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30 October 2023

## MARIKANA CULTURAL EVENT

The Marikana Cultural Event proposal is 2 folded, is in line with 30 years democracy celebration in 2024 and Marikana mine massacre commemoration in 2024. Imbewu Community Development NPO will organize and manage the events aimed to includes on-the-ground activities that will bring people together in celebration and commemoration of the long struggle for democracy in the country and remembering the fallen mine heroes who were fatally killed by police in Marikana.

It is a four-day series of events and activation that will take place from 26 to 27 April 2024, 15 and 16 August 2024. The events will be art exhibitions, an African food and craft market, performing arts and a music festival. It's about showcasing creative work in commemoration of these 2 big events through music, art and fashion, with the goal of creating a conducive environment for young people to learn more about the historic events happened in the province that made international news headlines. The commemoration will be in form of celebrating our culture and heritage.

We invited more than 125 community arts groups, 190 independent artists (musicians, actors, dancers), 42 fine artists for exhibitions, cultural activists, academics, community leaders to be part of celebration and commemoration of these 2 big events. The aim is to create employment for artists and local community in the province.



## Objectives

- To create employment for artists
- Build a sense of pride of our culture by building and enhancing social cohesion amongst all citizen of the country
- To celebrate and commemorate these 2 major events through arts exhibitions and arts festival.
- To create market access for local small businesses
- To promote tourism in North West province.

## About Freedom Day

**Freedom Day** is a public holiday in South Africa and Freedom Day is a day of respect and commemoration. Celebrated on the 27th of April each year, Freedom Day honours the anniversary of South Africa's first non-racial election of 1994 and pays homage to the country's liberation from Apartheid rule, where the minority exercised prejudice political power over the majority of the country.



Celebrating Freedom Day in South Africa is all about commemorating the country's history and the start of democracy. A great way to celebrate this day is by doing something that reminds you of the struggle that many South African's fought to get to that important day in 1994.

Freedom Day is a special day for all South Africans to reflect on the painful struggles we've overcome as a country, as well as to honour the students, teachers, political leaders and everyday people who lost their lives in the fight for a democratic South Africa.

## About Marikana Massacre



On 16 August 2012, the South African Police Service (SAPS) opened fire on a crowd of striking mineworkers at Marikana, in the North West Province. The police killed 34 mineworkers, and left 78 seriously injured. Following the open fire assault - 250 of the miners were arrested. The miners set up camp on a hill called Wonderkop near the Lonmin mine.

This event culminated after an intense week-long protest in which the miners were demanding a wage increase at the Lonmin platinum mine in a wildcat strike. A wildcat strike, or 'unofficial industrial action', is strike action undertaken by unionised workers without the union-leadership's authorisation, support, or approval.

Many of the slain and injured had gunshots in their backs and there were miners who were found with injuries of being ridden over by nyalas.

## JOB CREATION

Project management team	26
Independent artists	190
Community arts groups	125
Cultural activists, academics	12
Local SMME 1. Catering company 2. Transport 3. Bed and breakfast BnB 4. Food Stalls-8 5. Arts and Craft stalls-18 6. Traditional clothing and Designers stalls- 16	
Indirect job opportunities 1. Security 2. Car guards 3. Cleaners 4. General workers	30 20 15 10

## PROJECT ACTIVITIES AND TIMEFRAME

<u>Activities</u>	<u>Timeframe</u>	<u>Who</u>	<u>Notes</u>
Planning with stakeholders	2 week	Project manager and stakeholders	Meeting with various stakeholders To specify tasks to specific people
Community engagement session	5 weeks	Project manager, coordinator, project steering committee	Engaging communities where the festivals are going to be held
Drafting of Plan of Action  Identifying local media partners	1 week	Project manager, coordinator, project steering committee	Plan of action draft and approval by stakeholders
Call for arts festival participation (community arts groups, SMME, independent artists)  Project coordinators, volunteers recruitment	4 weeks	Project manager, coordinator, project steering committee	To recruit project coordinators, volunteers, Call for community arts festival participants
Marketing and communications	Ongoing activity	Project Manager, participants, marketing manager	Roadshows, awareness campaigns and marketing of community arts festival and activities
COMMUNITY ARTS TRAINING WORKSHOPS.	5 weeks	Project Manager, Arts workshop participants, project coordinators	Participants will be selected from 3 municipalities
<b>PROJECT IMPLEMENTATION</b>  30 YEARS DEMOCRACY CELEBRATION	26-27 APRIL 2024	Project Manager, project coordinator and library managers	Project implementation at identified areas

MARIKANA COMMEMORATION	15-16 AUGUST 2024		
Post events reflection and discussions	10 days	Project Manager and various stakeholders	Post community arts festival reflection and discussions focusing on challenges and recommendations
Project Report Submission	15 SEPTEMBER 2024	Project Manager	Submission of report, portfolio of evidence and financial statements to DSAC

## BUDGET

Description	Unit	Cost per Unit	Total
Project Coordinators	6 x 3 months	R8,500.00	R153,000.00
Project Manager	1	R40,500.00	R40,500.00
MARKETING & COMMUNICATION	1	R65,300.00	R65,300.00
Stakeholders meetings sessions logistics	8	R25,700.00	R25,700.00
Marketing Manager	1	R25,000.00	R25,000.00
Community Arts Festival and arts workshops logistics	3	R80,500.00	R80,500.00
Festival venue hire	3	R22,000.00	R22,000.00
Festival venue décor, stalls and equipment		R70,700.00	R70,700.00
Transport for participants	750	R105,500.00	R105,500.00
Catering	1200	R155,200.00	R155,200.00
Art materials		R70,600.00	R70,600.00
Independent Artists		R235,500.00	R235,500.00
Video Production and editing	2 event venues	R35,700.00	R35,700.00
Community arts groups, individual artists, exhibitors	125	R220,000.00	R220,000.00
Project Management		R60,000.00	R60,000.00
Exhibition stands and stalls construction		R110,700.00	R110,700.00
Experts	6	R45,000.00	R45,000.00
Job creation (security, cleaners, assistant staff)	24	R190,700.00	R190,700.00
Volunteers S&T	120	R350	R170,000.00
Auditing	1	R18,800.00	R18,800.00
		<b>TOTAL</b>	<b>R1,730,400.00</b>