



ADVENTURE
INDUSTRY
ASSOCIATION

27 February 2023

WELCOME



ADVENTURE
INDUSTRY
ASSOCIATION

INTRODUCTION





**A D V E N T U R E
I N D U S T R Y
A S S O C I A T I O N**

ABOUT US

The light of a lighthouse is only critical at night to guide & prevent disaster for a few. It is however in daytime that lighthouses are seen by all for kilometers around. We strive and build with our members and supporters to become that beacon the industry so desperately needs.

Member-driven body for the AEL (Outdoor Classroom) and the Adventure Tourist guiding industries.

Our aim is to serve as the impartial, autonomous representative of our various stakeholders.

Making use of a SA AIA member provides peace of mind for those who seek to do business with credible AEL, tourism and training partners.

Our members undergo a strict registration process and are required to sign and agree to abide by a Code of Conduct.



SA AIA represents two distinct sectors within its membership: Individuals – students and those who are qualified and who operate within the “Outdoor Classroom” as well as the Adventure Tourist guiding industry – and businesses – that provide training, products, and services within the “Outdoor Classroom” and Adventure Tour guiding industries.

As such, it facilitates bringing together two of the main entities that play a role in developing regulatory frameworks namely individuals and businesses.



GOALS

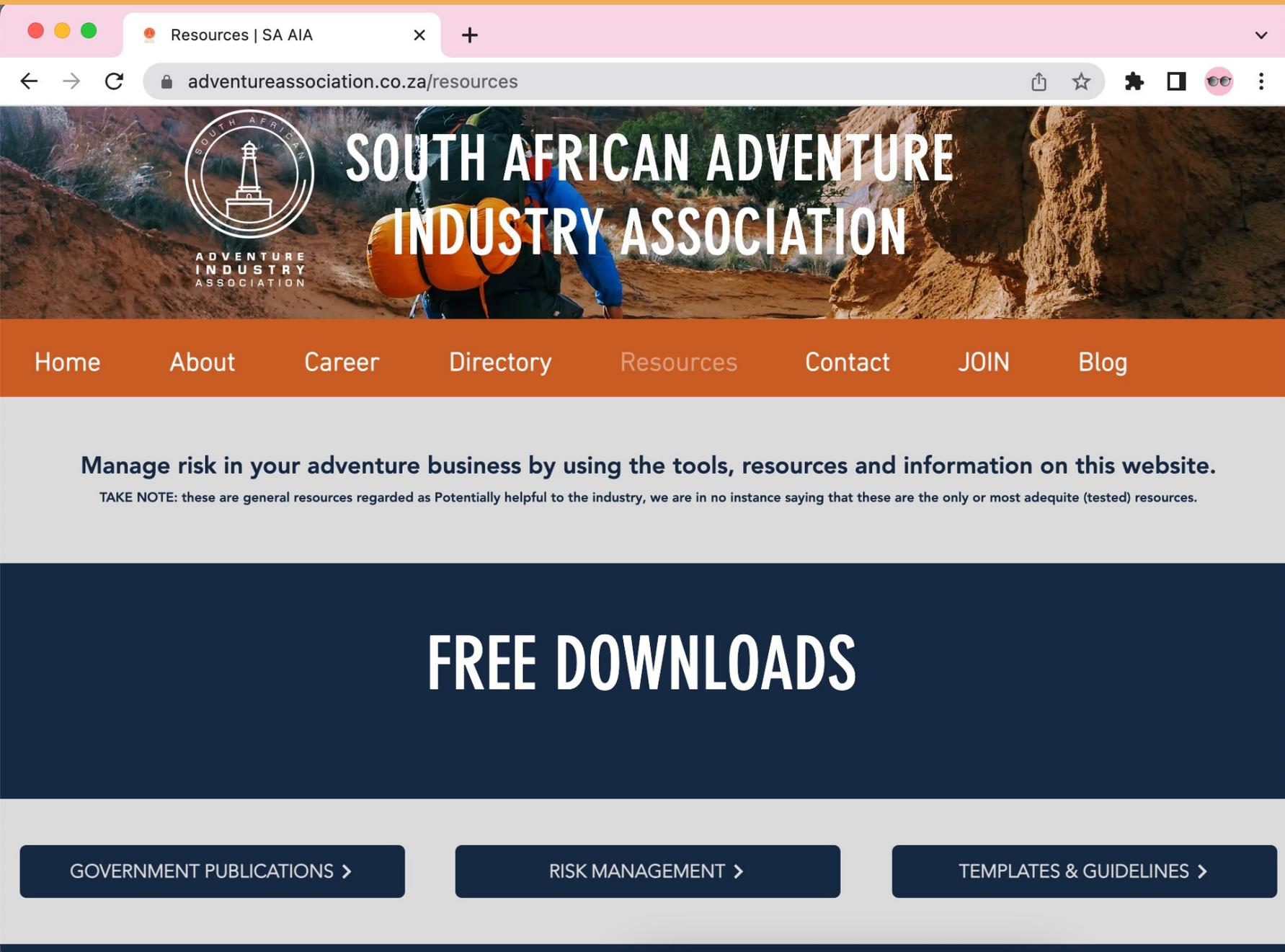


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PROFESSIONAL BODY

5. Become a SAQA registered professional body:
 1. Create clear career paths & professional designations for our members.
 2. Create opportunities for continued professional development & education.
 3. Have our members held accountable to the public.





FREE ONLINE LIBRARY

Downloadable resources done both internally by us as well as within the industry by experts worldwide. This also includes government publications.

All Posts



ATKV-Drakensville Environmental Centre Training Programme

Johan Outram

4 hours ago · 7 min

4

0



Road Safety Tips

Francois Nel

Dec 15, 2022 · 1 min

47

0



Staying safe around water.

Deon Breytenbach

Dec 6, 2022 · 7 min

176

1



Entrepreneurship and meaningful work in

BLOG

These are marketing initiatives as well as expert articles written to educate and inform, open to the public.

CURRENT MEMBERS



INDIVIDUALS

(supporters, students, tour guides, facilitators):

- Dr. Pieter Snyman (TUT, Extreme Life Outdoor Learning Centre)
- Ruan Sunkel
- Hugo Nel
- Jessi Sunkel
- Marie-Louise Kellet (Gravity Adventures)
- Nkanyiso Ntshangase
- Fhululedzani Maremba
- Michael Allkins (TUT)
- Henry Schyff
- Wian Snyman
- Haley Snyman
- Samantha Pennells-Ingle (Altus Sport)
- Jurgen Wohlfarter (Simonskloof Mountain Retreat)
- Omolemo Tlhabane
- Deon Breytenbach
- David Adam (Rencor First Aid)
- PD Havenga (Inspire Life Coaching)
- Princess



BUSINESSES *(supporters, training providers, outdoor classroom, schools, tour operators):*

- Non-Stop Adventures
- Ndubaluba Outdoor Learning Centre
- South African Outdoor Industry Association
- Viristar
- iALA – International Academy for Leadership through Adventure
- Knysna Rib Adventures
- STEDT
- WildMedix
- Venture Forth & Adventure Qualifications Network
- Kwalata Adventure Camp
- Sediba Kwele Adventure Camp
- Glen Adventures
- Heronbridge Retreat
- The School for Mountain Leadership
- Adventure Standards Africa
- Tbi- Team Building Institute
- ATKV Drakensville



BUSINESSES *(supporters, training providers, outdoor classroom, schools, tour operators):*

- ATKV Drakensville
- Aganang Outdoor Education
- Woodridge College & Preparatory School
- Adventure Institute
- Bike & Trail Adventure Medics
- GZ Adventures – Lanseria
- Camp Solomon
- HBS Team Building & Events
- Stanford Lake College
- Xama Africa Adventures Rafting & Safaris
- Rencor First Aid
- SATSA
- IMLA Guest Lodge
- City ROCK
- Extreme Life Outdoor Learning Site
- High Africa Adventures
- Christian Camping South Africa
- Forestway



MEMBERSHIP



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MEMBERSHIP DATABASE

- POPI Act Compliant
- Membership will be kept up to date.

WILL BE USED TO KEEP TRACK OF:

- current contact details;
- membership payments;
- professional status (operator, guide, trainee, registered business, etc.);
- professional designation;
- associations you are part of (adventure industry related);
- scope of practice & compliances within scope of practice (certificates, etc.);
- article / document downloads.



DIRECTORY

A DIRECTORY OF ALL GUIDES, CAMPSITES OPERATORS, TRAINERS, RETAILERS, SCHOOLS, & ASSOCIATIONS WHO ARE PART OF SA AIA.

Location ▼

Activities / Services ▼

Reset filter

ATKV - Drakensville

ATKV Drakensville, with its breathtaking views, is surrounded by historical landmarks and offers access to numerous tourist attractions in the vicinity.

www.drakensville.co.za

School camps, Hiking, High Ropes Course, Low-ropes course, Leadership Training, Environmental Education, Cultural Tours, Abseiling

Jagersrust, KwaZulu-Natal

Adventure Institute

We are the first training and development agency offering customised learning programmes that support the outdoor industry.



Omolemo "Memo" Tlhabane

Designation: N/A

First Aid Training:

Level: 3 Expiry Date: 20/08/2025 [View certificate](#)

Police Clearance / Proof of Application:

Issue Number: N/A Issue Date: N/A Expiry Date: N/A

Training:

Course attended: ARA Level 2

Date completed: 8 Aug '23 Expiry date: TBC [View certificate](#)

Assessment completed: 3 December '23 Expiry date: TBC [View certificate](#)

Course attended: AEL Certificate

Date completed: 8 Aug '23 Expiry date: TBC [View certificate](#)

Assessment completed: 3 December '23 Expiry date: TBC [View certificate](#)

Course attended: Roger Greenway's Development Training

Date completed: 2018 Expiry date: N/A [View certificate](#)

Assessment completed: 2018 Expiry date: N/A [View certificate](#)

Experience:

Months/Years of experience in the industry: 6 years

[Latest work done - references.](#)

[Evidence of Logbook.](#)



Omolemo "Mo" Tlhabane

Designation:

First Aid Training:

Level: Expiry Date: [View certificate](#) (downloadable link)

Police Clearance / Proof of Application:

Issue Number: Issue Date: Expiry Date:

Training:

Course attended:

Date completed: Expiry date: [View certificate](#) (downloadable link)

Assessment completed: Expiry date: [View certificate](#) (downloadable link)

Experience:

Years of experience in the industry:

[Latest work done - references.](#) (downloadable link)

[Evidence of Logbook.](#) (downloadable link)

Online Databases for businesses and individual professionals *(coming soon)*.

Providing verification, authentication, support, skills transfer and marketing benefits.

Becoming a SA AIA member will give individuals and businesses the recognition they deserve, validation, verification, professional designations, assist with disputes, complaints, accountability. We will be the guardians of fair process.

Online CV / logbook / Reference / Verification



POPI

We will not sell, share, or rent your Personal Information to any third party or use your contact details for unsolicited communications. Any communications sent by us will only be in connection with the provision of our services and/or the marketing thereof. We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits.



OTHER MEMBERSHIP PERKS

- Online Member Community
- Online Facilitator & Tour Guide database (*coming soon*)
- CPD accreditation (*coming soon*)
- RPL processes (*coming soon*)
- Professional Designations (*coming soon*)
- Flexible Online Learning & Certifications (*coming soon*)
- Mentoring Programmes (*coming soon*)
- Direct Business & marketing mentoring (including social media training & assistance)
- Monthly interviews & articles with industry experts
- Members-only workshops
- Members-only and Public Job Boards.
- Virtual events
- Volunteering Programmes
- Exclusive, industry-Specific Offers
- SA AIA-only posts & messages
- Full library of publications & research access
- Member-only voting power
- Outdoor industry discounts
- Listed on our website & social media platforms
- Access to industry networking events
- Monthly newsletters
- SA AIA stamp of approval
- Assistance & mentoring around getting your business or yourself legal & safe
- Public Relations
- Direct & indirect relationship with governmental organisations & stakeholders





**Adventurous
Reflections**

24 - 27 JULY

2 0 2 3 C O N F E R E N C E

Changing thought, changing behaviour, impacting lives.

H E R O N B R I D G E R E T R E A T , G A U T E N G

JOIN SA AIA



STUDENT & TRAINEE MEMBER

Industry participant just starting out his/her professional journey in the adventure industry.

R45[/]per month

- SA AIA – ONLY POSTS & MESSAGES
- FULL LIBRARY OF PUBLICATIONS & RESEARCH ACCESS
- MEMBER – ONLY VOTING POWER
- OUTDOOR INDUSTRY DISCOUNTS



INDUSTRY PROFESSIONAL MEMBER

Industry participant active in the adventure industry. (Free-lancers, guides, etc.)

R75⁰⁰/per month

- SA AIA – ONLY POSTS & MESSAGES
- FULL LIBRARY OF PUBLICATIONS & RESEARCH ACCESS
- MEMBER – ONLY VOTING POWER
- OUTDOOR INDUSTRY DISCOUNTS
- LISTED ON WEBSITE & SOCIAL MEDIA SITES



INDUSTRY BUSINESSES & ASSOCIATIONS

All existing businesses (including retailers), training providers & industry associations active in the outdoor & adventure industry.

R150/per month

- SA AIA – ONLY POSTS & MESSAGES
- FULL LIBRARY OF PUBLICATIONS & RESEARCH ACCESS
- MEMBER – ONLY VOTING POWER
- OUTDOOR INDUSTRY DISCOUNTS
- LISTED ON WEBSITE & SOCIAL MEDIA SITES
- INDUSTRY NETWORKING EVENTS



Q & A