



iOcean Investment Trust

Report 2005

By Andrea Bradfield

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Overview

As Director of iOcean Investment Trust, I am proud to present this Year-End Report for December 2025. This has been a year of *foundational growth* rather than scale a deliberate and values-driven choice. While iOcean Trust has not yet trained thousands of young people, we have focused deeply on **building leaders from within communities**, working with marine guides, identifying youth with natural influence, and supporting them with confidence, skills, and opportunity.

Our work is rooted in the belief that meaningful impact begins with trust, exposure, and consistency. Swimming, ocean confidence, and marine literacy remain our cornerstone **-not simply as activities, but as tools for personal transformation, resilience, and leadership.**

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.

This year - January to December 2025 iOcean facilitated 11 impactful youth development events, engaging over 701 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 continue to grow links with schools, youth groups, government, NGOs, and private partners to create hands-on learning that sparks long-term growth and engagement.

In a move to also connect coast with classroom we have enlisted the voluntary help of Debra Jeffrey, a retired Secondary educator, will join iOceans emerging *Networking and Mentorship Hub*. Debra brings extensive experience within secondary schools in township communities, to introduce learners to **tourism, marine, and conservation career pathways** Supporting career-awareness talks and educator engagement assisting with **conversational German**, strengthening youth preparedness for tourism-facing and international hospitality roles

Her involvement adds credible academic grounding, curriculum insight, and trusted school-level access to iOcean's youth development ecosystem, reinforcing the organisation's focus on informed career exposure and real-world readiness.

We also take this opportunity to thank founder Sophumela Qoma for providing links and e-learning material through her Community Coordinator role for Sustainable Sea Trust, and to celebrate Nico Booyens' feature on *Kwêla TV* and ongoing work with raising awareness for Shark conservation.

Monthly Event Milestones

January – Planning & Marine Leader Meeting

- **Date:** 30 January 2025
- **Location:** Dias Museum
- **Groups:** Facilitated by Andrea Bradfield: 10 leaders: Noel (Jounou's Art), Lazola Thole(Ikhaya Sports Group), Elfie Holden (Skipper Foundation), Surf Kids (Thinus Mouton, Thurston Amsterdam (Sea Cadets), Esther Jacobs (Earth Legacy Foundation), Stephanie Nicolaides (PhD candidate on Environmental Management) , Amanda Human (Diaz 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 ocean after a near drowning experience as a youngster and now confidently trying surfing. Zineqa Moolman also fearful of the water at the start of the iOcean programme in 2023, was helping younger female surf kids to enjoy the ocean and gain confidence,

Media - YouTube interview & underwater film and snorkel session

- **Date:** 17 February 2025
- **Location:** Africa Media studio Mossel Bay
- **Facilitated:** Africa Media and Stephanie Nicolaides
- **Groups:** iOcean youth (Olwethu Mthimkhulu interviewed for YouTube film and Amanda Khanyi Shabangu - a iOcean Educator assisted with underwater engagement and photoshoot facilitated through Africa Media)
- **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 water paddle 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.

April – Coastal Awareness & Team Building

- **Date:** 26 April 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)

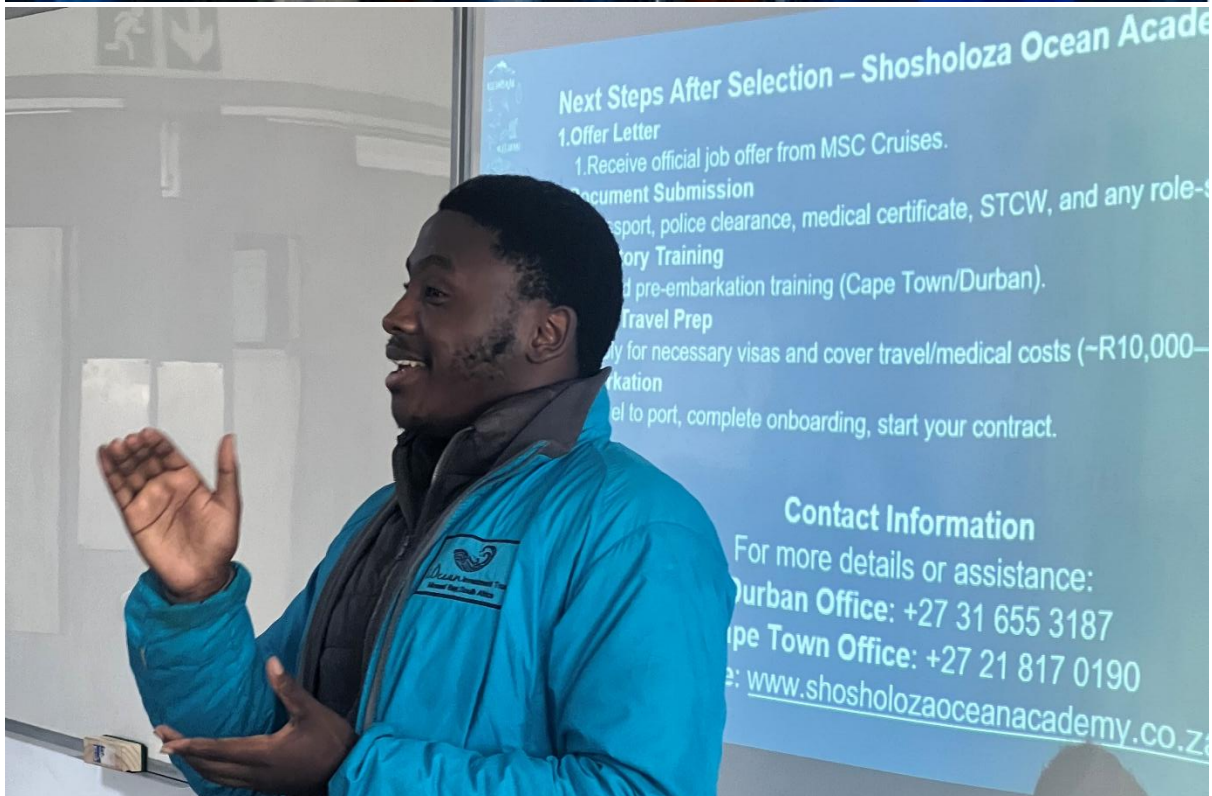


May – Leadership & Conservation Engagement

- **Date:** 1 May 2025:
- **Location:** Youth Leadership Day in Kwananqaba
- **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



- **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



May – Filming and feature on National TV

- **Date:** 21 May 2025
- **Location:** Santos Beach
- **Facilitation:** Shark Research Director and iOcean Director Nico Booyens.
- **Focus:** Filming for TV programme *Kwéla* 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.

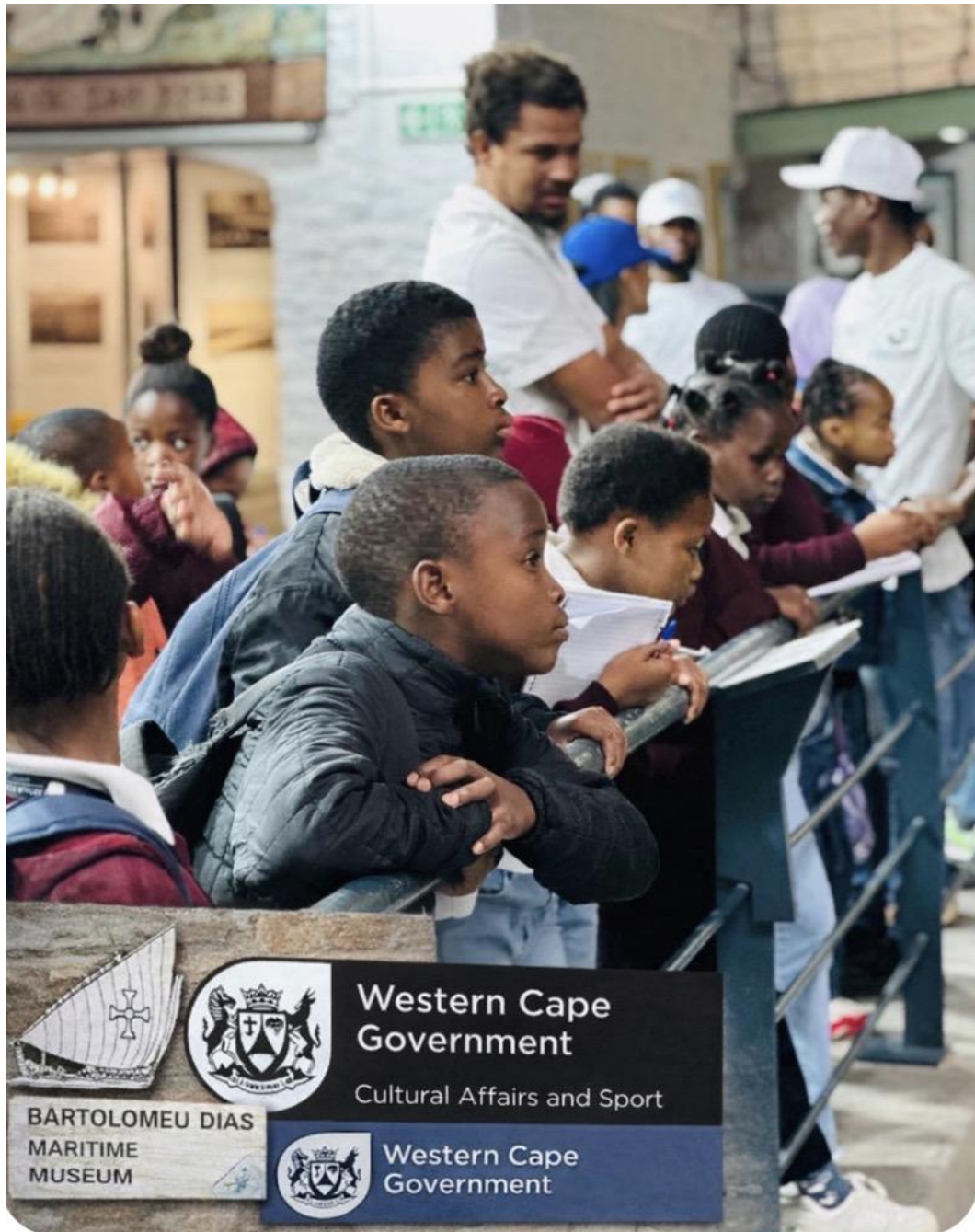
June – World Ocean Day Celebration

- **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 Beautement (International author and story teller)



July – Mandela Day Celebration

- **Date:** 18 July 2025
- **Location:** Dias Museum
- **Theme:** Marine Activation and Awareness
- **Guests:** Facilitated by Andrea Bradfield 50 learners 10 Ambassadors Leaders
- **Activities:** Interacting with tourists at Dias Museum and Aquarium





August – Mossel Bay Mayor and Councillors acknowledge iOcean Trust work

- **Date:** 18 August 2025
- **Location:** Municipal Building, Marsh Street, Mossel Bay
- **Activity:** Young ambassadors talked confidently about activations and personal future goals and career aspirations.



September – Marine Collaborative Marine activation

- **Date:** 6, 21 September 2025
- **Location:** Gourikwa Reserve
- **Theme:** Marine education and plastic awareness and beach clean
- **Guests:** Funded by Gouritz Biosphere Reserve 100 learners from Herbertsdale Primary (Grade 4 curriculum-linked engagement)
- **Activities:** Marine education and beach clean
- **Key Contributors:** iOceans Trust- including Recardo Klein (Marine Guide) and Gourikwa Rangers and Tourism interns from NMU University.



October – Municipality Youth Activation (Mossel Bay and surrounding Areas)

- **Date:** Week outreach 20-25th October 2025
- **Location:** 5 venues in Mossel Bay and surrounding areas
- **Theme:** Youth employability and career guidance
- **Guests:** 100 youngsters from the surrounding communities
- **Activities:** Registration for unemployment dbase and enrolment in youth programs

Key Contributors: Municipality Youth Division, South Cape College, Social Services, Youth Café and Wonderful Foundation.



Marine Month Activation

Date: 30 October 2025

- **Location:** Dias Museum
- **Theme:** Marine Month
- **Guest speaker:** Stephanie Nicolaides, Ph.D. University of Western Cape Talk about Micro Plastic (iOcean Ambassadors have been assisting with research).
- **Activities:** Five Ambassadors in attendance to gain knowledge
- **Key Contributors:** Andrea Bradfield Program director of the event and Recardo Klein conducted vote of thanks speech and talked about his career change to a marine guide.



November – World Volunteer Day

- **Date:** 5 December 2025
- **Location:** Townhouse & Dias Museum, Mossel Bay
- **Theme:** Volunteering and showing up
- **Guests:** 5 iOcean Ambassadors talked to the general public interested parties about volunteering and shared their experiences.
- **Activities:** Media training/ presentation and communication skills
- **Key Contributors:** Andrea Bradfield



Youth Development & Mentorship Highlights

Neqa Moolman (Internship to Employment Pathway)

Neqa joined iOcean as one of our first interns at just **14 years old**. Over two years, she: Learned to swim and gained ocean confidence assisted with marine education and youth activations Completed her Matric in 2025

Through iOceans partner network, she is now gaining **work experience at Bay Loans**, one of our CSR sponsors, while being connected with scientists to help shape her future career pathway. Neqa's journey reflects iOceans long-term commitment to *growing leaders from within communities*.

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Nathalia Komani (Mentorship & Accredited Training)

In the second half of 2025, iOcean part-sponsored **Nathalia Komani** to complete a **CATHSSETA-accredited Cultural Guiding Course** through Livingstone Academy.

Nathalia has helped with several iOcean activations and showed community spirit and a thirst for knowledge.

Her family has a history in tourism and her father was the original guide on the Oystercatcher trail in Mossel Bay featured on the BBC 15 years ago and her mother was on the Board of Directors for Mossel Bay Tourism. Building self-confidence and mentoring her and her daughter -a young ambassador helps to build solid foundations.

Nathalia: represents iOceans commitment to *upskilling local role models who already serve their communities.*



Ricardo Klein (Marine Guide Development)

Andrea Bradfield mentored **Ricardo Klein**, a newly qualified Marine Guide, supporting his confidence, facilitation skills, and professional exposure. Ricardo:

A Leader in iOcean activations, joined iOcean at South Cape College career talk and built an ongoing relationship with lecture opportunities in 2026.

Led a several two-day Mossel Bay educational tour (24–25 October) 150 students including Thembalesizwe Primary School below.

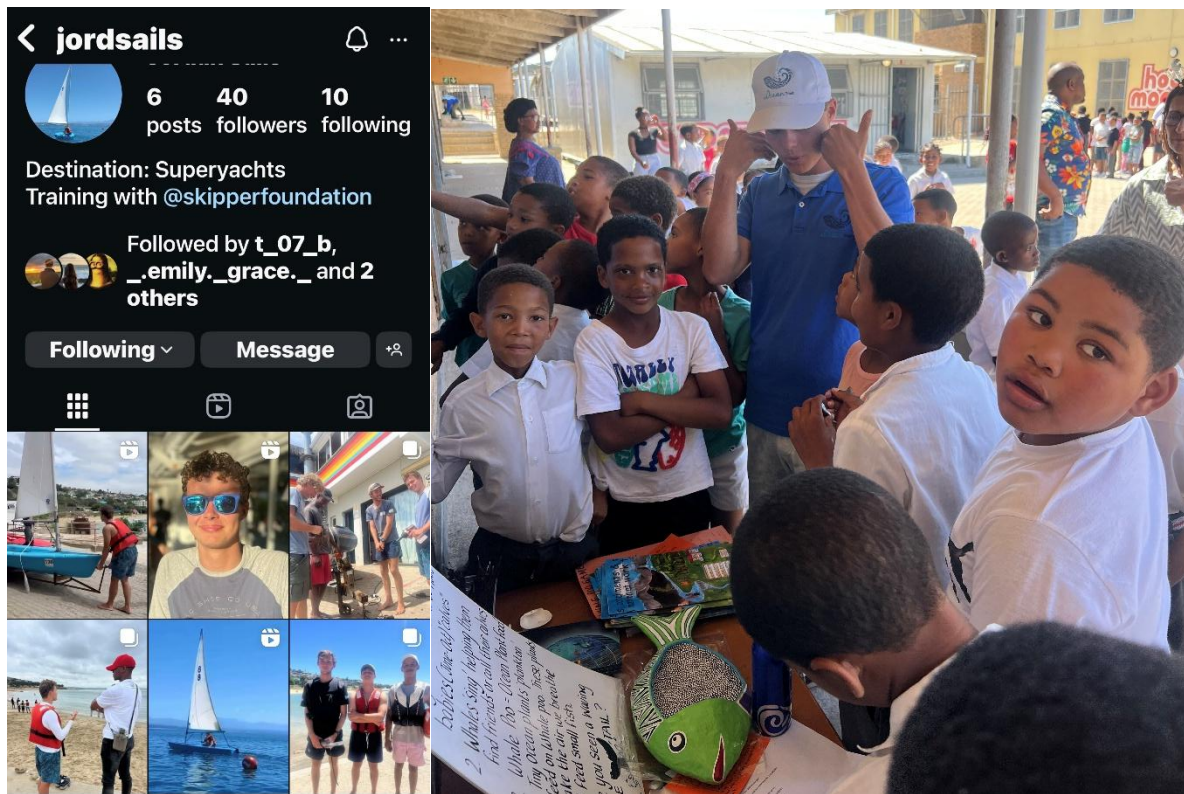


Jordan Du Plessis (Gap Year to Marine Career Pathway)

Jordan Du Plessis joined iOcean during his gap year after matriculating in **Hoedspruit**. His journey demonstrates iOcean's collaborative, partnership-led model of youth development: **Skipper Foundation** facilitated sailing and motorboat qualifications and **iOcean** provided marine literacy, structured volunteering, and mentorship.

Through consistent exposure and responsibility, Jordan developed confidence, communication skills, and facilitation ability.

He is now preparing to **enter the superyacht industry in 2026**, illustrating iOcean's role as a *bridge between training partners and real employment pathways*.



Chane Reinecke (Water Safety Ambassador)

Chane Reinecke has assisted us since its inception as an iOcean Ambassador and a **NSRI-trained lifeguard** who plays a critical role in water safety and swimming confidence initiatives.

While completing her **Matric**, Chane assists with water safety training and supervision. Supports emergency response services through NSRI involvement and acts as a relatable peer role model for younger participants

Her journey reflects iOcean's belief that *leadership can emerge early when young people are trusted, trained, and supported.*

Her contribution highlights the importance of youth-led safety leadership within coastal communities.



Gerswin Roberts (Leadership & Public Service Pathway)

Gerswin Roberts is an iOcean Ambassador and qualified lifeguard whose pathway reflects progression into formal public service. After completing training through the **Chrysalis Academy**, he secured a **12-month placement with the Department of Social Development** and applies leadership, discipline, and community engagement skills developed through iOcean-supported opportunities

Gerswin's case study demonstrates how iOcean nurtures *values-based leadership that translates into civic contribution and employability* and reflects progression from youth engagement into formal public service.

Shaagan (Gap Year Transition & Work Readiness)

Shaagan Kleinhans joined iOcean during his **gap year in 2025**, supporting tourism-facing activations and public engagement and visitor interaction

Through this exposure, Shaagan developed workplace confidence and communication skills. He has since secured employment in **retail** and plans to **study law online**, demonstrating iOcean's role in supporting diverse, non-linear youth pathways beyond the marine sector.





📺 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.

In Marine Month – October Conservation Careers featured my career on LinkedIn written by Stephanie Nicolaides and highlighted iOcean work <https://www.conservation-careers.com/interviews/living-with-purpose-a-career-journey-across-continents-communities-and-oceans/>

 **Stephanie Nicolaides**  • 1st ...
PhD candidate in Environm...
3mo • 🌐

🌊 What if leadership began with listening to the ocean?
Meet **Andrea Bradfield**, a ...more



   19 2 comments • 3 reposts



Conservation Careers ...
219,531 followers
3mo • 🌐

🔥 New post! | Living with purpose:
A career journey across continents,
communities and oceans ...more



Living with purpose: A career journey...
conservation-care...

<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>

TikTok launched – 19 followers and encouraging media and content by iOcean students.

Instagram: @iocean_investment_trust – 265 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.

Fundraising

- Bay Loans – Model CSR partner
 - HelpingAtHome.org.za – International donor platform
 - Andrea Bradfield presented iOcean initiatives at World Travel Market and Indaba for tour operators to include in their packages
 - Merchandise - selling iOcean branded caps and T-shirts at Townhouse to tourist and at future events
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Program Costs (Key Needs):

- Caps: R80 | T-shirts: R120 - total uniform R200 (for 30 iOcean Ambassadors)
- Transport: R600 per trip + R50 lunch pp
- Refreshments: R50 pp
- Learning kits/materials: ~R30 per person
- Swimming equipment - goggles, floatation devices, towels 4350 pp

Annual Program Reach 2025:

Month	Ambassadors / Youth Involved	Participants Reached
January	10	50
February	1	2
March	5	75
April	5	30
May	8	30
June	5	60
July	2	50
August	10	50
September	6	100
October	6	250
November	4	4
December	1 (work placement)	—
TOTAL	62	701

Summary

iOceans Investment Trust is steadily establishing itself as a **leading force in youth marine education and community upliftment**. Last year, we:

- Delivered **11 high-impact events**.
- Reached **701 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
- Ended the year with an invitation to a meeting with the Honourable Minister Aucamp, Minister of Forestry, Fisheries and the Environment with key stakeholders to highlight the challenges to the ecological integrity and sustainable management of the Mossel Bay coastline and estuarine systems.



Conclusion

This report reflects both a **narrative journey** and the **governance, impact, and accountability standards expected of a South African NGO**, and acknowledge that we have been awarded full Public Benefit Organisation (PBO) certification and highlights our strategic approach, growing influence, highlighting key events, partnerships, and youth success stories. We are proud to celebrate youth milestones and potential

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.

👉 Key Partnerships & Contributions

- Shark Research Unit – Co-Founder /Primary CSR and technical support
- Bay Loans – CSR partner /Funded branded gazebo for outreach and pens and bags
- 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

