



Travellers Worldwide is a leading International Provider of
Volunteering Programmes, Work Experience Internships
and Cultural Courses Abroad

SOUTH AFRICA



PUBLIC RELATIONS WORK EXPERIENCE INTERNSHIP IN KWAZULU-NATAL

This opportunity to gain Public Relations, Events Management and Marketing work experience is truly unique because you'll work with an Animal Rehabilitation Centre, so your PR assistance will also benefit the animals! And, of course, conservationists are lovely people to work with!

You'll use lots of energy and your own initiative. You'll leave with lots of hands-on experience, more skills than you arrived with, plus a great sense of achievement and satisfaction.

Thank you for your interest in volunteering on this Project. Below is a description of what you can do and expect. You can volunteer whether you're taking a gap year, on a career break, retired, or on a holiday with a purpose. No matter what your age or experience, we look forward to welcoming you to the team!

WHAT DO YOU GET?

SELF-DEVELOPMENT:

- New skills, more confidence, a greater understanding of a different culture, invaluable personal and professional development.
- The enormous satisfaction of helping abused, orphaned or threatened animals and knowing that you made a difference to them.
- An entry on your CV or résumé that will put you head and shoulders above most others in the job market.

SAFETY AND SECURITY

- Your safety is our top priority. We risk-assess all destination countries, projects, accommodation and more to ensure that they are stable and safe.
- We have experienced local staff with 24/7 back-up and support who are there to assist you and look after you, starting with an in-depth induction on your arrival.

AN ADVENTURE!

- An exciting, never-to-be-forgotten adventure into Africa and the many diverse cultures in South Africa! And best of all ... **an unforgettable experience!**

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TravelQuest Ltd t/a Travellers, registered in England & Wales, Registered Office: 7 Mulberry Close, Ferring, West Sussex, BN12 5HY, Reg. No. 3072191, VAT Registration: 786540201

Prices: From **£945** excluding flights.

Please see Full [Price List Online](#).

Duration: From 2 weeks to 12 weeks or longer, subject to visa requirements

Start Dates: All year round - you choose your start and finish dates.

Requirements: No qualifications required, but you should have enthusiasm, confidence and initiative. Minimum age 17.

What's Included:

- ▶ Arranging your Programme,
- ▶ Payment Protection insurance
- ▶ Certificate of Completion
- ▶ Meeting you at the nearest airport
- ▶ 24-hr emergency support.
- ▶ Free T-Shirt.
- ▶ Full pre-departure support and assistance,
- ▶ Accommodation
- ▶ Transfer to your on-site accommodation
- ▶ Local in-country team support and backup
- ▶ Food

What Not Included: Flights, Insurance, Cost of Visas (if a visa is required), Return transfer to airport.

SUMMARY

PROJECT OVERVIEW

WORK CONTENT:

This project is located in an Animal Rehabilitation Centre which does wonderful work with abandoned and abused animals. Where animals can be rehabilitated, they're released back into the wild, but where they are too vulnerable owing to injuries or other factors, they're given a home in the sanctuary for the rest of their lives. They also operate as an education centre for local children and others, to inform them of the need for conservation. The Centre does unbelievably good work.

As the Centre relies solely on the goodwill of the public for donations, they regard your internship role as one of the most important ones at the Centre!

You can assist with the daily PR duties and events scheduled during your time on the placement. The type of event you could help host includes fairs, golf days, or even get involved in events like an off-road bike race which is being planned by the locals at time of writing! If you feel confident enough to do talks, you can also visit schools and old-age homes - anything to raise awareness of the Centre.

A dictionary definition of *Public Relations* is:

1. The art or science of establishing and promoting a favourable relationship with the public.
2. The methods and activities employed to establish and promote a favourable relationship with the public.
3. The degree of success obtained in achieving a favourable relationship with the public.

This, in a nutshell, is what you will be involved in on your placement! The PR Officer is very keen to work alongside people who can bring new enthusiasm and new kinds of ideas to her extensive but satisfying role.

Her work is mostly centred on securing resources; (financial donations as well as equipment and services); that will help run the Centre sustainably. There is also a lot of work involved in the planning and hosting of lots of promotional events and fundraisers, managing the donor database, approaching corporations for assistance, liaising with the media and coming up with new ways to promote a favourable relationship with the public.

The Centre also prepares a monthly newsletter and feeds press releases to the media, so strong writing skills and computer design skills will be a fantastic advantage! (Read [Press Releases](#) prepared by Natacha Torres during her PR internship.)

The PR officer also drives a very strong public awareness and education campaign. There is an environmental education centre which hosts visiting school groups, children are taken on a tour of the facility and get the opportunity to interact and play games, watch a video and learn about caring for animals and the environment. This educational initiative has also led to a series of episodes filmed at the Centre screened recently on **Animal Planet**.



Talks and presentations are also given at local schools and at corporate companies. There is an open day once a month for public visitors.

In essence, your placement will cover exposure to some or all of the following areas, depending on the Centre's needs at the time of your placement:

- Raising the profile of the Organisation and associating a "Brand" with it
- Donor relations
- Corporate PR relations
- General PR
- Fundraising campaigns
- Media Relations
- Design and copy writing for marketing collateral and educational materials
- Event Planning & Management
- Hosting of special events such as golf days, theatre shows, fairs, etc



You are encouraged to develop campaign ideas and interact with the PR officer via email before leaving the UK for this project. That way you can prepare some ideas and come out ready to hit the ground running. All the staff at the Centre speak English and all events, campaigns and collateral are done in English so you will experience no language barrier – in fact – good writing and public speaking skills will make you a valuable asset! Any experience in "edutainment" – entertainment bringing home an educational message - will also be to your advantage.

A typical day starts at 8am until 5pm with a lunch break. You must be flexible and prepared to work odd hours and some weekends – as with any job requiring PR! There will be occasions when an event or function is held outside your usual working hours, and you will be expected to attend these as well.

If you have any ideas you think you'd like to implement while on your placement, you can also start liaising with the staff and trustees prior to your trip and plan your own unique event or campaign to assist in raising the project's profile and help secure additional funding.

Letter of thanks from the Centre to Travellers Intern Rachel O'Connor:

“Dear All, I just want to say a very big thank you to Rachel O'Connor who has spent the last 3 weeks volunteering on PR issues with us. She has by far been one of the best volunteers I have ever had in all my time with Travellers. She has a pleasant disposition, takes initiative and is diligent and creative in her work. We REALLY do not want her to go on Monday!

She has been an enormous help to us. Rachel's efforts will probably stand us in good stead to raise approximately R40, 000 in our upcoming Golf Day fundraising event and she has also made the front page of one of the Durban newspapers with a press release she wrote for us.

She has also done extensive research and copy writing for information panels for our environmental education centre that is being upgraded. This will be a legacy she will leave for at least the next 15 years of public tours coming through the Centre. Well done Rachel, you have been a real star and we will surely miss you!”

Samantha Terblanche, Executive Director

The Centre also has a public education programme that serves to spread awareness of these animals' plight.

There are usually approximately 300 - 400 animals under the Centre's care at any given time, all of which are wildlife indigenous to KwaZulu Natal (called KZN for short). Animals range from birds and mammals to raptors and reptiles, and many monkeys. They also have a very busy Educational Program, so if education is your 'thing', you will be able to assist with school tours and edutainment events at the education centre.

ACCOMMODATION

We have 2 types of accommodation:

We have a fully furnished volunteer house that accommodates up to 10 volunteers at a time. There are four bedrooms and two bathrooms. Volunteers share rooms. The house is within the security of the sanctuary and surrounded by an electric fence.

For couples or groups of volunteers who would like some extra privacy, we have a log cabin situated next to the main volunteer house, nestled under huge indigenous thorn and fig trees. It comfortably sleeps 4 volunteers in two bedrooms and has a veranda, small kitchenette and sitting room. Ablutions consist of a shower, toilet and hand basin. Meals will still be cooked with the rest of the volunteers in the main house. Allocation to this accommodation will be made at the discretion of the Project.



A safe is available at the main office should you wish to lock away your passport, money or any valuables. Mobile phones do operate with full reception on-site and it is recommended that you bring one with you.

FOOD:

Sufficient food is purchased for the house on a weekly basis to provide 3 meals per day. Volunteers advise Mabel, the Volunteer Co-ordinator, of any special requirements i.e. vegetarian, and these are met within reason. Volunteers cook their own meals out of the food provided.

In addition to the stove in the house, there is also a braai (barbeque) area to cook outdoor meals.

WHY TRAVELLERS WORLDWIDE?

- Over 20 years' experience of sending thousands of participants overseas, plus the largest variety of flexible projects that are value for money!
- Accredited projects helps appeal to future employers
- Excellent support! And 24/7 emergency helpline for you and your family
- Your own dedicated Project Co-ordinator to answer all questions before, during and after your trip of a lifetime!
- Detailed information on your project and country and suggestions, safety guide, tips and checklists, via our EXTRANET, available from anywhere, 24/7.
- Free pick up from the nearest airport.

HOW YOU MAKE A DIFFERENCE:

By joining a Travellers Program you enable us to keep donating money to worthwhile projects around the world; from clothing and feeding school children, building playgrounds or funding vital conservation research - your participation makes these donations possible.

Donations to **Bridge The Gap Foundation**. This Foundation was set up by us to donate directly to particularly worthwhile and necessary projects for children and animals around the world, and partners with other NGO's to raise match-funding for worthy projects.

The price of this project is a reflection of the following costs:

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| ✓ Accommodation and Food | ✓ Marketing (brochures, website design and maintenance, attending careers fairs, advertising, website listings and presentations) |
| ✓ Full pre-departure support | ✓ Project Research/Site Inspection |
| ✓ Meeting you at the airport | ✓ Staff Training/Equipment |
| ✓ Transport to the placement site | ✓ Donations to worthwhile project |
| ✓ Local in-country team support and backup | ✓ Free T-Shirt |
| ✓ 24hr emergency helpline | |
| ✓ UK administration | |

“Travellers is an amazing organization that offers life changing experiences to people of all ages, I will highly recommend it to everyone, and I will be planning another volunteer experience for myself as well as for my sons.

Thank you so much for the experience of a life time!”

Deanne Peterson

ADDITIONAL INFORMATION

Got any questions? Please email us: info@travellersworldwide.com

Once you have applied for a placement, we'll contact you and send you our Welcome Pack. You'll also receive Log-on details and password for our Volunteer Extranet where you'll have access to all the documentation and information which we've put together to facilitate preparations for your adventure! Your Project Co-ordinator for your country will liaise with you throughout the arrangements process, as well as while you're on your placement and on your return home.

The documents you'll have access to also include a Country Fact file, Safety Guide and any manuals that may assist you on your particular programme (for example, Teaching Guide, Sports Manuals, Enrichment Suggestions for Animal Care, etc.). We do all we can to make your stay one that you'll never forget. As with all our destinations, the culture and heritage is different to what you're used to ... which, although one of the most exciting aspects of travelling, should be borne in mind. Self-reliance and independence are highly appreciated in all our destinations and will help you to make the most of this wonderful opportunity! This is a truly awesome, elegant and beautiful country.

MORE INFORMATION ABOUT THE REHABILITATION CENTRE:

NEWS! This project has been featured in 3 episodes of Wildlife SOS on Animal Planet.

Mission Statement

The rescue, rehabilitation and release of orphaned and injured wildlife, and it believes in action and education with regard to the protection of all natural resources. The Centre is committed to conservation and strives to return all rescued and rehabilitated wildlife to their natural habitat. The Centre has 12 depots in and around the Province and is considered to be one of the leading rehabilitation Centres in South Africa.

As the Centre is a non-profit organisation with no financial aid from the government or any large concern, they are solely reliant on fundraising initiatives and the generosity and goodwill of the public. As the running costs are approximately £8,000 (\$14,500) or more a month, there is very little funding that can be applied to appointing full time staff.

Volunteers are the lifeblood of this organization, especially during the spring and summer months when lots of orphan baby animals are brought to the centre for care. During the late summer and autumn those animals that have suitably recovered and been rehabilitated (weaned from their dependence on their human caregivers) are reintroduced to the wild. Those that are not ready to be released remain in the centre over the winter and require ongoing care. This is also the time that the centre readies itself for the next influx of patients.

THINGS TO DO IN SOUTH AFRICA

LOCATION, EXPLORING AND SIGHTSEEING:

The best advice you'll get from us is to try to see some of the country while you're in South Africa. It's big (huge!) and each different region is exciting and very, very beautiful. **Cape Town** is probably the most beautiful city in the world (I can say that, I grew up there :-). **KwaZulu-Natal** comes a very close second, albeit very different. **Knysna** is where South Africans go on holiday, which gives you some idea of how lovely the region is.



LOCATION: Yellowwood Park, Durban, South Africa

The Rehabilitation Centre is located on the east coast in a suburb of Durban, called Yellowwood Park (between The Bluff and Queensburg on the map). It lies close to a small protected reserve of 253 hectares which offers coastal forest and grassland habitats and includes species such as zebra, bushbuck, reedbuck, impala, blue, red and grey duiker, vervet monkeys, rock hyrax, slender mongoose, bushbaby, Egyptian mongoose, banded mongoose, water monitor and genet. The reserve also has an interesting variety of indigenous flora and over 200 bird species.

Because the Centre is close to the Reserve and the fact that food is always available at the Centre, you'll see lots of birdlife scavenging food from the enclosures - and wild Monkeys are also regular visitors. The Bluff is a gigantic headland that forms the southeastern 'arm' of Durban Harbour and has a string of safe and protected beaches. Brighton Beach, Cave Rock Beach, Anstey's Beach and Garvies Beach are all very popular, with interesting walks through coastal bush that end almost at the water's edge.

EXPLORING AND SIGHTSEEING:

KwaZulu Natal is renowned for its Game Reserves and traditional Zulu Culture: The attractions in KwaZulu Natal (KZN) range from vibrant cities to the gorgeous Land of a Thousand Hills, from tranquil beaches to outstanding Game Parks and Nature Reserves. These are just some of the sites you shouldn't miss:

- Big Five Game Reserves (elephant, lion, leopard, buffalo, rhino - and lots more, of course) and Travellers volunteers are able to work in many of them, including Tembe and Mkhuze.
- Beautiful St Lucia Wetlands with its Crocodile Centre and Wetlands
- Numerous nature parks,
- Fantastic beaches for swimming and diving. The beaches are truly golden.
- Lively Durban where South Africans go to have fun,
- The San Art Park for a collection of astounding rock paintings,
- ... And much, much more!

Durban (Tekweni in Zulu) is the ancestral home of the Nguni people. Africa's bewitching seaside playground in the sun with radiant golden sands and lush sub-tropical greenery. The city has balmy weather all year round, making it a perfect holiday paradise. Durban International Airport is only a 10 minute drive from the City. Sophisticated and cosmopolitan, Durban Metro after dark buzzes with elegant lounges, funky taverns and cosy inns, distinctive local theatre and live music, and trendy clubs, pubs and discos. This is nightlife in a modern, authentic African metropolis!

HOW TO BOOK

TWO EASY WAYS ...

Complete a [booking form](#) online.

Telephone
01903 502595 (UK)
or
1-603-574-4935 (USA)



THANK YOU FOR YOUR INTEREST IN OUR PROGRAMME!

We hope you'll join us!

Don't hesitate to contact us with any questions.

We're happy to help you plan your exciting adventure!

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