

koketso growth

CULTURAL HERITAGE & TOURISM CONSULTATION & PLANNING



Proposal to Develop & Manage the CITY OF TSHWANE LIVING HERITAGE CARNIVAL PARADE

Presented by

Koketso Growth (Pty) Ltd

Sony Music Building

45 Jan Smuts Ave, cnr The Valley Road, Westcliff, Johannesburg

Tel: +27 (0) 11 646 5595 / 3642 / 8385

17 February 2014

Social Cohesion

Nation Building

Cultural Exhibition

National Unity in Diversity



This Proposal responds to Outcome 12 of the 12 Outcomes adopted by Government in 2010:

The Medium Term Strategic Framework (2009 - 2014) translated the Election Manifesto into 12 Outcomes. The department of Public Service and the Department of Arts and Culture are responsible for Outcome 12: “An efficient, effective and development oriented Public Service and an empowered, fair and inclusive citizenship”.

The Delivery Agreement for Outcome 12 covers the following key strategic areas:

- *Service Delivery Quality and Access;*
- *Human Resource Management and Development;*
- *Business process, systems, decision rights and accountability;*
- *Tackled corruption effectively;*
- *Nation Building and National Identity;*
- *Citizen Participation; and*
- *Social Cohesion.*

INTRODUCTION

As the saying goes, “Everyone loves a Carnival Parade!”

Koketso Growth’s Management team wish to turn the Gauteng Carnival into an annual internationally renowned nation building social cohesion event attracting domestic and foreign audiences and generating jobs and numerous forms of economic impact for the City and Province.

The carnival is conceived as a joyous celebration of local and African identity, diverse communities and cultures, and the transformative power of creativity. Within South Africa’s melting pot of cultures, this globally unique carnival aims to:

- Honour South Africa’s past, present and future;
- Celebrate our multicultural society;
- Celebrate our unity in diversity;
- Display the rich cultural heritage of each group of South Africans as part of the tapestry of the whole;
- Display South African patriotism, racial harmony and tolerance;
- Show the world social cohesion at its best;
- Display ethnic and community pride;
- Commemorate the founding of a democratic South Africa





Living Heritage

Cultural expressions and practices that form a body of knowledge and provide for cultural continuity, dynamism and meaning of social life to generations of people as individuals, social groups and communities. Living Heritage allows for a sense of belonging for people as well as an accumulation of intellectual capital for current and future generations in the context of mutual respect for human, social and cultural rights.

THE 'LIVING HERITAGE' CONCEPT

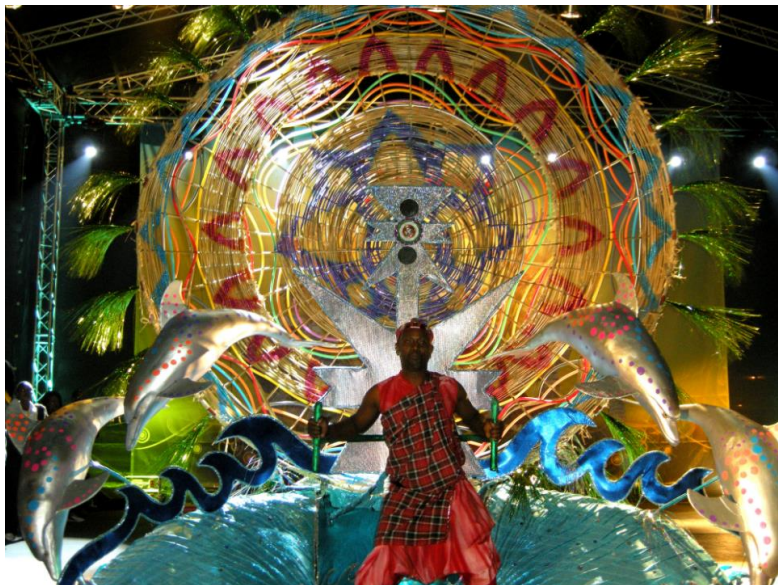


In the 20th year of South African Democracy it is vitally important to promote our Living Heritage and Social Cohesion as part of national unity in diversity. Before 1994 Apartheid politics encouraged the division of indigenous languages, performing arts, heritage and

traditional social expression. Added to this the racist and hierarchical grading of culture and imbalance and bias visited on indigenous practices, South Africans of all races were robbed of the opportunity to appreciate, understand and celebrate the rich and glorious cultural heritage of all as equal citizens. Even now, in a multicultural "rainbow" nation, South Africans experiences two levels of social cohesion and inter-race appreciation of our diverse cultures.

The concept of the Living Heritage Carnival Parade is rooted in the history, experiences, practises and identities of different South African races, cultural groups and communities.

One of the strengths of Living Heritage is that it is always being renewed, newly interpreted and developed by each group or community in a democratic South Africa. The Living Heritage Carnival Parade is an immediate and interactive platform for all our Nation's cultures to celebrate their own history, cultural and contribution as bearers of their unique Living Heritage as well as their sense of National South African identity, national unity, cohesion and pride.



VISION

The LHCPs Vision for 2014 is to inaugurate the first Annual Parade in Tshwane and in doing so -

- To create a Carnival Parade which showcases and celebrates the diversity of South Africa and which puts the Carnival on the national and international tourism calendar.
- To provide opportunities for community participation in arts and culture and create a significant hub for the clothing, costume and set-building industries in Tshwane and surrounding communities.
- To create employment and training opportunities in costume, float design and production as well as large event logistics.
- To create an environment of social cohesion where tourists and locals can experience the glamour and creativity and financial benefit of the LHCP throughout the year.
- To create training hubs in a variety of skills which will have long term benefits in the region.

MISSION

CELEBRATING OUR DIVERSE HERITAGE

Other countries famous for their carnivals, such as Brazil, can boast one single language, a single religion and a single musical genre. South Africa is known throughout the world for exactly the opposite: we celebrate our diversity of culture, language, colour, race and gender. The LHCP will celebrate the fact that although different and diverse, South African's are able to rejoice in a single identity.



Flatbed vehicle float

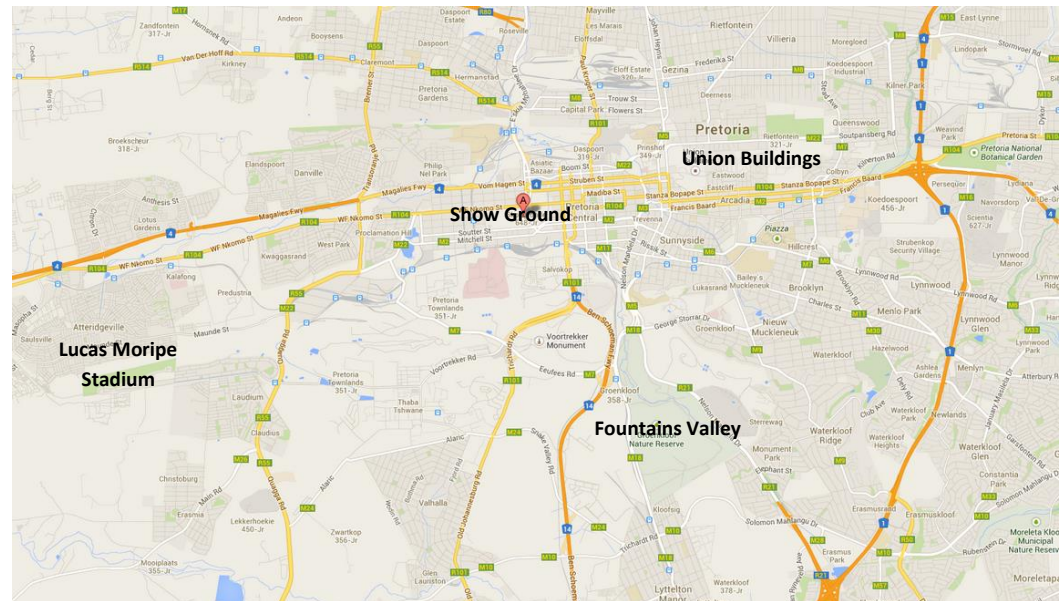


Trolley float

ABOUT THE TSHWANE LIVING HERITAGE CARNIVAL

The Tshwane LHCP is conceived as an annual event, taking place on or around the same date each year, possibly in heritage month. It is comprised of a procession of decorated vehicle floats (lorries/flatbed trucks) and trolley floats (people drawn), costumed dancers and actors, musicians, entertainers that makes its way from the gathering point at the start along a designated route, to the end in a public space that can accommodate further entertainment, food stalls, a market, stages, sound systems, celebrities and performers. Floats will be judged and there will be prizes for the best designs.

In the City of Tshwane the Union Buildings South Lawns or Fountains Valley might serve as a start point for instance, with the Show Grounds or Lucas Moripe Stadium in Atteridgeville as the end.



Social Cohesion

Nation Building



*The **Zulu Parade** could include a float adorned with representations of Zulu icons such as Shaka, Dinizulu, Albert Luthuli etc. The Float would have vibrant traditional and modern Zulu music and would be followed by hundreds of traditionally dressed Zulu men and women.*

Social Cohesion

A process that assists the building of shared community values and generally enabling people to have a sense that they engage in common enterprise, facing shared challenges, and belonging to the same community or democracy. It refers to the extent to which a society is coherent, united and functional, providing an environment in which its citizens can flourish.

Cultural Exhibition

National Unity in Diversity

The spectacular, monumental vehicle and trolley floats carry large sculptural representations of the main icons and groups of people who make up South Africa's diverse communities and are accompanied by traditionally dressed walkers, dancers and entertainers, for instance:

The **Portuguese Parade** and display could include representation of icons such as Almeida, Saldhana and Diaz; traditional musicians, prominent members of the Portuguese community. The float will be followed by hundreds of dancing Portuguese men and women in traditional costumes who express both their Portuguese and South African heritage and pride. Portuguese food will be made available at stalls at the main gathering point and along sections of the route to observers and participants.



A Portuguese Carnival Parade and floats

Safeguarding Living Heritage

“There is a need to liberate the potential for South Africans to celebrate their mutual social existence by safeguarding their heritage and celebrating their equal entitlement to it. In democratising the heritage landscape after 1994, it has thus been very important to recognise the significance of Living Heritage and to safeguard it for future generations.”

“Protection, promotion, and transmission of heritage must be done in a way that enables communities to practice and promote their heritage in a changing environment...”

DAC National Policy on South African Living Heritage, 2009

Various cultural groups and communities would be invited to join the LHCP as representative of a broad demographic of

South Africa’s diversity:

- Zulu Xhosa Ndebele Swazi Tswana Tsonga
- Venda Pondo Afrikaner British Indian Coloured
- Dutch German French English Greek
- Portuguese Jewish Hungarian Khoisan / San
- Chinese Japanese

The route followed by the carnival procession will be lined with public spectators and supporters of the various communities, on the sides of the road or in specially erected tiered seating. The route will also accommodate refreshment and sales points. The end gathering point will include stages and entertainment areas and food and beverage points showcasing the diverse cultures of the communities and groups participating in the LHCP.



Spectators at the Cape Town Minstrel Carnival, Cape Town



Stalls at the Portuguese festival, Lusito Land, Johannesburg

Social Cohesion

Nation Building

Cultural Exhibition

National Unity in Diversity



The Parade and Events will include:

Floats

- Large plastic colourful moulds of icons and symbols of significance to each cultural group and South Africa's history on flatbed trucks and trolleys
- Sound systems, celebrities, performers
- Floats will be judged for prize of best float design

Carnival Performers/ Dancers / Participants following each float:

- Dancers in bright carnivalesque costumes
- Dancers and walkers in traditional costumes representative of their culture
- Drummers and mobile musicians
- Costumes will be judged for Best of Carnival

Carnival Festival Central Point at the end of the Carnival:

- Food and beverage stalls
- VIP areas
- Sponsored cultural areas
- Arts & Crafts Stalls
- Live Music and Speeches
- Disco

Along the route specific areas will be designated for:

- Street traders (licensed) and stalls
- Scaffold seating
- Toilets (chemical)
- Safety zones
- Police and emergency services
- Press
- Government officials
- Carnival judges



SUMMARY OF THE LHCP VISION FOR 2014

The Living Heritage Carnival Parade will:

- Create an internationally unique carnival reflective of our multicultural living heritage in which each and every South African group will express their heritage art, music, costumes, dance, food, identity and pride within South African society.
- Create an annual event for domestic and foreign tourists that truly speaks of South African diversity and social cohesion.
- Provide job creation for youth, SMME's and communities in the production of floats, moulds, traditional clothes and costumes, metal work, set building and eventing.
- Provide skills transfer, training and mentorship in design, dance development, logistics, marketing and promotion.
- Create an enhanced tourism offering that creates increased economic activity and tourist spend to the host city.
- Create a tourism product with community participation, production, exhibition and group pride that is rooted not in only the Brazilian Carnival stereotype as in the 'Cape Town Carnival' but rather one in which visitors and tourists can experience a deeper, more socially significant Living Heritage Carnival Parade that is unlike any other in the World.

The Concepts at the Core of the LHCP are :

National unity and coherence of society;

Shared community and national values;

Social cohesion through the recognition and platforming of both group and national symbols, for example, the Coat of Arms;

National Flag etc. and other living heritage of the South African

Nation's identity and culture;

Equity in diversity;

Ubuntu.

The DAC White Paper of 1996 states that:

“Attention to living heritage is of paramount importance for the reconstruction and development process in South Africa. Means must be found to enable song, dance, story-telling and oral history to be permanently recorded and conserved in a formal heritage structure.”

The Living Heritage Carnival Parade is a platform for this policy.



MANAGEMENT OF THE LHCP

Tight management, planning and control are the key to the success of the LHCP. Koketso Growth proposes that together with the City of Tshwane it establishes a centralised events planning, management and co-ordination unit – The Living Heritage Carnival Parade Management (LHCPM) - which will ensure that:

- Planning of the event is professional and thorough
- Proper curation of floats and performances by local communities for tourists are done so that stereotypes with no historical basis are not perpetuated;
- Products are checked for authenticity within the socio-cultural environment from which they emerge;
- Locally produced, quality products are available and sold to tourists;
- Access to market reward are afforded to community members and SMME's who generate the products;
- The LHCPM will enhance communication on living heritage across the cultural boundaries of ordinary citizens through their direct participation in everything from research, design, production and implementation;
- Given the challenges of social cohesion and the development of a South African identity, the LHCPM will play a very important role in promoting a sense of national identity;
- The LHCP will deepen transformation within heritage by brining into the centre the heritage and public memory of many communities. Apartheid created and fostered divisions among South African races and communities. The LHCP will be the living expression of a non-racist inclusive South Africa;
- The LHCP will encourage community and national consciousness and pride, and the celebration of differences.

THE WAY FORWARD

Research conducted by Koketso Growth has identified the following challenges relating to the success and sustainability of the existing Joburg/Gauteng Carnival. These include:

Challenges relating to the current Joburg/Gauteng carnival	Recommendations to address current challenges
<ul style="list-style-type: none"> • Organising a serious Carnival (with public participation, economic impact and enhanced Tourism) is not a core capacity of local or provincial government; • The Carnival has little and superficial relevance to social cohesion and nation building. It is currently at best a recreational event with slight cultural overtones; • There is no consistent route or date, making annual continuity impossible; • Lack of a consistent route with a defined central gathering point prevents commercial activity and community engagement. It also prevents commercial sponsorship; • No marketing of the event to the local or provincial populace; • Late release of budget and sufficient budget allocation; • Little skills transfer or development; • Minimal SMME development or job creation; • Minimal cross-cultural or cross-class participation; • No vision of Carnival being a tool of Social Cohesion; • No media coverage during or following the carnival; • No storage facilities for sets and costumes for reuse; • No relevance to the vast majority of South African or to nation building and no growth. 	<ul style="list-style-type: none"> • Prioritise the Carnival with Government oversight and funding; • Allow Koketso Growth to marshal the relevant Government and private sector stakeholders to provide budget to implement the Living Heritage Carnival Parade; • The LHCP if inaugurated in September 2014 will enhance Social Cohesion, National Building, Public Memory, Ubuntu, Social Solidarity, National Identity and Unity. The LHCP has heritage depth and is the physical manifestation and embodiment of “Celebrating our Cultural Diversity”; • Develop a consistent, workable and ‘crowd friendly’ route; • Stalls, memorabilia, cultural artefacts, food from different communities, music dance etc. will take place at the central gathering point creating a fiesta of culture for visitors and tourist spend; • A specific weekend in September would be designated as the annual date; • Koketso Growth will draw up a marketing strategy with DAC, NDT and Sports & Recreation at Municipal, Provincial and National levels; • Early release of budge is essential to allow timeous production, skills development and logistics;

Social Cohesion

Nation Building



Cultural Exhibition

National Unity in Diversity

- Koketso Growth will ensure Youth job creation and skills transfer as well as SMME development from over 40% of budget allocation;
- The nature of Koketso Growth's unique Intellectual Property is its inclusiveness of all cultures and creeds in South Africa and the participation and expression of all communities regardless of economic class or cultural status;
- Social Cohesion at its finest;
- Koketso Growth will ensure media coverage before, during and after the Carnival so that all South Africans can experience our unity in diversity. The Internet and WWW will also be used;
- Koketso will create a permanent hub for the creation, storage and design of the LHCP Floats, Sets and Costumes;
- No Carnival in the world that takes place in a Multicultural society is doing what Koketso Growth proposes for South Africa's annual Living Heritage Carnival Parade;

Stakeholders of the LHCP

DAC

NDT

Gauteng Province

City of Tshwane / Johannesburg

South African Police Service

Metro Rail

Gautrain

Medical / Ambulance Services

Bus Authority

Cultural Associations

Provinces

Private Sector Sponsors

THE CARNIVAL TASKS

- Organise route
- Letters to all trading premises on the route
- Labour intensive exercise to improve and ensure public safety on route, and in Carnival area
- 2 weeks before Carnival site visits to all builders working in the Carnival area to advise them of the need to secure the property they are working on over the Carnival Weekend
- The Carnival clear-up – Removal of skips, scaffolding etc, bulk litter, gutters etc

Social Cohesion

Nation Building

Cultural Exhibition

National Unity in Diversity



- Street trading licences
- Road closures / traffic management
- Organise mobile music on floats, DJ's Sound Systems (Ref. CMA – Notting Hill)
- Publicise route of Carnival three months ahead of the date
- Organize :
- Performers/Volunteers
- Costume makers
- Live music
- Toilets
- Scaffold seating
- Judging point
- First Aid
- Music stage / festival area
- Commercial Sponsorship



Social Cohesion

Nation Building

Cultural Exhibition

National Unity in Diversity

