

NATIONAL HERITAGE MONUMENT

A LEADING SOUTH AFRICAN HERITAGE AND
TOURISM DEVELOPMENT

PROJECT OVERVIEW AND VISION

PRESENTED TO THE

PORTFOLIO COMMITTEE FOR

TOURISM

11 March 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 Development



- The NHM is an extensive urban public development and prominent South African heritage initiative to be located in the City of Tshwane
- Conceived as an iconic National Heritage and Tourism attraction and a powerful celebration of South Africa's Struggle for Democracy
- Established and operated by the National Heritage Project Company, under custodianship of the Department of Arts and Culture, and in collaboration with the City of Tshwane
- The NHM is Intended as a multi-use location, encompassing many public attractions and facilities.

ATTRACTIONS

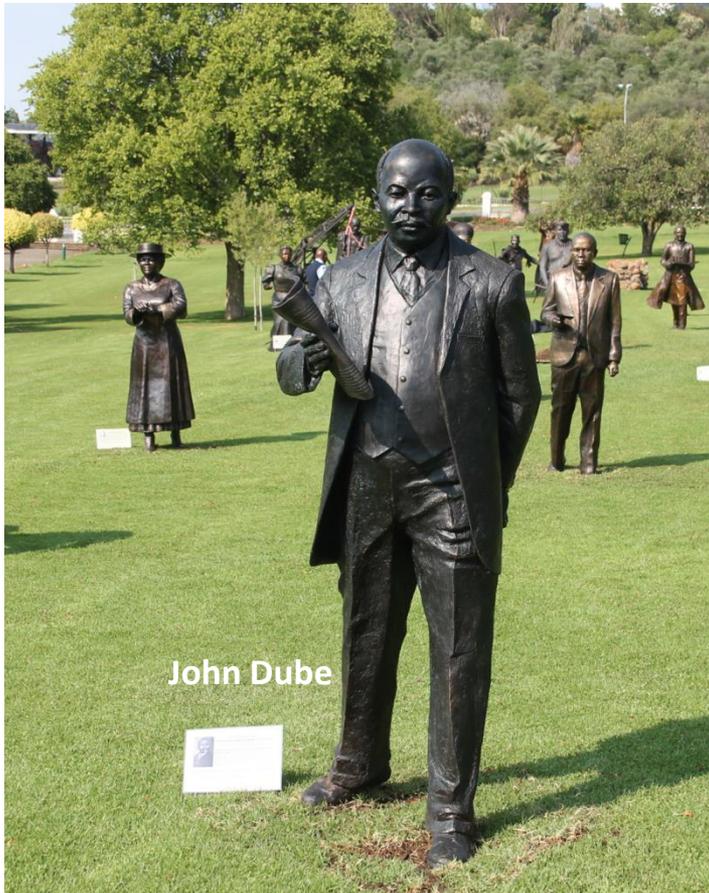
The NHM will include:



- A monumental parade of more than 400 life-size bronze sculptures of individuals across all social spectrums who contributed to South Africa's struggle for democracy and liberation - the '**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 aided the struggle for democracy.
- A Visitor and 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 procession



- The heart of the NHM concept is the '**Long March to Freedom**': a monumental procession through park-like surroundings of more than 400 life-size bronze sculptures of specific individuals from all eras 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 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.
- 48 Bronze sculptures have already been completed by South African artists

'LONG MARCH TO FREEDOM'

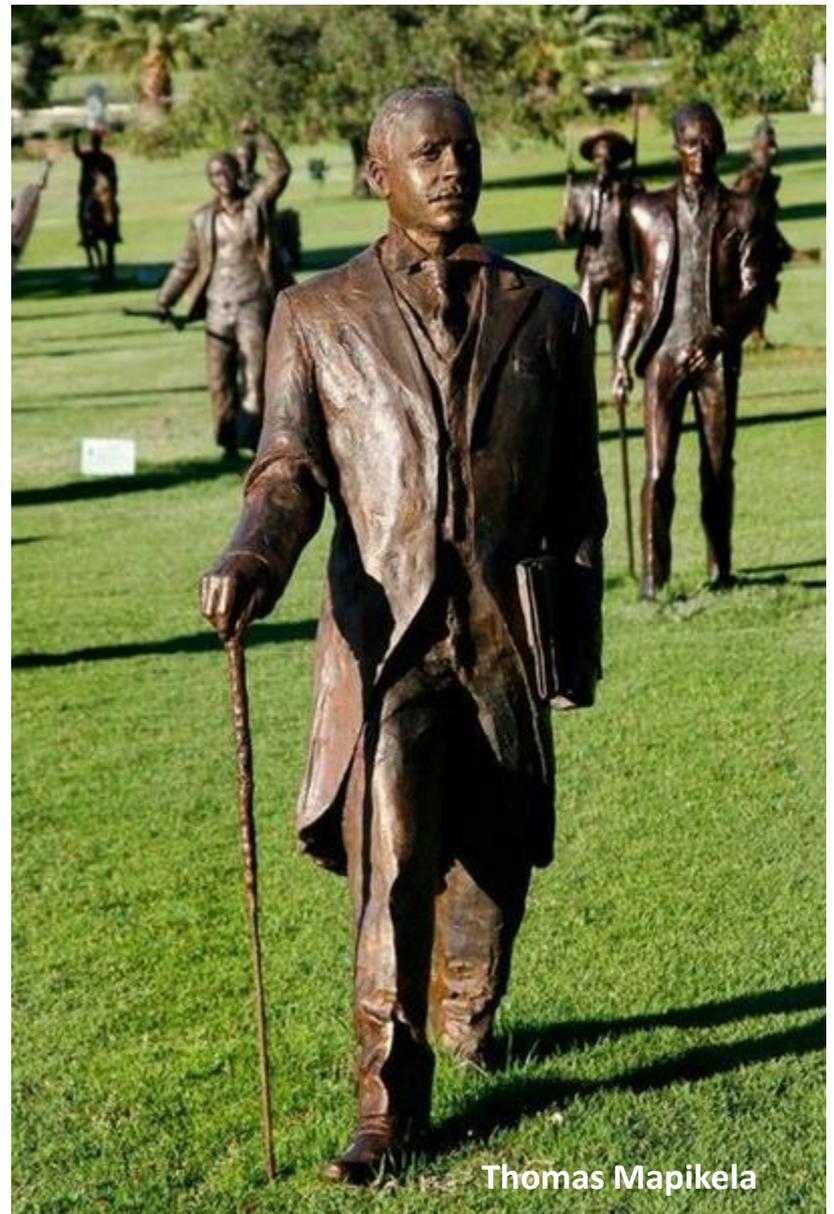


24 of the 48 completed life-size bronze sculptures currently installed as a temporary exhibition at the Oliewenhuis Art Museum, Bloemfontein

'LONG MARCH TO FREEDOM'



Charlotte Maxeke



Thomas Mapikela

'LONG MARCH TO FREEDOM'



Johannes
van der
Kemp

King Dingane

John Colenso

'LONG MARCH TO FREEDOM'



King Sekhukhune

'LONG MARCH TO FREEDOM'

*New figures
commissioned
during 2013*



Doman



Saul Msane

'LONG MARCH TO FREEDOM'



Chief Langalibalele

'LONG MARCH TO FREEDOM'



King Shaka



Skills transfer: Young and aspirant artists and craftspeople are being formally mentored by those more experienced throughout the making of the bronze sculptures

THE LOCATION: Fountains Valley, Tshwane

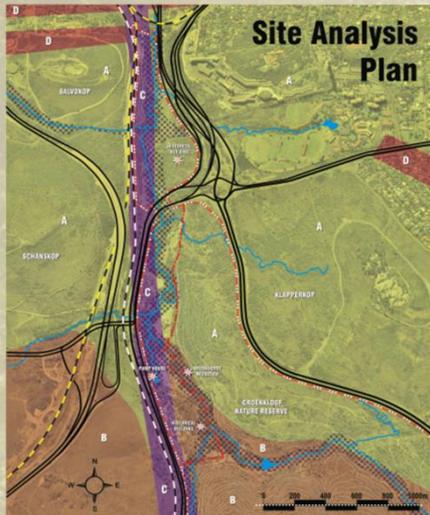


The Fountains Valley, Groenkloof Reserve, Tshwane Metro is ideally situated for the development of a dedicated heritage and tourism node, and as an outcome, a major economic generation hub.

THE LOCATION: Fountains Valley, Tshwane

NATIONAL HERITAGE MONUMENT PROJECT

Fountains valley & Groenkloof Nature Reserve



geology

- A** MOGOLIAN, Hybrid and metasomatised and fenitised rocks, Trachyte, trachyandesite; tuff
- B** VAALIAN, Malmani subgroup, Dolomite; chert
- C** MOGOLIAN, Hybrid and metasomatised and fenitised rocks, Syenite, syenite dyke (s); carbonatite (c)
- D** MOGOLIAN, Sandstone, quartzitic in places; conglomerate. Diabase, (from Vaalian to post- Mogolian age)

general

- 1:100 year floodline
- Site boundary
- Groenkloof Nature Reserve boundary
- surrounding highways & roads
- SA railway
- gautrain
- Apies River
- buildings of historical significance

zoning

- Water theme park, visitors centre, restaurant, shops, squares & african craft market
- Parking area
- Picnic & braai areas
- Lodge site
- 4 Star Hotel [200beds]
- African Madame Tussauds, offices & restaurant
- Monumental parade, Liberation Struggle Archives & Presidential Library, Visitors Centre, Auditorium, public amenities, restaurants, cafe's & shops
- 4 Star Boutique Hotel [50beds]

circulation

- surrounding highways & roads
- SA railway
- gautrain
- internal circulation
- improved access
- new nature reserve entrance
- links & green corridors
- Apies River



Zoning & Circulation Plan



Concept Plan

CONCEPT DEVELOPMENT PLAN

AUGUST 2013

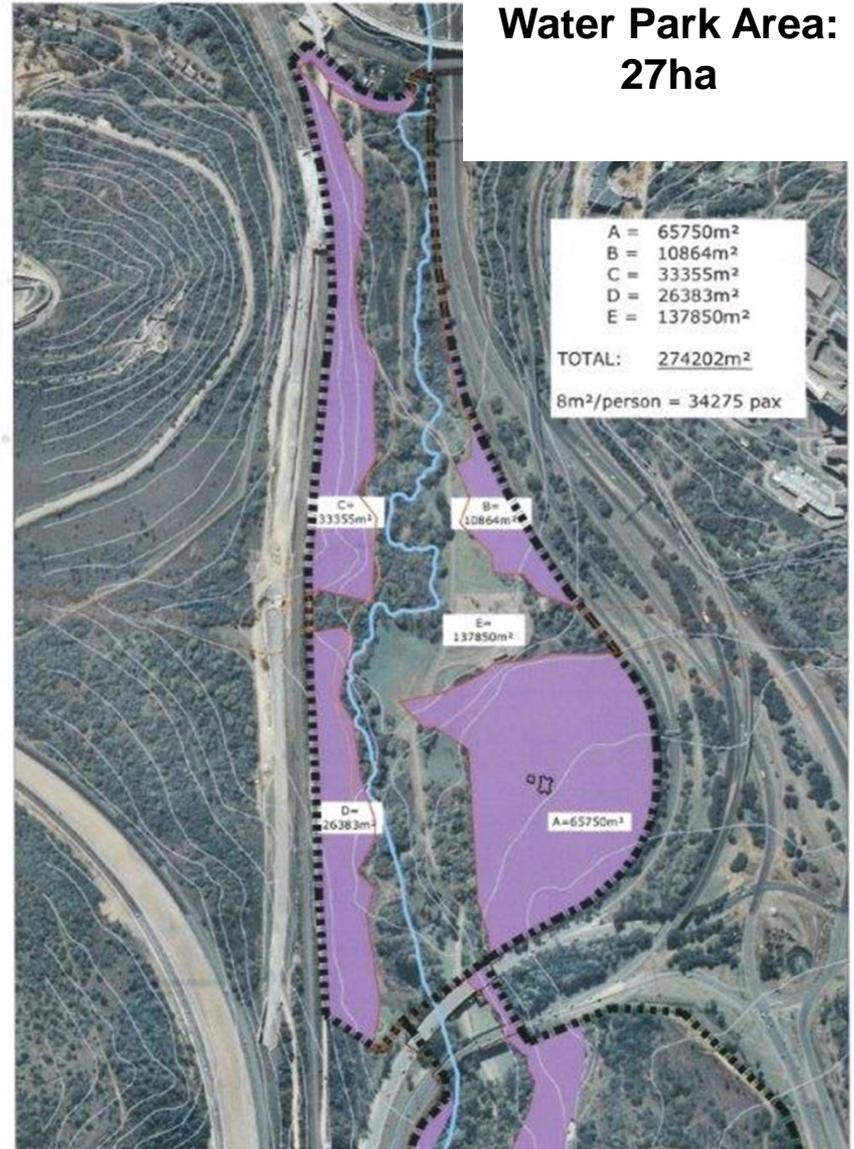
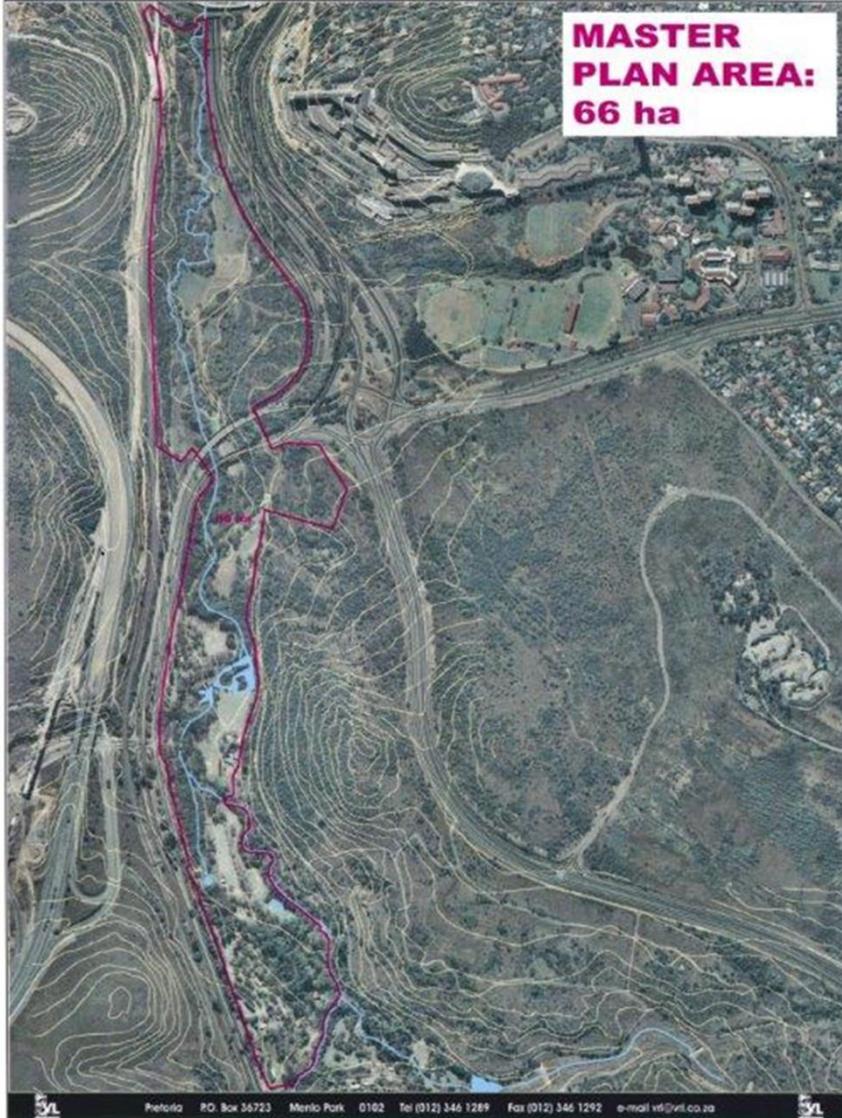


Current concept planning for the location of the National Heritage Monument in the Fountains Valley

THE LOCATION: Fountains Valley, Tshwane

NATIONAL HERITAGE MONUMENT PROJECT - MASTER PLAN AREA

**MASTER
PLAN AREA:
66 ha**



THE LOCATION: Fountains Valley, Tshwane



Comprehensive master planning is underway by a full professional team. The master plan is informed by the NHM Business & Operational 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, Tshwane



Concept Masterplanning

THE LOCATION: Fountains Valley, Tshwane



The Long March to Freedom and surrounding facilities

THE WATER PARK



MEMBERS ZONE
SLIDES VARIETY
CALMER BAYS
CHILDRENS ZONE
FEATURE HILLS AND SLIDES
LAZY RIVER
COMMERCIAL WALK AND PLAZA
MAIN ENTRANCE
AFRICAN CRAFT MARKET
HYDRAULIC SURFING WAVE POOL
SKATE PARK
NATIONAL AMPHITHEATRE
OUTDOOR EVENTS AREA
200 ROOM HOTEL

Heritage Water Park
For the National Heritage Project Company
Heritage Water Park - Outdoor events area - Hotel and Craft Market.

THE WATER PARK



WATER PARK

- 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 Childrens's interactive play structure
- 7 Tots pool with mini slides, ramp slides, and sprayouts
- 8 Entry plaza
- 9 Feature water sculpture
- 10 Variety of water slides
- 11 Public entry
- 12 Out of park retail and food shops
- 13 Ticket sales
- 14 Change rooms / showers / bathrooms
- 15 Commercial street and plaza
- 16 Administration offices
- 17 Arcade games
- 18 Typical beach front cabanas

ON SITE

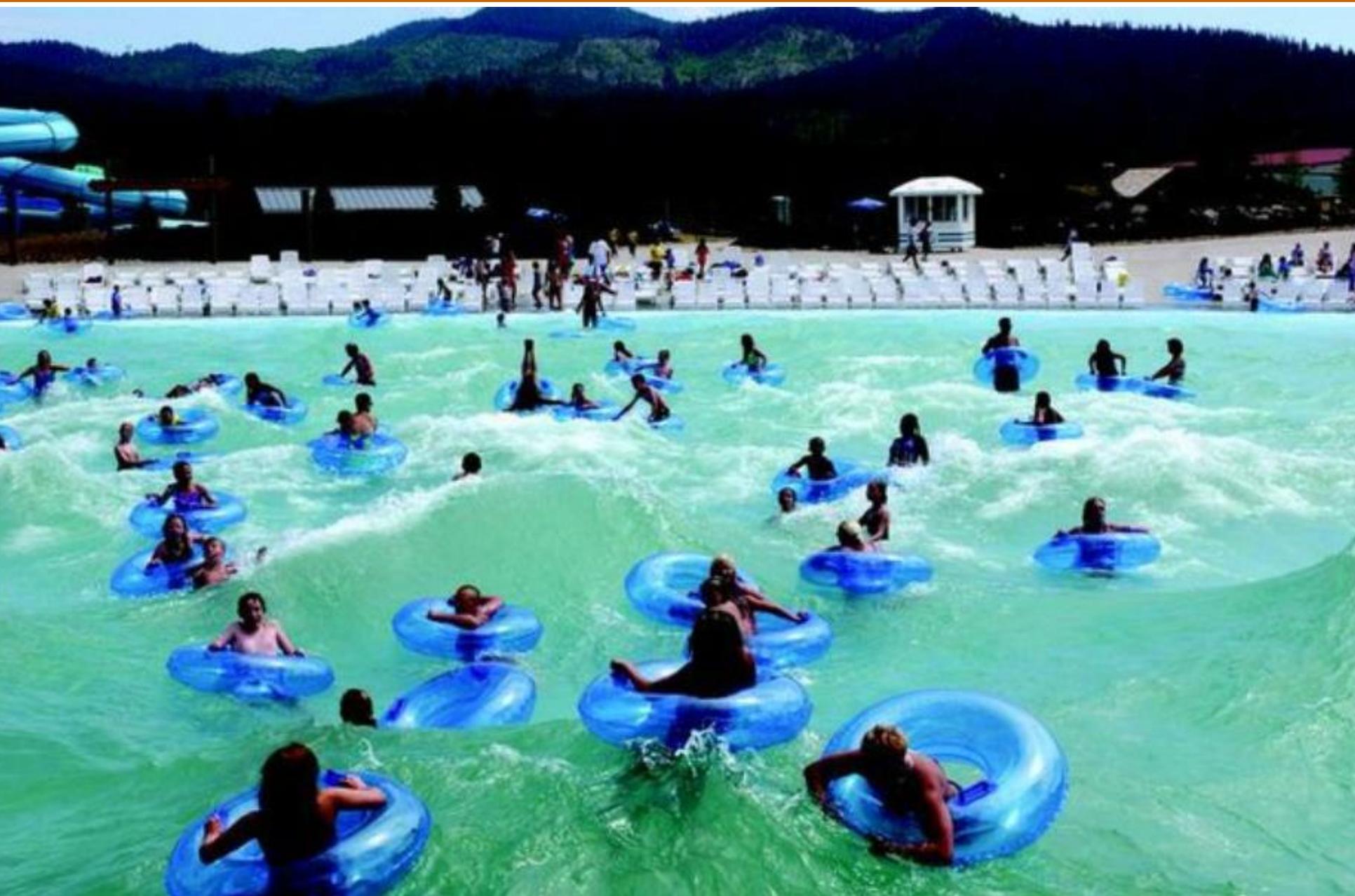
- 19 700 bays parkade
- 20 200 room Hotel on podium
- 21 African Craft Market
- 22 Events / picnic area
- 23 Natural amphitheatre
- 24 20 Chaltes Lodge

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

THE WATER PARK



THE WATER PARK



THE WATER PARK



HOTELS & OTHER PUBLIC FACILITIES

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



5 Star Hotel -100 room -
For the National Heritage Project Company
Fountains Valley & Groenkloof Nature Reserve

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 OUTCOMES



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 funders of the NHM, drives **Outcome 12: 'an empowered, fair and inclusive citizenship'**.

- Outputs to achieve this 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.
- The DAC concur that the NHM and its aims are fully in line with government drivers and outcomes.

SYNCHRONICITY WITH GOV'T DRIVERS AND OUTCOMES



King Faku

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 PROGRAMME



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 NHM 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.

Heritage and Cultural Tourism Strategy

The development of the NHM is in line with the White Paper on the Development & Promotion of Tourism, 1996, as well as the National Heritage and Cultural Tourism Strategy, March 2012, and the NTSS, 2011.

Vision & Mission of the National Heritage & Cultural Tourism Strategy:

THE VISION:

- To realise the global competitiveness of South African heritage and cultural resources through product development for sustainable tourism and economic development

THE MISSION:

- To unlock the economic potential of heritage and cultural resources through responsibly and sustainable tourism development;
- To raise awareness of the ability of heritage and cultural tourism to contribute towards social cohesion.

Heritage and Cultural Tourism Strategy

The National Heritage and Cultural Tourism Strategy, March 2012, identifies a number of problematic areas in the sector which served as a basis for the development of the strategy. We believe that the establishment of the National Heritage Monument will answer and assist to address some of these challenges, in particular:

- Poor alignment and integration of heritage and cultural resources into mainstream tourism;
- The underrepresentation of heritage and cultural tourism products in marketing South Africa as a tourist destination;
- The under-realisation of the value and impact of this sector, particularly the economic potential of heritage and tourism products;
- The lack of mutual beneficiation of revenue streams linking the domains of culture, heritage and tourism from the commercialisation of heritage and cultural resources
- The under-utilisation of heritage and cultural tourism products to stimulate sustainable livelihoods at community grass-roots level;
- Opportunities for the diversification of tourism products and the formalisation of the niche of heritage and cultural tourism, contributing to the growth of tourism as outlined in the objectives of the NTSS, 2011.

Heritage and Cultural Tourism Strategy

In addition, the National Heritage and Tourism Strategy states:

The heritage and cultural tourism strategy recommends the immediate prioritisation of the following programmes and flagship projects, for tourism development in partnership with relevant stakeholders including the Department of Arts and Culture, the Department of Environmental Affairs and relevant provinces:

- A number of projects known for their global significance and demonstrated feasibility. These include the National Heritage Monument which is part of the liberation heritage of South Africa; the First Indigenous Peoples Project (KhoiSan) in Graaff-Reinet, the Dinosaur Interpretative Centre in Golden Gate Highlands National Park;

The NHPC hopes to enlist the aid of the Portfolio Committee to:

- As this strategy draws synergy with provincial heritage, culture and tourism strategies, it is highly recommended that provinces and local government should identify and prioritise in partnership with the NDT, potential heritage and cultural tourism products for tourism development;

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