

## BIOGRAPHY ANTHEA ROSSOUW

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Anthea is the founder of the Dreamcatcher Foundation, South Africa and has almost 30 years experience of working in the tourism sector. Focusing on empowering women and youth to take charge of their future by using local resources, culture, the environment and their heritage, to develop successful tourism micro-enterprises, Anthea pioneers innovative -and outcomes based solutions to stimulate local economic development.

For visitors who want more than a bus-window, cookie cutter tour to South Africa, this is very good news. As product, destination - and strategic marketing development specialist, Anthea knows the country inside out. Her innovative and results-driven approach to facilitate amazing tour content, increase local sustainability and meaningful encounters in local communities across South Africa, changes a tour from a total sight-seeing one to a life-seeing experience, has earned her the moniker of *'The Dreamcatcher'*.

Recognised at training institutions with a sustainable socio-economic focus, world-wide, Anthea has extensive experience of working in tourism and local economies, with roles including Executive Chairperson of the International Marketing Department of the national Tourism Board, member of the Western Cape Tourism Board and serving on the Garden Route Tourism Authority. She is Chairperson and founding member of the Global Community Tourist Network, working with 14 international member countries under the branded experience *'Go truly Local'*.

Anthea's childhood roots are in the Eastern Cape, homeland of Nelson Mandela, thereafter settling in the Hessequa, Garden Route, Western Cape. It is here where she has been involved in numerous community development projects to facilitate quality of life, including setting up Jagersbosch and Soeterus community care centres, Stilbaai tourism Bureau and Stilwaters Retirement Resort. She was also instrumental in developing inter alia the

tourism development plan of the Greater Cederberg Biodiversity Corridor and Genadendal.

Current projects include a tourist destination development project for Melkhoutfontein, after years in planning and extensive consultation with the residents, where she also incidentally lives. Named *'Wasteland - Graced Land'*, the truly local and interactive community engagement experience involves regenerating and saving of St. Augustine's church, 'La Bloemen' Botanical Garden, the Paint Up Kamamma cultural awakening project and using waste and local resources to develop arts and crafts as part of an extensive environmental re-development programme.



- Community & social engagement specialist
- Destination development
- Re-Imagining of tourist experiences and routes to include local engagement
- Product development, skills transfer, training and mentoring
- Enterprise development to effect socio-economic growth
- Marketing and Business Channelling
- Motivational, keynote & tutorial Addresses
- Events co-ordination and Management
- Behaviour, impact & assessment research - specific expertise at community level