

Ingoma

YASEMAJUBA

UmshuBo

AMAKHOSI OBUCIKO BASE MAJUBA

TABLE OF CONTENT

<u>1.</u>	<u>EXECUTIVE SUMMARY</u>	3
<u>2.</u>	<u>ABOUT US</u>	3
<u>3.</u>	<u>SCOPE OF WORK AND OBJECTIVES</u>	5
<u>4.</u>	<u>DELIVERY SCOPE</u>	5
<u>5.</u>	<u>PROCESS</u>	6
<u>6.</u>	<u>MASTER PLAN WORKSTREAM</u>	7
<u>7.</u>	<u>PROJECT PLAN</u>	8
<u>8.</u>	<u>PROJECT TEAM STRUCTURE</u>	9
<u>9.</u>	<u>RISK MANAGEMENT PLAN</u>	10
<u>10.</u>	<u>RISK MITIGATION TOOL</u>	13
<u>11.</u>	<u>GEOGRAPHICAL DEMOGRAPHICS</u>	14
<u>12.</u>	<u>CONCLUSION</u>	14

About the Us

Laugh Out Loud Arts Organisation (Registration Number 223-535 NPO) Founded on the 22nd of February, 2019, by Senzeni Mlambo, is a non-profit organisation registered under the NPO Act, with the aim of creating and promoting opportunities for artistic expression and social development., the organization is based in Osizweni, Newcastle, in the Northern region of KwaZulu-Natal (KZN), South Africa.

The organisation focuses on a variety of art forms, including theatre, music, dance, visual arts, and community outreach programs, to foster creativity, build self-confidence, and engage local communities. Laugh Out Loud Arts Organisation is deeply committed to providing a platform for underrepresented voices, especially the youth and marginalised groups in the Amajuba District and surrounding areas. The organization recognizes the potential of the arts to serve as a tool for personal development, social cohesion, and empowerment, offering individuals the chance to express themselves, improve their skills, and connect with others.

Through its various initiatives, Laugh Out Loud Arts Organisation also seeks to tackle social challenges such as gangsterism, youth unemployment, and community fragmentation by encouraging collaboration, unity, and constructive dialogue. With a focus on cultural preservation, youth engagement, and community upliftment, the organization aims to make a lasting impact on the lives of those it serves, ensuring that the arts remain a powerful driver of change and growth in the region.

By working closely with local communities, artists, schools, and other organizations, Laugh Out Loud Arts Organisation is committed to building a creative ecosystem that empowers individuals and transforms the Amajuba District into a vibrant, culturally rich, and socially cohesive area.

Executive Summary of the Project

Ingoma yase Majuba is a vibrant traditional and cultural dance festival designed to foster social cohesion within the Amajuba District, a region currently grappling with the challenges of gangsterism. The festival aims to bring together diverse communities, promoting unity through the celebration of our rich cultural heritage. By providing a platform for artistic expression and community engagement, the festival seeks to address the social issues affecting the region, offering an alternative to violence and division.

Aims

The aim of the Ingoma yaseMajuba Festival is to create a transformative cultural event that fosters social cohesion and addresses the challenges facing the Amajuba District, particularly issues such as gangsterism and

social division. By bringing together individuals from different communities, the festival seeks to promote a sense of unity, collective identity, and shared purpose. The event will serve as a platform to showcase the rich cultural heritage of the region, highlighting traditional dance, music, and art forms that reflect the diverse histories and identities of the people of Amajuba. Additionally, the festival aims to engage local youth in positive, creative activities that provide an alternative to destructive behaviours, while also building stronger connections between residents, community leaders, and local organizations. Through this initiative, we aspire to inspire a renewed sense of pride, hope, and resilience within the community, ultimately contributing to the long-term social and economic development of the region.

Vision

To create a unified, peaceful Amajuba District where cultural expression serves as a powerful tool for social healing, community development, and long-term transformation. By leveraging the rich cultural traditions and heritage of the region, our vision is to foster a sense of pride, belonging, and shared responsibility among all residents. The festival will serve as a platform for promoting understanding, cooperation, and mutual respect across diverse communities, encouraging individuals to embrace their cultural identities while uniting in the collective effort to address local challenges, such as gangsterism and social fragmentation. We aim to cultivate a community where the arts play a central role in reducing conflict, building trust, and enhancing social cohesion, contributing to the overall well-being and prosperity of the Amajuba District.

Mission

Our mission is to host a dynamic and inclusive cultural dance festival that actively engages the diverse communities of the Amajuba District in a shared celebration of heritage, art, and social unity. Through this festival, we aim to create a platform for local artists and performers to showcase their talents, fostering pride in cultural traditions and offering opportunities for creative expression. By involving the youth, families, and community leaders, the festival will help build stronger social ties and promote positive alternatives to violence and gangsterism. Our mission is also to facilitate dialogue and collaboration among local stakeholders, including government agencies, community organizations, and businesses, to address pressing social issues. Through the power of cultural engagement, we strive to inspire long-term change, empowering residents to work together for a peaceful and prosperous future for the entire district.

What are the challenges we want to address in the Community?

Gangsterism and Crime	The prevalence of gangsterism and related violence is a significant challenge in the district, affecting the safety, well-being, and future prospects of the community, especially the youth. The festival seeks to provide an alternative space for self-expression, unity, and positive engagement, encouraging individuals to move away from destructive behaviour.
Social Division and Fragmentation	The community is often divided along social, economic, and cultural lines, leading to a lack of cohesion and understanding between different groups. The festival aims to bridge these divides by celebrating the shared cultural heritage of the district and fostering a sense of collective identity and pride.
Youth Disengagement and Lack of Opportunities	Many young people in the Amajuba District face limited access to constructive activities, skills development, and opportunities for personal growth. The festival provides a platform for youth to participate in cultural expressions, artistic endeavors, and community-building activities, offering them a sense of purpose and a positive outlet for their talents.
Cultural Disconnection and Loss of Heritage	With rapid urbanization and globalization, younger generations may feel disconnected from their cultural roots and traditions. The festival seeks to revive and promote traditional dance, music, and art forms, ensuring the preservation and transmission of local cultural heritage to future generations.
Community Isolation and Lack of Social Integration	Different communities within the Amajuba District may feel isolated or disconnected from each other due to historical, geographical, or socio-economic factors. The festival aims to foster social integration and solidarity, bringing together diverse groups to celebrate common values and build a more inclusive, harmonious community.

What is lacking in the Community?

The Amajuba District is currently facing a range of gaps that hinder its overall growth and well-being. One of the most pressing issues is the lack of social cohesion, with divisions between communities, often stemming from socio-economic disparities, historical tensions, and the prevalence of gangsterism. This has led to a breakdown in trust and collaboration among residents. Additionally, there is a noticeable lack of opportunities for youth engagement, personal development, and constructive recreation, which contributes to rising crime and a sense of disillusionment. Cultural disconnection is another challenge, as younger generations struggle to connect with their heritage in an era of rapid modernization. There is a shortage of platforms for meaningful community dialogue, where residents can come together to address shared concerns and find collective solutions. These gaps have contributed to a fragmented community in need of initiatives that foster unity, empowerment, and cultural pride. The Ingoma yase Majuba Festival aims to address these deficiencies by providing a space for connection, creative expression, and community-driven change.

Key objectives for Ingoma Yase Majuba

- **Enhance Dance Skills** To provide participants with comprehensive dance training, improving their technical proficiency, creativity, and versatility in various dance styles, including traditional and contemporary forms.
- **Promote Cultural Preservation** To teach and preserve traditional dance forms specific to the Amajuba District, fostering a deeper understanding of cultural heritage and encouraging pride in local traditions.
- **Youth Engagement** To offer a positive and constructive outlet for young people, engaging them in activities that foster creativity, discipline, and focus, steering them away from negative influences such as gangsterism.

- **Build Confidence and Self-Expression**To empower participants by building their self-confidence and providing a platform for self-expression, enabling them to communicate their thoughts, feelings, and ideas through dance.
- **Foster Community Unity**To bring together individuals from diverse backgrounds and create opportunities for collaboration and teamwork, promoting social cohesion and mutual respect within the community.
- **Promote Health and Well-being**To encourage physical fitness, improve mental health, and promote overall well-being by incorporating dance into participants' daily lives, helping them lead healthier lifestyles.
- **Create Career Opportunities**To introduce participants to potential career paths in the arts, including dance performance, choreography, and teaching, while offering valuable skills and professional development.
- **Provide Performance Platforms**To offer opportunities for participants to showcase their talents through performances, boosting their confidence, and providing them with experience in public presentation.
- **Social and Emotional Growth**To help participants develop important life skills such as teamwork, leadership, communication, and emotional intelligence, preparing them for personal and professional challenges.
- **Inspire Positive Change**To use dance as a tool for addressing pressing social issues, raising awareness, and inspiring positive change in the community, focusing on unity, peace, and social transformation.

Project Implementation Plan – Plan of Activities

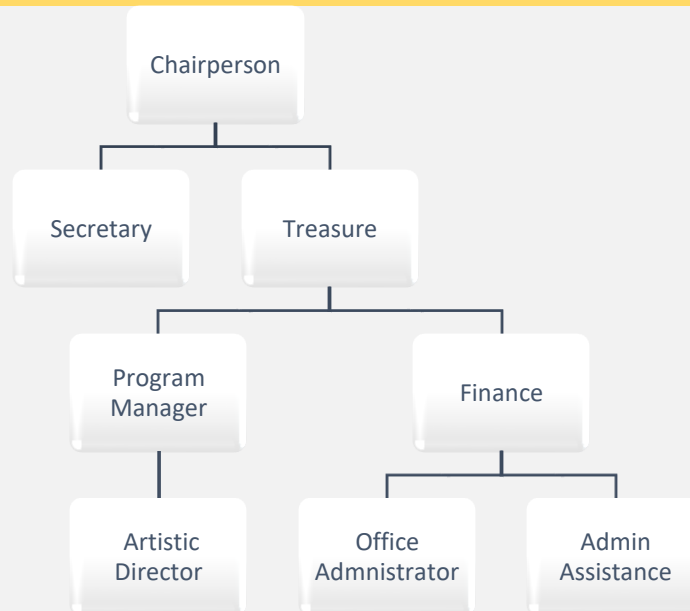
This implementation plan outlines the key activities and timelines for the project, along with designated persons responsible for each task.

Month	Location	Time	Activities	Person Responsible
January	Newcastle, Amajuba District	09:00 17:00	Contracting Production Staff; Planning & Allocating tasks to Admin Staff	Project Coordinator
	Newcastle, Amajuba District	10:00 14:00	Design marketing materials; Liaise with stakeholders to announce audition dates and criteria	Project Coordinator, Marketing Team
	Newcastle, Amajuba District	14:00 16:00	Announce audition dates and criteria to the public	Project Coordinator, Admin Staff
February	Newcastle, Amajuba District	09:00 17:00	Prepare audition venues, finalize audition process, and confirm judges	Project Coordinator, Admin Team
	Newcastle, Amajuba District	10:00 14:00	Distribute marketing materials to local platforms (social media, posters)	Marketing Team, Admin Staff

	Newcastle, Amajuba District	09:00 17:00	Confirm audition schedule and communicate with participants	Project Coordinator, Admin Staff
	Newcastle, Amajuba District	10:00 16:00	Conduct auditions; Assess and select participants	Project Coordinator, Admin Team, Judges
March	Newcastle, Amajuba District	09:00 17:00	Review audition results and select participants for training workshops	Project Coordinator, Admin Team
	Newcastle, Amajuba District	10:00 14:00	Send confirmation letters to selected participants	Project Coordinator, Admin Staff
	Newcastle, Amajuba District	09:00 17:00	Begin Dance Training Workshops (Focus on skills development, cultural dance forms)	Dance Instructor, Project Coordinator
April	Newcastle, Amajuba District	09:00 17:00	Continue Dance Training Workshops; Focus on technical and artistic development	Dance Instructor, Project Coordinator
	Newcastle, Amajuba District	10:00 14:00	Ongoing Dance Training Workshops	Dance Instructor
May	Newcastle, Amajuba District	09:00 17:00	Continue Dance Training; Refine choreography for final performance	Dance Instructor, Project Coordinator
	Newcastle, Amajuba District	10:00 14:00	Mid-term performance review and feedback session for participants	Dance Instructor, Project Coordinator
June	Newcastle, Amajuba District	09:00 17:00	Finalize choreography, prepare group routines, and focus on performance readiness	Dance Instructor, Project Coordinator
	Newcastle, Amajuba District	10:00 14:00	Ongoing rehearsals and refinement of performances	Dance Instructor,

				Project Coordinator
July	Newcastle, Amajuba District	09:00 17:00	Continue rehearsals, prepare performance costumes and stage design	Dance Instructor, Costume Team, Project Coordinator
	Newcastle, Amajuba District	10:00 14:00	Final performance rehearsal and costume fitting	Dance Instructor, Costume Team
August	Newcastle, Amajuba District	09:00 17:00	Final rehearsals; Review performance flow and final choreography	Dance Instructor, Project Coordinator
	Newcastle, Amajuba District	10:00 16:00	Final Dress Rehearsal & Review	Dance Instructor, Project Coordinator
September	Newcastle, Amajuba District	09:00 17:00	Host final performance event, assess the overall impact of the project	Project Coordinator, Admin Staff
	Newcastle, Amajuba District	10:00 14:00	Event wrap-up and feedback session with participants and stakeholders	Project Coordinator, Admin Staff
October	Newcastle, Amajuba District	09:00 17:00	Final reporting, documentation, and evaluation of project	Project Coordinator, Admin Team
November	Newcastle, Amajuba District	09:00 17:00	Final evaluation meeting, compile feedback from all participants, and partners	Project Coordinator, Admin Staff
December	Newcastle, Amajuba District	09:00 17:00	Final wrap-up report, project closure, and planning for future initiatives	Project Coordinator, Admin Team

Organisational Structure



Team Profiles – Skills and Experience

Motivation for Budget (Value for money in the project)

Value for Money in the Ingoma yase Majuba Dance Festival

The Ingoma yase Majuba Dance Festival provides substantial value for money for the funders, as it directly contributes to both social and economic development within the Amajuba District. A key benefit of the project is the employment of 24 individuals, including Dance Facilitators and Project Staff, who will directly benefit from the funding. These positions will provide stable income for skilled professionals, including arts practitioners, while also creating job opportunities for local community members. This investment will help develop the local arts sector and provide long-term employment opportunities.

In terms of youth development, the project will train 150 youth participants, transferring valuable dance skills through professional facilitators. The training will be documented in a comprehensive report and supplemented with short video clips, which will be used for online marketing. These videos will help build awareness and excitement around the workshops, attract broader participation, and create a lasting buzz within the community, especially in the Naledi area where the event is based.

For the direct beneficiaries—the youth participants—the project offers numerous benefits. They will gain exposure to the arts and have an opportunity to express themselves creatively, learn valuable skills, and demonstrate their growth by performing in front of a live audience. This experience will help participants overcome their fears and build confidence, fostering a sense of accomplishment and empowerment.

Moreover, these workshops serve as a lifeline for the community, sparking a revival of the arts in the area and increasing community participation in cultural activities.

The showcase performances at the end of the project will serve as a tangible demonstration of the program's success. The community—especially parents, family members, and arts supporters—will witness the transformation of the youth through the performances, showcasing the results of their hard work and the skills they have acquired. This event will strengthen community bonds and allow for collective pride in the success of the participants.

A significant portion (70%) of the funding will be allocated to the workshops and training, ensuring that both the youth participants and the arts practitioners (facilitators) are well-supported throughout the program. The funds will contribute towards social cohesion by bringing together the community of Naledi and surrounding areas to collaborate in the revival of local arts and culture. This collaboration will help cultivate a community-driven arts ecosystem, encouraging future participation in artistic initiatives and promoting a sustainable cultural environment.

The employment created for the arts practitioners will help stimulate growth within the local arts sector, creating a cycle of job opportunities for artists and facilitating the long-term development of arts programs in the region. The success of this project will lay the groundwork for future, sustainable arts and culture initiatives, potentially expanding to benefit younger generations, including children in the community.

The Ingoma yase Majuba Dance Festival offers an excellent return on investment, with benefits that extend beyond the immediate project. By providing employment, training, and exposure to the arts for local youth and artists, the project supports both individual growth and community development. The resulting social cohesion will ensure that the arts remain a central, thriving part of life in the Amajuba District for years to come.

Outcome/Impact of the Project

The Ingoma yase Majuba Dance Festival will have a profound impact on the youth and the broader community of Amajuba District. The outcomes of this project will be visible in the youth who engage in the workshops, as they will gain a deeper understanding of both Indigenous and Contemporary dance. By learning these art forms, they will not only improve their technical dance skills but also develop a greater appreciation for their cultural heritage.

The youth participants will demonstrate increased confidence in their ability to perform dance techniques, and this newfound self-assurance will extend beyond the dance floor. As they grow in their abilities, they will become more confident in their everyday lives, fostering a sense of purpose and a strong sense of identity. This confidence will also help them improve their communication skills, which will lead to better interactions with their peers and community members.

The impact of exposure to the arts through the festival will be far-reaching. Participants will gain awareness of potential opportunities outside of their immediate environment, expanding their vision for personal and

professional growth. This will inspire them to pursue opportunities in arts and culture, further enhancing their confidence and aspirations.

The Dance Expressions Workshops will provide youth with the tools to express themselves more effectively, improving their interpersonal relationships and encouraging positive communication. These workshops will have a direct impact on fostering better relationships between the youth, their peers, families, and the wider community. By cultivating stronger social ties and encouraging mutual respect, the festival will contribute to social cohesion in the region.

In the long term, the Ingoma yase Majuba Dance Festival will create a legacy of empowered, confident young individuals who are equipped to contribute to the social and cultural development of Amajuba. The project's outcomes will be visible in the transformation of individuals and the community as a whole, as the arts play a central role in creating unity, healing, and positive social change.

Marketing/ Publicity/Branding Strategy for Ingoma yase Majuba Cultural Dance Festival

The marketing and publicity efforts for the Ingoma yase Majuba Dance Festival will focus on raising awareness, attracting participants, and generating excitement within the local community and beyond. The branding strategy will aim to create a memorable and recognizable identity for the festival, positioning it as a key event in the Amajuba District. The following strategies will be implemented:

Branding & Identity	Festival Logo and Theme: A distinctive logo and consistent branding will be created to represent the festival's cultural significance. The theme will reflect the values of unity, social healing, and celebration of indigenous and contemporary dance. Event Merchandise: Branded merchandise such as T-shirts, caps, and posters will be designed and distributed to increase visibility and create a lasting impression of the festival.
Social Media & Digital Marketing	Online Presence: A dedicated website and social media profiles (Facebook, Instagram, Twitter, and YouTube) will be created to provide festival updates, event details, and promotional content. These platforms will serve as the primary tools for engagement and will include:
Event countdowns Behind-the-scenes content	Short video clips of rehearsals, participant interviews, and dance snippets Testimonials from previous participants, community leaders, and arts practitioners
Event countdowns Behind-the-scenes content	

Hashtags and Social Campaigns:	Unique hashtags, such as #IngomaYaseMajuba, will be used to create a buzz around the festival and encourage user-generated content, enabling participants and the audience to share their experiences and spread the word. Influencers and
Community Leaders:	Local influencers, community leaders, and respected figures within the arts will be engaged to promote the festival and generate excitement. Their involvement will increase credibility and help reach a wider audience.
Traditional Media & Local Outreach	Press Releases and Media Partnerships: Press releases will be sent to local newspapers, radio stations, and TV channels to announce key dates, auditions, and the festival's importance to the community. Media partnerships will be sought to ensure coverage before, during, and after the event.
Posters and Flyers	Large, vibrant posters will be distributed in high-traffic areas, including schools, community centers, libraries, and local businesses, to raise awareness and encourage attendance at auditions and the final showcase.
Radio and Local TV Promotions	Advertising on local radio and TV stations will help reach a larger audience in the area. Interviews with key festival organizers and facilitators can also be broadcast to generate interest. Community Engagement & Event Promotions
Local Partnerships:	<p>Local Partnerships: Collaboration with local businesses, schools, and community organizations will help increase visibility and promote the festival within the local context. In exchange for support, businesses will receive branding opportunities at the event.</p> <p>Community-based Promotions: Flyers, posters, and information will be distributed directly to community members through outreach efforts like school visits, community meetings, and public gatherings. This will help foster a sense of ownership and engagement with the event.</p>

	<p>Street Teams: A team of volunteers will be mobilized to engage with local communities, distribute promotional materials, and raise awareness of the festival.</p>
Video & Photography	<p>Documenting the Process: Professional photographers and videographers will capture moments from rehearsals, community interactions, and workshops. These will be used to create compelling videos and photo stories for social media, promotional materials, and the final report.</p>
Highlight Videos:	<p>Short, engaging highlight videos will be shared on social platforms to showcase the talent of the participants, the cultural significance of the festival, and the positive impact it has on the community.</p>
Event Day Promotions	<p>Live Streaming: The final showcase performance will be live-streamed on social media platforms, allowing wider audiences to watch the event, especially those unable to attend in person.</p> <p>On-Site Branding: At the event, there will be visible branding on stage, banners, and digital displays. This will enhance the overall experience and ensure brand recognition for both sponsors and the festival itself.</p>
Post-Event Engagement	<p>Follow-Up Content: After the festival, highlight reels, performance videos, and interviews with participants will be shared on social media, website, and local media outlets to keep the momentum alive.</p>
Feedback and Testimonials:	<p>Participants, parents, and community members will be invited to share their feedback, which will be used for future promotional materials and reports.</p>

Supporting the **Ingoma yase Majuba Dance Festival** offers significant value for funders and partners, providing both tangible and intangible benefits. Through extensive brand exposure and visibility, their logos will be prominently featured across event materials, social media platforms, posters, and merchandise, ensuring widespread recognition in the local community and beyond. Media coverage, including press releases, radio, and TV interviews, will further amplify their involvement. Additionally, funders and partners will play a key role in addressing social issues, such as gangsterism, by fostering unity and promoting cultural expression, which aligns with their corporate social responsibility objectives. This partnership will also offer networking opportunities, connecting them with community leaders, arts practitioners, and other stakeholders, fostering valuable relationships for future collaborations. Their support will contribute to sustainable arts development in the region, empowering youth through training and performance opportunities, which will have a lasting positive impact. Through prominent branding at the event and continued digital engagement via social media and online content, funders and partners will benefit from extended visibility beyond the festival itself. Exclusive recognition at the event, post-event reports, and potential tax benefits further enhance the value of their support, ensuring that their contribution is both impactful and rewarding. In summary, funding this festival enables partners to enhance their public image, contribute to meaningful social change, and help create a lasting cultural legacy in the Amajuba District.

How will we create employment?

The Ingoma yase Majuba Dance Festival will create employment opportunities through various roles and activities within the project, benefiting the local community and contributing to the regional economy. Professional dance facilitators, including experts in traditional, contemporary, and indigenous dance styles, will be hired to conduct workshops and train participants. Additionally, administrative staff, such as project coordinators and assistants, will be employed to manage logistics, registration, and event coordination. A technical crew, including sound engineers, lighting technicians, and stagehands, will be responsible for setting up and managing the technical aspects of the event. The festival will also engage marketing professionals, graphic designers, and public relations specialists to handle promotions, social media content, and media outreach, ensuring widespread visibility for the event. Catering services will be contracted from local vendors to provide meals for participants, staff, and audiences, generating employment in food preparation and service. Furthermore, local performers, including dancers and musicians, will be hired for the showcase performances, giving them a platform for exposure and income. Local businesses will also be contracted for venue rental, transportation, and logistical support, contributing to employment and economic growth. Through these diverse roles, the festival will provide sustainable job opportunities, promote community involvement, and stimulate the local economy while fostering a strong cultural and artistic environment.

Sustainability

The sustainability of the **Ingoma yase Majuba Dance Festival** will be ensured through a combination of strategic planning, community involvement, and continued partnerships. The festival aims to create long-term cultural value by fostering an ongoing interest in the arts within the Amajuba District. This will be achieved by offering regular dance workshops and performance opportunities that will encourage continued participation from local youth and artists, helping to establish a vibrant arts culture. Additionally, the festival will establish strong

relationships with local businesses, stakeholders, and government entities to secure future funding and support, ensuring that the festival remains a sustainable community-driven initiative. The skills and knowledge imparted during the workshops will also equip the youth with valuable life skills, such as teamwork, leadership, and discipline, which will empower them to pursue careers in the arts or other sectors. Moreover, the festival will create a network of local talent and resources that can be utilized for future events and initiatives. By promoting a sense of ownership and pride in the community, the festival will continue to thrive, providing ongoing opportunities for employment, youth development, and cultural expression. The festival’s impact will extend beyond the event itself, serving as a catalyst for the revitalization of arts and culture in the region, and ensuring that the benefits are felt long into the future.

Monitoring and evaluation

Monitoring and evaluation (M&E) for the Ingoma yase Majuba Dance Festival will be an integral part of the project, ensuring its effectiveness, accountability, and long-term impact. The M&E framework will involve continuous tracking of the project’s progress, assessing its outcomes, and identifying areas for improvement.

Monitoring will focus on tracking key performance indicators (KPIs), such as the number of participants engaged in workshops, the attendance and participation rates at events, and the quality of the performances. Data will be collected regularly through surveys, feedback forms, and direct observations during workshops and performances. The project team will meet regularly to review progress, address challenges, and adjust strategies to ensure the project stays on track. For example, facilitators will provide reports on each workshop, highlighting participant progress, challenges faced, and any adjustments needed to improve the training experience.

Evaluation will take place at multiple stages—midway through the project and at its conclusion. At the end of the festival, an overall evaluation will be conducted to assess the impact of the workshops and performances on the participants, including their improved confidence, new dance skills, and enhanced community engagement. This will be measured through interviews with participants, facilitators, and community members, as well as through post-event surveys.

The M&E process will also assess the project’s financial sustainability, resource utilization, and overall alignment with the objectives. Feedback from partners, funders, and community stakeholders will be incorporated to improve future projects. The evaluation will culminate in a final report that highlights successes, challenges, and recommendations for future festivals, ensuring that the festival’s legacy continues to grow and benefit the community for years to come.

By using a structured M&E approach, the Ingoma yase Majuba Dance Festival will be able to demonstrate the tangible impact it has on youth, the community, and the local arts ecosystem, while ensuring continuous improvement for future editions of the festival.

Risk Management Plan

The project risks and constraints are outlined in the table that follows

Description of Risks	Probability Rating	Likely Impact	Mitigation of Risks	Contingency Plan
Overall Management of project and successful delivery of project	Medium	High	<ul style="list-style-type: none"> • Usage of a Contract Management Solution system 	<ul style="list-style-type: none"> • The system will provide a single view of all contracts. <p>Which will reflect</p> <ul style="list-style-type: none"> • Financial Tracking • Document management • Communication tracking • SLA Assessment • Reporting and reminder system
Selection of participants (Targets not met in terms of jobs creation numbers, not done in time)	Medium	High	<ul style="list-style-type: none"> • Clear communication of targets prior to contracting of Facilitators • Realistic project time frames set up and not altered • Clear criteria and guidelines provided in terms of selection of applicants to ensure they meet the requirements • Develop valid and reliable selection instrument 	<ul style="list-style-type: none"> • Prescribe the number of jobs to be created on the beneficiaries funding agreements. • If deadlines are not being met, then the Project Manager to review with the relevant team members why this is happening, and corrective action should be taken
Poor communication	Low	Medium	<ul style="list-style-type: none"> • Communication to happen in writing • Open dialogue between all parties • Establish ground rules with Project Admin Staff and Facilitators Team members 	<ul style="list-style-type: none"> • Develop clear terms of reference and ground rules for the Project Board members and Project Team members. • Select a project manager with strong facilitation skills who can ensure effective communication and decision-making. • Project Manager to resolve problems related to poor communication.
Deadlines not met	Low	High	<ul style="list-style-type: none"> • Realistic project timeframes set up and not altered • All Admin staff and facilitators are accountable for delivery against due dates • Project manager to review the implementation of project with project team on weekly and if necessary daily basis 	<ul style="list-style-type: none"> • Project Manager to determine why the deadlines have not been met and take corrective action that might involve replacing a team member who might not be performing effectively, providing additional people to alleviate

Description of Risks	Probability Rating	Likely Impact	Mitigation of Risks	Contingency Plan
Overall Management of project and successful delivery of project	Medium	High	<ul style="list-style-type: none"> • Usage of a Contract Management Solution system 	<ul style="list-style-type: none"> • The system will provide a single view of all contracts. <p>Which will reflect</p> <ul style="list-style-type: none"> • Financial Tracking • Document management • Communication tracking • SLA Assessment • Reporting and reminder system
				workload during busy periods, etc.
Logistics (arrangements not done properly)	Medium	High	<ul style="list-style-type: none"> • Selection and appointment of appropriate persons to organise logistics • Comply with project plan • Clear communication to all regarding arrangements 	<ul style="list-style-type: none"> • Project Manager to determine the root causes for logistical problems and take corrective action e.g., Travelling
Lack of delivery from facilitators	Medium	High	<ul style="list-style-type: none"> • Ensure that participants sign a learner agreement committing themselves to the project. • Ensure that payment are done in tranches to suppliers. • Ensure effective monitoring evaluation process kicks off as soon as the contracts are signed. 	<ul style="list-style-type: none"> • Project Monitoring and evaluation to inform the Project co-ordinators as soon as beneficiarie(s) don't meet their mandates. • Project manager to identify the reasons for the beneficiarie(s) not adhering to the mandate take corrective action.

DETAILED BUDGET BREAKDOWN

CATEGORY	DESCRIPTION	NO	RATE	QTY	UNITS	TOTAL
A. PROJECT ADMIN STAFF						
Artistic Director	Sources more opportunities for the project and organization	1	R 15,000	5	Months	R 75,000
Project Manager	Manages the projects and ensures it goes as per plan	1	R 12,500	5	Months	R 62,500
Project Coordinator	Coordinates all activities and ensures smooth run of project	1	R 13,500	5	Months	R 67,500
Project Administrator	Does all administration of the project	1	R 12,000	5	Months	R 60,000
Assistant Admin	Assists the administrator with filing and office admin	1	R 10,000	5	Months	R 50,000
Sub-total (A)						R 315,000
B. DANCE FACILITATORS						
Arts Training Dance (Isizulu)	1 Arts Practitioner @ R1,500 per class x 2 classes a day	2	R 7,000	5	Months	R 70,000
Dance (Setswana)	1 Arts Practitioner @ R1,500 per class x 2 classes a day	2	R 7,000	5	Months	R 70,000
Contemporary Dance	1 Arts Practitioner @ R1,500 per class x 2 classes a day	2	R 7,000	5	Months	R 70,000
Contemporary Dance (2nd Group)	1 Arts Practitioner @ R1,500 per class x 2 classes a day	2	R 7,000	5	Months	R 70,000
Sub-total (B)						R 280,000
C. MUSIC INSTRUMENTS & SOUND SYSTEM HIRE						
Sound System Hire for Dance Classes	Hire sound system for Contemporary Dance Classes	1	R 1,500	4	Allow	R 6,000
Sub-total (C)						R 6,000
D. VENUE HIRE FOR PERFORMANCE						

Venue Hire for Workshops/Classes	4 Workshop Dance Classrooms for workshops	1	R 25,000	1	Allow	R 25,000
Venue Hire for Performance	Hall for performance	1	R 10,000	1	Week	R 10,000
Sub-total (D)						R 35,000
E. SOUND & LIGHTING EQUIPMENT HIRE						
MRUSH Zoom Cans	Lighting Equipment hire for final week performance	8	R 350	1	Week	R 2,800
Wind-up Heavy Duty Stands with T Bars	Lighting Equipment hire for final week performance	4	R 1,500	1	Week	R 6,000
ETC LED Profiles	Lighting Equipment hire for final week performance	6	R 1,500	1	Week	R 9,000
LED Cans	Equipment hire for final week performance showcases	6	R 350	1	Week	R 2,100
Assorted EXT	For final week performance showcases	30	R 50	1	Week	R 1,500
Assorted DMX Cables	For final week performance showcases	30	R 30	1	Week	R 900
Multi Plugs	For final week performance showcases	10	R 45	1	Week	R 450
JBL VRX TOPS Sound	Sound Equipment hire for final week performance	4	R 3,500	1	Week	R 14,000
Sound Desk 16 CHN	Sound Equipment hire for final week performance	1	R 550	1	Week	R 550
Technicians' Setup, Training, Run & Derig	Technicians for final week performance showcases	4	R 8,500	1	Week	R 34,000
Transport & Fuel	Transport for delivery and collection of Gear	1	R 3,500	1	Week	R 3,500
Sub-total (E)						R 74,800
F. WARDROBE HIRE FOR PERFORMANCE						
Wardrobe Master / Seamstress	Preparation for performance	1	R 4,000	1	Week	R 4,000
Wardrobe Standby	Additional wardrobe assistance	1	R 2,500	1	Week	R 2,500

Wardrobe Hire for Performance	Cost of performance wardrobe	1	R 30,000	1	Allow	R 30,000
Sub-total (F)						R 36,500
G. TRANSPORT & FUEL						
Fuel	Transportation cost for the project	1	R 10,000	1	Allow	R 10,000
Sub-total (G)						R 10,000
H. CLEANING & MAINTENANCE						
Workshop Venue Cleaning & Maintenance	Cleaning and maintaining venue	1	R 150	5	Months	R 750
Cleaner	Facility cleaner for 4 classrooms	1	R 1,000	5	Months	R 5,000
Sub-total (H)						R 5,750
I. CATERING FOR WORKSHOP PARTICIPANTS						
Catering & Meals	Meals for participants during workshops	150	R 27	25	Days	R 99,375
Sub-total (I)						R 99,375
J. SOCIAL MEDIA MARKETING						
Marketing Material (Design)	Design of marketing materials for event	1	R 1,000	1	Once off	R 1,000
Posters A2 (Printing)	Printing posters for event promotion	1	R 90	50	Once off	R 4,500
Pop-up Banner	Branded material for event marketing	1	R 1,000	1	Month	R 1,000
Social Media Marketing	Digital marketing campaigns	3	R 1,800	3	Months	R 5,400
Pull-up Banner	Marketing banner for the event	1	R 1,425	1	Allow	R 1,425
Executive Banner Wall	Event branding for media presence	1	R 6,469	1	Allow	R 6,469
Sub-total (J)						R 18,794
K. PERFORMANCE COSTS						
Final Performance Prize	Prize for best performance	1	R 5,000	1	Event	R 5,000
Sub-total (K)						R 5,000
TOTAL COST						R 500,000

Conclusion

In conclusion, the **Ingoma yase Majuba Dance Festival** presents a unique opportunity to foster social cohesion, cultural expression, and community development in the Amajuba District. By bringing together diverse communities through traditional and contemporary dance, the festival aims to address critical social challenges such as gangsterism and create a platform for young people to express themselves creatively. The project will not only provide valuable dance training and performance opportunities but also generate employment, stimulate the local economy, and foster a sense of pride and unity within the community.

The festival's sustainability will be driven by strong community involvement, strategic partnerships, and continued engagement with local stakeholders. The monitoring and evaluation processes will ensure the project remains on track and delivers meaningful, measurable outcomes for participants and the broader community. With a clear vision and a solid plan for execution, the **Ingoma yase Majuba Dance Festival** has the potential to become a cornerstone of cultural and social development in the Amajuba District, leaving a lasting legacy of empowerment, creativity, and unity for future generations.

END