



# Adventurous Reflections

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



Changing thought,  
changing behaviour,  
impacting lives.



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# R E F L E C T I O N

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Reflection is the ability to bounce light off of something, the potential to reflect light. A material with the potential to give light more purpose than just being absorbed with limited reach.

A lighthouse reflects light from mirrors to become a beacon of hope and safety to ships at sea in troubled waters. A lighthouse is a symbol of safety and awareness even in times of no challenge.

**Reflection in the adventure industry** is the ability/opportunity to look back on experiences; to investigate and analyse your own thoughts and behaviour; to analyse and assist group thinking and behaviours; to reflect on alternative actions; to look for better applications; to become better, safer, and more efficient; and to learn from experiences and transfer the learning to diverse real-life situations.

**The South African Adventure Industry Association** is a lighthouse reflecting light, light generated by the collective energy and momentum of its members to again provide the broader industry with the capacity to professionalise in a safe environment.

**The Adventurer:** guide, facilitator, or entrepreneur is a lighthouse reflecting experiences to create life changing moments of impact for their clients.



## D E T A I L S

Hosted by the South African Adventure Industry Association.

### **DATE:**

24 - 27 July 2023

### **FORMAT:**

Sleep over and drive in.  
Exhibitions, practical workshops, talks.

### **VENUE: Heronbridge Retreat.**

- Proud SAAIA member and supporter in Gauteng.

### **TICKETS:**

FULL conference delegate tickets include all conference presentations, refreshments, lunches and evening events that include dinner.

DAY delegate tickets include conference presentations, refreshments and lunches. They do NOT include evening activities.

FULL conference delegate tickets including accommodation, breakfast, evening events are available on request.

### **PRICES:**

<https://www.adventureassociation.co.za/2023-conference>



# PROGRAMME

## DAY 1 | 24 JULY 2023

**12:00:** Registrations open & Exhibitions (set up from 8:00)

**16:30 - 20:00:** Meet and Greet Mocktail Dinner at Heronbridge Retreat

## DAY 2 | 25 JULY 2023

**07:30 - 16:00:** Registration

**08:00 - 09:00:** Breakfast (overnight delegates ONLY), Demonstrations & exhibitions continue,

**09:00 - 09:30:** Opening

**09:30 - 10:30:** Session 1: Simon Priest "The importance of Reflection in Adventurous Experiential Learning".

**10:30 - 11:00:** TEA, Demonstrations & exhibitions continue.

**11:00 - 12:00:** Session 2: SATSA "Adventure Chapter & ISO"

**12:00 - 13:00:** Session 3: VSS - Darren Erasmus talk & demonstration on "Vertical Safety Solutions & Regulations"

**13:00 - 14:00:** LUNCH

**14:00 - 15:00:** Session 4: Prof Graeme "Stories from the edge: and adventurous life"

**15:00 - 16:00:** Session 5: Speaker to be confirmed.

**16:00 - 18:00:** TEA, Demonstrations & exhibitions continue.

**18:00 - 22:00**

Drumming Circle, Dinner and Bonfire at Heronbridge Retreat

## DAY 3 | 26 JULY 2023

**07:30 - 16:00:** Registration

**08:00 - 09:00:** Breakfast (overnight delegates ONLY), Demonstrations & exhibitions continue,

**09:00 - 10:00:** Session 6: Jessi Sunkel "Opening & SAAIA Professional body news, & developments"

**09:30 - 10:30:** Session 7: Neil Haarhoff from Stanford Lake College "A model for integrating education & adventure in schools".

**10:30 - 11:00:** TEA, Demonstrations & exhibitions continue.

**11:00 - 12:00:** Session 8: Fred Bohasu "Leadership and Change: transformation within the adventure industry."

**12:00 - 13:00:** Session 9: Pieter Snyman "Why intentional experiences? (The impact of Adventure"

**13:00 - 14:00:** LUNCH

**14:00 - 15:00:** Session 10: Mona Preller "Case studies for client services, product quality and innovation in product delivery".

**15:00 - 17:30:** Game drive & cocktails

**18:00 - 18:45:** Wine Tasting

**19:00 - 22:00:** Spitbraai, talk by ministry TBC

## DAY 4 | 27 JULY 2023

**07:30:** Registration

**08:00 - 09:00:** Breakfast (overnight delegates ONLY), Demonstrations & exhibitions continue,

**09:00 - 09:30:** Opening

**09:30 - 10:30:** Session 11: Francois Nel "Exploring the evolving role of the Adventure Industry in Southern Africa's Outdoor Recreation sector in the Post-COVID Era"

**10:30 - 11:00:** TEA, Demonstrations & exhibitions continue.

**11:00 - 12:00:** Session 12: Allan Williams: "Facilitating youth development in communities at Risk"

**12:00 - 13:00:** Session 13: Alan Champkins: "Challenge by Choice & comfort zone models in Adventure Experiences"

**13:00 - 14:00:** LUNCH, Demonstrations & exhibitions continue.

**14:00 - 17:00:** Demonstrations & exhibitions closing.



## A T T E N D E E S

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### **Who is this conference for?**

This conference is for anybody making use of adventurous endeavours to facilitate experiences - whether for recreation, education, development, training, therapeutic, or ministry purposes.

This conference is for any person wanting to be more knowledgeable or sensitive to intentionally make learning from adventurous experiences more impactful and life changing.

This conference is for any person wanting to be more knowledgeable or sensitive to intentionally facilitate adventurous experiences for a richer learning experience for their clients.

Any person wanting to broaden their horizons and wanting to be in the company of likeminded people with a passion for life and adventure.

This conference is the perfect opportunity to learn, network, gain tools, self-develop, and partake in sharing of your own ideas and trade.



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## PARTNERS

We are excited to announce that visiting us from Canada will be our keynote speaker, **Dr. Simon Priest**.

We have a growing list of **partners** that include The South African Outdoor Industry Association, Christian Camping Southern Africa, and a handful of universities.

Other **presenters** will include local academics, specialists, trainers, government, and more. These presentations will include talks, practical workshops and exhibitions.

**Topics** presented will include: good practice; theoretical studies; training; health and safety; safety standards; team dynamics; outdoor learning; adventure tourism; and more.

All presentations will be a reflection of the industry, and a reflection of the speaker as to how it impacts and enhances the client and provider's experience.



Get in touch with us if you would like to partner, exhibit, sponsor, attend or participate in this conference. We are so excited and are looking forward to seeing you at this landmark event!

**Dr. Pieter Snyman**

snymanpieterl@gmail.com

+27 82 882 7342



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