



iOcean Investment Trust

Progress Report January 1st - June 30th 2025

By Andrea Bradfield

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Overview

At iOcean Investment Trust, our mission is to take young people on a transformative journey — from early learning to future leadership. Through immersive marine, environmental, and plastic pollution education, we equip children and young adults with knowledge, confidence, and real-world skills. Our programmes nurture responsible citizens and inspire youth to become change-makers within their communities.

In just six months — from January to June 2025 — iOcean facilitated 10 impactful youth development events, engaging over 450 young people from diverse backgrounds across Mossel Bay and surrounding areas. These ranged from ocean literacy, career mentorship, and environmental workshops to team-building beach days, accredited training, and powerful storytelling projects.

We work closely with schools, youth groups, government, NGOs, and private partners to create hands-on learning that sparks long-term growth and engagement. Whether overcoming fear of water, becoming confident public speakers, or progressing into employment, our youth are at the heart of everything we do.

This six-month impact report showcases our strategic approach and growing influence, highlighting key events, partnerships, and youth success stories. As we work toward full Public Benefit Organisation (PBO) certification, this report also stands as a living invitation for support, collaboration, and funding to grow this vital mission from coast to classroom to career.

We also take this opportunity to congratulate our founder Sophumela Qoma on her new role as African Marine Network Coordinator for Sustainable Sea Trust, and to celebrate Nico Booyens' feature on *Kwêla* TV — a powerful media milestone amplifying our message to a national audience.



Monthly Event Milestones

January – Planning & Marine Leader Meeting

- **Date:** 30 January 2025
- **Location:** Dias Museum
- **Groups:** Facilitated by Andrea Bradfield: 10 leaders: Noel (Jounous Art), Lazola (iKhaya Sports Group), Elfie Holden (Skipper Foundation), Surf Kids (Thinus, Thurston (Sea Cadets), Esther Jacobs (Earth Legacy Foundation), Stephanie Nicolaides (PhD candidate on Environmental Management), Amanda Human (Dias Museum Aquarium Manager) Arno Munroe (DFFE), Yuliya Nilssen (Point of Human Discovery), Olwethu Mthimkhulu and Xavier Jobs (iOcean Ambassadors)
- **Activities:** Team building, brainstorming and planning iOcean programme for the year ahead.



February – Marine & Surf Education Day

- **Date:** 1 February 2025
- **Location:** Die Voor Bay Beach
- **Facilitated:** Surf Kids Foundation and Andrea Bradfield
- **Groups:** 10 youth from iOcean Trust and 50 Surfer Kids
- **Activities:** Surf lesson and marine and stranded animal awareness
- **Achievement:** Olwethu Mthimkhulu had a deep fear of the ocean after a near drowning experience as a youngster and now confidently surfing.



Media - Youtube interview & underwater film and snorkel session

- **Date:** 17 February 2025
- **Location:** Africa Media studio Mossel Bay
- **Facilitated:** Africa Media and Stephanie Nicolaide
- **Groups:** iOcean youth (Olwethu Mthimkhulu interviewed for youtube film and Amanda Khanui Shabangu iOcean Educator and youngsters photoshoot)
- **Activities:** Africa Media filmed Youtube footage and photo sessions assisting young swim learners to snorkel and take underwater footage.



Marine Career & Environment Education Day

- **Date:** 22 February 2025
- **Location:** Dias Museum & Santos Beach
- **Facilitated:** Andrea Bradfield
- **Partner:** Skipper Foundation
- **Inspiration:** World Environmental Education Day
- **Groups:** 65 youth from Surfer Kids, Skipper Foundation, Ikhaya Sport Group, Sea Cadets, Hillcrest High School Interactors, iOcean youth and community youth.
- **Activities:** Multi-faceted marine workshop. Team building and practical-based skill development through waterpaddle boating followed by career workshops and guest speakers from DFFE, SAPS, Transnet, Go Dive, Marine Guides, Mossel Bay Fire Services and Mayors Communication officer and Iron man athlete.



March – Human Rights Day/World Water Day: Photography & Expression

- **Date:** 21 March 2025
- **Location:** Langeberg Mall, Reflekt Studio
- **Facilitator:** Dani Greyling & Andrea Bradfield
- **Partner:** Reflekt Division
- **Event:** "Who am I?" – Photography and storytelling workshop focusing on water
- **Groups:** 75 youth from Surfer Kids, Skipper Foundation, Ikhaya Sport Group, Sea Cadets, Bayethe Multisport Academy, Hillcrest High School Interactors and iOcean youth and members from local community and local youth photograph enthusiasts.

April – Coastal Awareness & Team Building

- **Date:** 19 April 2025
- **Partner:** Skipper Foundation
- **Focus:** World Aquatic Animal Day, marine mammal strandings, beach teamwork, floating and paddle techniques
- **Groups:** 30 youth from Skipper Foundation, Ikhaya Sport Group, Sea Cadets, Hillcrest High School Interactors and iOcean youth.



May – Leadership & Conservation Engagement

- **Date:** 1 May 2025:
 - **Location:** Youth Leadership Day in KwaNonqaba
 - **Partner:** Wonderful Foundation, Mossel Bay Municipality (youth development), Bitcoin (Surf Kids sponsors)
 - **Facilitation:** Wonderful SA Foundation, Pearl Gumede and Andrea Bradfield
 - **Focus:** Leadership and entrepreneurship and group discussion
 - **Groups:** 30 youth from Skipper Foundation, Ikhaya Sport Group, Surf Kids, Hillcrest High School Interactors and iOcean youth.
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- **Date:** 2 May 2025
 - **Location:** Conservation Day at Town Hall
 - **Facilitation:** All conservation organisations in Mossel Bay
 - **Focus:** iOcean promoted iNaturalist and citizen science and networked
 - **Group:** (10 iOcean key ambassadors)

- **Date:** 9 May 2025
- **Location:** Career talk at South Cape College, Mossel bay
- **Facilitation:** Andrea Bradfield as Vice Chair of Mossel Bay Tourism
- **Focus:** Tourism and Marine careers (Olwethu Mthimkhulu talked about his journey)
- **Group:** 60 students

- **Date:** 21 May 2025
- **Location:** Santos Beach
- **Facilitation:** Shark Research Director and iOcean Director Nico Booyens.
- **Focus:** Filming for TV programme *Kwêla* featuring Andrea Bradfield and iOcean (Olwethu Mthimkhulu and Anda Stuurman talking about their fear of water and overcoming through iOcean intervention)
- **Achievement:** Both Olwethu and Anda were complemented by Therese Benade a veteran TV presenter on their confidence, who is oddly enough afraid of the sea and she was quite moved by interviewing Olwethu and asked for a photo with him.



June – World Ocean Day Celebration

- **Date:** 7 June 2025
- **Location:** Dias Museum
- **Theme:** "Where Land Meets Sea – Local Solutions for Global Impact"
- **Guests:** Facilitated by Andrea Bradfield 50 learners from Isalathiso Primary (Grade 4 curriculum-linked engagement)
- **Activities:** Message-in-a-bottle storytelling, marine recycling games, war cry celebration, youth-led marine education
- **Key Contributors:** Tiah Beatemont (International author and story teller)

👉 Key Partnerships & Contributions

- Shark Research Unit – Co-Founder /Primary CSR and technical support
- Bay Loans – CSR Partner /Funded Co-branded gazebo (R9,500) for outreach and pens and bags at each activation detailed in the report.
- Wonderful SA – Training partner
- Mossel Bay Municipality – Venue support and youth engagement
- Go Dive – Volunteers and dive sponsorships
- Earth Legacy Foundation – Marine puppets and educational materials
- Skipper Foundation – Practical training and facilitation
- Surf Kids – Surf and swimming facilitation
- Hillcrest High School – Interact Club
- South Cape College – Tourism student volunteers
- Africa Media – Photography and transport
- HelpingAtHome.org.za – Donation platform
- Justice for Jaws – Donated 20 T-shirts



☀️ Youth Development & Mentorship Highlights

Olwethu Mthimkhulu

- Recruited via leadership course, overcame ocean fears and speech challenges
- Now employed at Dias Museum through IOceans
- Completed First Aid, featured on *Kwêla*, assists with aquariums and is responsible for feeding the fish.

Xavier Jobs

- Joined in 2023, mentored while waiting for PetroSA
- Enrolled at PetroSA Centre of Excellence Feb 2025, remains active

Anda Stuurman

- Recruited via municipal outreach, supported while studying education
- iOcean facilitated a contract March-April through Ocean Research to present 'Captain Funplastic' in four Primary schools in Mossel Bay
- Anda now has a permanent Teacher Assistant employment at Garden Route Primary and continues to support iOceans as an Ambassador.

Jordan du Plessis

- From Hoedspruit, became qualified sailing instructor in 2 months
- iOcean facilitated the training through Skipper Foundation
- Jordan gained practical teaching experience with iOcean outreach activities



Media Coverage & Digital Engagement

Sunday 8th June 2025 May M-Net kykNET Broadcast *Kwêla* TV segment featuring Nico Booyens which included endorsements from Olwethu Mthimkhulu, Anda Stuurman, and Andrea Bradfield about iOceans – estimated 100,000–300,000 viewers

Mossel Bay Advertiser – Estimated readership 24,000 weekly and 70,000 Facebook followers and in May 2025 the Mossel Bay Advertiser reported 6 million views across its digital platform.

Instagram: @iocean_investment_trust – 212 followers

YouTube (launched April): 5-part series with Olwethu interviewed by Stephanie Nicolaides

Website: ioceantrust.org (videos and updates)

Website: helpingathome Association - fundraising platform aimed at overseas South Africans to donate to credible causes based in Switzerland.



<https://www.mosselbayadvertiser.com/News/Article/Local-News/learners-have-fun-learning-about-conservation-202506100945>

<https://www.mosselbayadvertiser.com/News/Article/Local-News/making-waves-in-marine-conservation-202506031156>

<https://www.mosselbayadvertiser.com/News/Article/Local-News/enriching-event-held-for-youth-202505180951>

<https://www.mosselbayadvertiser.com/News/Article/Local-News/young-people-free-course-on-leadership-on-public-holiday-202504290355>

<https://www.mosselbayadvertiser.com/News/Article/Local-News/young-people-taught-photography-skills-202503290957>

<https://www.mosselbayadvertiser.com/Motoring/Article/Local-Test-Drive/young-people-here-s-your-chance-to-learn-more-about-photography-202503141027>

Fundraising

- Awaiting PBO certificate to enable tax-exempt donations
- Bay Loans – Has been the model CSR partner and others welcome
- HelpingAtHome.org.za – International donor platform exposure
- Andrea Bradfield presented iOcean initiatives at World Travel Market and Indaba for tour operators to include interaction and school visits in their packages in Mosel Bay
- Merchandise - selling iOcean branded caps and T-shirts at Townhouse to tourist and at future events

Next 6 Months – Upcoming Plans

Key Events & Campaigns:

- Shark Week – July (Justice for Jaws sponsor opportunity)
- Marine Month – October (International Beach Clean) with Sustainable Sea Trust
- Set up more Interact & Environmental Clubs in local schools (Building on Rotary and connection with Hillcrest as a model to be replicated).
- Continue work with Mosel Bay Primary Schools Grade 4–6 to follow up on ‘Captain Funplastic’ initiative.
- Plan environmental and academic plastic programs with High Schools (grade 7-9 starting with Sao Bras High School) to roll out in January 2026 first term 2026 in Life Orientation lessons in line with the academic curriculum.
- Talent identification for future ambassador training (Community Hours)
- Target online teachers training with UNISA who need practical experience
- Collaborate with Gouritz Cluster Biosphere Reserve area and Mossel Bay Conservation organisations and conservancies.

Summer Swimming Outreach:

- Breaking down fears and cultural barriers to interacting with the ocean and having positive marine experiences are the cornerstone of iOcean. Collaboration with NSRI & Chane Reineke a trainee NSRI Instructor will target training in Powertown & Klein Brak for community youth to gain skills and instil water safety and confidence.
- Build swim proficiency for five iOcean youth ambassadors for scuba preparation and selection for GoDive Scuba December intern placement potential
- Partnership with Park Primary School and local swim teachers and lifeguard network to hold water safe swim sessions.
- Follow -up on sponsorship and partnership with Princess Charleen drowning prevention program for NSRI water safe sessions.



Program Costs (Key Needs):

- Caps: R80 | T-shirts: R120 - total uniform R200 (for 30 iOcean Ambassadors)
- Transport: R600 per trip + R50 lunch per youth
- Refreshments: R50 per youth
- Learning kits/materials: ~R30 per youth
- Swimming equipment - goggles, floatation devices, towels R10,000 (Summer program)

Summary

iOceans Investment Trust is steadily establishing itself as a **leading force in youth marine education and community upliftment**. In just six months, we:

- Delivered **10 high-impact events**
- Reached **450+ young people**
- Created **visible transformation** in confidence, skills, and opportunities
- Secured media exposure across print, digital, and national television
- Built partnerships with over **15 key organisations and institutions**
- Facilitated real career outcomes — from volunteering to formal employment and vocational pathways



Conclusion

We are proud to celebrate the following youth milestones:

- **Olwethu Mthimkhulu** is now employed full-time at the **Dias Museum and Aquarium**, where he manages the fish tanks and delivers public education — a remarkable journey from ocean fear to marine ambassador, supported throughout by IOceans mentorship.
- **Anda Stuurman**, who once joined our outreach as a shy education student, has now secured a permanent post as a **Teacher Assistant at Garden Route Primary School**, while continuing to volunteer as an iOcean Ambassador.
- **Xavier Jobs**, mentored by IOceans while awaiting entry into tertiary education, began his training at **PetroSA's Centre of Excellence** in February 2025 and remains involved in our initiatives.

These stories are not isolated — they represent a growing movement of confident, informed, and inspired young people stepping into leadership, employment, and community impact roles.

Looking ahead, we are scaling our reach through Shark Week in July, Marine Month in October, and swimming outreach programmes in under-resourced areas. We're also developing curriculum-aligned interventions for schools, and creating ambassador pathways for youth to earn recognition, service hours, and future opportunities.

With continued support, iOceans can take many more youth from learning to leading — creating a ripple effect of change that begins at the shoreline and stretches far beyond.