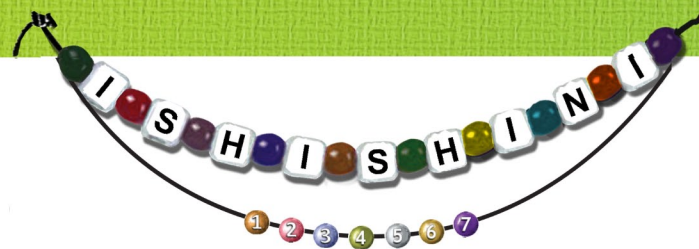


# Experience our Community

## Skills Village 2030

Experience our Community is a practical framework using events as temporary workplaces through a portfolio of skills development programmes made up of projects and initiatives designed to build 'communitas' (a sense of belonging) by staging personally, politically and socially positive event experiences for socio-ECO-nomic transformation.

© Donald Getz, Event Studies - Butterworth Heinemann 2007



Business Association Secondary Cooperative Limited 2010/001275/25

1. Professional (Industry Association Code of Conduct)
2. Juristic (Legal Entity, SARS Tax Clearance, Licences)
3. Marketing (People, Product, Place, Price, Performance, Promotions)
4. Responsible (Sustainable, Recycle, Green, Carbon)
5. BBBEE (Scorecard verified)
6. FANTastic Service (Service Excellence)
7. Decent Work (Industry OJO Descriptors)

If you're serious about being in a business, join ISHISHINI. Membership application forms available at [www.ishishini.co.za](http://www.ishishini.co.za).

Join IFEA Africa - International Festivals and Events Association Africa and be a part of your EXPERIENCE OUR COMMUNITY initiative



"The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide"

At core we believe that events distinguish communities and human interaction. Public events promote civic pride, culture, heritage & community. The future development of our communities & world partly depend on the existence of these celebratory events.

**IFEA World Festival & Event City Award © Program**  
Recognizing cities, towns and villages that provide a highly positive environment for festivals and events to succeed and prosper.  
When you become a member of IFEA you agree to abide by the Code of Professional Conduct & Ethics available on [www.ifeafrica.co.za](http://www.ifeafrica.co.za) or [www.ifea.com](http://www.ifea.com).

### SOCIO-ECONOMIC EXPERIENCES

#### Events With a Purpose

The Birthday Club is a capacity building weekly programme where youth learn organisational skills and the children help to plan the Birthday experiences for each other through a weekly Birthday Club meeting - in so doing they learn give as well as to receive & ignite the creativity in us all.  
Each member of the Birthday Club then chooses to participate on a weekly basis in one of the initiatives listed below.  
For R500 a year, you can sponsor someone to belong to the Birthday Club and one of the initiatives. [www.ewap.co.za](http://www.ewap.co.za)



#### Experience The Game

Life's a Ball with Altus Sports - a fun combination of sport skills with educational activities and games that require very little resources. Aimed at developing physical fitness, an inquisitive mind and strong character in every child and teenager. To reach this goal, each session includes sport and at least one of the three key values: Values, Health and the Environment. In High School programmes it addresses Leadership, Human Trafficking, Peer Pressure, Teenage pregnancy, HIV-AIDS. [www.altusports.co.za](http://www.altusports.co.za)

#### Roots & Shoots

A program of the Jane Goodall Institute

The Jane Goodall Institute's International and humanitarian programme for young people. The mission is to foster respect and compassion for all living things, to promote understanding of all cultures and beliefs, and to inspire each individual to take action to make the world a better place for people, animals and the environment. All Roots & Shoots members, from pre-school to university demonstrate their care and concern for living things through service projects in their communities and on a global level. [www.rootsandshoots.org.za](http://www.rootsandshoots.org.za)



#### Reel Gardening

Each Roots & Shoots club will join the planting revolution and plant a food garden. Claire Reid's amazing cost effective & convenient way to plant vegetables, focusing on rehabilitation of communities and empowerment of women. [www.reelgardening.co.za](http://www.reelgardening.co.za)



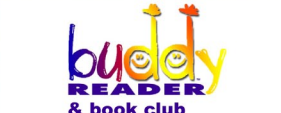
#### Uitwara Mama Toy Library

Child and mother Toy Library and club  
Child and mother Toy Library and early childhood development activities the building blocks of our dream of generation 2030. [www.ewap.co.za](http://www.ewap.co.za)



#### The Elders

Events Primary Co-operative Ltd  
Mwawula Dialogue - a socio-economic development initiative to share the stories - the Yesterday, Today and Tomorrow...roots from the past, where the individual is today and the big dream for the future...capturing the first hand heritage and creating opportunities for others to book an Mwawula Dialogue and hear the stories of the past around the mwawula (a fire place). Each Mwawula storyteller then designs a blanket badge which visitors can collect and one day, when we have many blanket badges developed, we can Quilt the Nation - and sew them together in family trees for different communities, different clans... The elders can become members of the Elders Primary Cooperative as part of a juristic body. [www.mwawula.co.za](http://www.mwawula.co.za)



#### Buddy Reader & Book Club

A volunteer campaign encouraging people from all walks of life to "be the change that you want to see in the world" (Mahatma Gandhi) and give back to the community through a volunteer "buddy reader" campaign, and empowering others to give back to their communities. [www.readforafrica.co.za](http://www.readforafrica.co.za)

## LIVELIHOOD LEARNING LAB

co-operative skills development  
a learning space for asset based  
community enrichment

[www.livelihoodlearninglab.co.za](http://www.livelihoodlearninglab.co.za)

## Round Up FOUNDATION

Accountable financial intermediary for development funding management.

[www.roundupfoundation.org](http://www.roundupfoundation.org)

### POVERTY ERADICATION PROGRESSION OF SOCIO-ECONOMIC VALUE (PoSEV)

## umnotho

POVERTY ERADICATION FESTIVAL

15th - 17th October

(15th Oct - World Rural Women's Day, Global Handwashing Day) (16 Oct - World Food Day) (17 Oct - International Day for the Eradication of Poverty)

Government, business and civil society working together using events as a catalyst for socio-cultural, economic and environmental transformation.

## ISSSH

INCUBATED SHARED SERVICES SUPPORT HUB  
[www.isssh.co.za](http://www.isssh.co.za)

Shared services in Administration, Design, Marketing, Operations and Risk using the EMBOK sequential, core values infused model, the EMBOK Project, the Institute of Events Management EM10 loop phases and process system and the Canadian Tourism Human Resource Council Emerit Events Management International Competency Standard (EMICS).



**LIMPOPO**  
DISTRICT MUNICIPALITIES  
• capricorn  
• greater sekukhune  
• mopani  
• vhembe  
• waterberg

**MPUMALANGA**  
DISTRICT MUNICIPALITIES  
• eMhlanjeni  
• gert elzande  
• nkangala

**NELSPRUIT**

**MBOMBELA STADIUM**

**ERMELO**

**SENSES OF AFRICA**  
Indulge your senses in the beauty and mystical power of Africa. Select 5 beads or charms that interpret the senses of Africa - see it, feel it, touch it, hear it, smell it. Choose a charm or bead, unique to the community you are visiting and then select a bead for you and the significance of the opportunities that we all have. Place your beads in the bowl and a talented crafter will convert it into a Taleman that will forever remind you of the magnificence of a country that you will never forget.

Welcome to the ubuntu TEA HOUSE. Choose your 'Africa Birth Certificate'!

**TSHWANE**  
LOFTUS VERSVELD STADIUM

**POLOKWANE**

**PETER MOKABA STADIUM**

**ALEXANDRIA**

**THE WEDGE**

**CONSTITUTION HILL**  
GUIDED EXPERIENCES  
• CONSTITUTION HILL TO KLIPDTOWN  
• YOUR CONSTITUTIONAL RIGHT TO A GREAT EXPERIENCE

**ELLIS PARK**

**ROYAL BAFOKENG STADIUM**

**EVENTS DISTRICT**  
• design & decor  
• hiring  
• linen, table appointments  
• florals  
• art & craft studio  
• event installation  
• sewing  
• laundry  
• signology

**JOHANNESBURG**  
JOBURG CITY  
KOSI BAY  
ESIKHAWENI  
NONGOMA  
NKANDLE

**COCA-COLA STADIUM**  
ELLIS PARK

**JOBURG CITY**

**ILEMBE DISTRICT MUNICIPALITY**

**Maphumulo**  
INGCOLOSI  
KRANSKOP  
KWA SHUSHU  
KWA SIZABANTU  
NTUNJAMBILI

**Mandeni**  
CHAPPIES  
DARK CITY  
GQUMENI  
HIGHVIEW PARK  
HLOMENDENI  
KWA MASOMOGGO  
MANGETHE  
NDULINDE  
NYONI II

**KwaDukuza**  
BLYTHEDALE  
CHARLOTTEDALE  
DARNALL  
GLEDPHOF  
GROUTVILLE  
INKUKHWINI  
INTSHAWINI

**LINDLELANI**  
MELVILLE MILLS  
NEW GUELDERLAND  
SHAKAVILLE  
STANGER  
THEMBENI  
WELLVALE

**KwaDedwe**  
GLENDALE  
NDWEDWE  
VERULUM  
TONGAAT

**DURBAN**  
MOSES MAHBIDA STADIUM

**KWAZULU-NATAL**  
DISTRICT MUNICIPALITIES  
• amaJoba  
• iLembe  
• eIsiSaka  
• ugu  
• umgungundlovu  
• umkhanyakude  
• umzimvathi  
• uThukela  
• uThungulu  
• Zululand  
• eThekweni

**UMLAZI**

**KOKSTAD**

**SEBOKENG**

**CAPE TOWN**  
CAPE TOWN STADIUM

**WESTERN CAPE**  
DISTRICT MUNICIPALITIES  
• city of cape town  
• west coast  
• boland  
• overberg  
• garden route/klein karoo  
• central karoo

**NELSON MANDELA BAY STADIUM**

**MOUNT AYLIEF**

**EAST LONDON**

**PORT ELIZABETH**

**Orange Farm**

**Klaptown**

**BOLOS ON BEACON RD**

**SOCCER CITY STADIUM**

**ORLANDO STADIUM**

**Orlando**

**THABA NCHU**

**VODACOM STADIUM**

**Orange Farm**

**Learn the Diski Dance**

**DISKI - BAFANA BAFANA**  
SIFA Official licensed character costume. Under license to partydesign (Pty) Ltd.

**PHOTOGRAPHIC OPPORTUNITIES**

**PHOTOGRAPHIC EXHIBITION & FESTIVAL**

**PHOTO - FILM FESTIVAL**  
Experience our community: Melville Mills

### PREFERENTIAL PROCUREMENT

Invest in Event Experiences and Collectable Souvenirs



#### MBAWULA DIALOGUES

Storytelling and cultural exchange around the 'Mwawula' fire - first hand heritage - local knowledge and wisdom that lies within the human memory - sharing and documenting for our children's children.

#### Collectable Memorabilia

'Buy a blanket' onto which you can attach the blanket badges you collect at each experience, as well as the traditional blanket pin, onto which you can attach the unique wire and beaded art souvenirs obtainable at the different experience points. Depicting the threads of our society and then visit a Quilting our Nation site where they can be stitched together as part of a community tree.

#### QUILTING OUR NATION



Collect the unique hand-painted mwawula soup bowls. [www.mwawula.co.za](http://www.mwawula.co.za)

#### Experience our Community Market Day

Guarding the charm and integrity of the community experience. Showcasing the assets unique to each community... commodities, goods, services and experiences.

#### Mama Magwenya

• vetkoek • dough buoys •

#### USUpo

soup to go

#### ROOSTERBROOD

doodgoo's



#### Memories

Photo Memory Books

Have all your memories captured electronically and take the experience home with you in a PHOTO MEMORY BOOK and/or a VIDEO MEMORY

## LIVELIHOOD LEARNING LAB

co-operative skills development  
a learning space for asset based  
community enrichment

[www.livelihoodlearninglab.co.za](http://www.livelihoodlearninglab.co.za)

### SKILLS DEVELOPMENT: GUIDED EXPERIENCES

unit standards based training where the classroom is the community

"explore the frontiers of business and help others to see the world differently..... In a world where goods and services are no longer enough - experiences are the foundation for future economic growth"

The Experience Economy: Work is Theatre & Every Business a Stage by B. Joseph Pine II and James H. Gilmore - Harvard Business School Press: 1999

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## MONITORING EVALUATION RESULTS-BASED

10 Steps to a Results-Based monitoring and Evaluation System  
Jody Zail Kusek, Ray C. Rist. The World Bank. 2004. ISBN 0-8213-5823-5

Proposed  
National Financial Services Secondary Cooperative Limited  
ISHISHINI Ilembe Financial Services Primary Cooperative Limited - proposed 'in-formation'  
ISHISHINI Johannesburg Financial Services Primary Cooperative Limited - 2010/001284/24