

DENIS GOLDBERG
LEGACY FOUNDATION

Building bridges through arts & culture

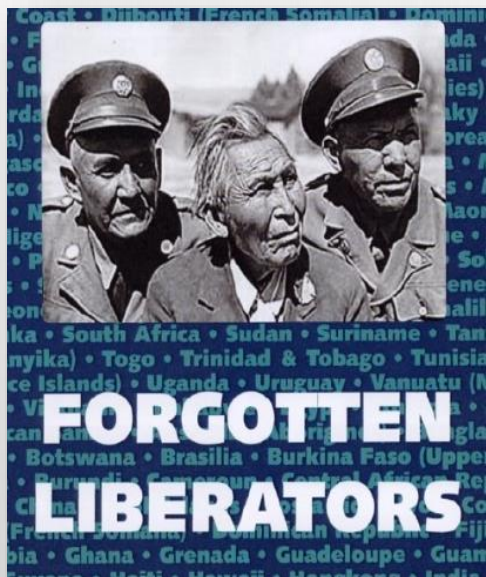
Freedom Park & The Denis Goldberg Legacy Foundation

A *"Decolonised" history
of The Third World*

In World War II

Exhibition Opening &
Dinner Event

Post Exhibition &
Event Report 2017



Freedom[®]
PARK
a heritage destination

an agency of the
Department of Arts and Culture

INTRODUCTION : The purpose of the report is to provide feedback on the effectiveness and impact of the exhibition and the event

EXHIBITION PROFILE

Background: World war exhibition II was opened at Freedom Park on the 16 August 2017 at the Temporary Exhibition Space in //hapo. This remarkable exhibition which was created by Recherche International e.V. is now available in English. It is a "Decolonised" History of the Third World in World War II.

The exhibition has been widely displayed in various cities in Germany. It has been translated into English so that it may be shown in numerous venues in South Africa and in Africa and perhaps other countries of the "Third World." It has audio and video testimonies of participants.

The exhibition was originally funded by the State Chancellery of North Rhine-Westphalia and the Rosa Luxemburg Foundation. NRW has agreed to provide funding for the production of the exhibition in English and some funding for the mounting of the exhibition in South Africa. And the RLS Johannesburg office has agreed to sponsor the exhibition in Cape Town and elsewhere.

ATTENDANCE/TARGET AUDIENCE:

The event was attended by Diplomats and Freedom Park stakeholders

REPORT INCLUDES :-

- Exhibition Overview including Attendance & Visitor information
- Invitations
- Program of the event
- Photographs taken on the day of the event
- Video clips of the speakers
- Comments of the visitors

VISITORS

Below are general visitor numbers by each visitor profile recorded for the period from 16 August 2017 to end September 2017
The exhibitions exposure highlights some the visitor profile figures in respect of students and learners from various schools locally and provincially
In addition, the exhibition was viewed by local and international tourists including by some events guests held at Freedom Park during the period

VISITOR PROFILE

Visitors by Schools

Aug-2017

69 – Guided Museum Tours
1962 – Learners/Students
30 – Schools

Sept-2017

63 – Guided Museum Tours
2725 – Learner/Student Tours
28 – Schools

Visitors by Universities

Aug-2017

29 – University of Johannesburg
29 – University of Pretoria (29)
20 – Vhembe TVET College
6 – Sefako Makgatho Health University

Sept-2017

3 – Institutions
45 – Students

Visitors by Local & Inter. tourists

Aug-2017

1470 - Local Tours
259 – International Tours

Sept-2017

1564 - Local Tours
241 – International Tours



VISITOR FEEDBACK : The purpose of the report is to provide feedback on the overall visitor engagement and exposure to the Exhibition since the opening to date

Radhi Badiy, Sahrawi

“wonderfully done, should be in the internet and small booklet”

Susan Dullaart, South African

“beautiful displays. Insightful”

Cristina, Ecuador “I love it”

Tonsing, South African “Moving and very enriching”

Peter Mevrer ,Germany, “Very interesting, beautiful buildings, wonderful exhibition”

FNF,Germany, “Thank you for the interesting and inspiring exhibition”

SCS - Michaela Naude, South Africa, “Very inspiring. A very smart set up, taking us through time. The displays make for a better experience”

Eric Gustafon,USA, “Beautiful exhibit”

Abri J Le Rouc, South Africa, “I am a new South African after this display. It is well presented and inspiring. Amandla!”

Dre Naas & Neene Basjes,Netherlands - The history is a beautiful exhibition. What a pain! Pole sana

Anne Flanagan,Irish - I have been overwhelmed by the beautiful display and so moved by how black Africa had to suffer for such a long long time

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PROMOTIONS : The PR and Social Media Teams approach included a strategy to maximize exposure to all media and social media platforms.

PUBLIC RELATIONS

An extensive promotional campaign was undertaken by Freedom Park. The exhibition opening and launch was communicated to various local media platforms including internet sites and social media. The Exhibition and Event was supported by the following media partners

A Press Release was sent to the following Local Media

Radio

- SABC Radio
- Kaya FM

Newspaper

- Rekord Newspaper
- Pretoria News

Coverage by

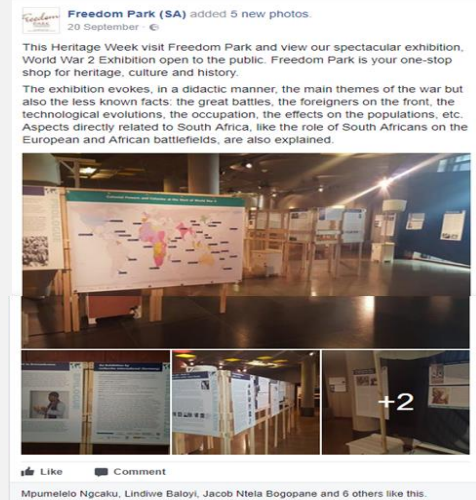
- Rekord Newspaper

SOCIAL MEDIA



Posts included pre and post event activity – see links above and below

https://web.facebook.com/pg/FreedomParkSA/posts/?ref=page_internal



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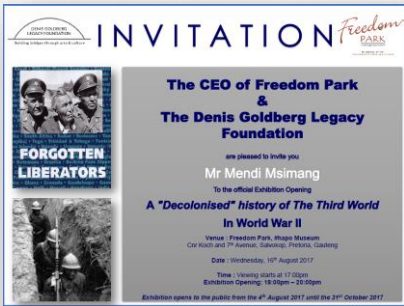
EVENTS : Event Overview

The WW II Exhibition Opening & Dinner was under the auspices of the Denis Goldberg Foundation in collaboration with Freedom Park.

The Heritage & Knowledge Team commenced with the Exhibition build-up, layout and design which was completed timeously for the official launch opening. The Event was held on the 16th August 2017 at Freedom Park's //hapo Museum.

The proposed Exhibition & Opening programme emphasized the significance of the exhibition which was followed by an elegant Cocktail Dinner. The Freedom Park team lead on the Events implementation which included event roll-out, theme and design, guest invitations & confirmations and all other related Logistical arrangements.

1. INVITATIONS



Please indicate:

Yes, I am not attending the Exhibition Opening

NO, I am still attending

Guest's details: (please complete)

Title: _____ Surname: _____ First Name: _____

Title: _____ Surname: _____ First Name: _____

Company/Department/Institution: _____ Mobile no: _____

Meal preferences: (please indicate with a tick)

None Vegetarian Halal Other, please specify: _____

If you are physically challenged please indicate the information to us.

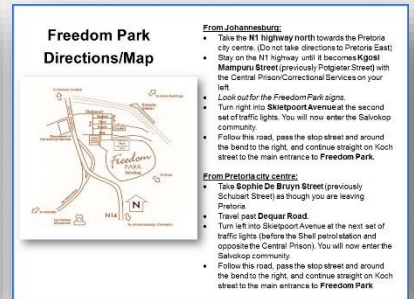
If for more information please do not hesitate to contact:

Please send your RSVP to:

The Event Coordinator
parks@freedompark.co.za

Any enquiries
Please contact
082 303 4551

Gautrain Service
Please indicate if you are utilizing the Gautrain as a means of transportation to the venue. A valid ticket is required from the Pretoria Station.



2. GUEST LIST

- All Embassies
- Department of Defence
- NYDA
- Gauteng Legislature
- Limpopo Economic Development
- Department of Communications
- NHC
- UNISA
- Ditsong Museum
- National Lotteries
- Voortrekker Monument
- Air Force
- All Media Partners

394	ORIG	EMBASSY/HIGH/INSTITUTION/CORP	TITLE	INITIALS	NAME / KNOWN AS	SURNAME	DESIGNATION	NO. OFFICE	NO. CELL	EMAIL ADDRESS
1	CEO LIST	Department of Defence	Lt Gen	P Z		Msimang	Chief Air Force			Dimpande.Msimang@od.mil.za
1	CEO LIST	NYDA	Mr	S	Sy	Phala				Morwamankha.phala@nyda.gov.za
1	CEO LIST	Ute Consulting	Mr	P	Phuti	Mampa				phuti.jackson@gmail.com
1	CEO LIST	Gauteng Legislature	Mr	A	Abe	Mokoka				amokoka@gpl.gov.za
1	CEO LIST	Limpopo Economic Development	Mr	S	Sethole	Moatshe				moatshe@webmail.co.za
1	CEO LIST	EP Holdings	Mr	R	Richard	Ramokgopa				ramokgopa@outlook.com
1	CEO LIST	FreedomTrek	Mr	A	Ashton	Bodrick		015 395 5175	083 261 0229	ashton@freedomtrek.co.za
1	CEO LIST	Dept of Communications	Mr	C	Collin	Mashile				cmashile@dtps.gov.za
1	CEO LIST	Independent	Mr	M	Mike	Ntsasa				mike.ntsasa@ini.co.za
1	CEO LIST	Trans Gariep Infra	Mr	V	Victor	Sidambe		082 784 9236		victor@sidams.co.za
1	CEO LIST	National Heritage Council	Adv			Mancosywa				smancosywa@nhc.org.za
1	CEO LIST	NHC		T	Thendo	Ramagoma				lramagoma@nhc.org.za
1	CEO LIST	Anglican Church - Lutterton	Rev			Londt				jlondt@yahoo.com
1	CEO LIST	International Council of Ophthalmology	Mr	K	Kgaqelo	Legodi	Vice President			eyedi@legodi.co.za
1	CEO LIST	Unisa	Mrs	M	Maritze	Hobbs-Russel		082 884 5446		hobbs@unisa.ac.za
1	CEO LIST	Ambassador of Cuba	H E	C F D C	Carlos Fernandez	De Cossio Dominguez				embajada@cubaembacuba.cu
1	CEO LIST	Ambassador of Mali	H E	B	Bounafou	Sidibe				ambassadeumali@pretoria@yahoo.fr
1	CEO LIST	Ambassador of CAR	H E	A	A	Nzapayeke				nzapayekeandrei@gmail.com

3. PROGRAMME

The Programme opened with viewing of the Exhibition, allowing all guests to view the Exhibition prior to the formal Opening and Welcomed. hour. The Programme commenced with the Opening Remarks and a Welcome address by Freedom Parks CEO, Ms Jane Mufamadi. Followed by the Guest Speaker General Sipiwe Nyanda. The Exhibition was officially opened by the Dennis Goldberg Foundation representative Ms Rochelle Keene.

TIME	ACTIVITY	PERSONNEL
17:00pm	Guest Arrival & Arrival Drinks	All
18:00pm	Opening Remarks	Programme Director - Naomi Madina
18:05pm	Welcome by the Freedom Park CEO	FP CEO - Ms Jane Mufamadi
18:10pm	Programme Director to introduce Speaker 1	Programme Director - Naomi Madina
18:10pm	Speaker 1 (20minutes)	General Sipiwe Nyanda (Ibc)
18:30pm	Opening of the Exhibition	The Denis Goldberg Foundation
18:40pm	Vote of Thanks	Mr Tlou Makura
18:45pm	Cocktail Hour	
20:00pm	Closure	



EVENTS : Exhibition & Event Gallery

Below are some of the pictures from the Exhibition as well as the Opening Event



Thank you, Dennis Goldberg Foundation for the Opportunity to be a part of the most profound Exhibition and all supporting teams

*Freedom Park
Heritage & Knowledge
Public Participation*

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