

Patrons: David Gower OBE, Bryce Courtenay (deceased 2012), Nick Price, David Pocock, Kim Hughes.

President's Report

Another horrible year for the rhinos.

2015 has been another terrible year for rhino conservation, with at least **1,175 killed in South Africa**, mainly Kruger, **90+ in Namibia, 52 in Zimbabwe** and about **15 in Kenya**, for a total of **1,332+** for the year. Fortunately, a few more than that number were born so the status quo remains even. The two most startling statistics are Zimbabwe, up from 11, and Namibia with a massive jump from 30. We are now taking a more **overall view** on rhino conservation rather than just Zimbabwe which has been our focus for the last 29 years. To this end we visited Namibia last September and the Mozambique/Kruger border this February.

Most of Zimbabwe's poaching has been in the **Bubye and Save conservancies, 32 and 14 respectively**. The main gang attacking Bubye has been sorted out, involving inside information from a senior ranger and the actual shooting being done by a former scout. Such is the temptation of money. The poaching syndicate that had been active all round Zimbabwe for the past ten years, maybe 150+ rhinos to their name, was eliminated in mid December, and another was captured in March – see Tim Scarrott's story later on. But we can't be complacent as there will be other opportunists lining up to take their places.

Elephant poaching continues unabated along the Zambezi Valley, mainly Zambians, as well as in central and east Africa. Up to **100 elephants per day** are being slaughtered for their ivory for the lucrative Chinese market.

We are delighted with the progress of our **Rhino Ranger Support Scheme, RRSS**, whereby you can spend five days in the bush in **Save Valley**, getting to better understand the work load that rangers take for granted, seeing lovely wildlife on scenic drives, mixing with the

rangers at their special parade to receive our gifts, learning bushcraft, tracking rhinos and plenty more. All this is in return for a modest donation of **\$3,000** to enable these men to remain on patrol in the field. Anyone with a slight spirit of adventure should come on next year's trips, April and May. So why not book your spot now? Upwards of **\$70,000** has been raised this way and through this programme we have expanded the anti poaching unit from **25 to 35**, and two of these new rangers were in the patrol that neutralised the poaching group last December.



Our **AGM last July** was attended by our usual keen supporters and guests, 80 in total, and enjoyed great presentations by **Nina and Harrison Hobson** on their recent RRSS experiences, and **Lynn Vale's** thoughts and videos on her RRSS trip, plus **paramedic Tim Scarrott** outlined his tour round Zimbabwe, and Tanzania, in which he trained about **400 rangers in basic first aid knowledge**.

We thanked and farewelled **Vice President Mike Palmer** after 11 years of great service, both as **treasurer and VP**. He has also been an amazingly generous donor to the rhinos, particularly in some hand picked projects in South Africa. He and Eva have bought a house in Denmark and are spending half their time there, so he has retired from his formal position and is serving on the back benches of the sub committee. Thanks, Mike, for everything and so glad to still have your wise counsel.

Continued over page



Your new committee is; President – Nicholas Duncan; Vice President and Treasurer – Nia Carras; Secretary – Rick Hurlbatt; General committee – Cameron Murray; Evan Litis; Heather Atwell; Mark Beamish; Nina Hobson and Steve Harrison.



Back, L-R; Matt, Evelyn, Evan, Chris, Heather, Steve and Mark
Front, L-R; Nina, Nia, Nicholas, Cameron, Ravi, Tim and Helen

Thanks to all of the above, for all the work they do and the interest they show, for the rhinos. And the same goes for the **sub committee of Candice, Chris, Evelyn, Helen, Lynn, Matt, Mike, Patrick, Ravi and Tim**. This means we have a hardcore support of 19 to help make our mark in the rhino world – great stuff, everyone, and thanks!

Shortly after the AGM, we were saddened to hear that one of our members who attended, **Colin Harrison**, father of committee member **Steve**, passed away. He and Steve both came on our May 2014 trip and I know how proud Colin was to see the results of Steve's efforts in Zimbabwe and I know how much they both enjoyed the trip together. To his wife **Maxine**, and to **Steve and his sisters and children**, we send our condolences on their sad loss.

Our **September safari** brought together an amazing group of people for a fantastic trip to **Zimbabwe, Botswana and Namibia**. We saw everything we could have hoped for, and more, and a detailed report comes later in this newsletter. Our very special **30th Anniversary safari** is now being booked for September 2017 and we will be visiting the best of everywhere we've previously enjoyed – **South Luangwa Valley, Victoria Falls, Hwange, Chobe, Okavango Delta, Etosha and Damaraland**. Wow, what a smorgasbord! There are about 8 places still available so maybe drop me an email.



David Pocock has been a headline act for the past five months since his outstanding performance at the **Rugby World Cup**. He's been one of our patrons since 2012. He was our very special guest at last year's annual gala fundraiser, which raised more than **\$170,000**, plus he visited our main project, Save Valley, to better understand the rhino situation, and he's also featured in a two week edition of **Australian Story**. Thanks, David, for raising the awareness level of the current rhino poaching tragedy.



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Hollywood actress, **Shannon Elizabeth**, of American Pie fame, in collaboration with **Charles Summerfield**, became involved with us last August, and through her **Animal Avengers** blog, raised **US\$15,000 for water supplies in Hwange NP, US\$10,000 for satellite tracking elephant collars and a further US\$10,000 for veterinary work on badly injured rhinos in South Africa**. Her current projects are featured at <https://chuffed.org/project/animalavengers>



Charles, Brent, Shannon and Nicholas

Breaking the Brand's work in **Viet Nam**, campaigning to reduce rhino horn demand amongst the 2,000 – 3,000 rich business men who use it, continues to flourish under the leadership of **Lynn Johnson**. She recently spoke to our members at Perth Zoo, and such was her impact that we immediately pledged a further **\$40,000** towards her next round of advertisements.



As well as being the highest number of rhino deaths for 30 years, it's also been our biggest ever year of donated support, just over **\$700,000**, listed elsewhere. So a very big thank you to all our members, supporters, helpers and donors. Significant donations have been received from **Ann Jones, Ann Russell, Bev Poor, Bob and Barbara Masters, David Ryan, Eva and Mike Palmer, Marije Terellan, Nicholas Duncan, Nola Criddle, Simon Ashton and Tom Fontaine**. We couldn't have done this without you all!

David Pocock was delighted to able to **sign Paula Wiegink's** stunning **"Tears of a Rhino"** print, part of a worldwide Rotary awareness programme, RAGES, Rotary Action Group for Endangered Species. Previous celebrity signings have come from **Sir David Attenborough** and **Jane Goodall**.



Tim Scarrott has just returned from another 5 weeks around Zimbabwe, plying his first aid/resuscitation skills to over **200** lucky rangers. Due to a temporary ban on volunteering in National Parks, caused by the tragic death of two volunteers in a shooting mix up, Tim was unable to train the NP rangers for the first two weeks but we sorted it out after that. He was still able to help out the private sector throughout his trip, which covered **4,800 kms**. As always, Tim, thanks a million for giving up your time and expenses so generously, yet again.



We have had more new members in this last year than ever before and our numbers are now over 400, so welcome to you all! We are in the process of modernising our website, thanks to **Cameron Murray** and **Josh Lynn**, and all members are invited to update their understanding of what we do. Under the "About us" tab there are three very interesting sections, History, Activities and Projects we support. Also, all newsletters since 1988 and our annual audited financials can be viewed. It's actually worth setting aside about 30 minutes to read through all this interesting information – after all, **we are the biggest donors to Zimbabwe rhino conservation**.

Please renew your membership as soon as you can, thanks, and I hope to see many of you at our next **AGM on Tuesday 5 July at 7pm**. They are always very interesting gatherings.

Nicholas Duncan

Save Valley Conservancy

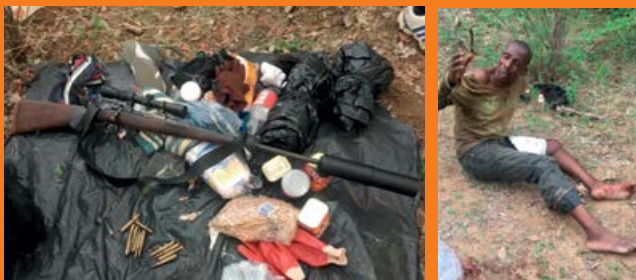
Summary of recent events - 5 January

Dear all,

2015 has been a very difficult year for us and for the rhino in the Low-veld. This is primarily because previous rhino poaching syndicates that were disrupted had reformed and came back with a vengeance. However through intelligence that we've been working on since our contact in 2012 and dedication from the men in the field we were able to achieve two excellent results that make 2015 a monumental year.

Both successes started off with **good intelligence** and ended with **good field operations**. The first was the recovery of a silenced 303 rifle and the arrest of seven accused. This weapon had been delivered to the area by a South African syndicate who were hoping to retrieve rhino horn, leopard and lion parts. We were able to intercept and arrest this group before any damage was done. The case is currently going through the court process and we will up date on the full outcome, (24 months prison term).

The second case was our **best win to date**. We were able to make contact with the **most notorious rhino poaching group in the country**. This is the group that has done most of the damage in the conservancy over recent years. We had good intelligence that they were in the area and were able to pick up their spoor deep within the conservancy. The group compromised four poachers. One was shot dead on the spot, another badly wounded and two were able to escape. An AK47 rifle and a 7mm mouser rifle fitted with a silencer and scope were recovered at the scene. The wounded was a Zambian (Jason Chisango) who was operating the AK47. He was taken to hospital and later gave information which



assisted us to follow up with the police and capture a middle man (Mudenge Munashe Mugwira) who was a serving member of the CIO. He was the one selling the horns through Harare. He had also supplied the AK47 and ammunition as well as transported the group on many poaching missions using his state vehicle. Mugwira has been remanded in custody pending trial.

Above all I'd like to thank the **SSPU Rangers and Sango scouts** who were involved in the contact for their

incredible hard work, courage and perseverance on the day. They tracked the poachers from **6.30am to 3.40pm**. This was truly fantastic tracking and determination! Particular thanks goes to the SSPU team for enduring huge amounts of time away from their families and for remaining determined and resolute in bringing down Tavengwa Machona/Mazhongwe and accomplices. This has been our **chief goal since the 2012 contact** that we had with them and after all the damage they have done to rhino here and elsewhere in the country. Without this crucial contact and overwhelming evidence there would have been nothing for the judiciary to prosecute.

Through **good intelligence and excellent police cooperation** we were also able to arrest (Tavengwa Machona Mazhongwe) who was the **main mastermind in the field**. He has a long standing history with rhino poaching and is responsible for a huge amount of damage country wide. Two of his brothers (Big Sam) and (Chomunorwa) were both killed in previous rhino poaching related incidents. The good news is that on New Year's Eve Tavengwa was sentenced to **35 years in prison** after pleading guilty on three counts of rhino poaching. This is the strongest sentence issued for rhino poaching in Southern African history!

Both the Zambian and the CIO man are likely to receive similar sentences as they have been implicated and have implicated each other in the same poaching cases for 2015. This was a very exceptional way to end off the year and go into 2016 and will no doubt have a very positive effect on conservation in the low-veld. By no means is the war on poaching in our area over, it just means that we have a very positive win to build on and we need to take our unit to the next level. The amount of silencers and sophisticated weaponry that is appearing shows that these syndicates are becoming smarter and more organised. The fact that the low-veld has the main population of rhino in the country means that we will be the main target for poaching into the future.

We would like to thank the **Tikki Hywood Trust** for their tireless work with the judiciary. They have been a key aspect in the success of this case. We are also grateful to the police and national parks for their amazing support and team work.

Most importantly we would like to thank the **kind donors** for their support and for believing in us through the hard times. Without your support this positive success could not have been achieved. We look forward to working with you into the future and will keep you updated along the way.

Best regards, **Bryce Clemence**
Anti-Poaching Manager, Save Valley Conservancy



Zimbabwe Conservation Task Force



R.I.P Cheryl

"Braveheart" – oil painting by Cheryl

To all Zimbabwe Conservation Task Force supporters, family, and friends

It is with great difficulty to write this email to all of you...We have lost one of the best conservationists on this earth...

My beautiful wife, that I have loved for 41 years, Cheryl Ann Rodrigues (Whyte) has sadly passed. I never thought this day would come so soon, I did not expect this to happen, my heart is broken as she has left all of us...She was my best friend, my soul mate, my companion. Nothing will ever compare to her and there will forever be a part of me left shattered, lost and confused. Cheryl over the past two years had slowly been losing her memory, as it got worse and worse it was time to confront a doctor. After a few appointments and meetings the doctors decided to send her for scans to see if everything was alright...Unfortunately in life, we get faced with challenges and problems that we have to deal with or solve, mine was finding out that my wife Cheryl had a brain tumour four and a half cm long and five cm wide. I have been through many struggles in life, yet to this day this has been the hardest to deal with...

Due to complications in the surgery she sadly passed away. Cheryl's spirit will forever be living in my heart, I will cherish the memories and will always remember her as the strong, independent and joyful woman she always was. She helped me achieve so many things in my life, she always encouraged me to believe in myself and she guided me into the right path. She was and always will be my light at the end of the tunnel. Cheryl is to thank for the existence of the Z.C.T.F, She helped me organise, conduct and inspire new innovative ideas to help save our wild life. She is an inspiration to us all.

I, Johnny Rodrigues, will be out of reach for a while as at hard times like this, it is hard to deal with my loss.

We are all so grateful for your prayers.

Thank you

John

Workplace/ monthly giving

If you would like to support us on a regular basis, this is one of the easiest and most tax-effective ways of supporting SARF. What's more, some employers may choose to match their staff's workplace donations, so it's worth asking your organisation if they already do this - or if they might consider it.

The easiest way is through this link - <https://www.givenow.com.au/savefoundationaustralia> - and you can set up a small monthly donation quite easily, please. Thank you. And this helps with our monthly commitments to our many projects.

Zimbabwe update

With more than **\$577,000 of support going straight into the field in Zimbabwe** in our last financial year (another **\$126,000 was directed to projects in Mozambique, South Africa and Namibia**), you might wonder why so many rhinos were killed, 52? That we'll never know and neither will we know how many we saved. What you can say is that there are more alive in Zimbabwe because of our efforts than there would otherwise be!

We have an involvement to some degree in **11 different Zimbabwe rhino projects**, from as little as \$1,000 per annum to as much as \$282,000. In the last year rhino numbers have increased by 7 despite 52 being poached and 8 being relocated to Botswana. In other words there were at least 67 births. About 88% of these rhinos are in the Lowveld conservancies, where we direct the vast majority of our support. For the few that remain in the six different national parks, we tend to support the various NGOs that specialise in one project or another to assist National Parks with their wildlife management. These are **Dambari Wildlife Trust, AWARE Trust, Bhejane Trust and the Zambezi Society**.

We are happy to report that poaching is down so far this year, 5 only in Zimbabwe. We will be increasing our support to **Bubye Conservancy** and will be the main funders for all the dehorning in **Matobo, Kyle, Chivero and Chipinge**. We are also continuing to maintain many of our 22 4WD vehicles.

Gala Dinner with David Pocock

Monday 9 November and the **Perth Hyatt Regency** was once again full of sporting memorabilia, artwork, African knick knacks and what appeared to be organised chaos.

It was only 4.30 pm and the **Save African Rhino Foundation annual fundraising dinner** was underway. It didn't start till 6.30pm but this was the calm before the storm when the committee members, friends and volunteers were getting everything ready for the main event and what an event the 2015 dinner was going to be.



The annual fund raiser actually starts many months before with the planning, organising and occasional heated discussion around the dinner table at the monthly committee meeting. On the agenda we discuss who is to be responsible for what, who can get what for free, who can sell tables but most importantly who the guest speakers will be.

This always causes a heated debate with a definite cricket and sporting camp in one corner and a Hollywood hunk, TV celebrity camp in the other corner. Thankfully there is never anyone in favour of the reality TV contingent.

But 2015 guest speaker was someone very special, there was no argument about this one and a unanimous vote was a given.

Somehow, and I am still not sure how **Nicholas Duncan**, who most of you know, the president of SARF, had managed to secure the **hottest property in town, David Pocock**, as the key note speaker. David was literally straight off the pitch of the Rugby World Cup final and at our dinner. I think he had his broken nose fixed that day.

David had been in every newspaper and on every TV for the past few weeks, he had become one of the most talked about players of the world cup and he was being spoken about in terms of being the best player in the world. Now he was sitting in Perth, at our dinner, passionately supporting our charity, SARF.



Nicholas had secured David as patron for our charity a couple of years ago and had booked him in several months previously for this dinner not realising that it was the world cup and of course not knowing that Australia would be in the final (sorry of course we all knew that Australia would be in the final!!).

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When Nicholas had initially asked David to be a speaker at the dinner, David had agreed to share the stage with others and Nicholas had agreed that was the format, David would be on stage with a number of other sporting personalities just like the previous year. However as the Rugby World Cup rolled on and Australia got nearer the final and David Pocock was the name on everyone's lips no one wanted to listen to anyone else but him.

This year it certainly wasn't hard to sell the tickets, we didn't have one seat spare, and not only did we have a full house we also had two film crews present. **Today Tonight** from Channel 7 were there, they interviewed Nicholas and David before the main event and then the **ABC** were there covering the whole event. They were making a documentary about David's life including his time in Zimbabwe before he and his family fled to Australia.



At 6.30 the doors opened and the chaos of two hours earlier seemed to turn to calm, everyone took their allocated seats and there was a buzz around the room as everyone took a look at the numerous silent auction items displayed.

The evening began in the traditional way of Nicholas explaining who and what SARF did and that you were there for him to squeeze as much money out of you as possible. You knew at this point that it was going to be impossible to leave the grand ballroom without buying something whether you wanted it or not. This may explain why I thought I was buying a Louis Vuitton bag but ended up with a signed rugby shirt!!!!.

After an excellent meal and an entertaining auction courtesy of **Tiny Holly** who shared Nicholas' ability of making you part with your money, the room fell silent to listen to the star attraction, the world's greatest rugby player, David Pocock.

David took centre stage to be interviewed by **Tim Gossage** - I think Nicholas had slipped this in mid conversation only a few minutes before that he was no longer sharing the stage but was the star of the show!



It was an interesting interview and David displayed maturity and passion for many topics way beyond his years. His softly spoken voice kept the audience captivated and his answers to the questions clearly showed there is more to this man than just rugby. Tim in true journalistic style took several opportunities to get David to talk about controversial topics that he had previously been known to support or speak out about in the press. David handled each question well and maintained his composure, steering the questions back to what he wanted to talk about... rhinos and rugby.



After leaving the stage David provided a meet and greet opportunity with everyone in the room. I don't know how many signatures he signed, how many times he had to smile for the camera or answer another question about the world cup but he did it with pleasure and with his wife Emma at his side. They were a great team, Emma would hold the shirt and pull it tight while David would do the writing.

After the last cup of coffee was served David was still there signing



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autographs, shirts, rugby balls, smiling for the cameras and doing anything else that was asked of him even though he had to catch a flight at 5am the next morning

After it was all over, the shoes had come off and most people had gone to bed the committee reflected on what had been the most successful fundraising night we have ever done. When the money was counted and the donations added up the grand total for the night was an amazing **\$170,000**



- So why had this been such a successful evening?
- Why did we raise so much?
- Was it because we had David as the draw card?
- Was it because we had more corporate people there?
- Did we have better auction items?
- Was it the great auctioneer?
- Was it everyone is too scared to say no to Nicholas?

I will tell you what the answer is **all of these things matter, all of these things count but what really made this a successful night is that we are a team who REALLY want to Save rhinos.**

Our massive thanks go to all our great sponsors on the night - the **Howling Wolves wines, Gage Roads beers, Travel Directors, Primewest, Brinkhaus Jewellers, Injidup Spa, Regency Beach Club, Travel Directors, ScruffyDog Designs, Picasso Print, PAV, Acacia Africa, Meridian Services, plus all our holiday destinations – Malilangwe Trust/Singita Pamushana, Sango Ranch, Amalinda, Ivory Lodge, Victoria Falls Hotel, The Hide, Victoria Falls Safari Lodge, Ngoma Lodge, Mack Air and Xakanaxa Camp. Plus Jo Watts, Evan Litis, 3 Islands Whale Shark Dive, Auzcorp, Helen Power, Owen Brigden, Colleen Saporita, Jackie Wigh, Bose Store, Peter Panek, John Smith-Wright, Con Berbatis, Evelyn Wong, LA DE DA Hair, Tuck Shop, Kitsch Bar, Ploypan Westwood and Nia Carras.**



We acknowledge the generous support of the following guests who made the bulk of the purchases; **Leigh and Joan, David, Ann, Syd, Greg, Gary, Glenn, Dom, Terri, Hannif, Paul, Domenic, Peter, Mal and Tom.**



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And thanks also to all our band of helpers on the night – **Evelyn, Nia, Heather, Mike, Cameron, Mark, Helen, Evan, Maree, Harrison, James, Chris, Karlene, Kate,**

Wesley, Michelle, Max, Julie and Fadzai– we couldn't have managed without you all, a great team effort.

Nina Hobson

WE THANK THE FOLLOWING SUPPLIERS AND SPONSORS FOR THEIR ON-GOING ASSISTANCE – MUCH APPRECIATED.



March 26th-27th 2016: Poacher's arrest

My Easter, both Saturday and Sunday 2016, was spent in the company of **Bryce, his ATS troops, the Minerals and CIB Police**, moving between the position where 4 poachers were arrested and the area where their crimes were committed, on 4 beautiful rhinos (Flash, Betty, Fansidol and ? one wounded but not identified) over the last year, for an 'Indications walk thru' with the charged men.

As a result of **extensive, hard, frustrating background work over many months**, a phone call on Easter Saturday resulted in rapid preparation for a rendezvous with Zim Police at the T-junction just out of Nyika on the Gutu Rd – information made Bryce aware of a vehicle, with weapons, on its way from Harare to begin an Easter Day poaching 'fest' with the full moon's help.

On arrival and meeting the police at the junction, plans were made to stop the car and question the occupants – as the afternoon faded, the police were looking to 'knock-off' and a decision was made to meet the car at Gutu – on arrival, we were made aware of their position and an arrest was successful.

Processing took time and we stayed out of the way, having a celebratory coke and bag of crisps ! As is his proven technique, Bryce was keen to capitalize on this situation and diplomatically persuaded the police, in Shona/English to continue on thru' the night to complete and 'tie up' the case – ammunition but no gun was found in the car and the suspects, with Bryce coordinating, were willing to show us the whereabouts of the gun – a long trip through the



night and down the centre of SVC (collecting bit of grub on the way from ever supportive Lara) had us arriving at Chisumbange (east side of Save River) at 0300hrs and a walk down to the river's edge (their entry/exit point into Sanuko for the killings) produced the gun in a shallow burial spot, quickly identified by the group. **Full admissions and photos were recorded and logged.**

Collecting the local police Sergeant, we then retraced our steps to the areas in Sanuko, where the acts took place and full confirmation of details was achieved. A final return to Sango was eventful with 3 punctures! and full statements were written up, police and culprits fed, in the abattoir building.

After a busy 24hrs, the police returned, with the poachers, to Masvingo and the business of preparation for court, hopefully with the full confessions making it a speedy process.

In summary, **I was honoured and privileged to see this process take place and cannot fully express my respect for the major players here** – the work and determination, over months/years for this to be so successful, has to become legendary in due course – these guys with local knowledge and the ability to deal with both the criminals and the police in such a diplomatic and professional manner is the result of amazing discipline and sheer hard work, conducted, sometimes with frustrating results and, from time to time, unwarranted criticism from some.

Thanks from Australia to **Bryce, Lara, Gona and the Zimbabwean Police** present for a memorable Easter! Mighty fine effort – keep at 'em!

Tim Scarrott, paramedic and member of the sub committee.

Expenditure during 12 months from 1 April 2015 - 31 March 2016

Project or item description	Funds spent (AUD '000s)	%
Privately owned rhino conservancies	409.4	(58.5%)
National Parks projects	150.8	(21%)
Mozambique with IAPF	57.5	(8%)
Breaking the Brand – Viet Nam	30.6	(4.5%)
Other rhino projects	28.3	(4%)
Other wildlife projects	27.6	(4%)
Total	\$704,200	

Damien Mander comes to town

It was an enthusiastic crowd of nearly 100 rhino lovers who gathered at the Perth Zoo to welcome **Damien Mander**, founder of **IAPF**, at the end of April. This was the first stop of four in Australia for Damien who was keen to give an update on the progress of the IAPF project in **Mozambique**.

After a welcome from Nicholas Duncan, Damien gave a short presentation on the scope of the project being conducted. Essentially based in **Sabie Game Reserve**, which lies along a 40km section of the **Kruger National Park** boundary which is also the international border between South Africa and Mozambique, IAPF operates an anti-poaching program detecting people entering or leaving Kruger. This has involved the establishment of a head quarters, a good portion of this raised through the efforts of SARF previously, a well trained group of rangers and now also involves tracking dogs and a helicopter. Combine this with intelligence information assistance from America and IAPF are seeing some real success with more than **25 arrests** since its establishment last year.

Of particular interest in the presentation was the news that another property further north, **Ferreira** in addition to **Incomati** south of Sabie have permitted an expansion of the IAPF effort and this will mean a far greater portion of the south eastern boundary of Kruger will come under IAPF's protection – a section of Kruger that is home to 60% of its rhinos.

Damien's presentation finished with an explanation of his hopes to see the IAPF model being extended around the southern and south west edges of Kruger also. He maintains his belief it is better to police outside the boundaries rather than wait for the poachers to come in to the "bank vault."

It was then question time with nearly an hour of questions coming from the floor which gave everyone a chance to hear a diverse array of information about the issue of rhino conservation in general and the logistics of IAPF's work.

A SARF function is never complete though without an auction to finish and what a success this was. With the sale of African artefacts, auctions of trips to the IAPF project Nakavango at Vic Falls, SARF membership packages and some very kind donations the evening raised nearly **\$40 000** for the Mozambique project. An amazing effort and thanks to everyone for joining in the action!

Our thanks as always goes to **Perth Zoo** for the supply of the venue and **John Lemon** for performing official security duties on the night.

Cameron Murray



AGM

FILM NIGHT / SOCIAL NIGHT

Notice is hereby given that the Twenty Ninth Annual General Meeting of the Save African Rhino Foundation (Inc) will be held on Wednesday, 5 July 2016 at 7pm, in the Education Centre at the Perth Zoo, Labouchere Road, South Perth.

AGENDA:

1. Acceptance of the minutes from the twenty eighth Annual General Meeting held on 2 July 2015
2. President's Report
3. Treasurer's Report
4. Election of Executive Committee
5. Any other business

Nomination forms for positions on the Executive, together with proxy forms, are available by phoning 0417 937655 and nominations should be lodged at 229 Oxford Street by 7.00 pm on 30 June 2016. Tea, coffee and biscuits will be served during the evening.

ENTERTAINMENT:

As is usual on these evenings, we will bring you a presentation on the latest rhino operations and other conservation projects in Zimbabwe, as seen in our recent trip. Please feel free to bring your family, friends, and acquaintances along to this social event. Would you please ring us on 9444 6550 as an indication in numbers will assist with catering.

Nicholas Duncan
President

September Safari – Zimbabwe, Botswana, Namibia

They came from far afield for this one, 19 in total – Perth, Broome, Melbourne, Hobart and Dubai – some first timers and others utterly lost cases of ‘Africa hooked’. Everyone was treated to 21 busy days of the difference Africa makes. Willingly, every member became a SARF ‘mule’ at the airport, carrying critical supplies of tents, first aid kits and batteries to Zimbabwe for the cause.

A smooth entry saw us all enter the luxuries of **The Hide** in **Hwange** with its wonderful guides, superb cuisine and great game viewing either from the comfort of our tent overlooking the waterhole or from the fleet of safari vehicles. Some severe and almost catastrophic cases of ‘camera envy’ hit the group as photographic equipment was unpacked and shaken down over the first few magnificent game drives. However, such was the comradery of members, the bitterness of these attacks dissolved into the excitement of shared adventures, bonhomie and 100% participation.

Rains were not expected until November and life meant a furious competition for water. With a buffalo carcass in the vicinity, **Jericho**, the late **Cecil’s** coalition partner, and his lionesses consistently chased off the jackals and vultures.



Brent Staplekamp, the ‘lion man’, treated everyone to a moving summation of the plight of the lion in the world today following on from Cecil’s recent demise. He pleaded for a more intelligent, cooperative and sustainable management of populations to avoid the attrition of numbers presently occurring.

Gary Cantle, responsible for the maintenance of the local borehole pumps, graphically explained the desperation for more water. Who will pay for the diesel required to keep the waterholes open? Can batteries assist in extending the pumping hours of a solar installation? How reliable is the level of the water table over time?

Many thanks are extended to **Ian and Leanne** and the team at The Hide for a lovely stay.

Appropriately fattened up, we moved on to **Victoria Falls Hotel**, via the **Painted Dog Centre**, unaware at that time of the thrills they were to give us later on in the Okavango!



In a very sexist arrival to the **Stanley and Livingstone** private park, the girls and the boys rode separate utes. Needless to say, the boys arrived first for a lovely look at a rhino and her calf. Some of them shared the photos with the girls.

The sunset cruise on the river Zambezi was accompanied by a flurry of drinks. Fisherman **Bob** from Broome extricated our boat from being stuck in the rushes when the engine failed and it looked as if we would drink the bar dry before being rescued. The follow through at the **Boma** restaurant saw aching ribs on one and all as the Confucius jokes rolled out without mercy and the mopani worms repeated on sensitive stomachs.

Helicopter, elephant rides and Zambezi rafting thrills followed, interspersed with unbelievable breakfasts, hard-nosed deals at the markets and relaxing swims in the hotel pool.



Nicholas and the First Aid gifts to Victoria Falls hospital

Our efforts to bring some helpful resources across met thankful responses.

Continued next page



Aids orphanage gifts Victoria Falls

Chobe Elephant Lodge, Botswana, was full of singing – for us but especially for Nicholas – on his birthday! A spirited set of guides awaited us and they did not disappoint – to experience a proud lioness two metres from the vehicle, slipping back from an elephant carcass to see that her cubs were OK was amazing.

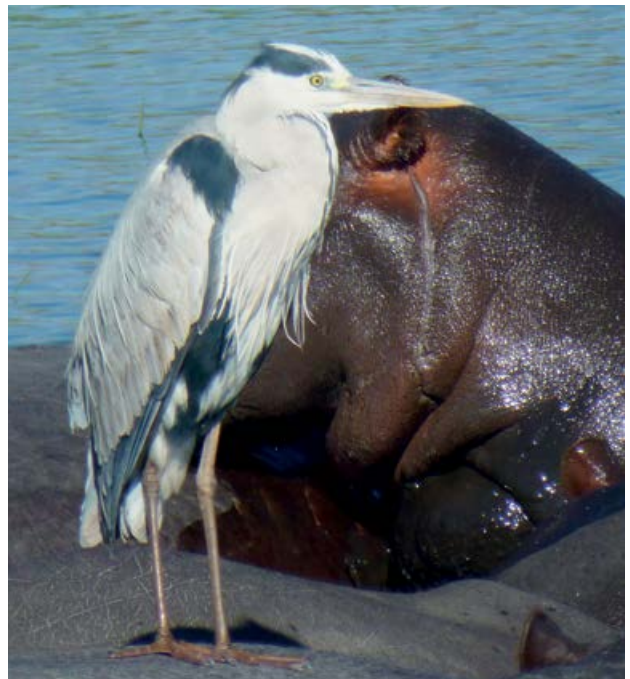


A cruising lioness

Then we encountered a leopard, down from a tree with a neat wriggle in the sand on her back and over the top of a bush she went, playing 'peek-a boo'. Our intrepid drivers reacted superbly with a back up to place some of us within a metre of the aforesaid leopard, its fixed gaze on us, licking its lips saying 'I dare you!'. All escaped with a rush of adrenalin and some beautiful memories. The river cruise opened up the glorious bird, hippo and elephant populations of the wetlands.



Are you serious?



Grey heron on hippos at Chobe river

A charter flight took us from **Chobe River** to the **Okavango delta** and the **Xakanaxa** camp. What lovely people and guides. Our group melded with their personas and had a ball! 'More bumpy!' 'branches on the left!' became catch cries as we were taken through this wilderness wonderland of creatures.

From great fishing owls to pranking impala, we had our epiphany one evening watching a pack of wild dogs resting in a hollow. It was about 18 strong. At the instigation of the alpha male and his partner, all were nuzzled up and suddenly on active hunting duty! The reactions of the group were instant; no noise; no fuss, just a few ear flaps and a sharp push. The alpha male shot across the horizon to chase a maelstrom of fleeing antelope – red lechwe; some of the rest of the pack went across the swampy

Continued over page



Xakanaxa sunset drinks

wetland to assist, only to encounter a stropky crocodile and quickly retreated. Within a few minutes, the entire pack had splashed across swampland to engage with their next food source beyond our reach- but it had been a singular experience for everyone. Even our guide was near speechless – ‘I’ve rarely seen anything like that before!’ The pack passed us during the next day; their intimate understandings, instincts and the speed of decision making had to be seen to be believed.



Night viewing of the waterhole at **Okakeujo** was enthralling, fully deserving of its worldwide acclaim as an oasis in the desert. At least 14 rhino came to drink by 1am.



Wild dogs on the hunt

More charter flights took us into **Onkoshi Camp, Etosha**, in **Namibia** on the edge of the Etosha pan- the first time Nicholas had come this way since 2005! Animals teemed around the water holes, none more so than zebra – there were so many – along with some violent fighting between individuals. Although we sighted some rhinos here, it was not until we were close to **Namutoni** that we enjoyed a relaxed and hungry rhino at the side of the road chewing his way through what were obviously delicious bushes.



Rhino at Etosha

Despite the long road trip, arrival in **Entendeka** (in the local language meaning ‘hill with flat top’), located in far **North West Namibia**, brought us to a totally new ecosystem. An erratic 100mm of rainfall p.a. supported succulents such as *Euphorbia damarara* and a variety of stunted trees on a basalt boulder rock base broken down by wind and

Continued next page

weather over the last 138 million years. Yet there was life! Elephant, giraffe, springbok, oryx, mountain zebra and kudu somehow survived in this inhospitable land and were commonly sighted on our game drives.



Entendeka terrain

Bonny, our local guide, turned the pages of a geography text book every time he took us out with his intimate knowledge of the terrain, explaining interrelationships, animal behaviour, identifying spore and even finding the print of a leopard.



Entendeka aardwolf

Bonny was a demanding but entertaining master of ceremonies at dinner time as he introduced our always delicious and healthy food both in his native clicking San desert language as well as our own. **Dennis** fired up our imaginations with his passion for the local geology.

Prior to our final day, **Nicholas** had brought in trackers to seek rhino in the conservancy, led by **Bernd Brell** and **Simson Uri-Khob**, without any guarantees of success.

The day began with a fruitless rough drive into one valley, but then it appeared as if there really was some evidence of fresh rhino spore! Who would like to go with the trackers?

It was 10am; hot and getting hotter; we had less than a litre of water each; there was no guarantee of finding rhino; no one knew how long it might take; not everyone was dressed for the chase; the only walking tracks are those made by the animals such as elephant and springbok and however far it was, the return journey would be just as long. Ordinary people would have gracefully declined and replied with a 'No. Take me back to my tent. Fatten me up some more. This is a luxury safari after all!' Our crazy group threw up nine trackers!!

So over the basalt boulders we went, tracking the trackers from one valley into another making our litre last as long as we could and the day became hotter. Two and a half hours later, with the adrenalin pumping, we stood on a rise to spy two black rhinos in the valley below and the pain and discomfort of the walk disappeared with concentrated clicking of cameras and excited whispers.

The trackers say that the wind swung around. As soon as one got a whiff of our scent, he roared, snorted, farted and together they took off at a gallop. What a sight!



He catches our scent

All we had to do was get back – another two and a half hours with little water? Was it possible? An hour into the return, after avoiding the reverse charge back down the valley by the same two rhinos, our trackers led us to the most refreshingly clear spring where we guzzled, splashed and rested.

Yes- six hours altogether; 15 kilometres; some falls; bruises; broken shoes; tired bodies but a challenge surmounted and spirit enhanced.

Inspirational!

Our thanks go to Nicholas for the opportunity to meet passionate people and to tread on places populated by rare and vulnerable animals. To the group – well done for the dedicated participation; the shared sense of fun, laughter and companionship.

Continued over page



Africa!

Recommendation: If you have the chance, get on the next one!

Alex James

Some additional comments;

We felt privileged to have such a great group of people to travel with. Everything ran smoothly as per usual with Nicholas at the helm.

The pack of 17 Hunting Dogs at Okavango was probably one of the highlights. Okaukuejo and the waterhole was my favourite place and would like to stay there again for at least 2 nights.

Listening to people like Brent Stapelkamp and Gary "The Water Man" speak from the heart was inspirational. Also on the way back to Onkoshi one night we had a moment with a juvenile bull elephant approaching the vehicle. He had his trunk up and smelling us and moving closer, trunk up and smelling us and moving closer again. It was very exciting but sad that we eventually had to start the vehicle and we frightened him away.

The rhino viewing in Etosha was well worth the effort and, sometimes, discomfort.

Deb and Chris Mitchell

Rhinos, including one with her baby at the IAPF compound, Nakavango, and another one strolled passed our vehicle meters away in Etosha, and then part of our group followed trackers for 16 kilometers in Etendeka only to spot 2 rhino and then observe them roar past them down the gully. What magic. Plus giraffe and elephant everywhere and

observed them crossing the Chobe river, also pushing down a tree which sounded like gun fire and then 6 elephants coming from nowhere to eat the branches. Lion and lionesses up close and personal, leopard with a kill in a tree only minutes from our XAKANAXA camp, a cheetah crossed just in front of us and we watched it walk into the scrub as we left Hwange reserve, zebra - both types - and observed a fight at a water hole and filmed it, springbok, oryx, kudu, dik-dik, black faced impala and impala, a klipspringer, steenbok, red hartebeest, wildebeest, eland, sable, a rare caracal cat crossed in front of our vehicle and walked into the bush, Jackal, not only 17 painted dogs but stayed with them for an hour and then watched as they pursued a red lechwe for a kill, baboons and 2 with their dead young ones - a rare and moving sight, crocodile, cheeky monkeys who stole food and raided our vehicles, hippos, slender mongoose, hyaena feeding on a kill then bathing in a waterhole to cool off, scrub hare, warthog, an ardwolf popped his head up and said goodbye as we left Etendeka camp, a rock dassie appeared as we ate our lunch on route to Windhoek, penguins, ostrich, kori bustard, grey-headed kingfisher, crimson-breasted shrike, a tiny owl, an owl in her nest only meters away, african hoopoe, bee-eaters, eagles, lilac-breasted rollers, vultures, storks and many, many birds through the whole trip. I guess our prayers and the Holy-water we carried worked, thankyou Lord. What a list, how lucky we were!

The camp people we met on the trip and our guides were exceptional and friendly, all the people of Africa were most friendly and polite, we always felt very comfortable and safe where we went throughout our trip.

It is a trip Barb and I will remember always and we can go through our photos to relive the experience. I have photos of all these we can share.

Bob and Barb Masters

Rhino Ranger Support Scheme adventure April 2016

I have recently returned from a 6 day adventure in the **Save Valley Conservancy** helping support the **Rhino Ranger Support Scheme** and I can truly say it was one of the most rewarding experiences I have ever had. **It was a fascinating blend of making lifetime friends, viewing the wonderful wildlife and being involved in an incredible conservation programme.**

At the start of our journey we stopped off at a local school and despite it being in the middle of nowhere and in the school holidays we found children in attendance and we **donated around 60kg of school stationery** that we had loaded up our suitcases with. They were thrilled with our gifts and rewarded us with a stirring rendition of their national anthem. **Nicholas** replied with a less stirring rendition of head, shoulders, knees and toes...



The work that **Bryce** and his team are doing on the ground is amazing. His dedication to the cause and determination to eradicate the poachers in the area has to be seen to be believed. He has managed to transform a group of local young men into keen and disciplined rangers who are getting the job done in a tough environment. Spending time with these young men and helping them out with our clothing and kit donations was a moving experience. Aside from this, their ability to track wildlife was very impressive and there was never a dull moment in our quest to view and track not only rhino but a host of other wild animals in the conservancy.



The game viewing was incredible and we spent many hours exploring the conservancy from the back of the 4WDs. A moment that none of us will ever forget was when we came around a corner to be met by a herd of elephants with 2 babies. They did not take kindly to our presence and 2 of the female cows came at us at great speed with ears flared wide and trumpeting loudly. We managed to hot tail out of there at a rate of knots. It was described by someone as an "undie changing moment..."

The fact that the animals in Save are very unused to human contact was a real highlight for me and made the ranger's tracking skills even more vital!



Our hosts, Bryce and his wife **Lara**, were lovely people who made our stay very special. Their passion for the future of African wildlife shone through and they went out of their way to make sure we returned with some incredible memories. We'd also like to thank **Gary and Mel Duckworth** for their lovely hospitality at **Mokore ranch**. I believe I can speak on behalf of my fellow travellers in saying that it was a genuinely life changing experience and if I get another opportunity to go again I would do so in a heartbeat!



Giles McCaw

Rhino Ranger Support Scheme 2015

Mum told me about the sponsor a ranger program and I thought that sounded really cool so I asked if I could go and she said I could.

The day arrived, we set off at night and after delays which seemed to last for hours we eventually arrived in Harare, late and tired. After a night at the Bronte we travelled 6 hours to **Sango** and when we finally got there it was worth it.

I was looking forward to meeting **Bryce**, the head of the anti poaching unit, but we were told that we wouldn't be able to meet Bryce immediately as he was following some poachers who were in the park. This suddenly made it really real.



The next day at about 6am we went for a game drive and saw zebras, giraffe and lots of impala.

We came back, had lunch and then some down time and the oldies went to bed. That was the only boring bit of the trip when the oldies had to have a nana nap. We then went out for afternoon /evening drive and saw loads of cool animals.

We returned and had dinner. Then off to bed.

The next day we did the same again and saw loads of great animals. We also met **Shannon** the head ranger manager from the south and the brother of Bryce. We met Bryce that night as the poachers had left the conservancy but Bryce had recovered a back pack which he showed us the contents of that night.



Next day we went to meet all the rangers and gave out all the kit we had brought with us from SARF. That was awesome and the rangers sang to us, they were such good guys.

In the afternoon we split into groups and some of us went to see the painted dogs and the other group went to work with the rangers and track down the rhinos. I wanted to go to the rhinos so I put myself in the group for the rhinos. We were all taught how to track and look for the spoor, it was really interesting. We then walked for three hours and tracked a family of three rhino - it was amazing.

We then went to look at some **bushman paintings** in the rocks but on the way we saw a massive snake. Shannon got out of the jeep and caught it.



After the paintings on the rocks we were driving back and we came across a herd of elephants. They were not happy and they started trumpeting at us before this really big one charged out of the trees and started to chase us. It was one of the best parts of the trip, being chased by elephants.

Next day I asked if I could go on the **rhino tracking** again. Again we tracked for about 4 hours - I was getting really good at being able to pick up the spoor. We found a rhino again and it was massive - he stood and looked at us for ages.

The next day we went on a bush walk and Shannon and Bryce taught us how to **light a fire using sticks**. We also looked at plants and insects and were taught what to eat and make rope out of.

That night we ate and slept outside with just a sleeping bag. We lit fires the proper way and I sat round the camp fire with the rangers. It was a great night. I want to be a ranger.

Continued next page



Next day we went out again and it was the last day, I was really sad. We had a great game drive and we found two lions on the road and we sat and watched them for ages.

Then the best thing in my life happened. Mum and dad said that I could stay for another week, which was awesome - they were going back and I was going to stay with the next SARF group and **Chris Wade** was going to look after me ...awesome. Not going to say anything more about my trip as when your parents go home ...what happens on safari stays on safari....

Harrison Hobson, age 15.

RRSS May

I have just returned from a trip to The Save Valley Conservancy, situated in the South East of Zimbabwe. The beauty & diversity of this wilderness area is truly magical. The hard work & dedication given to protecting the Black & White Rhino highlights the complexity that is involved in conservation.

I travelled with Nicholas Duncan & five other wildlife enthusiasts. We met Rangers that had worked with protecting wildlife for 20 years to new recruits who were being trained for this profession. This is a job that demands long weeks in the bush, rough camps & always danger from poachers & the animals themselves.

As a group we were able to give our thanks for this essential work & some well needed hunting knives. In return we were given a sincere acknowledgement that SAVE African Rhinos Foundations involvement in the protection of the animals & wilderness of Zimbabwe, a country that is so far away from Australia, is deeply appreciated.

Thank you Nicholas for making this truly memorable opportunity a reality. So much more than an African Safari.

Cheryl Brigden

The pristine African wilderness with stunning scenery, walking into the bush with rangers to see many of the protected rhinos, a heart warming ranger parade, an early morning walk culminating in a sensational

encounter with a black rhino, incredible stories of courage and determination to combat the poachers, ancient rock paintings, dinner under the stars, magnificent wildlife, bush craft, a room with a view... all packed into an awe-inspiring week at the Save Conservancy and proudly supporting the remarkable Rhino Ranger Support Scheme.

Kate Jenvey



Being in the wilderness with dedicated people saving dwindling species and habitat was a real 'shot in the arm'. It gladdened my heart to meet and talk with the Rhino Rangers and their trainers. Listening to their exploits confirmed their love for 'their bush', and 'their animals', especially the rhino.

The world owes much to the likes of Bryce and Shannon, together with their father Pete Clemens, who are training up a very special squad of men to ensure the safety of the rhino.

It was very emotional seeing how our donations motivated the men at the 'battle front'. The hand-over ceremony left all concerned walking - on - air with pride.

The Save Conservancy Rhino Ranger Support Scheme owes much to Nicholas Duncan and his amazing fund - raising abilities.

Fettes Falconer

Committee trip

In late January 2016, a group of SARF committee members flew into Harare for the start of our annual committee trip. Each of these committee members funds their own travel, allowing SARF to continue to provide funding to various projects with minimal administrative costs. Excitement was in the air; not only would we be once again visiting our largest project, which had recently had an amazing success in the field and the courts, but we were also heading to Mozambique to assess a new project SARF was considering providing significant funding to.

As always our day in Harare involved meetings with many different stakeholders from both private NGOs and National Parks. These meetings often ended with a "SARF gift pack" of items such as GPS, uniforms, cameras and batteries; the handover inevitably captured in a photo of Nicholas, the SARF team and a very happy recipient.



The next day we left Harare for a 6 hour drive down to the **Lowveld** area, where we would be staying at **Mokore Lodge** in the **Save Valley Conservancy (SVC)**. As in the past, we met up with the warden from **Lake Kyle NP** while on the drive down and handed over a few bits and pieces for one of their vehicles.



On arrival to SVC we were greeted by **Bryce and Shannon** from the **Special Species Protection Unit (SSPU)** who would play host to us for the next 3 nights. We also had the team from **Chipinge NP** waiting for us as we had organised to hand over a bunch of kit. This catch-up turned into an impromptu, side of the road, mechanical inspection on their Land Rover (previously donated by SARF) by our secretary Rick. Without a roof or windscreen wipers, and this being the rainy season, the poor rangers had driven under an umbrella and wiping the screen with a cloth! At least we'd brought rain to the parched landscape.



Finally we started the drive through the conservancy and decided to take bets on what animal we would see first. Needless to say none of us won as the first sign of life we came across was a herd of goats! We were assured that they had only strayed a few hundred meters from a SVC homestead where they were kept for staff rations. Somehow I can't imagine that they are a very relaxed herd of goats! On the drive through to Mokore we were struck by the dry earth and the lack of green, especially the almost non-existent grass. We all knew that the area was going through a drought, however seeing it first hand was truly shocking. Luckily some good rainfall had occurred a few days earlier and some even better rainfall fell while we were there. One drive, a 90 minute trip in the back of a Ute during a torrential African storm, was fun for the first 20 minutes but started to wear thin once our boots had completely filled with water. I am now led to believe that there is limited but sufficient feed available for the wildlife, which is fantastic news.

The highlight of the trip was going to the scene of the most recent shootout where after years of poaching rhino a notorious gang was apprehended, which culminated in their leader being sentenced to 30 years imprisonment! It was amazing to get to see where it all happened. Even in the drought conditions the bush was incredibly thick, which makes you appreciate how brave the rangers are to be out there every day risking their lives to protect these

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magnificent creatures. Bryce and Shannon, famous for their story telling abilities, kept us on the edge of our seats as they went through every detail of the encounter. We were delighted to be able to reward the rangers who played a major role in this capture.

Thanks to **Donny, Bryce, Shannon and Lara** for once again looking after us and showing us your special part of the world.

Our next stop was the amazing **Malilangwe Reserve** where we spent two nights meeting up with some key players in Lowveld security. We also managed to go on a few game drives, the highlight being a magnificent Tusker, which for many of us was the biggest we had seen.

With the sun set on our time in Zimbabwe, we travelled into **Nelspruit, South Africa**, and met up with



Damien Mander of the International Anti-Poaching Foundation. Together with some of his colleagues, we proceeded to cross the border into **Mozambique**, where the drop in wealth and living standards became instantly apparent. A long drive on rough roads finally brought us to the **Sabie Game Park (SGP)**. The SGP is a 30,000ha reserve that is part of the **Greater Lebombo Conservancy (GLC)**, which is a thin strip that runs up the western border of Mozambique. The other side of the border is the **Kruger NP**, an area home to around 40% of the world's rhino. The drought in this part of the world was even more severe than in Zimbabwe. It was difficult for us to see many starving and dead herbivores.



During our two nights stay we met most of the team on the ground and they gave us detailed information on their operations and their many successes so far. As a result of a fundraiser last year with Damien, we had raised enough funds to refurbish their operations rooms.

Continued over page



The whole conservancy is used by local villages who are highly involved in the poaching industry as a springboard into the Kruger NP. We drove through many of them, witnessing new construction and shiny cars. The most startling example was in the town of **Massingir**, a notorious poaching hotspot which had houses that wouldn't look out of place in the Western Suburbs of Perth!

By far the highlight of this portion of our trip was the privilege of seeing a group of rhino that had crossed the border and had been living in Mozambique for a few weeks. Rhino are officially extinct in Mozambique, so you can imagine how amazing this was for a group of rhino lovers. Thanks to Damien and all of the team who looked after us as well as opening our eyes up to what is happening in this part of the world.

The remainder of the trip involved a slow drive back through the border and into the Kruger NP, spending a relaxing night at the beautiful **Olifants** rest camp before our final night near the town of **Hoedspruit**. The drive through Kruger had a sad note as one of our cars came across a



freshly poached rhino mother and were told her calf had been seen wondering around by itself.

This calf was thankfully found alive 5 days later, however it was severely dehydrated and had machete wounds across its back, where the poachers had try to immobilise it without the sound of a loud gunshot. The cruelty involved in such an action is sickening. After we said our goodbyes and went our separate ways, 3 of us hired a car and did a few walks and game drives around the Kruger area. Although we had some amazing sightings of cheetah, wild dog, leopard, lion, elephant and both white and black rhino, we also had another sad sighting of a rhino poached only hours earlier and her calf running around lost and distressed.

Once again our SARF committee trip was a true eye-opener. Witnessing these projects in action and conditions on the ground, allows us to ensure that we continue to support projects that are doing great things in conservation and have potential to help save the iconic rhinos of Africa.

Evan Litis



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Done right, Demand Reduction can work

Breaking The Brand was founded on a simple premise. By understanding the motivations of the primary users of illegal and/or endangered wildlife 'products' (for want of a better word) it is possible to build campaigns to influence the patterns of purchasing behaviour and stop the demand. You can find out more about Breaking The Brand's approach at: <http://breakingthebrand.org/how-to-create-a-demand-reduction-campaign/>

I started interviewing the **primary users of rhino horn in Viet Nam in early 2013** and it became apparent that there were only 2 or possible 3 motivations that would elicit a large enough emotional response in the current user groups to trigger them to stop using rhino horn, in a time frame that is useful to save the rhino from extinction in the wild.

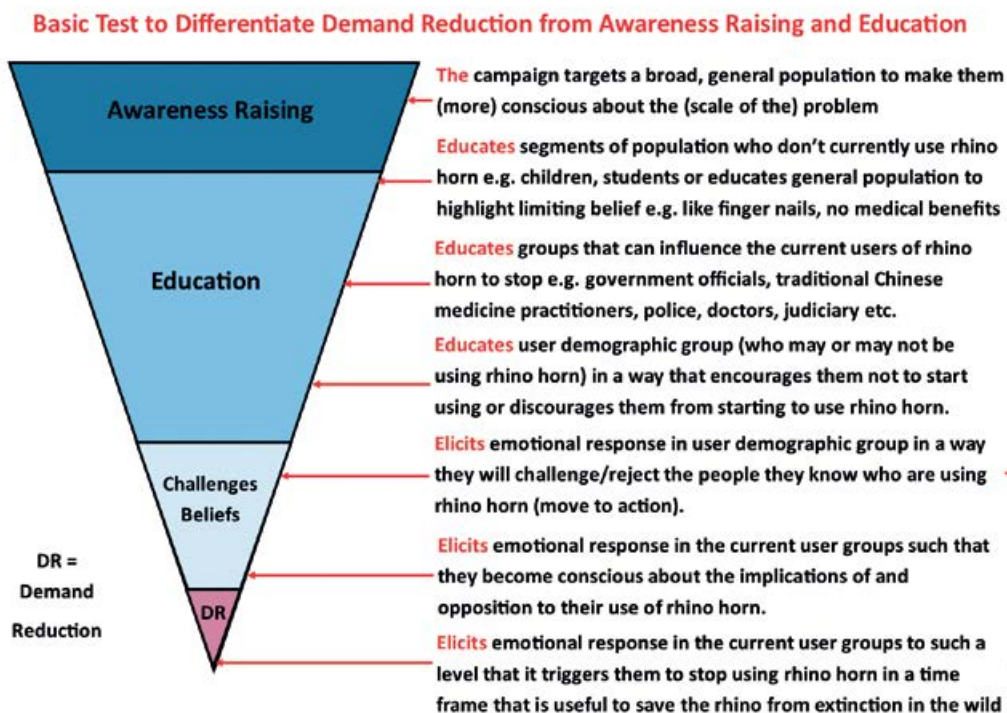
- **If using rhino horn negatively impacts my health or the health of someone important to me (family, someone I am wanting to impress etc)**
- **If using rhino horn has a negative impact on my personal status as a result of consuming it or giving as gift**
- **If stopping using rhino horn enables my entry into a higher status group**

So when you see a campaign targeting rhino horn users, ask yourself "Would this advert cause health anxiety or status anxiety in the primary users or would it enable them entry to a higher status group if they give up rhino horn?"



Only if the answer is yes, is the campaign a demand reduction from BTBs perspective. Why is this a critical point? For two reasons:

1. It provides insight in to just how little is being spent on demand reduction/behaviour change campaigns: <http://breakingthebrand.org/how-much-is-spent-on-rhino-horn-demand-reduction-campaigns/> and I write more on the types of campaigns needed in: <http://breakingthebrand.org/discomfort-triggers-behaviour-change/>



Continued over page

2. In the run up to the CITES meeting later this year, pro-trade trade groups will try to prove that a legalised trade in rhino horn is the only way to save the animal. One of the final things to stand in their way is a successful demand reduction approach to drive down demand. Currently too many **awareness raising and education strategies** are being packaged and sold to the public, and donors, as demand reduction and they are not. I wrote about this in January 2015: <http://breakingthebrand.org/poor-quality-demand-reduction-campaigns-and-strategies-will-provide-ammunition-for-pro-trade-lobby-groups/> If this does not change, it has the potential to provide the pro-trade lobby with 'evidence' that demand reduction strategies can't work.



Expanding on point 2, in September 2015, **Pelham Jones**, chairman of the **Private Rhino Owners Association (PROA)** in South Africa stated on national TV "Despite billions being spent on an annual basis to collapse the illegal demand, it is not working." <https://www.youtube.com/watch?v=Lj6NoXq43sI> I have not seen a response from large conservation about this statement. May be this is because some large conservations organisations have decided not to take a stance on trade?

Conserving rhinos will depend on human behaviour change. Only by delivering **demand reduction campaigns** in a currency that resonates sufficiently with

the users, even if it does seem distasteful to us, do we have a chance of triggering behaviour change in purchasing and lifestyle decisions.

As conservationists we need to examine our assumptions and values in relation to what we support and tolerate from demand reduction campaigns. In the same way that we have come to accept 'drastic' road safety and anti-smoking campaigns, we need to accept equally drastic demand reduction campaigns if we really want to stop the demand.

Lynn Johnson



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