



Dr Raoul van der Westhuizen



Qualified as veterinarian in 1965 (University of Pretoria) and worked as State Veterinarian in Namibia and South Africa. Joined Bayer South Africa in 1968 and became acting General Manager of the Veterinary Division in 1970. In 1971 he was appointed Director of the SA Nature Foundation, the SA representative of the World Wildlife Fund. Working closely with the Foundation's president, Dr Anton Rupert and the chairman, Dr JG van der Horst (then chairman of Old Mutual), he raised more than a million rand (1970's value) for nature conservation projects which included the establishment of some ten national parks and nature reserves. He launched the 'Buy an Acre of Karoo' fundraising campaign which established the Karoo National Park and which was described by David Ogilvy as 'an absolutely magnificent fundraising campaign'. The project involved the participation of some 300,000 schoolchildren in the Karoo stamps campaign. He later joined the secretariat of Dr Rupert as co-ordinator for group affairs and was subsequently appointed to the Board of Rembrandt Tobacco as Director for Public Affairs.

In 1979 he was appointed Marketing Secretary of Rothmans International and special assistant to Dr Rupert, based in London. He returned to South Africa in 1980 to rejoin Bayer South Africa as General Manager: Animal Health. Charged with turning the business around, he directed the launch of Bayticol in the SA veterinary market, a world first for Bayer Germany in marketing the new generation synthetic pyrethroids. The product captured 30% market share in three months. He left Bayer to establish the Advisory Bureau for Development, a communications and marketing consultancy which advised and assisted major companies in marketing in the public sector during the 1980s. The Bureau's clients included Barlow Rand, Old Mutual, PFV, CNA Gallo, Alexander Forbes, Nedbank, Avis, Investec, LTA, Anglovaal, Safmarine and others.

Under the services rendered by the Advisory Bureau, he was appointed Communications Director of Siltek Group and was closely involved in the listing of this company on the stock exchange. He was also executive director of the South African Veterinary Association and modernised the management and financial control of the SAVA. He launched the association's newsletter as a full litho-printed magazine 'VetNews' — the first glossy magazine in SA to be produced by DTP technology.

He founded and published the executive leisure magazine STRAIGHT25 in 1990, which became a general interest magazine aimed at readers in the top income groups, reaching a controlled distribution audience of 20,000 (ABC) before closing in 1998. Following this, Hive Systems was established, which developed innovative new internet portal software packages and web-based database systems for organisations, *inter alia* the Human Sciences Research Council. Hive Systems was divested in 2000 to focus on a new Internet-based fundraising organisation, greensponsors.com, with mixed success. R0,54 million was raised for wildlife projects (including Lions TB research).

He co-founded the Southern African Wingshooters Association in 1996. From a zero-funds base he built an integrated communication and recruitment programme for the association, comprising a special founders' club, a glossy magazine, a web site with online database, an e-zine and a full colour handbook. The web site currently registers some 100,000 hits per month (in conventional terms) and the association is the second largest hunting association in SA.

He is also involved, jointly with the Centre for Indigenous Knowledge at the University of Pretoria, in the creation of a new international project involving the establishment of a digital archive of archeological, paleontological, anthropological and ethnographic collections in Africa.