



# TOWN TRANSFORM AGENCY

**OMD**<sup>i</sup>**S**  
Building Futures



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*There is a critical juncture  
where goals converge to  
achieve the highest ambitions.  
This is the inspirational  
moment when vision,  
competence and passion can  
combine to set a trajectory for  
the extraordinary.*



# Introduction

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Oranjemund has been a mystery for many years, everyone knows about it but very few have seen it. This was mainly due to the town be a restricted area, an accessory works built in 1936 to service the diamond mining industry. As such, only people working for the mine could live there, and visits from friends and family were strictly controlled.

The town was privately-owned by its incumbent mine until 2011, when it was proclaimed a public town and became a municipal governed town. Situated at the mouth of the Orange River, Oranjemund

was a closed town until 2017 when it opened to the general public for the first time in history. Today, after 85 years, Oranjemund is a much-changed town. No longer is it run by a mine, no longer is it closed, no longer is it inaccessible.

During the last 10 years the town was proclaimed, a local authority was established, and a journey called Town Transformation was started. This process entails weaning off the town's dependency from diamond mining and creating a sustainable future beyond mining.



# Town Transformation

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In the life-cycle of towns an event, or the absence thereof, can cause a threat to the future sustainability of the town. In the case of mining towns, especially mine-managed towns such as Oranjemund, business imperatives result in a critical reliance being established between the mine and a town or its community.

Critical reliance means that when the mine materially closes, the community's social and socio-economic structures and in particularly its economic livelihood are at risk of collapse, challenging the town's sustainable reason for being post mining.

Town Transformation is therefore a specialised programme, directed by one or several town stakeholders, targeted at severing this critical dependency in a responsible manner to ensure a stable, sustainable town post mine closure, albeit at different levels of socio-economic or economic activity.

The main objective is specifically to diversify the town's economy alongside a single, reliant industry before a economic collapse occurs. Such transformations take on average 15 years to achieve.

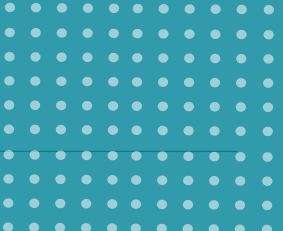
## Oranjemund's Transformation

A Town Transformation programme was launched in 2014 by Namdeb, the town council and the community. This was ignited by a then pronounced Life of Mine of 2022. A vision for a future sustainable town by 2030 irrespective of the Life of Mine was co-created amongst all affected parties, including the community.

The objectives of the programme are threefold:

- ☐ Transfer the town management from the mine to the Town's Council and privatise property ownership.
- ☐ Transition the socio-economic services such as education and healthcare into a normalised state.
- ☐ Transform the economy by diversifying its composition through new industries and SME development.

***... proactively accelerate  
the economic  
diversification and  
sustainability by 2030  
and beyond***





# Introducing OMDis



Diversification of a remote, single industry-led town does not happen organically. To this aim OMDis Town Transform Agency ("OMDis") has been created as a Section 21 Special Purpose Vehicle.

Its sole purpose is to proactively accelerate Transform - the economic diversification of Oranjemund - to ensure the town's sustainability by 2030 and beyond.

It serves this purpose alongside the efforts of other Town Transformation stakeholders. OMDis' focus areas are:

1. Support existing businesses to become more sustainable.
2. Develop new SMEs and a culture of entrepreneurship.
3. Create new large industry platforms that can support the economy alongside or instead of mining.

Governed by a Board, OMDis' small team of business developers is led by a General Manager. The team's core activities include: Economic research, industry and business case development, funding and investment facilitation, SME development and business skills and entrepreneurship.

# OMDis activities

Since 2019 OMDis has made significant progress in executing the Town Transformation strategy. Recently OMDis developed a funding strategy to guide investment decisions around spending capital through 3 types of investment options available to OMDis: seeding, co-investment and capital injection into local SME development and other ventures.

OMDis implemented a SME development programme for entrepreneurs and SMEs in Oranjemund. A total of 176 people from various businesses (51), of which two-thirds are women, have undergone training between June 2020 and May 2021. A new SME development initiative, with Uconomy and Nedbank, was launched in January 2022.

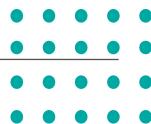


It aims to develop youth employment opportunities in Oranjemund. OMDis also complete a business survey that resulted in a business directory for Oranjemund.

Tourism in Oranjemund is centered around developing 3 distinct themes that will differentiate the town from any other: arts & culture, sport-adventure, and nature-based tourism. Following the Tourism Strategy, our projects fall in any one of 6 categories (access, attractions, accommodation, activities, hospitality and town branding).



Branding for OMDis and the town has progressed very well, most notably through coverage in the Diamonds in the Sand docu-series; a new promotional 3 minute clip for Oranjemund; and the ChangeMaker programme airing on OneAfrica TV, 11 episodes in total. Advertising space in National Geographic and in the Dubai Expo Namibia catalogue was also taken.



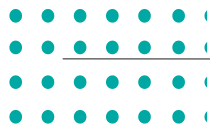


Attraction development center around the Museum project which saw the complete renovation of the existing museum into a modern facility with a strong research foundation.

The art project was successfully concluded (11 murals and 3 sculptures). In addition, a Bogenfels artist retreat and exhibition was also completed. The momentum in the Arts & Culture sphere has prompted an investigation into converting Beronnies into an Art Center. OMDis was awarded the Orange River tourism concession, centered around Hohenfels.

Not only will investors be sought for lodge development, but tourism activities will be developed in collaboration with local tour operators. Further work around the contract, business plan and infrastructure establishment are required.

Feasibility studies in both lower Orange River agriculture and property development are nearing completion. For the latter, the investigation focuses on the bowling club, golf club and yacht club as potential sites for development. Both these industries will require significant investment, will create jobs and be a driver for the development of more SMEs.



# OMDis activities



There is still further focus required to optimize the Nursery. A valuation was completed, and the Nursery continue to draw attention from investors and other parties. Consultations with both AfriCrops and AvaGrow is underway.

A Farmer's Market was established to serve as a local outlet for not only the Nursery produce, but also SMEs who manufacture goods locally.

Continuous engagements with key stakeholders are critical to OMDis' success. Their key stakeholders include Namdeb, Oranjemund Town Council (OTC), OMDis 2030, the Oranjemund Community, Regional Government, neighboring towns, potential investors, local businesses, and National Government.

Further engagement with development agencies like NIDA and NIPDB has raised Oranjemund's investment potential to the right level. A significant opportunity has been presented to Oranjemund by the SOE AGM which will be hosted here in June 2022.

This will provide a significant benefit for town and OMDis branding, as well as support Oranjemund becoming part of the national conversations. There is opportunity to influence some of these SOEs to expand their footprint to Oranjemund.





# Transformation Partners



OMDis prioritises the acceleration of Oranjemund's economic diversification. It does so in close partnership with other key Town Transform stakeholders:

- Namdeb is the incumbent mine that enables OMDis to contribute to and ensure a responsible and integrous socio-economic mine closure.
- Oranjemund Town Council (OTC) is responsible for lobbying the public sector, for creating an investor-friendly environment, including investor incentives, and for ensuring affordable access to land and services.
- OMD 2030 is a unique citizenry association created specifically to involve, represent, educate and support the community of Oranjemund through its transformation.

OMDis is an entity who must collaborate to a large extent with other stakeholders to achieve its own mandate, and that of Vision 2030. When collaboration is truly entered into with good intent and spirit it strengthens our efforts and bolster our chances of success.

Of importance now is to prepare the soil and plant the seeds for project investments to be staggered over a 3–5-year period in the coming years. Considering the above objectives and activities, OMDis has a key role to play to ensure the sustainability of Oranjemund.

The organisation has had a good start and is set to change the future of the town.

## Why is Oranjemund's Transformation important

Creating a new economic and socio-economic identity and future for a town is a daunting task. Despite the complexity, transforming a town however holds extraordinary potential for all concerned parties.

### For the Town

A transformed town provides economic livelihood, a sense of belonging and future for a community, and ensures a viable town council. The opposite of this outcome is a flailing town or even a ghost town.

### For the Region and Namibia

Transforming a town avoids it becoming an economic or socio-economic liability for a region or a country. Because of Namibia's current economic climate, Oranjemund at best represents a growth opportunity and at worst, a further economic burden.

### For the Mine

A transformed town allows the mine to exit its footprint responsibly and with integrity.

### For Investors and Business-makers

Oranjemund's transformation represents an opportunity for investors and business-makers who wish to make a meaningful economic impact in a region and a country alongside more traditional investment objectives.

# Oranjemund Factsheet

## Socio-political

- ☐ Governed by the Oranjemund Town Council.
- ☐ Forms part of the Regional Council constituency of Rosh Pinah.
- ☐ Accounts to the Regional Governor of the //Kharas Region.

## Socio-economic

- ☐ ¼ privatized ownership and growing.
- ☐ A well-established private hospital providing access to public patients
- ☐ A public healthcare clinic.
- ☐ One private and one public primary school, as well as a public secondary school.

## Economic indicators

- ☐ Life of Mine of 2047.
- ☐ Excluding the mine, there are 140 businesses directly supporting the mine or small-scale SMEs indirectly dependent on the mine. About 5-10% has independent viability.
- ☐ Border town, not an export town.

population  
**+10,000**



facilities  
**1,013** residential properties  
**140** business **12** churches



- ☐ International airport, but not cargo-freight.
- ☐ Sufficient freshwater supply.
- ☐ Bulk infrastructures in place.
- ☐ Moderate climate.
- ☐ River and seafronts.
- ☐ Renewable energy sources, especially wind.
- ☐ Pristine and safe environments
- ☐ Low concentrations of local demand in region.
- ☐ Remote from offset – 800km to Cape Town, 1,000km to Windhoek.

## Contacts

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