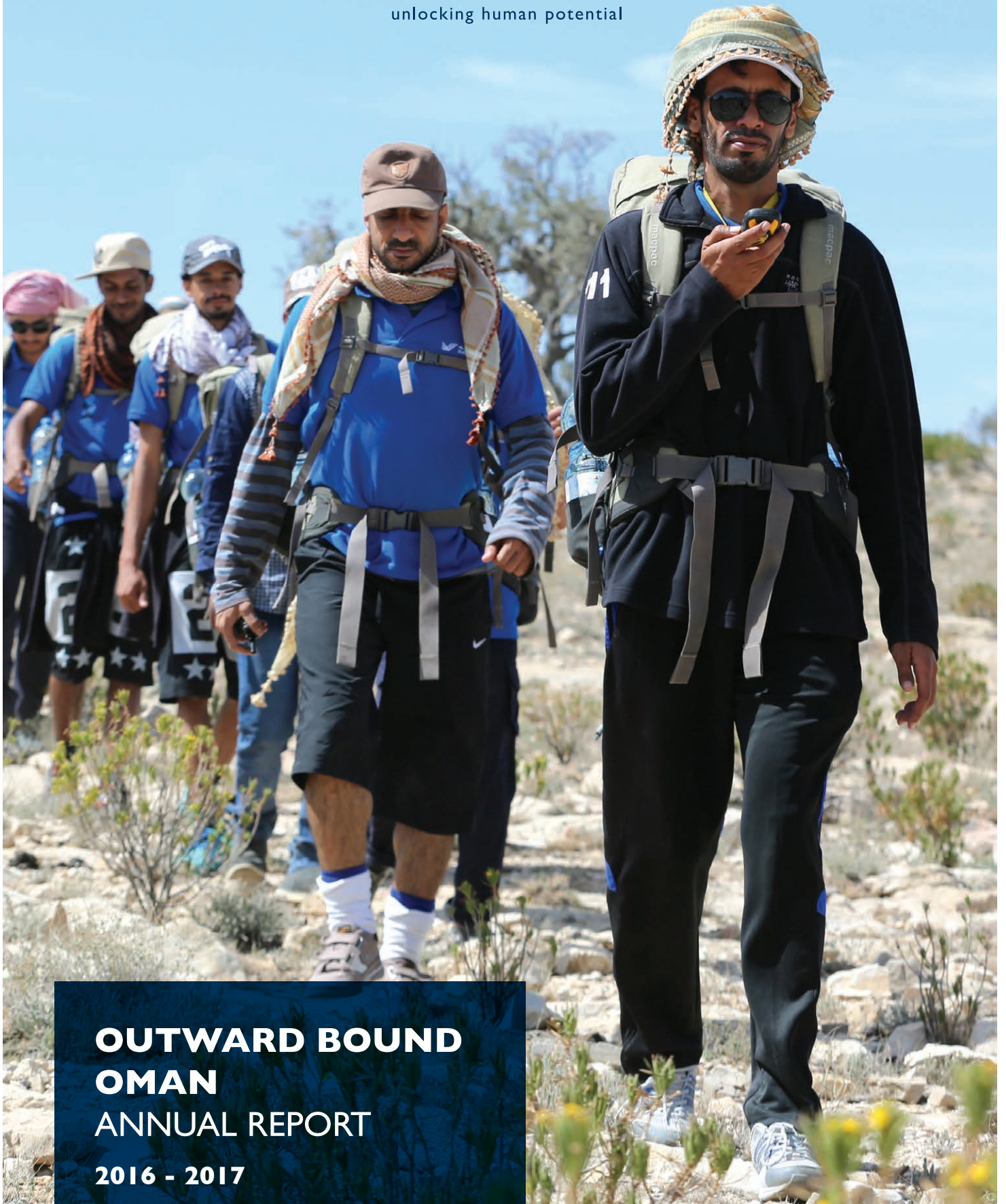




**OUTWARD BOUND OMAN®**

unlocking human potential



**OUTWARD BOUND  
OMAN  
ANNUAL REPORT  
2016 - 2017**





## A WELCOME FROM THE CHAIRMAN

Effective governance is one of the key reasons behind the continued growth of Outward Bound in Oman over the past 12 months. Our board, made up of voluntary specialists and advisors meets quarterly to ensure that we adhere to best practice in a transparent and open way.

We have a twenty-five year vision, and a detailed five-year plan that will see us doubling the number of people who experience Outward Bound in Oman by 2020, from the current 2,000 per year, to 4,000. Key to us being able to do this is the construction of our three national training centres, the first of which recently opened in the Sharqiya sands.

It has been pleasing to see that the desert centre has already been winning design awards; as one of the few buildings in Oman to be totally powered by renewable, solar energy, it helps us educate the next generation as to what the future may hold in terms of energy provision, and what can be done by us all to live more sustainable lifestyles.

In addition to training greater numbers of young people year on year, and giving them the skills to enter the world of work, Outward Bound is also creating jobs for young Omanis. From our early days when we started back in 2009 with just 3 employees, we now employ 25 full time staff, and are proud to be 76% Omani.



The current economic climate challenges us all, and I am honoured to be the chairman of an organisation that inspires and prepares people young and old to meet that challenge.

Our future growth will require continued sound governance and leadership, and your generous support, for which we are always very grateful.

**Suleiman Al Harthy**  
Chairman

Founding Partners:



In Partnership With:





# A MESSAGE FROM OUR PATRON

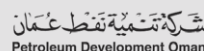
In his recent visit to Oman to open our new desert training centre, His Royal Highness The Duke of York, who is chairman of the trustees of Outward Bound in the UK, referred to Outward Bound Oman as 'a jewel in the Outward Bound global community, that has enjoyed a meteoric growth'.

Such praise is always nice to hear, and is richly deserved, not only by all of those committed young people who work at Outward Bound, but also by everyone who supports the organisation, either financially, or in kind, be they from the private or government sectors, or as generous individuals. Outward Bound exemplifies exactly what real teamwork is all about, and I am proud to be Patron.

Outward Bound is a vehicle that can shape and nurture the next generation of leaders of our nation. Our intensive four day courses challenge people in a way that traditional training courses cannot, and the emergence of our national training centres in the next couple of years will ensure we have the capacity, with your continued support, to reach out to and work with much greater numbers of people.



**His Highness Sayyid Faisal bin Turki Al Said**  
Patron, Outward Bound Oman



## OUTWARD BOUND IN OMAN

Launched in May 2009 by The Minister of Education, Outward Bound in Oman is the first Outward Bound school in any Arab country, reflecting the importance His Majesty's government places on preparing young people for the future. In 2014, Outward Bound Oman was set up under Ministerial Decision, and now works in close partnership with The Ministry of Social Development.

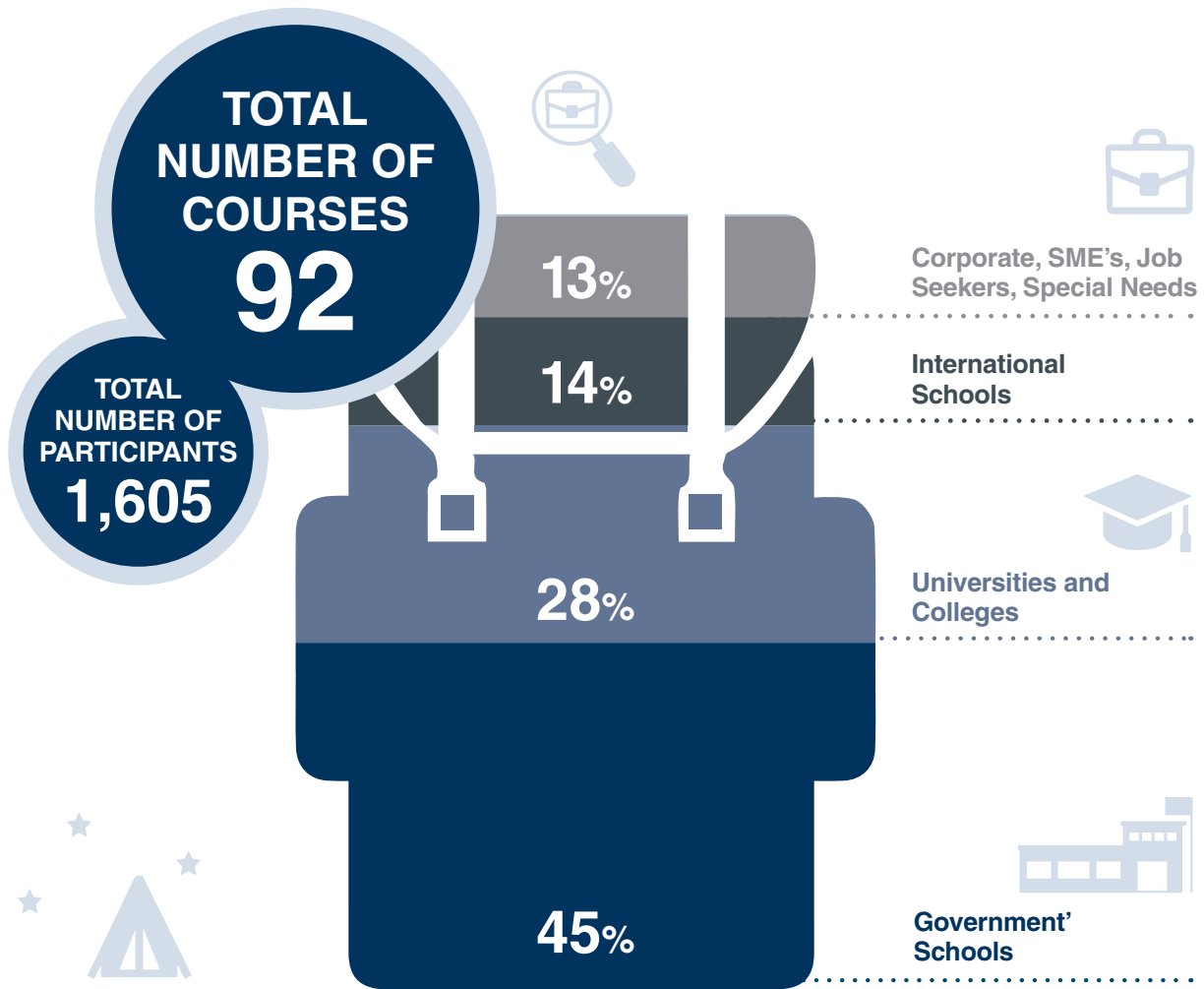
Established by founding partners Dentons, Shell and The Suhail Bahwan Group, and supported by many of the leading companies in Oman, Outward Bound Oman uses the desert, mountains and seas as a vehicle to develop key life skills through challenging outdoor journeys.

An Outward Bound Oman course has a focus on developmental, long term outcomes, not short term

experiences. Courses don't take people out for a few hours, or to a hotel, but last for several days, outdoors, taking people out of their comfort zones and into places where mobile phones do not work, so expanding horizons, and giving people the confidence to achieve things they never thought possible.

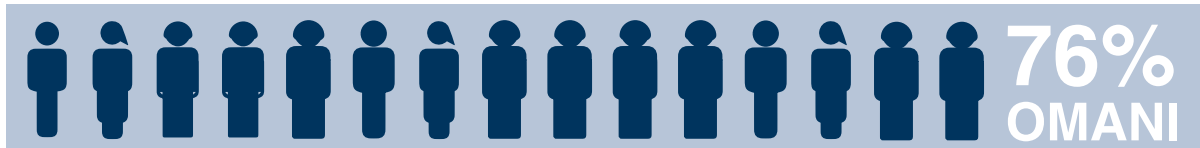
We deliver an increasingly wide variety of courses, from Omani young people in schools and colleges, to the emerging talent of the leading organisations in Oman, to people with various disabilities, and those undergoing drug rehabilitation. We also deliver an increasing number of courses to groups coming from outside of Oman, and the GCC, enabling us to showcase the beautiful landscape and the rich culture of our country.

## OUR YEAR AT A GLANCE IN 2016/17



**TOTAL NUMBER OF  
FULL TIME EMPLOYEES**

**21**      



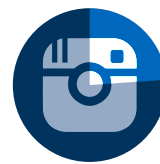
## SOCIAL MEDIA GROWTH



**13% MORE**  
FACEBOOK PAGES  
LIKES



**1646%**  
TWITTER  
FOLLOWERS



**24% MORE**  
INSTAGRAM  
FOLLOWERS

'Renaissance has proudly partnered with Outward Bound Oman since it was founded in 2009, when we became the first member of The Patron's Company. Since then, our support has enabled 570 young people from government schools to benefit from the Outward-Bound experience. I believe this partnership represents a perfect example of in-country value social investment, helping equip young people with the toolkit and attitude to perform in the workplace, the very young people that companies like Renaissance wish to employ in the future.'

**Stephen Thomas OBE**  
Chief Executive Officer  
Renaissance Services



## SKILLS FOR LIFE



In a rapidly and constantly evolving world, our powerful **Skills for Life** courses aim to unlock the potential of young people in Oman, and to develop core skills, values and qualities that will enable them to thrive in life – both now, and in the future.

Our four-day courses, that are focused on young people in school, aim to change how young people think about themselves and their lives by building the personal, social and emotional skills at a critical time in their education.

Learning outdoors in the mountains and deserts of Oman takes participants out of their comfort zones, and provides direct and practical experiences that cannot be achieved in the school environment.

Throughout our courses, our experienced, internationally trained Omani instructors facilitate a series of challenges and problem solving activities, and focus on how skills and experiences can be transferred into the home or school environment.



### THE IMPACT OF OUR COURSES IN YOUNG PEOPLE



**NUMBER OF COURSES: 46**



**NUMBER OF PARTICIPANTS: 731**

**96.3%** I am more aware of the key skills needed to get a good job

**94.6%** I am more likely to do something to help others in my community

**96.9%** I am more aware of my responsibility to care for the environment here in Oman

**91.4%** I now believe I can achieve more at school, college or at work

**97.4%** I now feel more confident about myself

**95.5%** I am able to work with other people more effectively

**97.0%** I think that careful planning and clear communication are essential to achieve success

'BP is set to play a key role in Oman in the coming years, generating wealth for the nation, and creating opportunities for young people in Oman. Our partnership with Outward Bound Oman represents a major part of our social investment, and the focus of the Next Generation courses on employability, work ethics and making young Omanis ready to enter the world of employment is, we believe, a valuable investment. Not only does it benefit the young people who attend the courses, but as Outward Bound grows as a result of our support, it also creates jobs for young Omanis as trainers.'

**Shabib Al Maamari**  
Communications and External  
Affairs Manager  
BP Oman



## NEXT GENERATION



The move from education to employment presents a significant challenge for young people today. Leading employers in Oman report weaknesses in young people's employability skills and work ethics.

Our intensive four-day Next Generation course targets young people in higher education, or in their early years of employment, and has a focus on employability issues, skill-set evaluation, basic work ethics and action planning.

A combination of an extended, shared challenge, integrated with a series of facilitated problem solving activities away from mobile phones takes young people out of their comfort zones, and into a powerful learning environment. The results see young people build core capabilities, gain skills that increase their employability and make a positive difference to the performance of employees.



**95.0%** I am more aware of the requirements of employers to get a good job

**98.0%** I now understand the core behaviors and attitudes needed to perform well in a job

**96.5%** I am more likely to do something to volunteer in my community or get an unpaid job to better myself

**98.0%** I am more aware of my responsibility to care for the environment here in Oman

**87.4%** I now believe I can achieve more at university or college through my gained confidence

**97.5%** I have learned that approaching situations with a positive mindset will result in better learning outcomes

**94.0%** I am more able to work and cooperate with other people more effectively



# A unique training facility opens in the Sharqiya Sands

The first of three Outward Bound national training centres has recently opened in the Sharqiya sands, providing a unique training facility for the corporate sector and young people alike. Located some 2 km from the nearest power supply, and 12 km from the nearest blacktop road, the centre took 13 months to construct, and the remote location presented a series of challenges.

The iconic building, designed by innovative Muscat based architects 23 Degrees North, demonstrates Outward Bound's commitment to minimising environmental impact;

**It is one of Oman's first buildings to be totally powered by renewable energy, and all water is treated and re-used on site.**

Amongst other things, the centre has been equipped with an equipment store for backpacks and tents, an AV room, two indoor learning rooms, four outdoor learning pods, a dining room, kitchen, medical room, fire-pit, prayer room and amphitheatre. It has also been designed with multiple users in mind, to act not only as a centre for Outward Bound youth



and corporate training groups, but also to act as a residential base for academic environmental research groups from schools, colleges and universities around the world.

With a new three lane highway shortly due for completion, the centre will soon be located less than two hours' drive south of Muscat, in what is possibly the most intensively studied arid environment on earth. The Sharqiya desert has been at the heart of the scientific research community since a three-year expedition in the mid-1980's, undertaken by the Royal Geographical Society in London. The expedition documented the diversity of the terrain, and the fauna, noting nearly 16,000 species of invertebrates, as well as 200 species of other wildlife. They also documented 150 species of native flora.





## Our new Muscat Training Centre

With our recently completed desert training centre attracting such positive comments, we now turn our attention to our new centre, being constructed in Muscat on land close to Sultan Qaboos University, just off the Muscat Expressway.

As well as being an administrative and central storage base for Outward Bound, this centre will provide a highly accessible, international standard training centre to serve the capital city, being open to train young people from schools and colleges, and from the corporate sector for those looking for a training experience with a difference.

As with our desert training centre, we have teamed up with innovative local architects and design consultants 23 Degrees North to produce an iconic building that will, when fully operational, be used by several thousand people per year. Constructed partly with a steel frame, the centre is likely to be completed within a ten-month window, and opening is scheduled for late 2018.

In addition to two breakout/training rooms, the centre will host a state of the art 9-metre high indoor climbing tower and wall, and an AV room that will not only show training videos, but that will also become the hub of monthly engaging lectures for the adventure and outdoor community in Muscat.



### OUR SUPPORTING PARTNERS

In addition to the help that we receive from our Founding Partners and members of The Patrons Company, we are fortunate to be generously supported in a variety of different ways by other leading organisations, both here in Oman and overseas; our thanks to you for all that you do to support young people.



“

Outward Bound Oman is a jewel in the international Outward Bound community ”

**HRH The Duke of York**

Chairman of the Trustees of Outward Bound  
Trust UK

“

Outward Bound Oman is absolutely exceptional, with an excellent focus on learning ”

**Iain Peter**

Executive Director, Outward Bound International

