

JAMIE CLOETE - EDGEMEAD, CAPE TOWN, WESTERN CAPE

Name: Jamie Cloete

Region: Edgemead, Cape Town, Western Cape.

Age: 23 (April 28, 1998)

Occupation:

I am currently studying to obtain my accreditation with the Green Building Council of South Africa with the aim of achieving net zero impact in the areas of carbon, water, waste and ecology. The programme teaches one to understand the importance of reducing the impact in the design, construction and operation of green buildings. In 2019 I completed my Bachelor of Social Science undergraduate degree at the University of Cape Town. In December 2020 I graduated with an Honours degree in Environmental and Geographical Studies from The University of Stellenbosch.



Previous beauty competitions or pageants you have entered:

Miss Earth South Africa semi-finalist in 2020.

Why did you decide to enter Miss South Africa 2021 and why do you deserve to win this title?

Watching brave and strong women create change in the world has motivated me to aspire to greatness. I decided to enter Miss South Africa 2021 because I am ready to face my power, take the step towards achieving my purpose and, like those brave women, create a positive impact. I hold the values of dedication, authenticity, leadership and compassion. Staying true to my values and using my qualifications and passions, I want to inspire all women to embrace their greatness. Carrying the light of the women who have mentored me, I want to inspire young girls to live their purpose, shine and be great. I also believe in the importance of educating our youth on sustainability. By protecting our environment, we improve livelihoods and allow access to basic human rights for the present and future generations.

Tell us about your biggest disappointment and how you bounced back from it.

At the age of 17 I job shadowed an occupational therapist, as I wanted to pursue this career. To my disappointment, I did not have the subject requirements. My bounce back was the direction of study I then pursued, which ignited the passion within me for the environment and sustainability. I believe through this, I can create a bigger impact for the people and the planet.

What do you think is the biggest problem facing young people today?

The negativity experienced through social media. Victims of cyber-bullying may experience depression and anxiety. Social influencing can make young people want to be someone else. I witnessed one of my friends falling prey to the negativity of social media. When a young person cannot reach the level of 'perfection' that is portrayed on social media, it reduces their self-esteem and creates a feeling of loneliness. We need to continue the conversation about the risks involved in social media. Young people can have a healthy experience with social media by utilising it as a tool to share positive news. It is crucial to find the balance between social media and living in the present.

Who are your role models?

Rolene Strauss whom I had the privilege of meeting at her book launch. Reading her book, taught me to embrace who I am and to live my purpose. Also, my aunt, who was able to study for her Masters, work two jobs and look after her family. She taught me that there is no limit to what we can achieve.

Tell us a bit more about your family?

My mother Eleanor is in trade international banking, and my father Fulton is a real estate agent. I have a younger brother, Kyle (18) who is in Matric.

What do you do in your spare time?

Volunteer work, kickboxing, exercise, gardening, spending time with loved ones, road trips.

What is your single biggest achievement?

I was a Miss Earth South Africa 2020 semi-finalist. The programme provides young women with the knowledge and platform to understand environmental challenges and to create a sustainable difference. During my Miss Earth journey, I donated to those in need, planted trees in my community and participated in beach clean-ups. Due to the COVID-19 pandemic, the Miss Earth process was different to previous years. The delegates shared environmental knowledge in a creative way. I took the initiative to start my own compost heap and herb garden at home. I was able to share my knowledge and encourage environmental change. I inspired my family to recycle, compost, garden and be eco-friendly. The difference I was able to make during that year will always be one of my greatest achievements.

In what way do you think beauty pageants are still relevant today?

They teach women to embrace their individuality, promote the causes that they are passionate about and that will make a difference in society. Beauty pageants are no longer only about outer beauty. It uplifts and provides a platform for women to build self-confidence, be authentic, show championship, create empowerment and fulfil their purpose. These women are an example for younger generations.

What is your message to young girls and young women in South Africa?

You are never too young to change the world. Like our elders, the youth can also be mentors. Young girls and women, challenge our mindsets and teach us how to change the world. Your strongest trait is loving yourself and your individuality makes you great. Enjoy the process of becoming the very best version of yourself while inspiring future generations.

What do you love about South Africa?

I love that South Africa is a multi-cultural society with a diverse group of people. We are a young nation with endless growth and improvement opportunities. I want to be part of this exciting process.

What is one thing you would like to change about South Africa?

That South Africa become more environmentally conscious and live sustainably. Through the protection of our environment, we improve livelihoods and allow access to basic human rights such as water, food and sanitation.

2020 and 2021 have been extraordinary years and difficult for people around the globe. Do you see any positives in what has happened in the past 18 months?

South Africans were able to join together against a common enemy – the coronavirus. We knew we needed to not only protect ourselves but also others, by following strict safety protocols. We learnt to not take anything for granted, such as the importance of family,

health, religious beliefs, human connection and education. An opportunity for self-reflection on our thoughts, emotions and goals.

If you won the Miss South Africa crown and was able to meet one person, who would it be and why?

I would want to meet Barbara Creecy, the Minister of Forestry and Fisheries and Environmental Affairs, to discuss environmental challenges and share ideas on how we can create a sustainable difference in our battle to combat the destruction of our natural heritage.

What is the one thing people would be surprised to know about you?

I have read the entire Bible ... twice.

What is the No 1 piece of advice that you would give to your younger self?

Enjoy the present moment and have faith as everything works out the way it should at the perfect time.

QUICKFIRE QUESTIONS

Describe yourself in three words:

Compassionate, brave, dedicated.

What's the best advice you can give in exactly four words?

Change starts with you.

Who's your favourite designer and why?

Khosi Nkosi. This brand is colourful, feminine, stylish and exudes confidence and strength.

You have to give up one of these? Handbags or shoes?

Handbags

What is one thing that we would not know about you just by looking at you?

I have a purple belt in K1 kickboxing.

What would be your dream holiday?

Kruger National Park to see the Big 5.

If you could have any superhuman power, what would it be?

Element manipulation.

What are you reading?

The Gifts of Imperfections by Brené Brown

What music are you listening to?

'90s R&B

What are your favourite TV shows?

Friends, Blood and Water, The Crown, Down to Earth.

What is your favourite meal?

My mom's Sunday roast

What's your guilty pleasure?

Salt and vinegar flavoured popcorn.

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