agricultural model, and completely modified to the point where little, if any, indigenous vegetation or fauna remains. This is a common situation outside of Rwanda's national parks.

An indigenous seedling nursery was established in early 2016 and this has become the basis for the reforestation of the site, which aims to re-establish the indigenous vegetation and habitat types that occur in the adjacent national park. This will of course be a long-term process. Much has already been achieved to date however and we are proud of our achievements here. More than 15 000 trees have been planted across the site since inception of the project, ranging from large species like *Hagenia abyssinica*, *Dombeya torrida*, *Neoboutonia macrocalyx* and *Hypericum revolutum*, to bamboo *Arundinaria alpina*, and even smaller species like *Lobelia* and *Solanecio*.

The bird and mammal assemblages have already shown notable changes with species

such as side-striped jackal and southern tree hyrax now regarded as resident.

We believe this project will inspire further reforestation efforts in the area adjacent to the national park and are already in discussions to partner with both government and conservation organisations to achieve this. Reforestation allows recovery and recolonisation by indigenous species that currently have very limited habitat, especially at the lower altitudes where agriculture has dominated for decades. Through our habitat restoration project, we are optimistic that as many as 12 bird species endemic to the Albertine Rift will move back into the area, along with at least nine mammal species.



Rwanda
Critically endangered mountain gorilla seen in Volcanoes National Park



Volcanoes National Park, Rwanda
The Rwenzori double-collared sunbird



Rwanda
Endemic Rwenzori bearded chameleon

The purpose of our environmental management systems (EMS) is to minimise any negative impacts on the environment that might arise from our operations, since these would undermine the quality of our products and ultimately harm the business.



Environmental Management Systems (EMS)

In order to maintain the environmental integrity of our camps, we evaluate their performance against our Group Environmental Minimum Standards (GEMS) biannually. In the current year, we have made significant progress, achieving our target of 80% compliance in all camps, set in 2012.

A substantial improvement in our energy management systems was noted over the past 12 months, largely due to improved vehicle parking bays, fuel bunding areas and the acquisition of suitable oil/fuel spill kits and treatment facilities in all camps. An improvement in management of boats and water systems was due to improved boat refuelling and servicing protocol, as well as a further reduction in the use of two-stroke engines.

By February 2017, 11 Wilderness camps were operating 100% on solar power, producing 3 060 kWh (kilowatt hour) per day of usable energy. A further 29 camps have solar-inverter hybrid systems, reducing generator usage by about 50%. A number of camps use smaller individual solar arrays for each guest unit or one single larger array to run the front of house only, totalling an additional 301 kWh per day of power production.

Camps and their power systems



Energy and our carbon footprint

In the reporting period, we continued with our commitment to reduce our dependence on fossil fuels, through further investments in solar energy in our camps, aiming to eventually achieve carbon neutrality of our operational business.

As a result of continued investment in solar power and the exclusion of North Island, generator diesel usage has decreased by 21% across the Group over the past 12 months. Vehicle diesel usage now accounts for 40% of the camp energy use, up from 28% in the previous reporting period. Use of combustibles doubled due to the inclusion of the Governors' camps, which utilise compressed paper/sugarcane briquettes to supplement water heating.

The Company also has 828 solar geysers or solar thermodynamic geysers in place, further reducing reliance on generators or electricity, and saving a total of 3 312 kWh per day.

Wilderness Air achieved a 10% decrease in carbon emissions in 2017, largely due to a continued refinement of flight circuits.

Water consumption

We manage water consumption carefully, and the majority of our camps operate on low-pressure systems and therefore use water efficiently.

Our on-site water purification systems continue to result in significant reductions in the consumption of bottled water. Our goal was to reduce consumption of bottled water to less

Key performance indicators (KPIs)

Carbon emissions

Down by 18% from 0.097 to 0.080 tonnes CO₂e per bednight since 2012.

Bottled water per bednight

Down to 0.46 litres from 2.06 litres in 2012 (excluding the Governors' camps).

Group Environmental Minimum Standards (GEMS) performance

Up to 89% compliance, from 85% in 2016.



than 0.5 litres per bednight by the end of the 2016 financial year. This has now been achieved in Botswana, Zimbabwe, Zambia and South Africa.

Waste

Waste water requires careful management. As a result of many of our camps being located in areas with high water tables or alongside rivers, 32% use above-ground sewerage treatment plants (STPs). These systems ensure that there is no contamination of ground or surface water. The remaining 68% of our camps use simple septic tank systems combined with soakaways.

The last three years have seen both our Botswana and Namibian operations increase recycling of inorganic waste due to the availability of adequate recycling centres and options. This has increased the number of camps recycling tin, plastic, paper and glass from just 7% in 2012 to 66% in 2017.

Road networks and vehicle density

Game drives and supply logistics require a carefully-designed and managed road network and driving etiquette, due to the impact that roads and vehicles can have on the environment. A game drive protocol has been specified in the GEMS that all staff adhere to so as to minimise damage and limit disturbance. We construct roads where they will have the least impact, and along ecotones and natural contours. Maximum vehicle numbers are set for our areas of operation in an attempt to minimise any negative impact.

Chitabe Camp and Chitabe Lediba solar installations

In the 2016 financial year, the Chitabe camps were the fifth-largest consumer of generator diesel in the Group, accounting for 3.1% of the total diesel used for power generation, and 10.9% of that of Botswana.

In February 2016, both Chitabe camps were converted to 100% solar power. The installation cost a total of P2.3 million and consists of 294 x 255 W solar panels, three 25 kW SMA three-phase inverters and 96 batteries, all housed in a container underneath the array, producing a combined total of 75 kW. This equates to a total of 450 kWh per day of power and will result in a saving in generator fuel worth approximately P288 000 (excluding the transport cost to camp) per annum. Thanks to this installation, we now have 11 camps across the Group that are 100% solar powered.



Kenya
Vegetable garden at Governors' Camp



Zimbabwe
Anti-poaching team prepare for a patrol

Wilderness Wildlife Trust



The Wilderness Wildlife Trust, an independent entity supported by the Wilderness Group, was formed in the late 1980s when it was understood that Wilderness Safaris could only do so much for conservation in the course of its day-to-day activities and needed a dedicated vehicle to take matters further. More funds and a greater reach were needed in order for conservation activities to be more effective. Accordingly, it was decided that an independent entity that facilitated fundraising and the disbursement of the monies to deserving projects would mean that, both directly and indirectly, Wilderness could reach more people, wildlife and places.

The relationship between Wilderness and the Trust is therefore symbiotic. In many projects supported financially through the Trust, Wilderness also contributes through logistics

and in-kind support (e.g., equipment, manpower, fuel, vehicle servicing, access and accommodation) to ensure the enhanced effectiveness of the work. On the other hand, the fact that the Trust is independent also means that it is able to engage with projects beyond the geographic scope of Wilderness' camps and concessions, and ensure that conservation is the driving force.

The Trust focuses its work in three key areas:

- Research and conservation – including species studies and human-animal conflicts;
- Community empowerment and education – such as community upliftment and CITW; and
- Anti-poaching and management – including aerial surveys.

HOW CAN YOU HELP?

To make a donation to the Wilderness Wildlife Trust or Children in the Wilderness please go to
www.wildernesstrust.com/donations

You can either donate funds for a specific project or the relevant organisation will direct them to a project that is in most need of support at the time of donation.

www.wildernesstrust.com

Children in the Wilderness

Children in the Wilderness (CITW), a life skills educational and environmental programme for children who live in the villages around conservation areas, is an independent non-profit organisation established and supported by Wilderness. The programme began in Botswana in 2001 and currently operates in six countries: Botswana, Malawi, Namibia, South Africa, Zambia and Zimbabwe.

CITW focuses on the next generation of decision-makers, inspiring them to care for their natural heritage and to become custodians of these areas in the future. This is achieved in a number of ways:

- **Eco-Clubs:** These take place at rural schools and follow a set curriculum, meeting either weekly or monthly. Eco-Clubs give all learners who are interested in the environment a chance to meet, learn, discuss and expand their

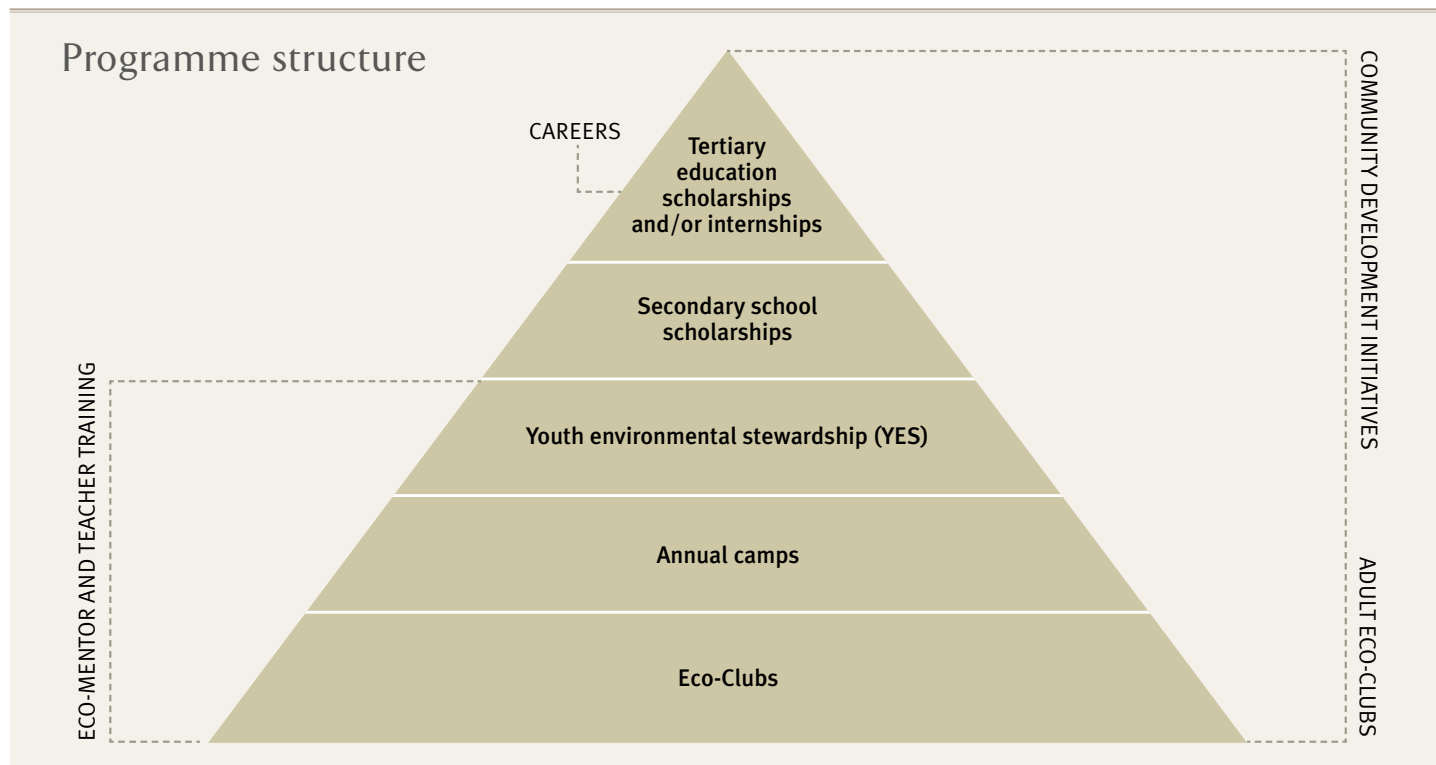
knowledge of environmental issues. Children participating on the annual camps are usually selected from Eco-Clubs;

- **Eco-Mentor Training:** This project assists in addressing the critical teaching skills shortage in environmental education in southern Africa. It involves developing local community members and Wilderness Safaris camp staff by upgrading skills, increasing environmental awareness and enabling them to better implement projects and initiatives for Eco-Clubs in their villages;
- **Annual Eco-Club Camps:** A Wilderness or partner camp is closed for a few days each year, and 16 to 30 children between 10 and 17 years old are hosted in the camp for an educational and fun-filled programme;
- **Youth Environmental Stewardship (YES) Programme:** Children who show commitment and potential on annual

camps are invited on smaller camps where the curriculum focuses more on career guidance, leadership and further environmental education. This also enables Eco-Mentors to spend more time with the children and identify candidates for the scholarship and internship programme;

- **Scholarship Programme:** Through Eco-Clubs and camp programmes, we are able to identify children who are doing well academically but whose parents are unable to send them on to secondary school. We aim to provide these children with the opportunity to complete their schooling by providing funding for school fees, and where possible, also assist with uniforms, stationery and other schooling needs.

www.childreninthewilderness.com



Thank you

We would like to thank the many people and organisations who supported us during the year and made our operations possible. We have received enthusiastic support from a wide range of trade and other partners, host governments and their respective agencies, local communities and non-government organisations. And, of course, the business would not begin to function without the guests who visit our operations from all over the world. Finally, and perhaps most importantly, our staff are at the heart of the business and we would like to acknowledge and thank them for the pivotal role that they have played. We are proud of what we have achieved during the year and the contributions that we have made to conservation and to the societies and economies in which we operate. This has been a joint effort and we thank everyone who has joined us on this journey.

