



BIRDLIFE
Overberg
south africa

THE DEVELOPMENT OF A BIRD FINDER WEB PAGE FOR THE LANGEBERG LOCAL MUNICIPAL REGION - Concept Note

PROJECT NAME

The development of a bird finder web page for the Langeberg Local Municipal region

PROJECT PROPONENT

BirdLife Overberg is a regional club of BirdLife South Africa in the Western Cape Province. BirdLife South Africa is one of more than 100 country partners of BirdLife International and is registered as a nonprofit non-governmental organization in South Africa. BirdLife Overberg has the following objectives:

- To allow people in the Western Cape with an interest in birds to become involved in bird-watching by participating in the typical activities associated with BirdLife South Africa and its international partners;
- To place strong emphasis on educational programs in order to get participants involved in the meaningful conservation of birds and their habitats;
- To market the Western Cape Province as a top birding destination, thus contributing to the province's already impressive tourism infrastructure.

INTRODUCTORY COMMENTS

This concept note describes the development of a “bird finder web page” on the birds found in the Langeberg local municipal region in the Western Cape Province of South Africa. It will further describe where the sought-after, rare and often endemic bird species of the region may be found. The top birding destinations (places to watch birds) will also be described.

Potential sponsorship for the development of this web page could either come from an individual or organisation or from a combination of tourism operators, private and public agencies and other stakeholders. Examples: The development of the webpage for the Cape Whale Coast region was sponsored by the Overstrand local municipality and the Table Mountain Fund. The web page for City of Cape Town was sponsored by WESGRO, the Bitou local municipal web page was sponsored by the Plettenberg Bay Accommodation Association and the Witzenberg municipal web page was sponsored by the Witzenberg local municipality.

The same format that was used for the development of the mentioned birding web pages will be used for this proposed project. The text, together with images will be loaded on the Cape Winelands section of www.westerncapebirding.co.za. The Cape Whale Coast bird finder web page can serve as an example of what these pages look like and can be studied at the this link:

<http://www.westerncapebirding.co.za/overberg/routes.php?id=16>

Social media are further utilised very effectively to share the links to these bird finder web pages before important holiday periods and thousands of birders are reached through this.

PROJECT DESCRIPTION

One could ask what makes the Langeberg area so special for bird-watching? The region hosts a diverse range of sought after endemic species, such as the Blue Crane, Pale Chanting Goshawk, Black Harrier, Cape Sugarbird, Orange-breasted Sunbird, Victorin's Warbler, Cape Rock-jumper, Protea Seedeater and Ground Woodpecker. The levels of endemism in the region are simply astounding! Several under-utilised and ecologically varied birding destinations such as the Vrolijkheid and Dassieshoek Nature Reserves, the Montagu Mountain Reserve and Montagu Nature Garden, Kogmanskloof, a variety of guest farms, several interesting loop roads, many sites along the Breede River and many more need to be properly exposed to the growing local and international birding fraternity. The Langeberg also represents an ideal stop-over point for birders travelling between the Eastern Cape and Western Cape as it offers exceptional birding opportunities that surpass bird-watching along the N2. It is believed that tourism operators in the Langeberg region should utilise the opportunity to effectively market the region as a top bird-watching destination.

The economic value of birding tourism should not be underestimated. In 2009 the Department of Trade and Industry undertook a study in which it was shown that between 20,000 & 40,000 birders travelled in South Africa – 40% of these from abroad. They spent between R 800 million & R 1,500 million on trips, support services and equipment. In the USA birding supports 670,000 jobs, US \$36-billion in retail sales. The total industry output is US\$ 82 Billion. Other benefits of birding include that birders are the largest group of eco-tourists globally. On average they are well educated, wealthy and committed. Most importantly, birders often visit areas outside peak seasons and

often visit deep rural areas - they often spend money where others do not. Birding also has lower environmental impacts than many other outdoor activities that are labeled as eco-tourism. Bird-watchers are therefore regarded as the ideal tourists to attract to local areas.

The 'bird finder brochure' for the Cape Winelands region was completed some years ago. A big problem that was experienced with this brochure was that the Langeberg local municipal region could not be described meaningfully due to a lack of space. Many top birding destinations in this area need to be properly described and marketed for a growing number of local and international birding tourists.

Once completed, the tourism division of the Langeberg municipality can decide to post these web page descriptions on their municipal website. This could contribute significantly to establish the region as a top birding destination. The Cape Whale Coast web page can be used as an example of what such web-pages will look like. The final product, together with 50 birding photographs and GPS reference points of birding sites, can be delivered to the municipality's webmaster in word format if they decide to utilise this offer.

The development process of the proposed web pages will include desktop research of previous publications and bird atlas records, together with site visits, interviews and surveys at important birding sites. The provisional text will be developed and then disseminated to experienced birders in the region for evaluation and ratification before being posted on the website.

TOTAL PROJECT BUDGET

– DESKTOP RESEARCH:	R 10,675.00
– SITE VISITS (ACCOMMODATION AND TRAVEL):	R 20,510.00
– DRAFTING OF TEXT AND SOURCING PHOTOGRAPHS:	R 11,585.00
– DISSEMINATING TEXT FOR EXPERT COMMENTS:	R 3,780.00
– POSTING FINAL DRAFT AND PHOTOGRAPHS:	R 11,620.00
(Inclusive of language editing and proof-reading)	
• SUB-TOTAL:	R 58,170.00
• ADMINISTRATIVE COSTS: (Standard 15%)	R 8,725.50
TOTAL BUDGET:	R 66,895.50

BENEFITS TO SPONSORS AND DONORS

The members of BirdLife Overberg are looking to build partnerships with different stakeholders in the Langeberg region willing to invest in community and conservation initiatives further develop this project. We are in the process of registering as a NPO and

PBO and this should be completed soon. In terms of Corporate Social Investment this project model satisfies the following criteria:

- Sustainable tourism development and economic growth in the region
- Environmental education of different stakeholders
- Community development through skills development and job creation
- Conservation initiatives through different BirdLife South Africa and BirdLife Overberg projects

The following benefits will be offered to the project sponsor(s):

- All three banner ads (advertisements) on all the Langeberg birding web pages on an ongoing basis.
- The text of the web page, together with 50 photographs can be posted on the Langeberg Tourism website.
- Recognition in both BirdLife Overberg's 'What's Happening' and westerncapebirding.co.za
- We are also open to other suggestions in this regard.

Should you wish to receive more information on this proposed project in the form of formal project proposals or more detailed budgets or host us for a presentation, please do not hesitate to contact us.

PROJECT CONTACT

Dr Anton Odendal

Postal address: Box 256,

Onrusrivier 7201

Mobile: 082 550 3347

E-mail: birding@overberg.co.za

Website: www.westerncapebirding.co.za