

2025 IN REVIEW

NEWSLETTER

OMDiS
Building Futures
TOWN TRANSFORM AGENCY



Inside this Issue



Foreword



From Pilot to Productive Agriculture



Unlocking Land & Infrastructure for Development



Tourism Development continued to build momentum across Key Projects



Creativity, Skills and Community Expression



Growing Local Enterprise & Entrepreneurship



Foundations to momentum



Foreword

Aunie Gideon

- Acting GM

As Oranjemund continues its economic transformation beyond mining, 2025 was a year of steady progress, learning, and renewed momentum. The year reflected growing confidence, stronger partnerships, and visible movement across multiple focus areas aimed at building a more diverse and resilient local economy.



Importantly, 2025 also created space to pause and reflect. Through a detailed strategy review, the transformation programme was reaffirmed while focus areas were refined, priorities clarified, and stronger alignment created between projects and long-term outcomes. Although the process required patience and difficult conversations, it ultimately strengthened shared understanding and reinforced confidence in the path ahead.

Throughout the year, OMDIS worked alongside the community, partners, and stakeholders to translate this clarity into practical progress. From agriculture and tourism to SME development and the arts, each initiative, whether large or small, contributed to building momentum and demonstrating what is possible when a town works together with purpose.

Meaningful engagements with partners such as Bank Windhoek, the Debmarine-Namdeb Foundation, and Debswana further strengthened relationships and enabled valuable knowledge exchange around Oranjemund's transformation journey.

The progress of 2025 reflects the collective effort of the community, partners, and individuals who continue to invest time, energy, and belief in Oranjemund's future, a reminder that transformation is shaped as much by shared commitment as by individual projects.

Below are highlights from across our focus areas during 2025.

Tel: **+264 63 234344**

Web: **www.omdis.co** Address: **19-7th Ave., Oranjemund**



From Pilot to Productive Agriculture



The OMDis Nursery moved from research and development towards a more structured and economically viable business through improved maintenance and repairs, expansion of arable land, reduction of wastage, and implementation of a formal marketing plan.

A significant operational milestone was reached in November 2025 when OMDis absorbed former Welwitschia nursery employees into the agriculture unit. This transition strengthened operational continuity while supporting local employment.

Collaboration remained central to the aims of the Nursery. Engagement with NAMCOL explored a partnership in agricultural education and skills development, positioning OMDis as a practical training and technical partner while NAMCOL provides accredited learning support.

Skills transfer also took place at community level. In collaboration with AGRA ProVision, participants from the Futree Community Garden received hands-on training to strengthen production capacity and confidence in small-scale agriculture.

In collaboration with AGRA ProVision, participants from the Futree Community Garden received hands-on training to strengthen production capacity and confidence in small-scale agriculture.

A challenge still remaining is obtaining permission to start agriculture in the Tsau //Khaeb National Park (TKNP) along the Orange River. The Diamond Act and Park regulations currently restrict agricultural activity, but OMDis continues to engage with the various ministries and potential investors around the importance of agriculture in Oranjemund's sustainability.





Unlocking Land & Infrastructure for Development

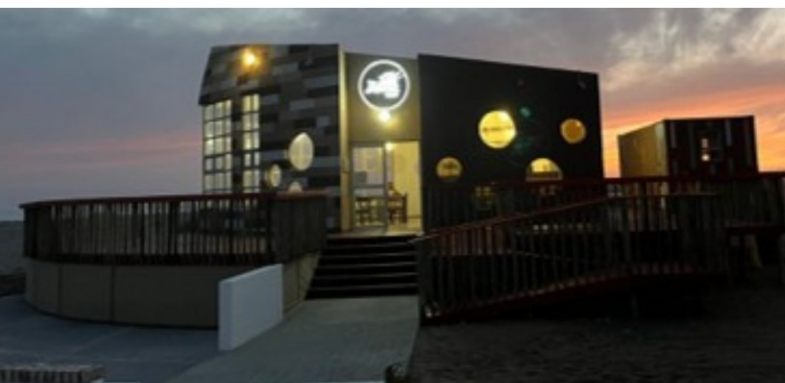
Property development initiatives in 2025 focused on turning underutilised assets into enabling future economic activity while responding to emerging housing and tourism needs.

The proposed Oranjemund Boutique Hotel in partnership with Trip Travel was approved, marking an important step toward strengthening local tourism readiness.



Feasibility work on a residential development project provided valuable insight into housing needs as the property market continues to normalise.

Additional heritage-related property collaborations, including engagement around Lüderitz properties such as Kreplin Haus and Goerke Haus remain critical for OMDis' self-funding goals.



Tourism Development continued to build momentum across Key Projects



The three niche areas at the heart of the tourism strategy are arts and culture, nature-based tourism and adventure sport and projects focus on these themes.

The Environmental Impact Assessment process for the Hohenfels tourism concession was completed, while engagement with potential investors regarding lodge and campsite development is showing encouraging progress.

Importantly, early economic participation was enabled through the awarding of concession-based activities to a local SME, ensuring that emerging tourism opportunities begin creating local value.

Progress was also made toward the development of the Bom Jesus Shipwreck Museum through collaboration with Ministry of Education, Innovation, Youth, Sport, Arts and Culture (MEIYSAC), reinforcing Oranjemund's heritage tourism potential and creating opportunities for skills development and cultural preservation.

Concepts around a bicycle race through the TKNP (Diamond Dash), and a 10-day horse trail from south to the north (Diamond Trails) were initiated, watch this space in 2026 as we explore what this could mean for tourism in our area.

Together, these catalytic projects activate the tourism sector, and strengthens investor confidence and community participation.



Creativity, Skills, and Community Expression

The Art Centre remained a vibrant space for creativity, learning, and community wellbeing.

Regular classes across music, visual arts, and crafts, continue to serve residents of all ages, while specialist workshops such as upholstery, leather training, and sewing enabled participants to develop practical and income-generating skills.

The 2025 Artist-in-Residence programme once again brought inspiring creative exchange to Oranjemund, culminating in well-attended exhibitions in Oranjemund and Windhoek showcasing local and visiting artists. A heartfelt thank you to the incredible artists who brought their talent and creativity to Oranjemund: Hildegard N. Titus (Photographer) from Windhoek, Kevlyn Gowases (Ceramist) from Windhoek and Edeltraut Rath (Painter) Germany.

A standout moment was the Kids Art Retreat pilot in the Tsau //Khaeb National Park. Young participants from Oranjemund's primary schools explored identity, creativity, and nature through body mapping and storytelling – an initiative that demonstrates strong potential for future youth development and heritage tourism programmes.

Beyond skills development, the Art Centre continues to play a vital role in youth engagement, and local creative expression.



Growing Local Enterprise & Entrepreneurship

Entrepreneurship support remained a cornerstone of OMDis' work.

A series of financial literacy, marketing, compliance, and investment-readiness workshops equipped local businesses with practical tools for growth and resilience. Partnerships with financial institutions and development agencies like EOS Capital, NIPDB, NIDA, NYDF and DBN expanded exposure to funding opportunities and industry networks.

Additionally, OMDis collaborated with FNB and hosted an Oil & Gas Training and SME seminar that was aimed at equipping local entrepreneurs with knowledge, insights, and opportunities within the oil and gas industry.



OMDis hosted a business-themed team-building session for SMEs, the Bizz-Bounce Experience 2025. It was a fast-paced experience packed with business-focused games aimed at promoting collaboration. The event brought together 32 entrepreneurs, divided into five dynamic teams, who competed against each other through team challenges.

The Business Box mentorship programme continued to support emerging entrepreneurs, with strong participation and growing interest in formalisation and growth pathways. Collaboration among SMEs also increased, including progress toward establishing a local SME association.

SME participation increasingly linked to sector initiatives in tourism, agriculture, and oil and gas, helping strengthen local value chains.





From Foundation to Momentum

As OMDiS moves into 2026, the emphasis shifts from refinement toward visible implementation and growing impact.

The clarity gained during 2025 provides a stronger platform from which to advance catalytic projects with confidence and purpose. Across agriculture, tourism, property development, the arts, and SME development, the coming year presents an opportunity to convert preparation into activity, participation, and tangible opportunity for the community.



Priorities include expanding tourism experiences within the concession, strengthening agricultural production and market access while progressing engagement around Orange River agricultural potential, advancing redevelopment of underutilised infrastructure, and deepening support for entrepreneurs, youth initiatives, and creative industries.

Equally important will be sustaining partnerships and community collaboration to ensure that growth remains inclusive and responsive to local aspirations. While transformation is gradual, the momentum built over the past year signals a town that is increasingly confident in its direction and capacity to shape its own future.

Transformation is rarely dramatic; it is built through persistence, learning, and collective effort over time. The progress of 2025 strengthens confidence in the path ahead, and 2026 presents an opportunity to translate this foundation into catalytic projects with expanded opportunity.

With continued partnership, local participation, and disciplined implementation, Oranjemund's transformation is steadily moving from intention to reality.



We would like to hear from you!
Send your feedback/ additions and suggestion to:
selma@omdis.co