

iOcean Trust Year-End Report 2023-2024

Executive Summary

iOcean Investment Trust, founded in September 2023 by Sophumelela Qom, Nicolaas Booyens, and Andrea Bradfield, is dedicated to empowering individuals from learning to leadership, with a focus on marine conservation and community development.

Over the past year, we have successfully launched several programs and initiatives aimed at nurturing young talent and fostering a passion for marine protection. The individuals have been on a transformative journey and we have facilitated knowledge acquisition, leadership development and story-telling techniques with nature as a guide.

The organisation underpinning strategy is also to drive and facilitate fundraising activities to support programs; the collaborators and members are encouraged to carry out fundraising initiatives through their own networks, professions and organisations. An example being “The Last Shark” film launch, which created awareness and raised revenue from ticket sales.

This report highlights our key achievements, supported by photographs illustrating each activity.



Achievements of 2023

Community Outreach Day



Activity: Launch of the iConnect program (6–12-year-olds), engaging 200 local primary school students from the township. **Date:** September 2023 **Details:** We initiated the iConnect program with a beach clean-up and educational information session at Diaz Beach. The event aimed to raise awareness about marine conservation among youngsters and involved hands-on participation in environmental protection.

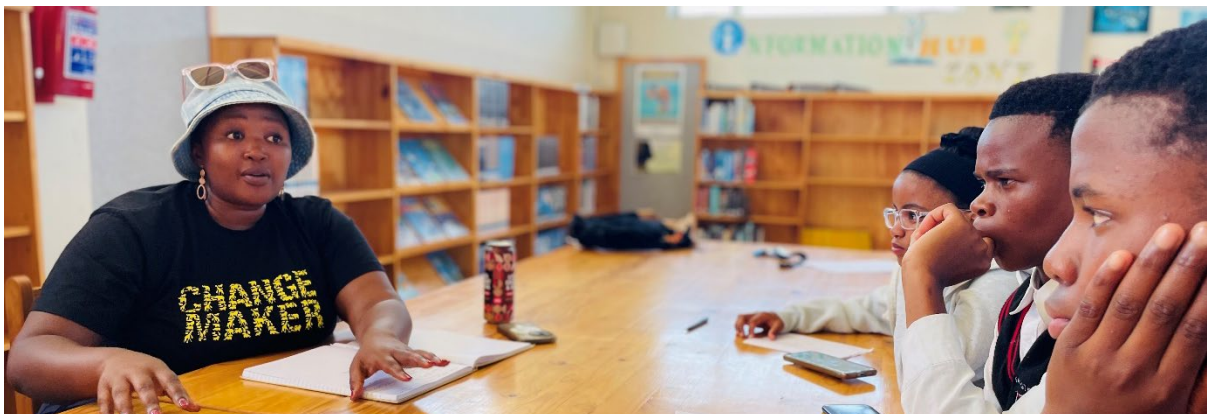
Other educational outreach supported the Santa Run in George for 200 underprivileged primary children and marine awareness to visiting hinterland schools on Santos Beach.



Summer Pop-Up Swim Session



Activity: The session provided an opportunity for local children to experience swimming and learn about water safety. It was a pop-up swim session for 50 youngsters. It was also an opportunity to identify and select candidates for our **iLead skills (14–16-year-olds) program** collaborating with Ikhaya and Glow Kids/Asla Park youth group. **Date:** October 2023 in Hartenbos **Details:** This swim session was organized to build confidence in the water, instruct learners on floating and start basic strokes.



iBeSure Career Path Program

Activity: Youth Month and harnessing the power of the media and building confidence. Learners spoke on TAMBO FM Award winning Community radio with a quarter million listeners, to promote a Mossel Bay Municipality Youth month career drive. **Details:** The learners felt empowered by sharing their stories, helped inspire others with their narrative and positive attitude. IOceans collaborated and built relations within the youth sector and other stakeholders.



iLead Skills Program

Activity: Two students gained work experience at a scuba dive school in Mossel Bay. **Date:** December 2023 **Details:** Our iLead program in 2023 culminated with two students obtaining their dive passes and gaining valuable experience in the field. This experience was crucial in helping them develop skills and confidence in marine environments.



Achievements of 2024

iBeSure Career Leadership Program

Activity: Working in close collaboration with other associations to identify potential leaders came together with four successfully facilitated leadership sessions for 40 youngsters. **Date:** January – March 2024 **Details:** In collaboration with the Wonderful Foundation, Reflect Model Agency, and Mossel Bay Municipality, we conducted four leadership sessions to guide and inspire youth in their career paths.





In collaboration with La Familia Training and Bay Loans, iOceans Investment Trust initiated a barista training skills program, providing participants with the opportunity to delve into the art of coffee making.

Through this initiative to brew the perfect cup of coffee, these individuals not only gained practical knowledge but also gained transferable skills crucial for personal and professional growth, that can lead to employment.

The program was then adopted by the Municipality and Wonderful Foundation to train an additional 30 learners. This collaboration and facilitation underscore our commitment to fostering talent and nurturing potential within communities and connecting young people with decision makers.

Narrative Storytelling Book

Activity: Creation of a narrative storytelling book. **Date:** February 2024 **Details:** The iLeadX team developed a book that chronicles their experiences in swimming and leadership. This book not only highlights personal growth but also serves as an educational tool for others.



Amanda Khanyi Shabangu was invited to join the iOI team, as a volunteer after graduating from Rhodes University in English and winning a Youth Nixon award at the GRIFF film festival in Mossel Bay.

We mentored Amanda to use her fun approach and creative insight, to guide the learners and using her network and fund-raising initiatives, the book is now in production and to reach a wider audience.

iFocus Workshops

Activity: Mentoring and workshops at iFocus Primary School. **Date:** March 2024 **Details:** Four iOceans Ambassadors were mentored on environmental education topics to assist with workshops at iFocus Primary School. This initiative aimed to enhance environmental awareness among young students.



Skills Development

Activity: Job shadowing and community engagement planning. **Date:** August 2024 **Details:** Through ioi, Olwethu Mthimkulu is currently job shadowing at the Mossel Bay Museum and Aquarium.

He is learning about aquarium management and assisting in planning marine month for October activities to engage the local community. Additionally, swim sessions are scheduled to explore basic techniques and the restorative power of water.



Ocean wise in October Marine Month

Activity: Developing young leaders that are ocean conscious with swimming and waterwise sessions at Santos Beach **Date:** October 2024 **Details:** Engaging with young Lifeguards, to facilitate sessions and enhance water safety and a deeper appreciate for the ocean.

The idea is to build a scalable replication model for similar programs throughout the year in the Mossel Bay coastal areas and along South Africa's coastline. The swim sessions are scheduled to grasp basic techniques, enjoy the restorative power of water and build confidence to join Lifeguard groups or become dive instructors.



Activity: Bioblitz, observing nature, learning, collecting samples and adding to global Database for iNaturalist event, whilst out with Diaz Maritime Museum **Date:** September 2024 **Details:** Engaging with students from Nelson Mandela University and Willem Matthee.



Looking Ahead



As we move forward, iOceans Investment Trust aims to build on the successes of 2023-2024. Our focus will remain on enhancing our programs, expanding our reach through marine industry collaboration, and continuing to empower young individuals through skill development and transformative experiences in marine conservation and leadership.



Conclusion



The first year has been a period of trial and error and significant growth with a list of achievements for iOcean Investment Trust. We live at the tip of Africa, this is the heartbeat of the World where humans have had the longest relationship with the ocean, perhaps 200,000 years. Africa is the birthplace of us all, and the wild shores where some of our first ancestors first walked. Today we have lost our connection. We aim to reconnect the next generation through oceans and nature-based experiences.

With the support of our founders, partners, and dedicated team members, we have made meaningful strides in empowering youth and promoting marine conservation.

We look forward to continuing this journey and making an even greater impact in the year ahead.

For more information and updates, please visit our website and follow us on social media.



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29-Feb	NGO Youth Forum Meeting	All ages		Diaz hotel	Andrea & Amanda		Eden Protocol, Skipper Foundation, Ikhaya, Wonderful Foundation, Go Dive, LaFamilia Barista. Keep Fin Alive, Earth Legacy Foundation.	
26-Mar	Media Skills (Meeting Tiah Beautement - published author)	12-16 yrs	5	Thusung Centre Kwa	Amanda	Meeting Tiah Beautement - published author		
20-Apr	Leadership Course	18-28 yrs	50	Barcelona, Kwa	Wonderful Foundation, Sophu, Andrea	Ikhaya, Asla Park Youth Glow Group	Wonderful Foundation, Mossel Bay Municipality	
24-Apr	Media Skills (book writing)	ioi LeadX kids 12-16 yrs	3	Thusung Centre Kwa	Amanda	(Zineqa, Miguel, Lucrecia		
27-Apr	Leadership Course	18-28 yrs	15	Indoor Centre	Refletk Model Academy,	Ikhaya and Asla Park Youth Glow Group	Refletk Model Academy, Mossel Bay Municipality	
11-May	Leadership Course	18-28 yrs	22	Indoor Centre	Wonderful Foundation, Andrea, Sophu	Ikhaya and Asla Park Youth Glow Group and others	Wonderful Foundation, Mossel Bay Municipality	
04-Jun	Leadership - Skills Barista Training (2-day Course)	20-28 yrs	4	Umhlaba Pottery, Mossel Bay	LaFamilia Barista	Elfredo Ashley Olwethu Xavier	Funded Bay Loans	R4,000
08-Jun	Conservation Day - Educate and Inspire Collaboration (Beach Clean, Aquarium tour and Ocean Pollution talk and practical)	7-13 yrs	50		Nico	Isalathiso Primary School Eco Club	Shark Research Unit, Arno Dias Museum, Craig Vijoen Incident working Group, DFFE, Municipality	
21-Jun	Web Page Design launched www.ioceaninvestment-trust						Amelda Von Tronder	R6,000 BV donation
18-Jul	Digital course and remote contact sessions	ioi Youth	4	Thusung Indoor Centre, Kwa	Sophu	Ashley, Olwethu, Xavier, Elfrido		
17-May	Biological Diversity Day	7-13 yrs	200	Kwananqaba - Isalathiso School	Andrea, Nicco, Sophu. -ioi youth Ashley, Elfrido, Olwethu, Xavier	Isalathiso School	Butterfly Sanctuary, Cape, SRU, Indigenous Honey, Wildlife Crime Info Network, Oyster Catcher Trail, Incident Working Group, SAPREC	

13-Aug	Podcast 28 July started interviews launched 2 episodes Women's month create awareness of ioi)				Sophu and Andrea		Michele Van Staden - Neuro Consultant (Ocean Therapy)	
19-Aug	Job search CV writing skills	ioi Youth	3	Kwananqaba CBS Café	Andrea	Ashley, Olwethu, Xavier	CBS Café	
26-Aug	Skills development (9 weeks). Inc. presentation to Museum interns each Friday.	ioi Youth	10	Diaz Museum	Andrea	Museum and Aquarium Job shadow Olwethu Mthimkhulu	Abongile Zenani and Amanda Human Diaz Museum Aquarium.	
17 18 Sept	First Aid - Level one (2-day Course)	ioi Youth	1	Mossel Bay	Andrea	Olwethu		R800 (BV Donation)
18-Sep	Marine awareness (Whale talk, Rock pool specimen Collection)	ioi Youth	3	Reebok, Little Brak	Andrea	Ashley, Olwethu, Elfriedo	Louis Cook-Whale Fin, Jonathan Kocks- Dias Museum, NMU Willem Matthee	Petrol (BV donation)
05-Oct	Safe Ocean Swim session -learning essentials of water and understanding currents and building water confidence and team building. Followed by Visit to Marine Museum and awarding winning Movie the Octopus teacher	ioi Youth	4	Santos Beach	Andrea, Sophu	Ashley, Olwethu, Xavier, Elfriedo	Gerswin Robertson and Chane Reineke (Life Guards) Amelda Von Tronder and Liam Swanepoel	R1,500 BV donation transport (2x t-shirts, lunch, transport)
12-Oct	Marine and heritage awareness (Point of Human Origin Talk and Caves Tour). Tip of Africa where humans had oldest relationship with the Ocean.	ioi Youth	8	Pinnacle Point	Andrea, Sophu	Ashley, Olwethu, Elfriedo, Lenka, Zeneqa, Lucrecia and Miguel	Dr Peter Neilson and Christopher Jantjies.	Petrol (BV donation)



iOcean Investment Trust
"from learning to leading"

Collaborate with Us

- ✔ Corporate packages
- ✔ Sponsor an individual
- ✔ Volunteer
- ✔ Start a hub in your coastal area

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