

NATIONAL HERITAGE MONUMENT

A LEADING SOUTH AFRICAN HERITAGE AND

PROJECT OVERVIEW AND VISION PRESENTED TO THE PORTFOLIO COMMITTEE FOR ARTS AND CULTURE

5 October 2013

Presented by Mr Dali Tambo
CEO: National Heritage Project Company



National Heritage Project Company



INTRODUCTION

The National Heritage Monument: a leading South African Heritage & Tourism



The **National Heritage Monument** is a new and extensive urban public development and prominent South African heritage initiative, eventually to be located in the City of Tshwane. It is conceived as an iconic National Heritage and Tourism attraction, established and operated through the agency of the National Heritage Project Company, under the custodianship of the Department of Arts and Culture, and in collaboration with the City of Tshwane.

Situated in a landscaped park, the NHM will be a powerful celebration of the South African Struggle for Democracy. It is intended as a multi-use location, encompassing many public attractions and facilities.

ATTRACTIONS

The NHM will include:



- A monumental parade of more than 400 life-size sculptural bronze representations of individuals across all social spectrums who have contributed to South Africa's struggle for democracy and liberation, depicting a generational '**Long March to Freedom**'.
- Memorial Gardens of Remembrance, vignette gardens, outdoor interpretive points and sculptural/artwork areas, commemorating persons, organisations and governments outside of South Africa who contributed to or aided the struggle for democracy.
- A Visitor and Interpretive Heritage Centre with an auditorium, exhibition space and public amenities.
- Public walkways, outdoor entertainment and related infrastructure.
- Administrative and operational offices.
- An African-themed Water Park attraction.
- An African Craft Market
- A Bronze Casting Foundry and Workshops
- Hotels and conferencing facilities

'LONG MARCH TO FREEDOM'

400+ Life-size
bronze figures in
monumental



At the heart of the National Heritage Monument concept is the 'spine' of the **'Long March to Freedom'**: a monumental procession situated in park-like surroundings of some 400 life-size bronze representations of specific individuals from all eras and epochs of South Africa's history. It will be a unique historical and artistic dialogue, leading national asset and a 'must see' national and international tourism destination. The resulting sculptural narrative will be revisionist in structure and will engage the complexities of South African history, and search for and address the absent voices substantive in the shaping of the South Africa of today.

'LONG MARCH TO FREEDOM'



24 of the life-size bronze figures currently installed as a temporary exhibition at the Oliewenhuis Art Museum, Bloemfontein

'LONG MARCH TO FREEDOM'



‘LONG MARCH TO FREEDOM’

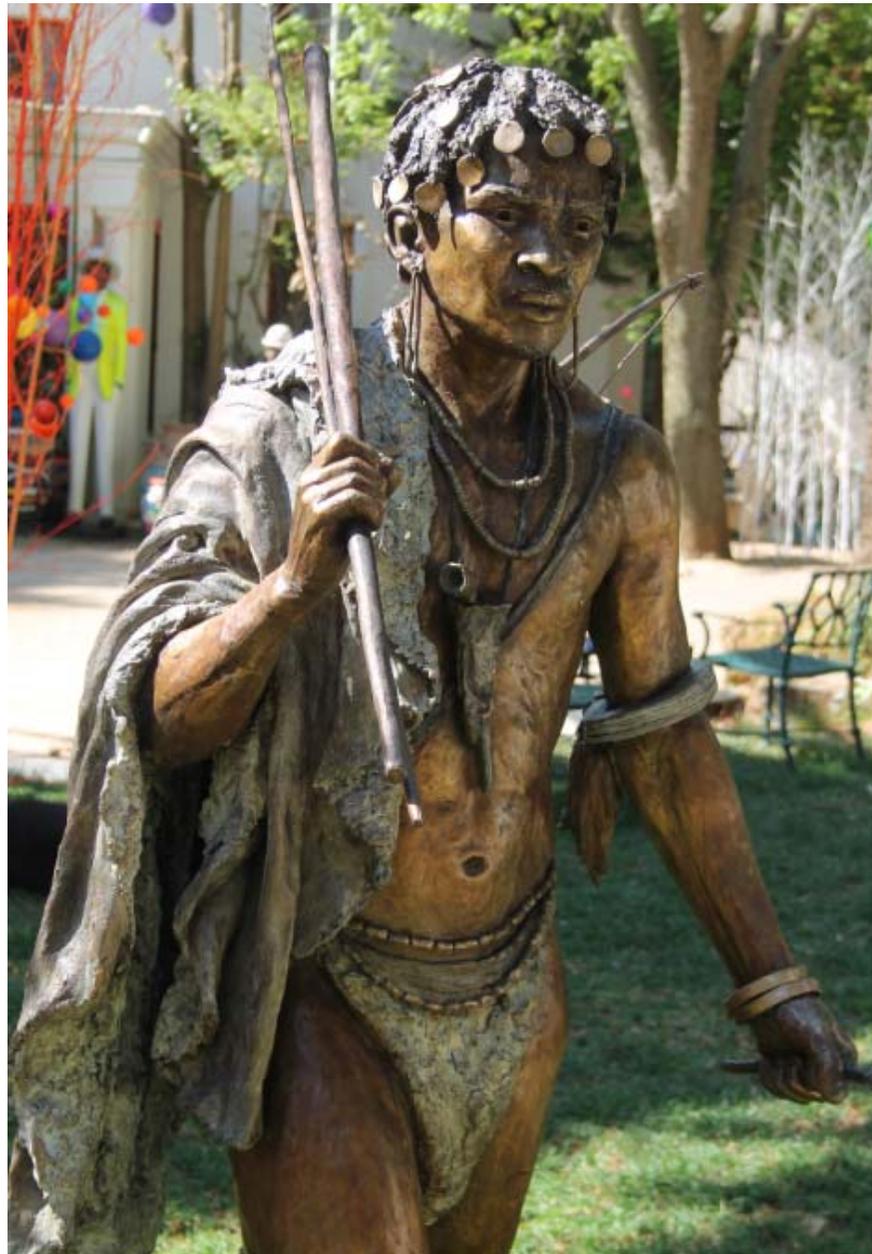


'LONG MARCH TO FREEDOM'



'LONG MARCH TO FREEDOM'

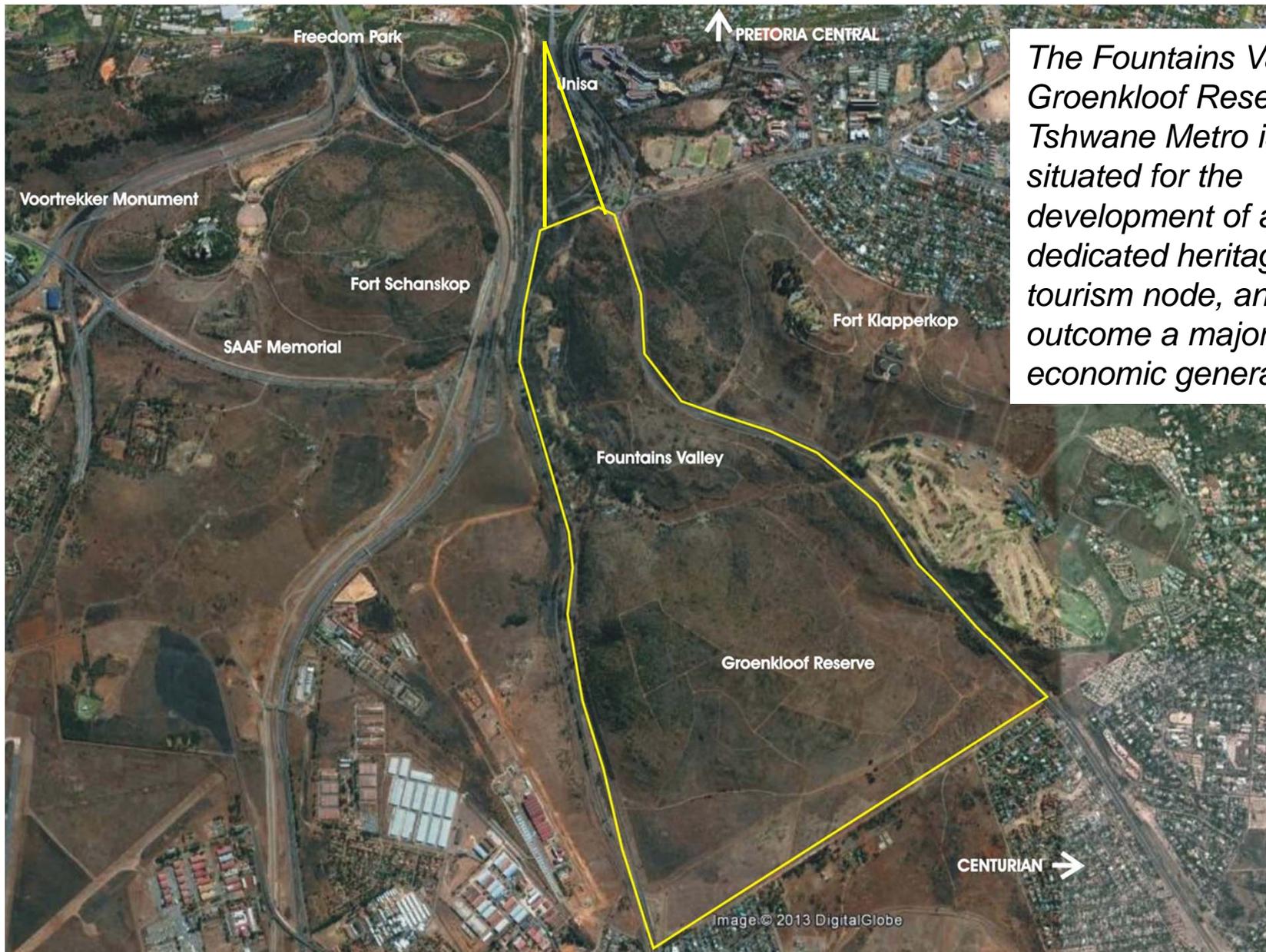
*New figures
commissioned
during 2013*



‘LONG MARCH TO FREEDOM’

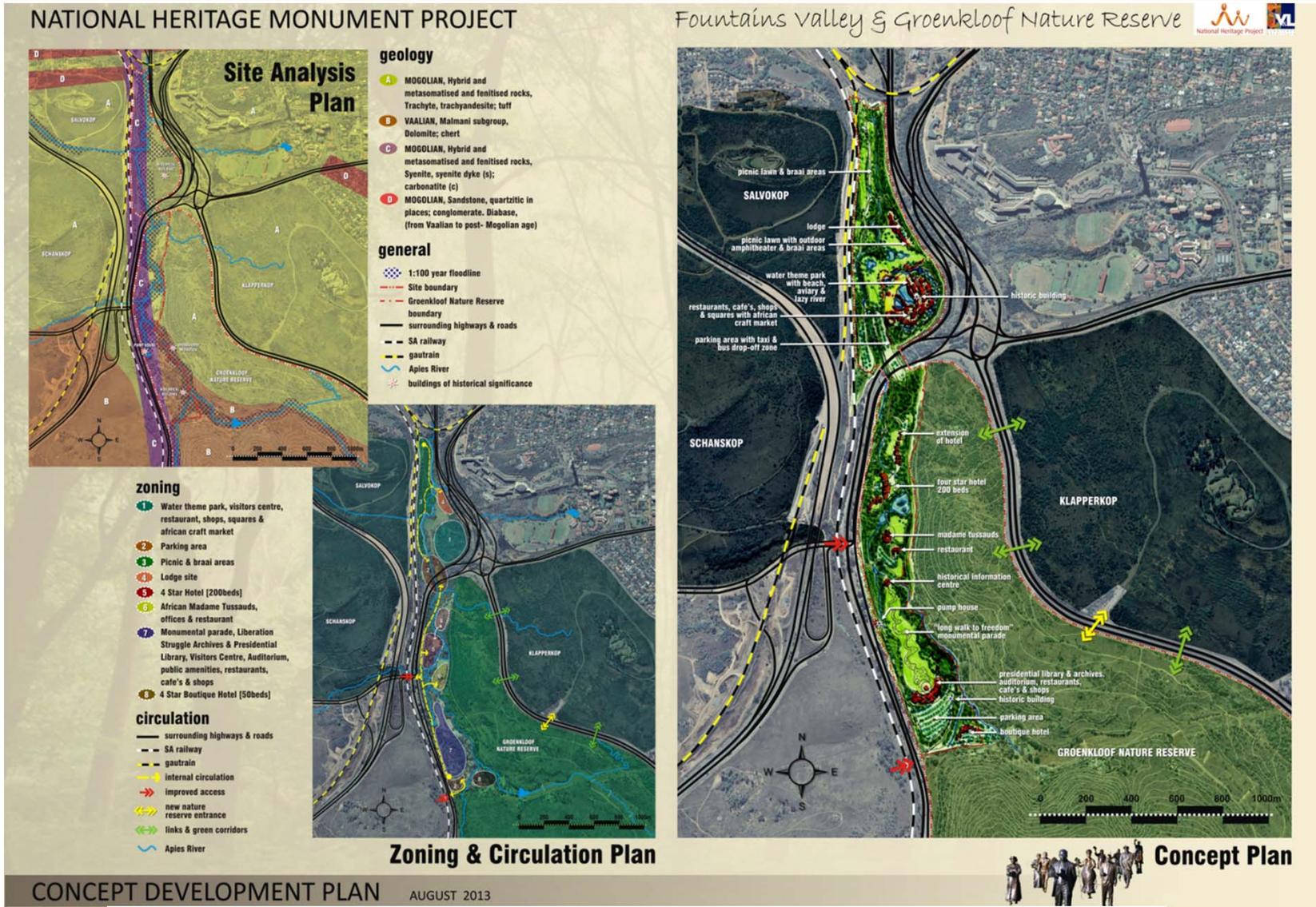


THE LOCATION: Fountains Valley,



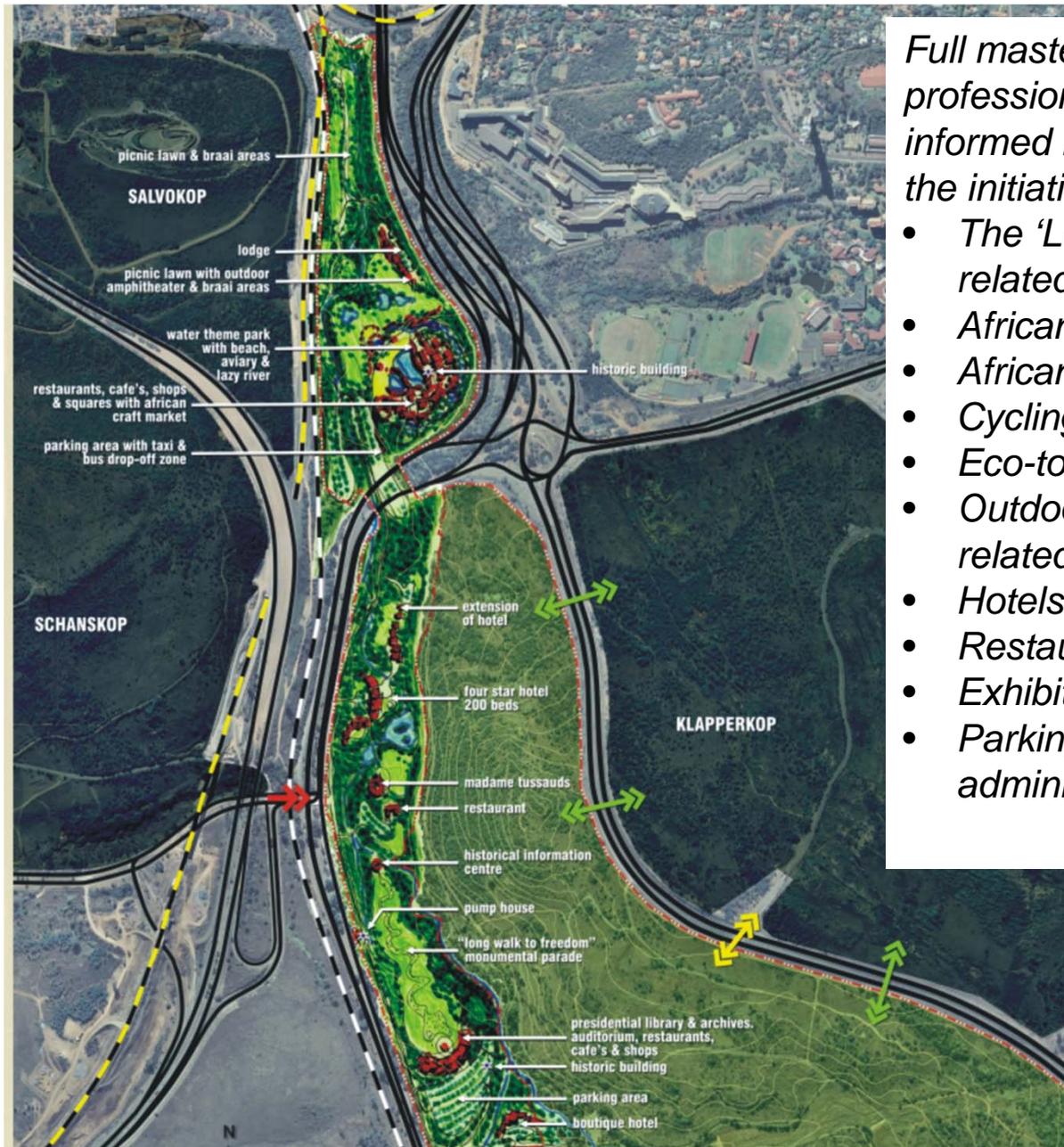
The Fountains Valley, Groenkloof Reserve, Tshwane Metro is ideally situated for the development of a dedicated heritage and tourism node, and as an outcome a major economic generation hub.

THE LOCATION: Fountains Valley,



Current concept planning for the location of the National Heritage Monument in the Fountains Valley

THE LOCATION: Fountains Valley,

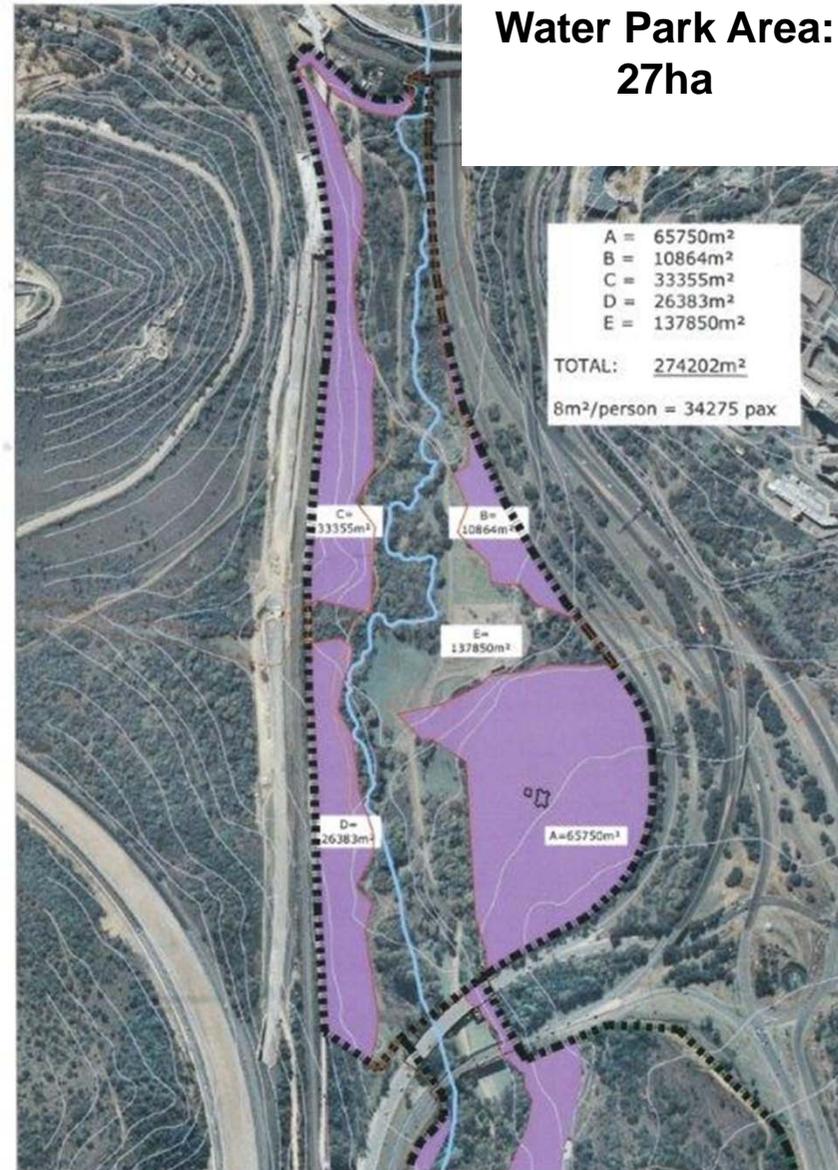
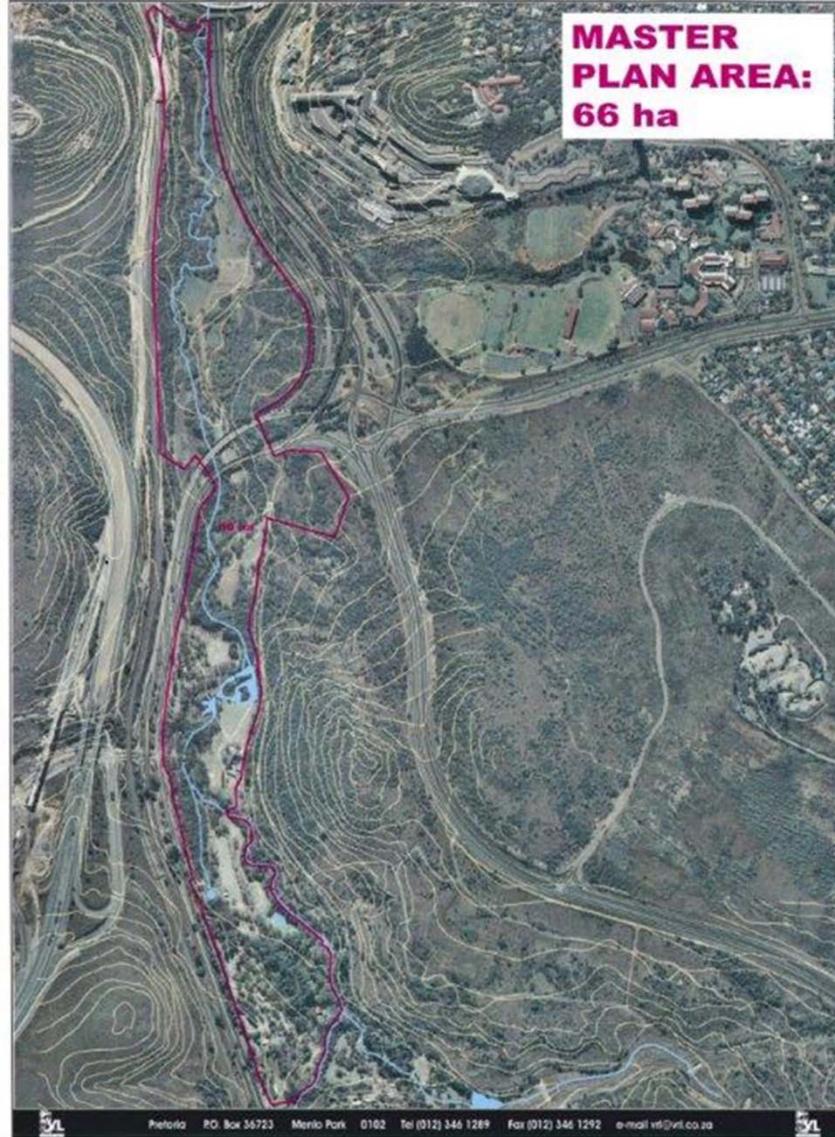


Full master planning is underway by a full professional team. The master plan is informed by the NHM Business Plan and the initiative will include:

- The 'Long March to Freedom' and related heritage facilities
- African themed Water Park
- African themed retail and craft markets
- Cycling, walking and hiking trails
- Eco-tourism areas
- Outdoor entertainment areas and related public facilities
- Hotels and conferencing
- Restaurants and eateries
- Exhibition and gallery spaces
- Parking, services, back-of-house, administrative offices etc

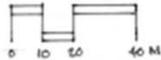
THE LOCATION: Fountains Valley,

NATIONAL HERITAGE MONUMENT PROJECT - MASTER PLAN AREA



THE WATER PARK

WATER PARK SITE - 51,000 SM



LEGEND

1. HYDRAULIC SURFING WAVE POOL
2. LAZY RIVER
3. ADULTS LEISURE POOL W/ SWIM UP BAR
4. WAVE CHANNEL AT LAZY RIVER
5. LAZY RIVER ZERO BEACH ENTRY
6. CHILDREN'S INTERACTIVE PLAY STRUCTURE - AQUAPLAY RAIN FORTRESS RF-SB
7. TOTS POOL WITH MINI SLIDES, RAMP SLIDE & SPRAY TOYS
8. DECORATIVE ENTRY PLAZA
9. ENTRY PLAZA INTERACTIVE FOUNTAIN
10. FAMILY 8 DOUBLE PYTHON RAFT RIDE
11. FAMILY 8 BANKA RAFT RIDE
12. RATTLES / SUPERBOWL / BLACKHOLE / SERPENTINE INNER TUBE SLIDES
13. 3 PERSONS AQUASHERE RAFT RIDE
14. 3 PERSONS CONSTRUCTOR RAFT RIDE
15. AQUALOOP / FREE FALL / SPEED SLIDE WITH AQUA-LAUNCHES
16. BODY SLIDES / COLORADO DROP BODY RIDE
17. ENTRY TURNSTILES UNDER SHADE TRELLIS
18. OUT OF PARK FOOD & RETAIL SHOP
19. TICKET SALES
20. MEN'S & WOMEN'S CHANGE ROOMS / SHOWERS / WASHROOMS
21. LOCKERS UNDER SHADE CANOPY
22. HAIR RESTAURANT WITH OUTDOOR DINING PATIO
23. ADMINISTRATION OFFICES ON 2ND FLOOR
24. FESTIVE RETAIL SHOPS
25. ARCADE GAMES
26. SECONDARY FOOD OUTLET & OUTDOOR DINING
27. PUBLIC RELATIONS
28. TYPICAL BEACH FRONT CABANAS
29. MECHANICAL & MAINTENANCE YARDS
30. INTERNAL SERVICE PATHS
31. TYPICAL RENTAL CABANAS
32. EXISTING RIVER TO BE PRESERVED

The African Themed Water Park will be the largest in Africa and a major tourist attraction. It's operation will assist to support the sustainability of the heritage and other related interventions.

HOTELS & OTHER PUBLIC FACILITIES



Situated in landscaped park-like surroundings the NHM will also include heritage-themed hotels, conferencing facilities, school and education amenities, outdoor public facilities and entertainment areas, and walkways/pathways.

ACTIVITIES IN THE NHM

List of Activities at Fountains Valley (Present):

- Mountain Biking
- Horse-Riding Trails
- 4x4 Trails
- Hiking and Walking Trails
- Game Viewing (Wildlife and Birdlife)
- Day and Night Drives
- Overnight Facilities:
 - Camping Facilities
 - Caravan Park
- Outdoor Sporting Activities
- Restaurant
- Recreational Areas (Braai, picnic areas, etc.)
- Swimming

List of Activities at Fountains Valley (Future):

- 'Long March to Freedom' Installation of Life Size Bronze Figures
- Visitor / Interpretive Centre and Exhibitions
- African-Themed Waterpark
- Madame Tussauds Africa
- Retail / Market and Crafts, Art Market / Curio and Gift Shops
- Conferencing
- Hotels
- Recreational Areas (Braai, picnics, etc.)
- Grass Amphitheatre / Concerts in the park
- Mountain Biking and Quad Biking
- Bronze Casting Foundry
- Skateboarding Centre
- Walking and Jogging trails
- Nature Trails, game and Bird Watching
- Swimming
- Eco-Tourism
- Venue Hire
- Restaurants
- Horse Riding
- 4x4 Trails
- 5 Star Hotel Spa and Wellness Centre
- Electric Chariot Rides
- Gymnasium
- Art Gallery

Physical Interventions in the Heritage Area:

- Grass Amphitheatre
- Pond and Waterfall
- Outdoor Arena
- Vignette Gardens
- Library and Auditorium
- School Rooms
- Public Amenities
- Presidential Libraries
- Temporary Visitor's Pavillion & Public Square
- Arrival Square
- Arrival Podium
- Arrival Building
- Service Road
- Structured Parking
- Future Development Sites

SYNCHRONICITY WITH GOV'T DRIVERS AND



The development of the NHM answers the requirements of the drivers and outcomes as determined by various government departments:

The Department of Arts and Culture, one of the current funders of the NHM, drives outcome 12 which is 'an empowered, fair and inclusive citizenship'. Outputs to achieve this outcome include nation building, fostering national identity and social cohesion through the protection and promotion of South Africa's rich and diverse cultural heritage including our liberation heritage, though, among other things, building new museums, memorials and monuments. It is agreed by DAC that the NHM and its aims are fully in line with government drivers and outcomes.

SYNCHRONICITY WITH GOV'T DRIVERS AND



In addition the development of the NHM answers the requirements of the Expanded Public Works Programme: Social Responsibility Programme. The Department of Tourism is mandated to lead this programme in the environment and culture sector which is focused on 'the creation of temporary employment and skills development opportunities for the unemployed people through the implementation of labour intensive projects under the auspices of the Expanded Public Works Programme that support the line functions of the Department.'

EXPANDED PUBLIC WORKS



The development of the NHM will answer requirements of the Expanded Public Works Programme:

The EPWP creates work opportunities in four sectors, namely, Infrastructure, Non-State, Environment & Culture and Social, through:

- increasing the labour intensity of government-funded infrastructure projects under the Infrastructure sector,
- creating work opportunities through the Non-Profit Organisation Programme (NPO) and Community Work Programme (CWP) under the Non-State sector, and
- creating work opportunities in public environment and culture programmes under the Environment and Culture sector.
- creating work opportunities in public social programmes under the Social sector.

JOBS CREATED & TOURISM NUMBERS



The Business Plan and Operational Model indicates approx. 400 000 visitors p.a. to the National Heritage Monument in the first year of operation, rising to 600 000 in the third, and continuing to increase annually.

At levels of around 500 000 to 850 000 annual visitors the NHM will achieve far greater visitation levels than all the struggle and apartheid related attractions in the country, the closest being Robben Island. It will ultimately rival the top iconic attractions in the country, namely Table Mountain and Cape Point

The Business Plan also indicates that employment of permanent and temporary labour during the development phase of the NHM, as well as the operational phase, will run into many 1000s.

CONCLUSION

- This project already enjoys the support of:
 - The Presidency
 - The Department of Arts and Culture
 - The Department of Tourism
 - The National Lottery Distribution Trust Fund
 - City of Tshwane
 - Many other stakeholders in Government and Private Sector
- As we complete the Master Planning Phase we would like to use the celebration of 20 years of Democracy in 2014 to break ground and begin construction and the 4-year development of the National Heritage Monument.
- Our presentation to you coincides with your budgetary planning period and we therefore seek not only your moral and political support but also your financial support and commitment expressed in budgetary allocations for Phase 1 of the NHM over 2014 / 2015.

THANK YOU

**Thank you for your time and
attention.**

Questions & comments.



National Heritage Project Company