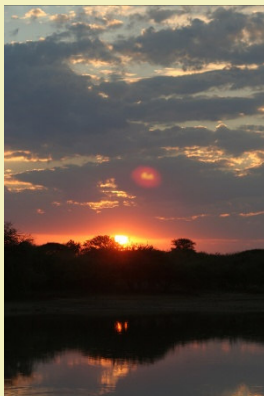


July 2009

### In this issue:

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- Sales & Marketing
- Farm Management
- Events
- Construction
- Focus on Zandspruit
- Next issue 31 October



## ZANDSPRUIT NEWSLETTER

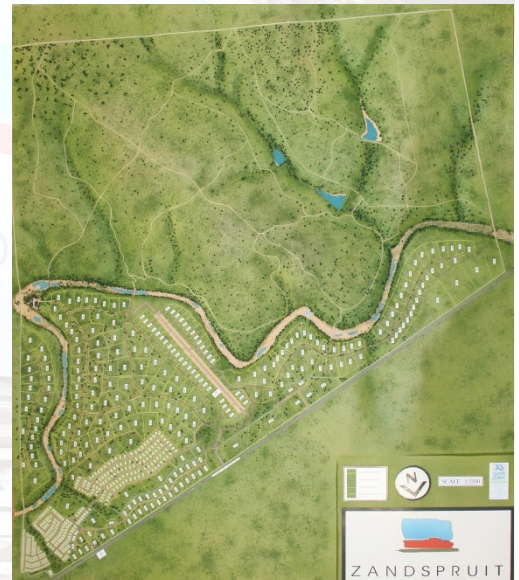
### Current Project Status

Things are happening in this place! We requested tenders from 3 various Land Surveyors and appointed Andre van der Walt Professional Land Surveyors to do the job. They started in early June with pegging all the stands in the Bush & Aero Estate. They then moved onto the retail and commercial stands, then the Ridge, Manor and Valley. All the pegging was completed on 24 July 2009. The next step is to download all the information and convert this to SG (Surveyor General) diagrams. These are sent through to Polokwane together with the SDP and approval from the SG is expected about 6 weeks later. The Land Surveyors then come back to site and recheck each and every peg again.

The final COE (Conditions of Establishment) are expected very soon and on receipt work will immediately commence on these. These COE's range from the final Service Agreements with the Maruleng Municipality to approved infrastructure designs. The electrical design has been finalised and an interim budget set for the costs thereof. The water reticulation design is also nearing completion as well as the sewerage design for the retail stands. The gate house design has been completed and the electrical fence and monitoring system has been designed specifically for Zandspruit. We are very excited by the final product that will ensure safe and reliable entry and egress from the Estates.

Mike Cowden and his team have been hard at work cutting walkways to all the sites to make it easier for the sales team to find the pegs with potential clients.

They have also started clearing the internal perimeter roads of the Bush & Aero Estate and are continuing to stockpile rubble off the farm, which will eventually be used to fill the drainage dip on the airstrip.





## Sales and Marketing News

### Local Marketing

During the past months the Zandspruit team attended 2 air shows and one fly-in breakfast, to further market and exhibit Zandspruit Bush & Aero Estate.

The Rand Airshow was held at the Rand Airport, east of JHB in Gauteng, on Sunday 17 May 2009. As this was a one day air show, within a highly populated area, and despite extremely cold and windy conditions, the attendance was spectacular. With spectators numbering in the tens of thousands, Martin and Gerrit Jan were on the go from 09h00 until 16h00, non-stop. It was evident that many of the spectators and participants at the air show had already seen or heard of Zandspruit Bush & Aero Estate.

Positive feedback on the marketing and awareness campaign was well received and various fly-in appointments were scheduled.

The Durban Airshow, held at Virginia Airport, close to Umhlanga in KwaZulu Natal, on 11 and 12 July, was another phenomenal success. Clear skies and warm weather added to the appeal of the show. The attendance of this year's show broke all previous records. But that was not all that was broken.... A Mirage 111 CZ broke the sound barrier on the Saturday 30 Km out to sea. Talk about starting things with a bang! Martin and Tracy, assisted by their

Zandspruit Bush & Aero Estate.

The good interest received from the spectators resulted in appointments for the next month or two. Unfortunately our 'Reach for a dream' raffle tickets did not deliver the grand prize of a Piper Cherokee Aeroplane, but we did manage to get a couple of photographs with Miss South Africa, Tatum Keshwar, who also attended the air show.



Whilst Martin and Tracy were enjoying the sea breeze in Durban, Gerrit Jan and Greg Gibbs were attending the annual Hippo Pools fly-in breakfast, with just over 20 planes arriving.

These pilots use their aircraft to get them to beautiful destinations faster, for shorter periods of time, your typical weekend getaway pilot.

Once again a most enjoyable morning was had by all and we look forward to welcoming the interested parties on Zandspruit soon.



daughters Robyn, Nicole, Jamie and Lara, were all there representing







## Overseas Marketing

After having attended exhibitions in Cape Town, Johannesburg and Durban, we are now gearing up for the Dutch market. There are three fairs that we will be attending in the coming months. The Landgoed Fair Marienwaerd in Beesd ([www.marienwaerd.nl](http://www.marienwaerd.nl)) runs from 12 to 16 August, the Gooise Summer Fair ([www.leprestige.nl](http://www.leprestige.nl)) from 28 to 30 August in Baarn and the Second Home International ([www.secondhome.nl](http://www.secondhome.nl)) in the Jaarbeurs in Utrecht from 12 to 14 October.

Both the Landgoedfair Marienwaerd and the Gooische Summer Fair have lifestyle and outdoor living as their theme. Last year the Landgoedfair Marienwaerd alone, attracted approximately 80 000 visitors over 5 days.



HEERLIJKHEID  MARIENWAERDT

The Secondhome International fair is a fair especially for those who want to buy a second (holiday) home and attracts visitors from all over Holland, Germany and Belgium and is held at the Jaarbeurs in Utrecht.

Gerrit Jan and Lorraine will be attending all the fairs listed above. We have compiled a special introduction trip of 8 days for those who are interested in a holiday home on Zandspruit, including all flights.

Visitors will stay at the Bush Camp and there will be ample time to look around on Zandspruit.



The trip includes a variety of full day and half day trips to the various attractions that make the Hoedspruit area so beautiful and interesting as a holiday destination: the Kruger National Park, the Blyde River Canyon, The Hoedspruit Endangered Species (Cheetah) Project, Moholoholo and various private game reserves in the area.

Although we don't have the Big Five on Zandspruit, they are certainly one of the main attractions of our area!



**SECOND HOME**  
INTERNATIONAL  
Dé beurs voor uw tweede huis!

9-10-11 oktober 2009  
Jaarbeurs Utrecht

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## Farm Management

### Rainfall

As we go into winter, very little rain has been recorded. Only a couple "dust settlers" of a few mm have been recorded.

### Vegetation

Even though the vegetation has started to thin out, due to winter approaching, there is still good ground cover in all areas. Food sources for the animals are still in abundance and should be more than adequate for the winter period.

### Animals

A decision was made earlier this year to start removing the over populated animals, to reduce the impact they have on the farm during the dry winter season.

During May we captured and culled impala, zebra and wildebeest. This was a great success, with all animals needing to be removed, being captured as planned. During July/August we are planning to remove some nyala.



During the Sustainable Living Festival Cycle Race, a hippo was seen at one of our dams. It was then sighted later at the river crossing to the Island on Zandspruit. We believe it made its way through

the fence during the floods. It stayed with us for a few weeks traveling up and down the river, but later decided to return elsewhere.

A very active hyena lair has been discovered along the river. Looking at the spoor, I can make out that there are several young. Most of the drag marks from kills on the property head for this area. There have been a number of good hyena sightings on the farm.

Both Male & female leopard spoor have been seen on the property this month, but no sighting of them as yet.

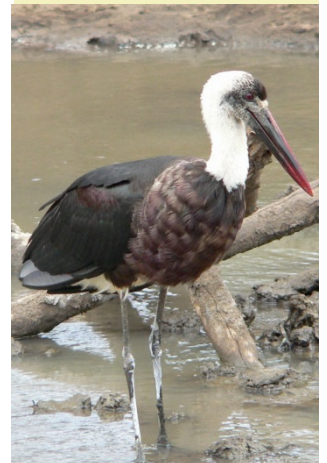


### Sandspruit River & Dams

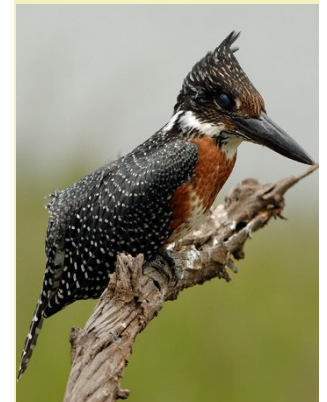
There are still some very large pools of water in the Sandspruit River. Very good sightings of Black, Woolly-necked and Saddle-billed storks have been recorded along the river, as well as Giant Kingfishers. A birders' paradise!

### Road & erosion control

Rocks have been collected and stored in specific places for gabion (erosion control) work next month.



**Woolly-necked Stork**



**Giant Kingfisher**



**Saddle Billed Stork**



## Events

### Farm Manager Turns 40

Mike Cowden celebrated his 40th Birthday at the Bush Camp on the 11 July. Congratulations Mike and may there be many more. The venue proved to be a perfect setting once again and a reminder to all that should you wish to hire this facility, kindly contact Cherilynn Gates to make a reservation.

### African Pilot

Athol Franz and his Fiancé Cheryl from the African Pilot magazine came down to Zandspruit for a visit to write an article on our development. They stayed over in the bush camp and thoroughly enjoyed themselves. Athol took some good pics of the farm and the article should be appearing in the September issue of African Pilot – look out for it! Athol was very impressed with the concept, layout and setting of Zandspruit. We hope that all the interest we are creating with the marketing drive turns into sales when the economy starts to recover.

## Construction

Since it's inception on 1<sup>st</sup> March, Zandspruit Construction has had a flying start. Regardless of the fact that, due to the global recession, the building industry in Hoedspruit is also rather slow, several new contracts have been awarded to Zandspruit Construction.

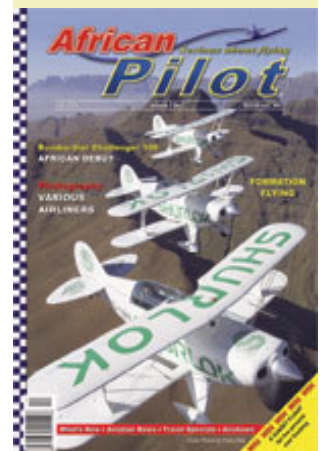
Currently, our order book for the year is already quite full. Within the next month, two new building projects on Raptor's View Wildlife Estate will commence for Dutch clients. Besides the construction of houses, Gerrit Jan's expertise lies in civil construction, so Zandspruit Construction tendered for the repair works on the Raptor's View Causeway. This contract has been awarded and work is currently under construction.

### Upcoming Marketing Events

Martin and Tracy will still be attending numerous Airshows this year to promote Zandspruit. They are planning to have a stall at the Bethlehem, Mafikeng, New Tempe and Brits Airshows. Interest in Zandspruit at these Airshows is always phenomenal. We are convinced that we have a winning recipe for this development, but that the timing of our launch could not have been worse. We remain positive that things will look up and boy, when they do – aviation beware! We will be ready! In the meantime we are creating huge awareness about Zandspruit and, as reported elsewhere in the newsletter, people do know about us.

### Manuel Escorcio stays at Bush Camp

Well known South African singer, Manuel Escorcio stayed at the Bush Camp whilst filming his latest music video in Hoedspruit.



**FLY TO  
A BETTER PLACE**



**BUILDING  
A BETTER PLACE**



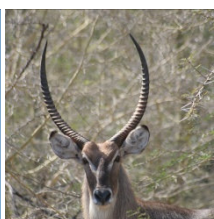
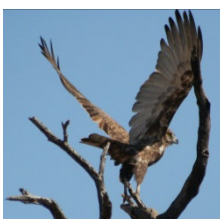
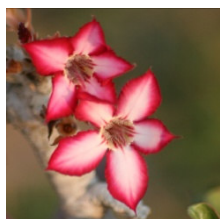
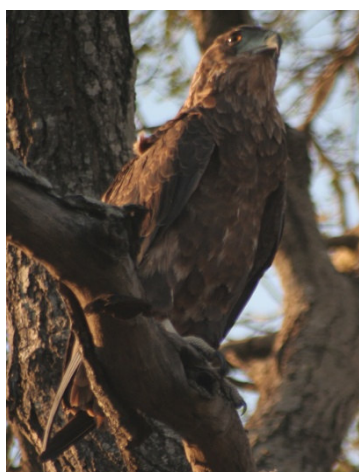


## Focus on Zandspruit

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**Southern Cross  
Schools'  
Sustainable  
Living Festival  
Cycle Race**



Should anyone wish to visit the farm and or Bush Camp, look at their stands or to take a drive through the Wilderness area, please contact us.

Best regards to all,

Martin (082 449 8895)

Tracy (083 977 9678)

Gerrit Jan (072 915 3050)

**ZANDSPRUIT, MOVE TO A BETTER PLACE**

**[www.zandspruit.co.za](http://www.zandspruit.co.za)**

**[www.zandspruit.nl](http://www.zandspruit.nl)**