

# Curriculum Vitae

## 1. PERSONAL PARTICULARS:

**Full Name:** Cyril James Michau Clarke

**Date of Birth:** 6 November 1953

**Citizenship:** South African Citizen

**Marital Status:** Married Miranda P Barnard on 31 December 1976

**Family: Daughter:** Ansu Clarke: Born: 5 October 1983

**Son:** Cyril-James Daniël Clarke: Born: 23 March 1986

**Religion:** Christian

**Health:** Excellent

**Criminal Record:** None

**Communicative Ability:**

LANGU AGE	READ	SPE AK	WRI TE
English	Excellent	Excellent	Excellent
Afrikaans	Excellent	Excellent	Excellent
Dutch/Flemish	Very Good	Good	Average

**Residential Address:** 18 Klein Karoo Street, Oudtshoorn

**Postal Address:** 18 Klein Karoo Street, Oudtshoorn, 6620

**Contact Numbers:** Tel.: 044 279 1330

Mobile: 083 384 0766

**Email Address:** [cyril@mweb.co.za](mailto:cyril@mweb.co.za)

## 2. EDUCATION & TRAINING:

1971: Passed **Senior Certificate** Examination: Hofmeyr High School, Hofmeyr

1972: **Compulsory Military Training:** Several Bases of the South African Defence Force,  
South Africa

1975: Obtained **Advanced Speech and Drama Certificate** (medium: English) as well as a

“**Gevorderd Spraak- en Drama Sertifikaat**” (medium: Afrikaans) at PEDAK Drama  
Studio (Port Elizabeth) through University of South Africa, Pretoria

1977: Obtained **Final Speech and Drama Certificate** (medium Afrikaans) at PEDAK Drama

Studio (Port Elizabeth) through University of South Africa, Pretoria

1979: Obtained **BA Degree** (majoring in English & Afrikaans – Dutch): University of Port

Elizabeth, Port Elizabeth

1980: Passed **Section Leaders' Course**: South African Defence Force, Port Elizabeth

1981: Obtained **Higher Education Diploma** (majoring in Language Education): University of South Africa, Pretoria

1982: Passed **Platoon Commanders' Course**: South African Defence Force, Kimberley

1985: Completed an **ATKV Directors' / Producers' Course**: Drama Department: University of Stellenbosch, Stellenbosch

1990: Obtained **B. Ed. Degree** (Specialising in Educational Management – particularly Human Resources aspects of this management field): University of South Africa, Pretoria

1991: Completed a seven day course in the **Presentation of Multi-cultural Adventure and Leadership Camps** led by Dr. B Wiid: Interchange Foundation: University of Stellenbosch, Stellenbosch

1992: Completed an **MS-WORKS Computer Course**: Teachers' Centre, Oudtshoorn

1994: Obtained **M. Ed Degree** (Educational Management): University of South Africa, Pretoria.

Summary of Master's Study as submitted to Master's Abstracts:

TITLE OF THESIS: Negotiation as Education Management Skill

WRITTEN BY: C J M Clarke

FOR THE DEGREE: Master of Education

IN THE SUBJECT: Educational Management

SUPERVISOR: Professor C van Wyk

SUMMARY: The summary investigates the extent to which effective educational managers need to employ negotiation as a vital education management skill.

It examines the present nature of schools as educational organisations primarily through the political model of educational management. Furthermore, the essence, styles and methods of the negotiation process are researched and described. The investigation proves conclusively that negotiation is one of the most successful

methods of reaching a mutually acceptable outcome in various conflict situations within an educational organisation. It also becomes evident that negotiation is bound to become increasingly important to the effective management of educational organisations in the future, and that it is imperative that educational managers need to be trained and experienced negotiators. The study concludes with recommendations regarding the training of educational managers as negotiators and offers suggestions concerning the need for further research in this field.

### 3. HISTORY OF EMPLOYMENT AND EXPERIENCE:

DATES	OCCUPATION / EXPERIENCE	FULL-TIME PART-TIME	FIRM / BUSINESS	PLACE
Sept 2010 - 2011	<b>Freelance Translator, Broadcaster and News Reader</b>	<b>Full-Time</b>	Translator: KKNK Broadcaster: South Cape FM (Community Radio Station)	Oudtshoorn
June 2005 – August 2010	<b>Marketing Manager [CEO]</b>	<b>Full-Time</b>	Greater Oudtshoorn Tourism	Oudtshoorn
2009	<b>Member: Organising Committee of the Klein Karoo Klassique Festival</b> (of Classical Music, Klein Karoo Cuisine & Klein Karoo Wines)	Part-Time	Barrow Family Trust	Oudtshoorn
1993 – May 2005	<b>Head of Department (English):</b> English First & Second Language HG: Stds 6 - 10	<b>Full-Time</b>	Langenhoven Gimnasium	Oudtshoorn
1994 – 1998	<b>Member Organising Staff of the Klein Karoo National Arts Festival</b> (Jointly responsible for training and organising All Front of House Staff)	Part-time	Klein Karoo National Arts Festival	Oudtshoorn
1995 – 1998	<b>Lecturer:</b> (Sections: School Management, Personnel Management & Research Methodology) to part-time students – practicing teachers	Part-Time	PE Technicon: Saasveld Campus	George
1996 – 2001	<b>Broadcaster:</b> Responsible for Schools' Programmes, Arts Programme, Several Musical Programmes & News reading in Afrikaans and English	Part-Time	South Cape Stereo (Community Radio Station)	Oudtshoorn
1998 - 1999	<b>Tourism Marketer:</b> Responsible for marketing Rosenhof Country Lodge*****, Riempie Estate Hotel**** & Queen's Hotel****. Marketed nationally & internationally	Part-time	Barrow Family Trust	Oudtshoorn
1986 - 1992	<b>Head of Department (English):</b> Responsible for English First & Second Language HG: Stds 6 – 10	<b>Full-Time</b>	At various Adventure Centres & Conference Centres	Garden Route & Klein Karoo Region
1990 - 1992	<b>Lecturer:</b> English Second Language SG & HG to N1 Students	Part-Time	Oudtshoorn Technical College	Oudtshoorn
1982 – 1985	<b>Teacher:</b> English First & Second Language	<b>Full-time</b>	Outeniqua High School	George

	HG & Drama Practical: Stds 6 – 10			
1978 - 1981	<b>Teacher:</b> English Second Language HG to Stds 6 – 10	<b>Full-Time</b>	Carnarvon High School	Carnarvon

#### 4. OTHER NOTEWORTHY ACHIEVEMENTS:

Translated the English texts of the following plays to Afrikaans:

Original Title	Translated Title
Cabbages	Koolkoppe
The Story of King Josiah	Die Boekrol
The Happy Journey	Die Vrolike Reis
Victory for the Strong	Oorwinning van die Sterkste

Adjudicating at Eistedfodds and Play Festivals:

Date	Position	Event	Where
1989 - 1993	<b>Chief Adjudicator</b>	One-Act Play Festival	South Cape Teachers' College: Oudtshoorn
1989 - 1993	<b>Adjudicator:</b> Section: Speech & Drama	George Arts Festival	George
1994 - 1999	<b>Chief Adjudicator</b>	Festival of Arts	George Society of Arts: George
October 2000	<b>Adjudicator:</b> Choral Speech & Recitation	Plett-Knysna Arts Festival	Knysna
August 2001	<b>Co-Adjudicator</b> (with Johan Esterhuizen of University of Stellenbosch Drama Department)	Logan Play Festival	Fraserburg

Publication of Tourism Articles Written by Me with Photographs Taken by Me:

Date	Publication	Page Numbers	Title: Article
September / November 2005	<b>DRIVE OUT</b>	p. 133	Featured Trails: Minwater Eco Adventures
May 2007	<b>TOURISM@OUDTSHOORN</b> (12 page full-colour newspaper to hand out at INDABA 2007)	p. 2 - 12	Several articles on all tourism aspects of Oudtshoorn
May 2008	<b>TOURISM@OUDTSHOORN</b> (12 page full-colour newspaper to hand out at INDABA 2008)	p. 2 – 12	Several articles on all tourism aspects of Oudtshoorn
Autumn Edition: 2009	<b>HAMBAKAHLE: The Travel Magazine</b>	p. 12	Gamkaskloof: One Hell of a place
August 2009	<b>ANYWHERE ANYTIME</b>	p. 90 - 91	Gamkaskloof: O hell, O paradise!
Winter Edition: 2009	<b>HAMBAKAHLE: The Travel Magazine</b>	p. 14	Gamkaskloof: The Good People in The Hell

Leadership Positions Filled:

1974: **Chairperson** of Afrikaans Literary Society: University of Port Elizabeth.

1984 – 1985: **Subject Head:** English First Language HG

1986 – 2005: **Head of Department:** English First Language HG & English Second Language HG & SG

1991 – 1992: **Officer Commanding:** Cadet Section at Secondary School

1997: **Manager/Organiser** of all Front of House services for Klein Karoo National Arts Festival

1998: **Manager/ Organiser** for the “Voorbrandfees” (one week prior to KKNK several

productions that performed during the KKNK were taken to venues throughout the region

for free performances to the under-privileged)

1998: **Chairperson:** Cango Choir Committee

2005 – 2010: **Marketeer/Manager:** Greater Oudtshoorn Tourism Bureau

#### 5. **SKILLS I OFFER TO POSITION APPLIED FOR:**

- Five years' experience in working with national and international tourism role players (consumers and trade).
- An obvious enthusiasm for the job at hand in order to deliver the best service possible.
- A very good sense of responsibility.
- The ability to communicate well with people of different nationalities on any level.
- A very good competency regarding TV, radio, magazine interviews.
- Six years' experience of the pitching for and organising of events and conferences.
- Five years' experience in annual marketing planning within a given (sometimes very limited) budget.
- Six years' experience in planning, organising and executing programmes for trade and media visitors.
- Six years' experience in all aspects of tourism marketing.
- Maintaining good relationships with members and organisation of membership evenings in order to keep members informed and to supply feedback.
- Monthly newsletters to all contacts and members in order to keep all role players informed about what is planned and done.
- Excellent English and Afrikaans writing and communication skills and the will to try to communicate with contacts in their own language on a very basic level.
- The proven ability to write and publish tourism related magazine articles.
- Six years' experience of promoting a range of products competently and professionally.
- Maintaining good contact and communicative relationships with the media.
- Played a meaningful part in co-operative tourism matters on a local, regional, provincial, national and international level.
- Displayed good return on investment level throughout the five years in tourism marketing.
- Displayed good brand ambassador skills while employed by the region.
- Have very good training in negotiation and human resources management fields.
- Displayed very good presenter's and public speaking skills.
- Six years' experience in collecting, collating and interpreting local, regional, provincial, national and international tourism statistics.
- Six years' experience in planning, organising trips to national and international tourism markets, expos and road shows and attending these.
- Did post-graduate management training which supplied a very practical knowledge and background on managing, organising, leading and control.
- Displayed the ability to plan and work on my own with the responsibility to report fully on plans made and work executed.
- Very good training in conflict management skills.

*Here I respectfully refer you back to the relevant sections of the CV above and suggest strongly that you request a complete set of very recent testimonials (not enclosed for the sake of brevity) from me.*

6. REFEREES:

**Erika Swanepoel:** 082 777 9969: Marketer Cape Nature

**Gerrie Ferreira:** 072 742 4405: Owner Chandelier Game Lodge

**Hanneli Slabber:** 011 895 3178: SA Tourism: Global Manager: Product

**Hazel Jonker:** 044 272 4308: Owner Hazel's Homestays

**Hettie Weymar:** 028 551 1378: CEO: Ladismith Tourism

**Louis Jordaan:** 044 279 1285: Owner Minwater Eco Adventures

**Olga Mileham:** 044 279 2596: Owner Kalika's Restaurant

**Pieter Retief:** 044 272 4533: Owner Adley House Guest House