

MULLER STREET / MULLERSTRAAT  
NIEU-BETHESDA  
6286

OUR REF. / ONS VERW. : 14/4

YOUR REF. / U VERW. :

TEL. / FAX : (049) 8411659  
International : +27-49-8411659

DATE / DATUM :  
July 7, 2000

9/2/003/0007

The Regional Manager  
SAHRA (NMC)  
P.O. Box 599  
GRAHAMSTOWN  
6140

ATTENTION : MR T. LUNGILE

Dear Sir

**THE OWL HOUSE (ERF 306, NIEU-BETHESDA)**

This municipality is the registered owner of the Owl House, a museum of international renown and of extreme importance to our small and isolated community. The Owl House was provisionally declared a national monument on 17/03/1995, Government Notice no. 392. It draws up to 13,000 visitors annually and has been used as the basis of many a book and film over the past years.

The Owl House is unique, and its contents extremely valuable and fragile. We are in the fortunate position that it has been very capably managed and maintained by the Owl House Foundation (a Section 21 Company). One of its members, Mr Mark Wilby, is also the Curator, and has applied much expert knowledge, time and effort to the restoration work done during the past few years.

It is an indisputable fact that were it not for the Owl House, Nieu-Bethesda would not have survived as a town. We have become a major tourist destination and this has resulted in many diverse opportunities for our community, 95% of which are from the previously disadvantaged sector. Nieu-Bethesda is one of the very few small towns in our country which has maintained economic stability and infrastructural improvement ~ this mainly due to the Owl House, and spin-offs from it.

With the above taken into consideration, it makes sense that the future of this very important community asset should be secured and its essence protected. This is therefore a very urgent appeal to the S.A. Heritage Resources Agency to do everything in its power to assist in having the Owl House declared to full National Monument or Heritage status, as soon as possible.

Please advise what we need to do in order to expedite this process, as requests of this nature have already been forwarded in the past by this office, as well as by the Owl House Foundation.

**Your urgent attention and assistance in this matter will be appreciated.**

Yours sincerely

Miss Leonie Fouché .....  
CHIEF EXECUTIVE/TOWN CLERK



28 AUG 2000

29/8/2000

cc : The Director  
SAHRA Cape Town

## Local Business Membership

The following businesses have responded positively to our call for local enterprises to support the Foundation and to acknowledge the key role of the Owl House in the activities of Nieu-Bethesda.

We welcome their participation in the affairs of the Foundation and trust that the public will positively respond to the generosity of these businesses:

Ganora Guest Farm & Excursions	(049) 841 1302
Elke's Guest House	(049) 841 1605
House Number One & de Toren Guest Houses	(049) 841 1700
Ibis Art Centre – Accommodation Booking Agency	(049) 841 1623
Owl House Backpackers	(049) 841 1642
Stokkiesdraai Guest House & Country Kitchen	(049) 841 1658
The Village Craft and Coffee Shop	(049) 841 1635
Die Waenhuis Pub 'n Grub	(049) 841 1648
Weltevreden Guest Farm	(049) 841 1400
The Fisherman's Gallery (Hermanus)	(028) 312 2509

## Missing membership

On 10 June 2000 a visiting family took out membership to the OHF. Unfortunately the application form went astray and now we have no record of who these benefactors are.

When you don't read this newsletter you will know that it was you!! Should you chance to see this over someone's shoulder in the bus, please contact us so that we can make amends.

Our apologies for the mishap.

*support the  
Owl House*

*...recommend OHF membership to you friends and colleagues*

4.

## Annual General Meeting:

The Annual General meeting of the Owl House Foundation is to be held at the Ibis Art Centre in Nieu-Bethesda at 17h00 on 12 October 2000.

The meeting is open to the general public. Please take this opportunity to air your views.

*All Welcome!*



## Nieu-Bethesda Municipality and the Owl House

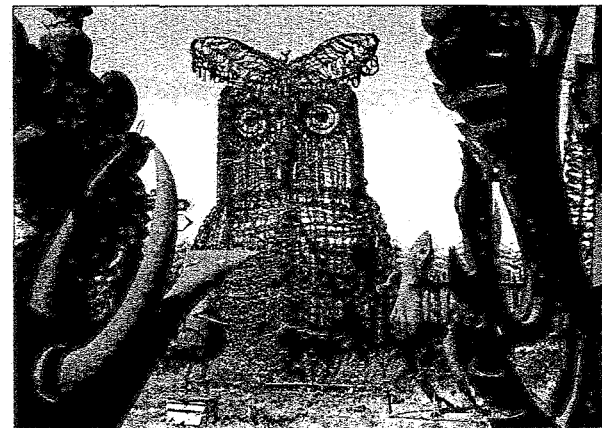
The mechanism whereby the OHF administers the Owl House for the Municipality of Nieu-Bethesda takes the form of a straight-forward lease agreement. The Municipality holds that a misperception exists regarding the income accrued from the Owl House. In a letter to the Foundation and other interested parties, the Municipality explains (edited excerpt):

*It is with concern that we have noted that a perception seems to exist*

*that this municipality is generating a vast income from the Owl House.*

*Requests have also been directed to us to make donations to the Foundation, or to decrease the rent.*

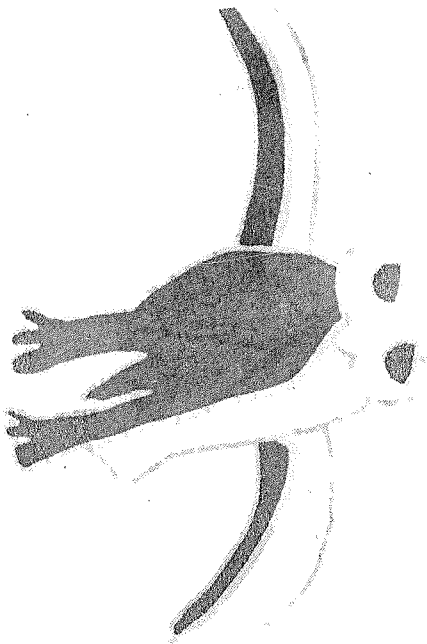
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1.

28 AUG 2000

# The Owl House Backpackers (New-Bethesda)



The

Soul  
Of the

MULLER STREET / MULLERSTRAAT  
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TEL. / FAX : (049) 8411659  
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DATE / DATUM :  
22 August 2000

**The Regional Manager**  
**SAHRA (NMC)**  
**P.O. Box 599**  
**GRAHAMSTOWN**  
**6140**

ATTENTION : MR T. LUNGILE

Dear Sir

**TRADING UNDER THE NAME "THE OWL HOUSE..."**

1. Enclosed leaflet, widely distributed, refers.
2. Approximately 18 months ago a similar leaflet was handed in by an American Tourist, who claimed to have been under the impression that the accommodation was being offered at the Owl House itself. He expressed the opinion that people could easily be misled by the fact that the accommodation establishment is trading directly under the name of The Owl House, a very unique museum (provisionally declared national monument) that draws thousands of visitors to Nieu-Bethesda each year. A number of other tourists have also been confused about the locality of the accommodation.
3. The matter was referred to this Council, and was also informally discussed with the owners of the accommodation establishment. The owners agreed to change the name, but this was in fact not done. Since then they have had new brochures printed and distributed, and they have also been advertising on the Internet. Several persons have indicated that the integrity of the Owl House is being compromised, and that it is being exploited for personal gain ~ that as a matter of principle this should not be allowed.
4. The name "The Owl House" is not a registered brand name, so in this respect one cannot prohibit anyone from using it. However, the name is associated with a singularly unique, one-of-a-kind museum of international renown. It used to be a house ~ the home of the late Helen Martins ~ and much of its original content has remained intact or has been restored, thanks to the dedication and efforts of The Owl House Foundation, a Section 21 Company, which was established specifically to maintain, promote and protect the Owl House.
5. We would appreciate your comments on the above matter, i.e. whether commercial bodies may or should be allowed to trade under the name "The Owl House" ~ or use its name as a prefix or suffix in conjunction with any other description for trading purposes. What mea-

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