



# Sugar Bay

children's holiday camp  
ages 7-17



Scan & Watch

Over 100  
activities!



[www.sugarbay.co.za](http://www.sugarbay.co.za)





# SUGAR BAY IS WHERE IT HAPPENS

South Africa's first and only American-style summer camp, Sugar Bay provides children of ages 7 to 17 with the most fun and memorable holidays imaginable. With free choice of over 100 activities, the latest equipment and superb facilities, Sugar Bay gives children the freedom to enjoy themselves within a safe and secure environment.



Sugar Bay is a member of the **American Camping Association**, which regulates more than 15 000 summer camps in the USA. The strict safety protocols, outlined on page 14, include a **24-hour supervision** policy and a minimum **staff:child ratio of 1:3**. The staff include our **highly experienced management team**, **qualified counselors** (employed on a ratio of 1:3) and a **loyal support staff**.

Sugar Bay is situated in Zinkwazi Beach on South Africa's beautiful KZN north coast, 45 minutes from King Shaka International Airport. Our abundant recreational facilities span 16 acres of secure, privately owned land with separate private access to the lagoon and beach.

## WHAT WE LEARN IN FUN WE NEVER FORGET!



So much more than just a fun holiday, Sugar Bay specialises in the **growth and emotional development** of each child. Greater **self-esteem, independence and self-confidence** are just some of the life-changing attributes that your child will acquire. Each one of our **100 activities** provides specific and invaluable **personal development** opportunities. **Free choice** scheduling ensures each child is fully committed to the experience. While having fun, they learn to set new goals, meet challenges head on, work in a team, **make new friends** and **overcome behavioral issues**. They will come home fitter, stronger, with greater maturity and a new sense of responsibility. That is why, when they ask to return next holiday, most parents readily agree!

## Magnificent Facilities

The resort has been professionally designed and purposefully built with comfort and security as the top priority. Our secure 16 acre adventure playground encompasses a full sized Soccer Field, Paintball Arena, 5-sided Climbing Tower, Obstacle Course, 3 Ropes Courses and 25m Swimming Pool. The different buildings include our Grand Hall, Dining Room, Arts and Crafts complex, Health Centre, Indoor Sports Hall and the air-conditioned Theatre and Tuckshop. Additionally, our Waterfront Facility, which has private access to the lagoon and beach, has all the boats, boards and water toys for days of endless fun.



## Comfort Zones: Home Cooked Meals

What we eat is a critical ingredient in the recipe for a fun-filled holiday. Sugar Bay cuisine is freshly prepared, nutritious and scrumptious. The smell of freshly baked bread rolls really gets the appetite going! We are often asked to give out our "secret" recipes to parents whose children have never eaten vegetables before. There are fresh salads at every meal and, of course, there are always plenty of seconds. Three large meals, two smaller snacks and one tuckshop visit per day ensures that the energy levels are kept up. Religious and dietary preferences can be catered for on request.

## Where we sleep: A Home away from Home

Spacious wooden cabins are nestled under large canopy trees with covered verandas and extensive views. Two or more counselors are assigned to each cabin for around-the-clock supervision. Each cabin is elevated on stilts with more than adequate en-suite bathroom facilities. A comfortable retreat where adventures are recounted, songs sung and laughter fills the air.



## Staff, Safety and Security

The only thing that takes precedence over fun at Sugar Bay is safety. We are extremely proud of our excellent safety record and intend to keep it that way. Please refer to page 14 for more details on how we can assure your child's safety.

## It's your world!

Boys' and girls' cabins are in separate and secure areas. Children are housed in cabins according to their grade with friendship requests accommodated. This structure allows campers to be part of a close-knit family group. Counselors sleep in the cabin with the children and the high counselor to child ratio ensures that every child is given the individual attention that is required.



## A Place of Endless Summers

With warm water and sub-tropical climate, we have summer weather all year round. The warm water means you can swim for hours, even in July, the middle of "winter". Sugar Bay welcomes children from all over the world. The holiday programs include all local and most international school holidays. Holiday weeks usually start and end on Sundays, but the fun never stops. We encourage stays of two weeks or more. Each week offers new friends, different themes and more opportunities.

## 24 Hour Supervision

The cabin counselors are specifically trained and experienced in the growth and development needs of the different age-groups. Counselors in junior cabins provide security, love and routine for those who are often sleeping away from home for the first time in their lives. Senior campers also need 24 hour supervision, but for a different reason. Their counselors are positive role models who provide friendship, advice and, of course, no opportunity to misbehave. Campers in grade 10 and above have special privileges (see page 13) as Advanced Campers. Our co-educational program is small enough to get to know everyone, yet large enough to have age specific activities and games.



## Free Choice of Over 100 Activities

We offer instruction in a large variety of classes - over 100 at the last count - and that's not even counting our evening activities. There is something for everyone, from the mainstream to the extreme. Each activity has the latest equipment, the highest safety standards and experienced instructors to help and encourage every child to achieve their highest level, whatever their ability. While fun and exciting, they all promote mental concentration, patience and perseverance. Campers earn certificates in certain activities as a permanent record of their achievements and skills. Free choice scheduling allows everyone to follow their own interests. Take your pick! From surfing to scuba, boating to biking, climbing to crafts, sports, adventure, nature - if you like it, it's yours.

The fun starts here

Each of our activities offer physical, social and emotional benefits. With free choice of over 100 different instructional classes, every child will learn something new and advance to new levels. Certificates are awarded with activities marked with a certified badge.

**BMX'ing**  
Imagine the feeling of accomplishment that comes after landing a trick for the first time! BMXing is great way to burn calories, build muscles and maintain a healthy body.



**Skating and Ripsticks**  
Land a new trick, set new goals, and discover a whole new skill set. Skating provides a wonderful example of what can be accomplished when you set your mind to something, promoting discipline, self-confidence and a creative outlet.



**Paintball and Airsoft**  
Paintball and Airsoft are character-building sports that teach teamwork, responsibility, communication and problem-solving. Players gain self-confidence and develop leadership abilities whilst relieving stress in a fun way.



SHARP SHOOTER

**Circus Program**  
Amazing to watch, great fun to do and such a challenge to master! Our circus activities are recommended by occupational therapists for their ability to aid brain development, improve concentration, overcome behavioral problems and extend co-ordination, concentration and poise.

- Poi Spinning
- Fire Staff
- Hacky sacks
- Magic Tricks
- Trampolineing
- Indo-boarding
- BOSU surfing
- Mechanical surfboard
- Sumo wrestling



ADRENALINE JUNKIES

THE SKY IS THE LIMIT AT SUGAR BAY!

# LAND ADVENTURE



**Five-sided Climbing Tower**

- Beginners Climbing Wall
- Advanced overhang wall
- Crate Climbing
- Jacobs Ladder
- King Swing



**Ropes Courses**

Step out of your comfort zone, push your boundaries and develop new confidence in our ropes courses:

- Advanced high ropes course (6 elements)
- Beginner high ropes course (4 elements)
- Zipline
- Low Ropes course (12 elements)
- Commando course (14 elements)

**Sports**

Whether you are a beginner or a seasoned athlete, our amazing sports program will improve skills, develop teamwork, fitness and good sportsmanship. With a full size rugby field, and two indoor sports halls, the fun never stops!

- Table Tennis
- Indoor Hockey
- Indoor Cricket
- Indoor Soccer
- Four Square
- Soccer
- Hockey
- Touch Rugby
- Foomball
- Basketball
- Netball
- Athletics
- Capture the flag
- Scotty the Pirate
- Ultimate frisbee



**EXCURSIONS**

- Camping & Hiking
- Outdoor Cooking
- Mad Missions
- Day Trips

# WATER SPORTS



Find your bliss



## Ocean fun

- Body Surfing
- Lifeguard Training
- Snorkeling
- Swimming / Wave Fun

Always a favorite

## Lagoon fun

- Raft Building
- River Cruise
- Fishing
- Lagoon Ball Games
- Tubing
- Wake Snake

## Pool fun

- Waterslides
- Scuba Experience
- Swimming & Pool Gala
- WOW Balls
- Water Barrel
- Water Gladiators
- Water Polo
- Slippery Slide
- Water Rockets

## Beach fun

- Bat and Ball
- Beach Chill
- Dune Jumping
- Beach Cricket
- Beach Golf
- Beach Soccer
- Beach Volleyball
- Dodgeball
- Nature Walks
- Sand Sculptures



## Body boarding

Body boarding offers thrill seekers a dynamic and beneficial exercise that boosts the body's muscular performance and co-ordination skills, whilst allowing for a bracing and exciting experience.

## Kayaking

Kayaking is a low-impact isometric exercise that improves cardiovascular health, core-muscle strength and flexibility. From a meditative paddle through the reserve, to a crazy game of paddle polo or the rush of ocean kayaking, the list is endless.

## Surfing

Ride a wave to a happier life! Surf instructors explain that the emotional benefits of surfing outweigh the physical ones, and they are super fit! In the moment of riding your first wave you are more present than you are at any other moment in your life. Your child will remember this feeling forever.

## S.U.P

Stand Up Paddle Boarding is a superior cross training workout that brings together all the muscles of the body in a graceful display of core strength and balance. Stand Up Paddling is a fun rehabilitative exercise offering a unique perspective above the water.

# DANCE, DRAMA AND MUSIC

With our new full-time professional dance instructor, our dance program has become one of our most popular activities. Find your rhythm in a new dance or sign up for a drama workshop. The numerous physical, emotional and cognitive benefits of each creative expression are only just being discovered.

## DANCE STYLES

- Synchronised
- Hip Hop
- Break dance
- Ballroom
- Freestyle
- Capoeira

## DRAMA & MUSIC

- Theatre Games
- Stage Performances
- Dance Revolution
- Drumming Circles
- DJ Lessons



# CREATIVE TALENT

Explore individual expression and artistic innovation. Our creative activities stimulate the imagination, develop concentration and promote independent thinking.

## CRAFTS

- Dream Catchers
- Beading
- Candle Making
- Shell Art
- Surfboard Making
- Origami
- Stress Ball Making
- Friendship Bracelets
- Tie Dye

## ARTS

- Body Art
- Card Making
- Fabric Painting
- Glass Art
- Sun Catchers
- Tile Painting

## OTHER

- Planxworld
- Sweet Making
- Balloon Modeling
- Paper Making



# EVENING ACTIVITIES

When the sun sets, our venues are magically transformed into dramatic backdrops for spectacular evening programs. A place where dreams become reality and everything is possible; where memories are created and friends are made. Each evening program is unique, age-specific and more dramatic than the last.

- Fire Show
- Treasure Hunt
- Dutch Auction
- Casino Games
- Carnival Games

- Fashion Show
- Scavenger Hunt
- Karaoke Night
- Skits and Stunts
- Fear Factor

- Party Night
- Dance Revolution
- Counselor Hunt
- Camp Fire
- Game Shows



# What's new:

Even at over 100 activities on offer, we never stop introducing new activities and facilities. Some of our recent additions include:

TIE DYE



WATERSLIDES



AIRSOFT



NEW BATHROOMS



# Weekly themes and highlights

We make each and every week completely different to any other by giving it a unique theme. We introduce new activities, an extravagant themed dinner and unforgettable weekly highlights to suit each theme. All these are in addition to our normal over 100 activities. Some recent themes include:

- COACHELLA
- HOGWARTS
- CLUEDO
- X-GAMES

- SMURFS
- THE GREAT GATSBY
- COMIC CON
- BAYWATCH

Colour week



## WHAT CAMPERS SAY...

"Sugar Bay is the best place I have ever been to, and I have been to Disney World and Universal Studios in America and Sugar Bay is still 10 times better!"

- Junior camper, MAD Week

"I enjoyed that the counselors acted like parents, but in a nice way. I just love Sugar Bay!"

- Chanel, age 11

"Sugar Bay is the place where real fun was invented. You don't just sit on the couch all day watching TV. If you're not at Sugar Bay, you're not having fun!"

- Jonathan, age 12



"I've been to a lot of different camps over the years and they all have taught the same thing over and over again which was starting to get a little boring. Then I came to you guys and you taught me different things which I enjoyed a lot! I would like to thank the counselors for being so chilled & cool. Everything about Sugar Bay is just too breathtaking. From the bottom of my heart thank you, you made my week, year and life. I will never forget it!"

- Nicole, Senior camper

"I went to Sugar Bay when I was 11. I am now 28 years old. I still have the fondest memories. I was scared, because I was going alone, but I wanted to be brave. When I arrived, I made friends immediately. I celebrated my 11th birthday with the Sugar Bay team. As a shy kid, I was taken out of my comfort zone and it was the best thing that could ever happen to me. I cried so much when I left. Thanks for the most amazing childhood memories."

- Ayushie Atchannah, 28

"Sugar Bay has taught me that it doesn't matter how you look or how shy you are, you will still fit in. I am a really shy person with low self-confidence, but Sugar Bay and the people here make me feel comfortable with who I am."

- Donna, age 15

## WHAT PARENTS SAY...

"Booking was extremely smooth and helpful in getting two very anxious "new" parents what was needed and what we needed to know. The kids really enjoyed the camp counselors - their antics and personalities. An absolutely wonderful experience and they will certainly be back over and over again."

- Yvonne Ghavalas

"Cara had another fabulous week at Sugar Bay. You guys really have a winning formula of lots of great outdoor activities and good counselors."

- Jennifer James

"I was most impressed. Well run - no nonsense. Caring. You can tell how the setup is when your child returns from time away. My son came back with manners, respect and no attitude. Well done Sugar Bay!"

- Margie Jackson

"It was the first time that he was away from home without a parent for such a long time. I was an apprehensive Mom, but my son has decided he would like to return to Sugar Bay Camp as soon as circumstances allow. The counselors were patient, kind and amazing with my son. He loved the sloppy joes and that is awesome for me, because my son didn't eat mince before he left home.

He's come home appreciating Mom more and the time away from home has only helped him mature. THANK YOU Sugar Bay for keeping him safe! I am singing your praises all the way in Cape Town.

"

- Shariefah Goliath

## SENIOR CAMPERS

Campers in grades 10, 11 and 12 are given special status as Advanced Campers (AC). They have the opportunity to gain insight into the "way of a Sugar Bay counselor" and are encouraged to take on some responsibility by mentoring younger campers.

In addition to participating in all the normal activities, advanced campers are entitled to special privileges and activities including:

- Their own evening activities
- Dedicated chill area
- Recreational lounge
- Tea & coffee facilities
- Late breakfasts



## WANNABE COUNSELORS (C.I.T.)

Students 17 years and older can apply to do our certified Counselor in Training (CIT) course. This course is a fantastic opportunity to learn real life skills whilst also having a great adventure holiday. This course makes a worthy addition to a CV, it opens up valuable employment opportunities and it provides an impressive foundation for applicants thinking about working abroad.

While a week at Sugar Bay counts as a Residential Project for the President's Award, the CIT program can also count as part of the Bronze Skill Level.

This intensive two week course trains participants in the various disciplines necessary to become effective counselors with skills including:

- Child psychology
- Theory and practice of teaching
- Activity instruction
- Leadership
- First Aid
- CPR training

## TEACHERS & TOUR LEADERS

Outside of holiday times, Sugar Bay accommodates a select group of sports groups, schools and other associations for team-building and educational tours. Examples of educational tours include: team-building, marine biology, leadership, survival camps, farming and environmental education. We will tailor-make a program to suit your curriculum and can arrange excursions or invite guest speakers such as the famous explorer, Kingsley Holgate, who is a local resident in Zinkwazi. We also offer luxury three-star accommodation for teachers. Please contact us for an educational prospectus.



# Sugar Bay

## The safest place to have fun

*The only thing that takes precedence over fun at Sugar Bay is safety. We are extremely proud of our excellent safety record and intend to keep it that way. Here's how we protect your child's safety:*

- 1** Sugar Bay Resort adheres to the American Camping Association's (ACA) stringent industry standards which regulate more than 15 000 summer camps and have the highest standards worldwide. We are proud to be the only South African camp that is a member of this association.
- 2** One of these safety protocols is the inflexible rule: no two people are ever allowed to be alone together. A child cannot be alone with another child, or counselor. If a child needs to go back to their cabin he has to be accompanied by at least two people, one being his cabin counselor.
- 3** The entire resort is secured by full perimeter electric fences, electric gates, and a second 1.5m metal fence inside the electric fence, 24-hour armed response, 46 CCTV cameras, night watchmen and annually certified fire alarms and fire equipment. No visitors are permitted into our resort without an appointment. The waterfront is separate from the main resort enabling controlled access to the beach and lagoon. The beach is protected by shark nets. The area is malaria free.
- 4** Our counselors are carefully selected, trained and continually evaluated. Receiving dozens of staff applications daily, we are very selective with accepting trainees. Training includes, but is not limited to, First Aid and CPR, administration of emergency medication, child psychology, teaching practicals, and safety protocols. After passing exams, there is still a mandatory apprenticeship before qualification. Sugar Bay conducts weekly drug tests on all staff.
- 5** We have a professionally designed Health Centre, run by a qualified on-site nurse, fully equipped to deal with routine medical care and administer all medication. All counselors are certified in CPR and First Aid and we have a doctor on call 24 hours a day. The nearest private hospital is only 20 minutes away.
- 6** No one is allowed to enter the water without at least three counselors to supervise. At least two must be qualified lifeguards and EFR First Aid Responders, and one counselor must be in the water with the child. In the sea, there is also another lifeguard deeper than the deepest child. This is over and above the municipal lifeguards who also patrol the beach.
- 7** We maintain our extremely high supervision ratio of one counselor to every three children (1:3). This ratio is even lower when kids are partaking in the higher-risk activities such as surfing and high ropes, where the ratio is 1:1.
- 8** We teach ocean and swimming safety to every camper. Your child will learn about rip currents, sand banks, shore breaks, surf and other potential risks. Sugar Bay practices the Buddy System, in which every child has a buddy before entering any body of water. Buddy pairs must swim close together and look out for one another. Regular buddy checks are done: when a lifeguard blows three whistles, all campers must exit the water and stand in their buddy pairs.
- 9** Every camper takes a compulsory three-part swim test. Based on this evaluation they wear colour coded rash vests designating how deep they can go into the water, where they are allowed to swim, and how much supervision they require. The rash vests also identify our campers as belonging to Sugar Bay.
- 10** We have strict protocols relating to sunburn and dehydration. Every child has to carry a day bag containing sunscreen, a water bottle and a hat. These day bags are checked regularly by the counselors, and the children constantly have to reapply sunscreen and drink plenty of water. Every counselor who is running an activity off the property is given a First Aid Kit, which are inspected and replenished twice daily.

## Directors

Sugar Bay is owned and managed by Nic and Zoë Ellender. Zoë and Nic have extensive experience caring for, entertaining and organizing children of different ages. They love to see children making the most of their special talents and abilities and are committed to giving the ultimate holiday experience. Nic and Zoë moved from engineering and law in 2001, to follow their dream of opening South Africa's first American-style summer camp. Sugar Bay incorporates everything they value most in life: children, holidays, adventure, fun, sports, the sea and sun.



*Zoë and Nic with their children.*

## Managers

Our full time professional team of managers is responsible for overseeing the campers, counselors and ensuring the smooth running of Sugar Bay. Personally selected and trained by Nic and Zoe, most of them have prior experience working as counselors in South Africa and abroad. A few came to Sugar Bay as campers ten years ago! In addition to being excellent managers and facilitators, they all share the directors' passion for summer camps, education and children. They are here to make sure that every camper has the most memorable experience of their lives.



*Our full time professional team.*

## Counselors

The young adults who are chosen to care for the children are called "counselors". They come from all over the world and many of them have worked in American summer camps. Their crazy nicknames and playful personalities set a great vibe and bring a lot of excitement to Sugar Bay. Their first priority is the care, supervision and happiness of every child. Counselors are an integral part of the Sugar Bay experience. They are actively involved in instructing the activities, and ensure that everyone is helped and encouraged to reach their highest potential, whatever their ability.



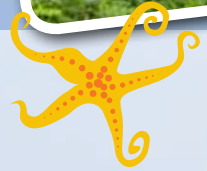
*Role model, mentor, trusted friend.*

Registered members of:





# 3 STEPS TO ADVENTURE



## CONTACT US

Call **+27 (0)32 485 3778**

Email **holidays@sugarbay.co.za**

Visit **www.sugarbay.co.za** to find dates of the next camp.



## BOOK THEM IN

Our friendly booking office is waiting for your call.



## DROP THEM OFF

If you live in the area, or are traveling here, drop your children off at Sugar Bay. If you are from Gauteng, book them a place on our luxury chartered bus service departing from Sandton. The counselors will entertain them the whole way! Alternatively, put them on the plane and we will collect them from King Shaka International Airport.

*Then sit back and enjoy the peace and quiet.*

*For your kids, the adventure of a lifetime awaits.*



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GPS - S29 16' 45.75" E31 26' 21.08" - (S29.279376, E31.439188)



Sugar Bay Resort



@Sugarbaycamp



Life at the Bay



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