

A man with short brown hair, wearing a white long-sleeved shirt and blue jeans, is sitting on a wooden chair. He is smiling and has his right hand resting on his chin. The background is a colorful abstract design with red, blue, and green shapes. The text 'Wild Olive estate' is overlaid on the top part of the image.

Wild Olive
estate

Estate school
on the horizon

A perfect
FESTIVE
recipe

Hansie Engelbrecht
Passionate about quality education

BLOEMFONTEIN RESIDENT, ENTREPRENEUR, FATHER AND EDUCATION ADVOCATE, HANSIE ENGELBRECHT, SAYS BEING THE CEO OF EDULIFE GROUP HAS GIVEN HIM A PURPOSE BEYOND MAKING PROFITS. BEING A PART OF THE EDUCATION SECTOR AND SEEING THE DIFFERENCE IN PEOPLE'S LIVES IS A FULFILLING ADVENTURE.



PHOTO: Pierce van Heerden

Passionate about quality education

SEITHATI SEMENOKANE

BORN IN BLOEMFONTEIN, Hansie grew up in Pietermaritzburg in Kwa-Zulu-Natal. He came back to do his tertiary studies and has been here since. “My father was in education, and when he retired as director of media services, he came back to Bloemfontein. But he didn’t retire; he opened a school, Academy of Excellence, 20 years ago. I became involved in the school five years later and have been there as an entrepreneur, in management, financial management and also in expanding the Edulife Group,” Hansie says.

Hansie started his career working in the banking sector for about eight years before joining his father. He has about 30 years of work experience. “A lot of businesses aim to make a profit but I found that private education gives you an opportunity to make profit with a purpose. And the change in my life came when I could make a difference. I can see the difference I make every day.”

Through the years Hansie could see the change in people’s lives. “We are now in a situation where we employ some of the children who have attended our schools as teachers. We even have some of our former learners coming back in as parents. And that is the difference you make in the community and what inspires me at present.”

Hansie adds that the Edulife Group feels Bloemfontein is now ready for an upmarket estate school. “We’ve always been very fortunate to have a lot of good schools but we are following on what is the trend in Gauteng and the Western Cape where parents really are seeking an international qualification for their children. They are able to get that through schools like Olive Ridge as we are planning to use the international curriculum as well as the Cambridge curriculum to give children access internationally. Bloemfontein is

ready for that option now and the parents don’t have to send their children to other provinces. We also intend to provide high quality residency for children, which means we will be able to provide a service to the whole of the Free State area.”

He says the biggest purpose of Olive Ridge relates to the quality of education the school provides, which not only gives pupils international access but will also open doors for them.

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“I’m extremely excited. I’m extremely proud and blessed to be able to do this. I’m glad to be able to give back to the community of Bloemfontein and to say we are actually leaving a legacy of high quality education, which will be spread across our community. And this is specifically going to be a market leader in terms of robotics and coding. We want to put it in to practice and provide our children with that option.”

Hansie, who is married and has a daughter, concludes that providing a bright future for the children of Bloemfontein is what drives him. “Everybody says that profit is the most important thing. I think the purpose you find in life is important. I am fortunate enough to have found that purpose.”