

WHGC PUBLIC RELATIONS

WHGC Public Relations - Why

- To make residents aware of the unique and beautiful environment that we live in
- To instil a sense of pride in our natural environment
- To ensure a sense of responsibility to conserve it
- To make visitors aware of the unique area that they are entering and ensure that they act responsibly when visiting the Conservancy

WHGC Public Relations - How

- Website
 - Westernheadsgoukamma.co.za
- Facebook
 - Western Heads Goukamma Conservancy
- Newsletters
 - Published end of 2021 and 2022, and earlier
 - Available on the website
- Signage
 - Along Brenton and Buffelsbaai roads
- Newspaper articles
 - Knysna Plett Herald and The Edge

WHGC Public Relations – Signage

- Current

- Current signs on Buffelsbaai and Brenton Roads are in need of repair
- Sign at Margarets Viewpoint (map of the area and where you are) is popular

- Future

- Suggest small signs for paid up members (Proud member of the WHGC) to put on their gates
- Information signs about the Knysna Sand Fynbos at strategic points
- Information sign at Buffelsbaai

WHGC Public Relations – Trail Runs

- KnysnaX Trail Runs
 - Happens 4 times a year
 - Traverses the Conservancy via the hiking/biking routes
 - Finishes at Blackwaters River Lodge
 - A percentage of the entrance fee is donated to the Conservancy
 - Very popular – next run is on 6 July.



WHGC Public Relations – White Bridge

- Project started under the leadership of Tony Rischbieter of the BRA
- Buy in from the other Ratepayer/Resident Associations and tourist establishments
- Funded by donations
- Beautiful murals painted by Lance Khoury
- WHGC with funds from the Table Mountain Fund project will erect a sign across the top of the bridge
- Final design has been approved and a final quote is awaited
- Installation will commence soon

WHGC Public Relations – White Bridge

