## SUPPLEMENTARY AGENDA

**SPECIAL COUNCIL MEETING**  
**TUESDAY, 6 NOVEMBER 2018**

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REPORT FROM THE DIRECTOR : COMMUNITY SERVICES

PURPOSE OF THE REPORT

To get the Municipal Council’s approval for the Cultural Cohesion Music Event planned by the Knysna Municipality Youth Desk, for 8 December 2018.

BACKGROUND

The Council of Knysna Municipality has expressed its commitment to promote social and economic development in its area of jurisdiction. This intention is clearly articulated in one of the Council strategic objectives as captured in the IDP of the municipality: “to create an enabling environment for social development and economic growth.” Events, particularly events which are popular with the youth, are often used as platforms to build awareness around pertinent youth matters such as the importance of education, gender, disability, entrepreneurship, enterprise development, tourism and community development in general. Popular events can also significantly contribute to tourism development as a new category of tourist is attracted into the area.

This initiative stemmed from the successful 16 June 2018 Youth Day event. Youth day is part of the Government Calendar events and is directed to the target market that the municipality is engaging to promote social cohesion and community development in the Greater Knysna Area. An initiative like this cultural cohesion event, will boost Knysna as a destination hub for multi-cultural events in the Garden Route region.

The youth desk has identified specific artists that fits the criteria that will enhance the objectives set out with this event. The identified national artists includes DJ Tira, Distruccion Boyz,Nqaak Musiq, Joocy, Zodwa Wabantu, Duncan Skuva, Mshunqisi and Tipcee. These artists are the most popular award winning artists in South Africa currently and are all recording artists signed under Afrotainment Recording Agency.

COMMUNITY DEVELOPMENT PROGRAMMES/INITIATIVES THAT WILL BENEFIT FROM THE EVENT

The artists have committed themselves to various social projects and initiatives of the Knysna Youth Desk and the Knysna Youth Council, as well as supporting local charitable organisations. Some of these include crime prevention, substance abuse rehabilitation programmes, skills development and community development in general. Herewith a few examples of how the income generated from the concert will be utilized to benefit the youth of Knysna.

Young Women/Keeping a Girl in School Initiative

Tipcee one of the artist that will be part of the festival is well-known for being involved in Keeping a Girl in School programs. The Youth Desk have started with similar programs
with Young Women Initiatives that started in August 2018. The objective of this program it to equip young women with the necessary emotional skills to cope with day to day challenges they face as young women. The programme also focus on single-parent difficulties, unemployment and depression amongst young women. This programme implemented in partnership with FAMSA.

Turning a Dumping Site into Garden

DJ Tira is running this initiative as part of the Mandela 100 years Legacy. Dumping Sites in the Greater Knysna area will be identified and will be turned into gardens. This will be a great way of beautifying our communities and create ownership amongst them to take pride of their surroundings and create healthier living environments. Existing food gardens will form part of the project.

Christmas Party for the Orphans

All the artists of Afrotainment will contribute to this project. A similar project is being planned for Dorothy Brother.

National Disability Day

Site visits took place at The Werkswinkel to contribute to their workshop with sewing and glass making machines. The Werkswinkel is turning 25 years on 2 November 2018 and the Youth Desk is planning to celebrate their existence. The machines will help them to do to creative art for them to sell. The Youth Desk plans to organize an open market day at the center. These incomes are used as stipends for the disabled people to feed their families.

Back to School

The Youth desk and the Youth Council are planning a Back-to-School program focusing on first year students. A contribution of R3000 is made towards registration fees for tertiary education for the top student at each of the four local high schools

Renovation of the Sanlam Mall Car Wash

During the video shoot of the EP recording for the local artist signed by Afrotainment, Ashely Miles from Ward 3, Afrotainment identified the need to assist with the clean-up and the renovation of the Car Wash that operates at Sanlam Mall and to promote the Save Water Campaign.

Talent Scouting Day

The youth desk will embark on another journey to discover raw talent, similar to the very successful program that was done in 2016 – Youth Talent development program. DJ Tira committed that he will use some of the new talent discovered in the programme (in collaboration) on his new video and will give featuring dancers an opportunity to be recognized. This will be major platform for the undiscovered local artists.

TOURISM AND ECONOMIC DEVELOPMENT

The potential economic spin-offs of such an event can be huge and would certainly contribute to the efforts of Council to facilitate transformation in the tourism industry, while at the same time provide an effective platform to build social cohesion among our diverse
communities. The fact that we will be able to host this event over the December holidays will add to the increased spending over the festive season. The timing of the event means that it will benefit from the school holidays, the return of the Plett Ravers as well as year-end bonus pay-outs. The Youth Desk will request the LED department to do an economic impact assessment of the event to measure the Return on Investment on the investment made by the municipality.

FINANCIAL IMPLICATIONS

Funds are available Vote: 358150147220 (Scoa Code 9/240-22-42)

The successful bidder for Tender No.: T33/2018/19 was MM Mind Movement, functionality evaluation score 50/50 for an amount of R750 000. The other bidder was non-responsive with regards to special conditions of tender to submit the relevant documentation such as event directive plan, marketing strategy plan, implementation plan as well as a confirmation of contact or agreement with an artist agency to confirm availability of artist, to comply for evaluation of the tender.

RECOMMENDATION OF THE ACTING MUNICIPAL MANAGER

[a] That the proposed Cultural Cohesion Music Event planned for 8 December 2018, be approved; and

[b] That, pending the outcome of the Economic Impact Assessment (ROI), Council considers the approval of this event for a further 2 financial years, namely, 2019/2020 and 2020/2021.

File Number : 9/2/1/7/5
Execution : Director : Community Services
7. ADJOURNMENT

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