



ABOUT OUR DIRECTOR, PROF GRAEME ADDISON

May 2024



Graeme started his career as a journalist in Cape Town in 1968. He graduated with a BA (Economics) from Wits and then Unisa with an Honours degree in English, then obtained an MA in Journalism from Rhodes University. On The Star, in 1974-6, Graeme took part in the newspaper's campaigns to open up the national hiking trails and river trails. He worked on the CARE environmental campaign under James Clarke. From 1977-81 he lectured in Journalism and Media Studies at Rhodes. During this time he pioneered the first whitewater rafting trips on the Orange River and Great Fish River. Later he opened up the Tugela, Doring and Vaal Rivers.

On leaving Rhodes he taught media skills for the Wits University Centre for Continuing Education throughout the 1980s and early 1990s. He launched The Riverman as a commercial rafting operation in 1982, and the Whitewater School for river guides in 1990. In 1991 he joined Natal Technikon first as a lecturer and then Head of the Department of Journalism and Public Relations. In 1994 he was appointed full Professor of Communication at the University of the North West, Mahikeng. When his contract ended he assumed the role of training officer at the Sunday Times in Johannesburg, and resumed teaching at the Wits Centre, which had now become the Institute for the Advancement of Journalism.

From 1983-88 Graeme and Karen, later his wife, started and ran the first mountain bike touring operation in South Africa, Funbikers, and branched into hiking as co-owners of Trailblazers.

In 1998 Graeme launched his book publishing career with two books on whitewater rafting. One of them, on the World's Rivers, was translated into several languages and joined the top 100 000 sellers on Amazon. From 2002 he began working on a trilogy of books about South Africa's innovations in science, technology and engineering, which has become the standard history on this topic, entitled The Edge Series (3 volumes). He has conducted several countrywide tours of SA science facilities for foreign journalists, working for Brand South Africa.

In 2008 he created Adventure Standards Africa with the intention of supporting disadvantaged trainees in tour guiding. In 2013 he was accredited by Cathsseta as an affiliate of the Adventure Qualifications Network for whom he is an Assessor of adventure guides. In the subsequent decade he qualified 88 professionals in various disciplines including rafting, canoeing, hiking, mountain biking and 4x4. He is the author of an unpublished book on techniques of adventure guiding. Sections of the book are now used for those submitting for official guiding qualifications. He is a National Tour guide and site guide in culture and nature for the Vredefort Dome World Heritage Site. He has written 14 published books on topics from popular science to nutrition, leadership and Ubuntu in African business.

Graeme has four sons and is married to Karen. They live at Otters Haunt Eco Retreat on the Vaal. Now 77 and still rafting, cycling and hiking, Graeme continues to train and assess adventure tour guides. He is currently writing a popular guidebook to the Vredefort Dome and his own biography, The Riverman.

CONTACT: +27 84 245 2490

director.asafrica@gmail.com

<https://asafrica.org/>