

CELEBRATING SOUTH AFRICA'S PROUD HERITAGE  
THROUGH THE LIVES OF 100 ICONIC INDIVIDUALS

Presentation to the Portfolio Committee on Tourism  
19 September 2023



**LONG MARCH TO FREEDOM**

CAPE TOWN • SOUTH AFRICA



THE LONG MARCH TO FREEDOM

OUR STORY IS YOUR STORY

# THE WORLD'S GREATEST EXHIBITION IN BRONZE



## OVERVIEW

The LONG MARCH TO FREEDOM (LMTF) is a monumental procession of 100 life-size bronze statues and the largest exhibition of its kind anywhere in the world. A one-of-a-kind experience, the individual bronze artworks depict South African and international icons, some famous and others unknown, and tell the story of South Africa's 350-year struggle for freedom and democracy in a sweeping, moving and immersive experience.

### A 5-YEAR JOURNEY SEEKING A HOME AND SUSTAINABILITY

- First opened as a national heritage attraction in 2015 at Fountains Valley, City of Tshwane
- Moved to Maropeng, Cradle of Humankind, December 2018, seeking sustainability
- Opened at current location in Century City in November 2019, also seeking sustainability
- Closed due to Covid in March 2020 for 6-months, and during the sporadic lockdowns over the next 18-months
- A small grant from Woolworths South Africa enabled operations from January 2021 – March 2023, and the inclusion of the bronze of Archbishop Desmond Tutu
- The grant also enabled business planning, searching for possible new locations, and assessment of the revenue and funding models necessary to survive
- Some emergency funding has recently been granted by Department Sports Arts and Culture to enable operations until January 2024
- This funding will also enable some much needed marketing
- In conjunction with WC Department of Education we are developing an intensive schools programme to bring through 14 000 learners over the next 2 years – seeking funding partners to facilitate the related activities
- Long March to Freedom is a THREATENED valuable heritage tourism resource – we thank this committee for facilitating the opportunity for this discussion and considering the challenges facing the project



**NATIONAL HERITAGE PROJECT NON-PROFIT COMPANY**  
Developers, owners and operators of Long March to Freedom

2011/010842/08

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Clements Kadile



Rahima Moosa



Martin Luther King Jr

100 LIFE-SIZE BRONZE SCULPTURES  
CREATED BY SOUTH AFRICAN  
ARTISTS, TRAINEES AND FOUNDRIES

THE STORY OF SOUTH AFRICA'S JOURNEY  
TO DEMOCRACY POWERFULLY TOLD  
THROUGH A MONUMENTAL PROCESSION

The bronze artworks are created by an all-South African team of artists and trainees, foundries, historians and other experts. The quality and visual appeal of these statues and the minute attention to detail are as absorbing as the inspiring stories of the individuals.

Development of Long March to Freedom has enriched the lives of many 1000's of people, from those who worked or trained on the project, to the school children who have never before had the opportunity to fully experience their own history and heritage, and the domestic and foreign tourists who laud the Long March to Freedom as one of South Africa's most exciting heritage attractions.



Walter Sisulu





Adelaide & Oliver Tambo



King Shaka



Chief Albert Luthuli



Francis Baard



Steve Biko



Bertha Mkhize



Chief Langalibalele



King Cetshwayo



King Hintsa



Chief Adam Kok III

AGAINST THE MAJESTIC BACKDROP OF TABLE MOUNTAIN, 100 FIGURES MOVE FORWARD IN CELEBRATION OF THE COUNTRY'S UNIQUE HERITAGE AND HISTORY

THE MONUMENTAL BRONZE PROCESSION ADDRESSES THE ABSENT VOICES SUBSTANTIVE IN SHAPING SOUTH AFRICA



Louis van Mauritus

Bishop Colenso  
 Charlotte Maxeke  
 Chief Bambatha  
 Chief Dalasile  
 Chief David Stuurman  
 Chief Makhado  
 Chief Maleboho  
 Hadji Ojer Ally  
 John Dube  
 King Cetshwayo  
 King Dingane  
 King Faku  
 King Hintsa  
 King Moshoeshoe  
 King Nyabela  
 King Sandile  
 King Sekukhuni  
 Olive Schreiner  
 Pixley ka Isaka Seme  
 Queen Lebotsibeni  
 Sol Plaatje  
 Thomas Mapikela  
 Johannes van der Kemp  
 Walter Rabusana  
 Abdullah Abdurahman  
 Bertha Mkhize  
 Adelaide Tambo  
 Beyers Naude  
 Alan Paton  
 Julius Nyerere  
 Steve Tshwete  
 Dorothy Nyembe  
 Duma Nokwe  
 Frances Baard

Alfred Mangena  
 Annie Silinga  
 Anton Lembede  
 Chief Adam Kok III  
 Chief Kgamanyane  
 Chief Klaas Stuurman  
 Chief Langalibalele  
 Chief Nxele – Makhanda  
 Cissie Gool  
 Clement Kadalie  
 Doman  
 Harriette Colenso  
 Ida Mntwana  
 Josie Mpama Palmer  
 King Dinizulu  
 King Mzilikazi  
 King Shaka  
 Louis van Mauritius  
 Ray Alexander  
 Saul Msane  
 Sefako Makgatho  
 Selope Thema  
 Yusuf Dadoo  
 Steve Biko  
 Nelson Mandela  
 Winnie Mandela  
 Ahmed Kathrada  
 Martin Luther King  
 Heile Selassie  
 Zacharius Mahabane  
 Basil D'Oliviera  
 Ruth Mompoti  
 Bertha Gxowa  
 Ruth First  
 Robert Sobukwe

Oliver R Tambo  
 Chief Albert Luthuli  
 Walter Sisulu  
 Albertina Sisulu  
 Chief Tshwane  
 Z.K Matthews  
 Father Trevor Huddleston  
 Ruth First  
 Lilian Ngoyi  
 Rahima Moosa  
 Joe Slovo  
 Sefako Makgatho  
 Dr. AB Xuma  
 Helen Suzman  
 Robert Sobukwe  
 Chris Hani  
 Mahatma Gandhi  
 Bram Fischer  
 Fidel Castro  
 Govan Mbeki

Samora Machel  
 Autshumato  
 Solomon Mahlangu  
 Miriam Makeba  
 King Maqoma  
 Josiah Gumeda  
 Griffiths Mxenge  
 Victoria Mxenge  
 Jack Hodgson



Chief Maleboho



Fidel Castro



Govan Mbeki



THIS EXHIBITION SPEAKS TO THE UNIQUE SOUTH AFRICAN EXPERIENCE AND ENLIGHTENS VISITORS IN A WAY NO OTHER HERITAGE ATTRACTION CAN DO





**A SCHOOL VISIT TO LMTF GIVES LEARNERS THE GIFT OF THEIR OWN HERITAGE**



**A VISIT TO LONG MARCH TO FREEDOM IS EDUTAINMENT, EASILY CONNECTING LEARNERS AND EDUCATORS WITH THE LIFE AND TIMES OF THE PERSONS SO VIVIDLY DEPICTED IN BRONZE. THE STORIES ARE LIFTED OFF THE PAGES OF A TEXT BOOKS, COMPLIMENTING THE WORK IN THE CLASSROOM.**

## CHALLENGES

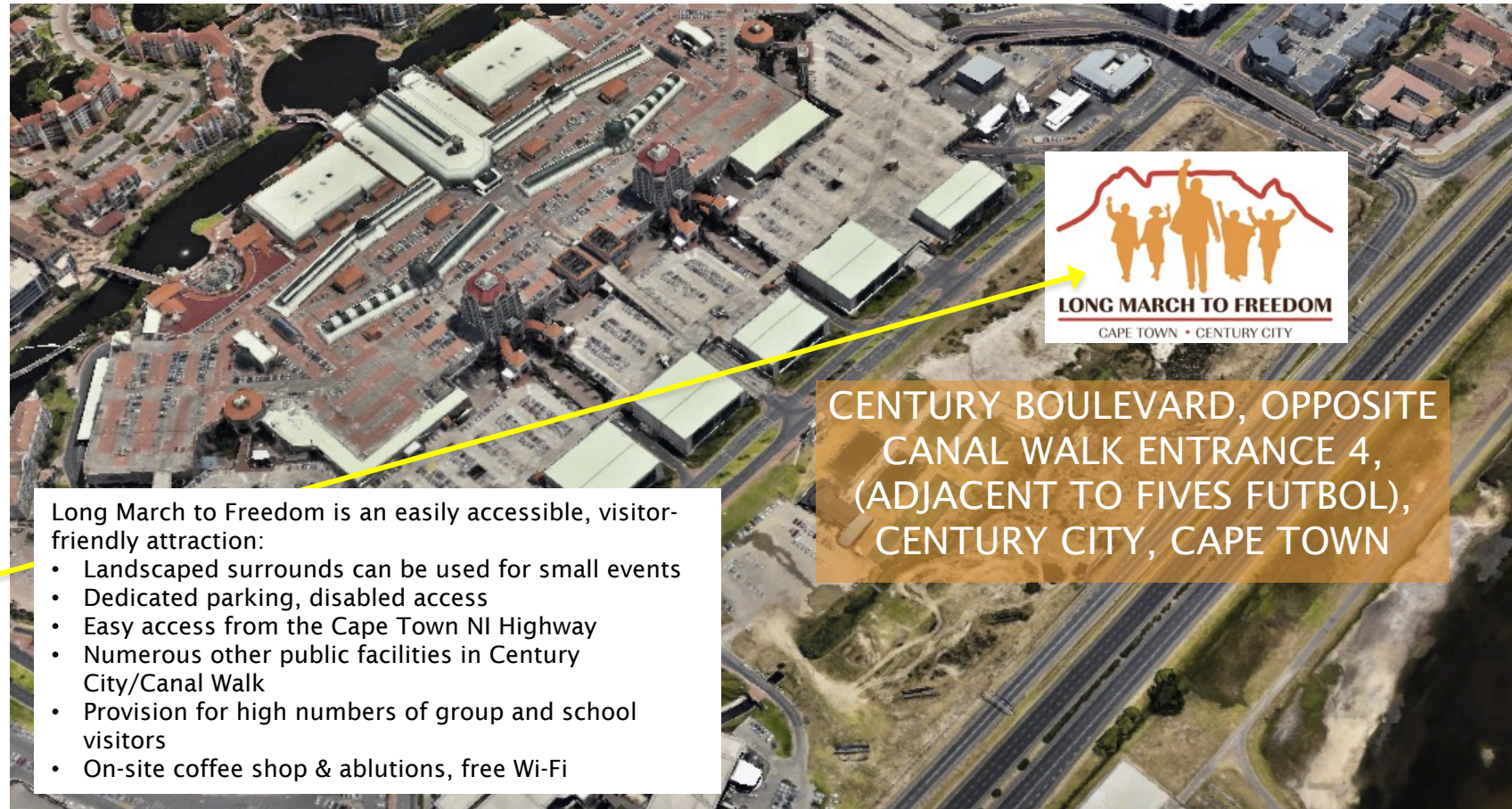
- STABILISING IN OUR CURRENT LOCATION TO BE ABLE TO OFFER A QUALITY VISITOR EXPERIENCE TO DOMESTIC AND INTERNATIONAL VISITORS
- OPERATIONAL EXPENSES – SEEKING FUNDING PARTNERS – KEEPING ENTRANCE FEES LOW FOR SOUTH AFRICANS. NEED A GUARANTEED OPERATIONAL BUDGET
- MARKETING – LITTLE MARKETING BUDGET
- EXPOSURE – URGENT NEED FOR EXPOSURE TO A WIDE MARKET
- INTERNATIONAL PROMOTION – NEED TO CAPTURE INTERNATIONAL TOURISTS – INTERNATIONAL TRADE SHOWS?
- INFRASTRUCTURE IS TEMPORARY AND NEEDS UPGRADING – CONTAINERS ARE RENTAL UNITS – NEED SOMETHING MORE PERMANENT
- DIGITAL PLATFORM REQUIRES EXPANSION
- BRONZES NEED MAINTENANCE
- INFORMATION PANELS AND SIGNAGE NEED UPGRADING
- STAFF – TRAINING AND EXPANDING STAFF OFFERING
- COFFEE TABLE BOOK TO SELL ON SITE
- SHOP MERCHANDISE – NEED TO DEVELOP A RANGE FOR SALE

## OPPORTUNITIES

- CURRENT LOCATION OFFERS POSITIVES IN SUPPORT FROM LANDLORDS, TABLE MOUNTAIN BACKGROUND ETC
- OPPORTUNITY FOR FUNDING PARTNER – LINKS TO THE EXHIBITION ARE POSITIVE / POSITIVE EXPOSURE FOR FUNDER
- LINKS WITH SA TOURISM WOULD FACILITATE THE PROMOTION OF LMTF. THE MESSAGE OF THE EXHIBITION IS POSITIVE AND UPLIFTING AND SOMETHING THAT SA TOURISM COULD USE
- EQUALLY LINKS WITH SA TOURISM COULD PROMOTE THE EXHIBITION TO AN INTERNATIONAL MARKET
- WE UNDERSTAND THAT DEPT TOURISM WILL FUND INFRASTRUCTURE – A SEMI PERMANENT STRUCTURE COULD INCLUDE A VISITOR CENTRE, MULTI PURPOSE SPACE, AND SA TOURISM INFORMATION KIOSK
- HOLD HANDS WITH THE DEPARTMENT OF TOURISM TO EXPAND THE OFFERING OF OUR WEBSITE – LINKS TO OTHER HERITAGE TOURISM INITIATIVES
- MAINTANANCE AND SIGNAGE UPGRADES REQUIRE FUNDING – WE WOULD LIKE TO INVESTIGATE HOW WE COULD APPLY FOR FUNDS AGAIN FROM DEPARTMENT OF TOURISM (LAST FUNDED BY DOT IN 2016)
- WE NEED HELP TO MAKE THIS A SITE OF NATIONAL PRIDE AND IDENTITY!



# GENERAL INFORMATION: LONG MARCH TO FREEDOM CENTURY CITY, CAPE TOWN



Long March to Freedom is an easily accessible, visitor-friendly attraction:

- Landscaped surrounds can be used for small events
- Dedicated parking, disabled access
- Easy access from the Cape Town NI Highway
- Numerous other public facilities in Century City/Canal Walk
- Provision for high numbers of group and school visitors
- On-site coffee shop & ablutions, free Wi-Fi

CENTURY BOULEVARD, OPPOSITE CANAL WALK ENTRANCE 4, (ADJACENT TO FIVES FUTBOL), CENTURY CITY, CAPE TOWN

## INFORMATION, ENQUIRIES, GROUP & SCHOOL BOOKINGS

[info@longmarchtofreedom.co.za](mailto:info@longmarchtofreedom.co.za) / 082 342 3550 / 082 899 2958

## OPENING TIMES

TUESDAY – SUNDAYS & PUBLIC HOLIDAY:  
10:00 – 16:30

## ADMISSION – Tickets available at the gate

FULL PRICE TICKET: R75 (International Visitors)  
SUBSIDISED TICKET: R10 (SA Citizens & Permanent Residents)  
CHILDREN UNDER 6: Free

❖ LMTF has implemented a subsidised fee structure to make this incredible exhibition accessible to all South Africans. If visitors can afford to pay the full fee, they are requested to do so as a donation to keep the project going.

## GROUP BOOKINGS (5 persons or more)

SA CITIZENS & PERMANENT RESIDENTS: R50pp  
INTERNATIONAL VISITORS: R75pp  
Pre-booking essential.

## SCHOOL GROUPS

LEARNERS (All ages): R50

EDUCATORS: 1 free entrance per 10 learners.

Free parking for busses. Rates apply for groups of 10 or more learners and includes a specialised guided tour and worksheet, muffin and a drink. Pre-booking is required.

## GUIDED TOURS

Guided tours for walk-in visitors are included in the full-price ticket.

## EVENTS

Small corporate and other events can be hosted at LMTF.

## SPONSORSHIP AND PARTNERSHIP

LMTF is open to all discussions around potential sponsorship and partnership aimed at sustaining and growing the project.