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**PROPOSAL**

**FOR FILIMING OF HERITAGE AND CULTURAL TOURISM PRODUCTS IN WORLD HERITAGE SITES IN SOUTH AFRICA**

**THE CAPE FLORAL KINGDOM WHS**

**OFFICIAL APPLICANT: NATIONAL DEPARTMENT OF TOURISM (NDT)**

**DATE: 24 JANUARY 2013**

1. **PURPOSE**

* To request approval and permission to shoot a film on heritage and cultural tourism products in the World Heritage Sites (with specific reference to the Cape Floral Kingdom WHS), in order:
* To produce high quality audiovisual material (DVD) on the promotion of the heritage and cultural tourism attractions located in the 8 World Heritage Sites in South Africa (with specific reference to the Cape Floral Kingdom WHS).

**1.1 BACKGROUND**

In terms of the current Electoral Mandate, the New Growth Path, the recent National Development Plan, Tourism in South Africa has been prioritised as one of the important areas of growth in support of economic development and job creation in the country. Part of the National Department of Tourism’s (NDT’s) mandate and strategy is to further develop and grow niche tourism markets in support of this goal.  Niche markets contribute towards the global competitive positioning of a destination. One of the important niche markets identified by the NDT is heritage and cultural tourism. Currently strong focus is placed on the promotion of our natural resources and specifically the Big 5. International trends are increasingly proving that more and more visitors would like to participate in and interact with authentic heritage and cultural experiences. In this regard South Africa has a potential wealth of cultural heritage resources that are not adequately promoted to both domestic and international visitors.

It is to this effect that the NDT is embarking on the promotion of the 8 World Heritage Sites in South Africa as anchor products for tourism promotion through the production of a DVD.  The NDT has appointed Urban Brew Studios (Memory Inc) as the service provider to develop and produce audiovisual material that will serve as a powerful marketing tool in support of the promotion of the 8 World Heritage Sites.

**1.2 MAIN APPLICANT: NATIONAL DEPARTMENT OF TOURISM**

The NDT is the main applicant, applying for a permit to film in the World Heritage Sites according to compliance with SAHRA application processes. In this context it is crucial to note that the DVD production on World Heritage Sites in South Africa is a State endorsed project, and as such the DVD will remain a State Owned Asset administered under the jurisdiction of the National Department of Tourism (in term of PFMA and Treasury Regulations). In this regard the DVD shall be used to advance the legislative mandate of NDT and the national imperative for the promotion of the cultural diversity including profiling and positioning of South Africa as a globally competitive tourist destination. However the DVD shall not be used for profit-making and commercial purposes, but as a State Asset it will be made accessible for public consumption and enjoyment to promote domestic and international tourism. It is against this background that a special request is hereby submitted for consideration to waiver any permit and application fees for filming in World Heritage Sites, especially since this is a Government initiative for the benefit of the public and the World Heritage Sites in South Africa. Copies of the DVD will be shared with stakeholder organizations in the heritage and tourism sectors, including South African Embassies and Missions abroad.

**1.3 INVOLVEMENT OF THE SOUTH AFRICAN HERITAGE RESOURCES AGENCY (SAHRA)**

The production of the DVD for the promotion of WHS in South Africa forms an integral part of the implementation plan of the National Heritage and Cultural Tourism Strategy (2012), which the South Africa Heritage Resources Agency (SAHRA) has been party to its development and endorsement. In particular SAHRA has been a key stakeholder and served in the Steering and Technical Committee for the development and implementation of the National Heritage and Cultural Tourism Strategy.

**1.4 INVOLVEMENT OF THE CAPE FLORAL KINGDOM WORLD HERITAGE SITE**

The NDT has always consulted the Management Authorities of all the 8 World Heritage Site in South Africa regarding the development and implementation of the National Heritage and Cultural Tourism Strategy (2012), as well as the audiovisual production of the DVD for the promotion of the World Heritage Sites. The Cape Floral Kingdom World Heritage Site has recently been invited to participate in a stakeholder workshop (30th November 2012), for the production of the DVD on the World Heritage Sites in South Africa (refer to attached Letter Annexure A). The attached Letter (Annexure A) served as a formal request for the cooperation and support by the Management Authority of the Cape Floral Kingdom WHS in production of the DVD on the World Heritage Site.

**2. OBJECTIVES OF THE ASSIGNMENT**

The primary objective of the assignment of the filming crew is:-

**2.1** To film the diverse heritage and cultural tourism products and offerings of the WHS, in order:

* to promote and raise awareness of heritage and cultural tourism products in South Africa to domestic and international visitors;
* to position the 8 World Heritage Sites in South Africa as key tourist attractions representing the heritage and culture of South Africa at large.

The overall objective of this assignment is therefore to produce audiovisual material of 20 minutes (edited footage) that promotes the 8 World Heritage Sites (both natural and cultural) of South Africa to both local and international markets.  An abridged version of the 20 minutes must be broken down into a short 5 minutes (edited footage) presentation highlighting the crux of the storyline.

**3. DELIVERABLES AND TANGIBLE OUTCOMES**

* 1. Audiovisual Production (DVD) in high definition electronic and transferable format of 20 minutes and 5 minutes abridged version respectively;
  2. Electronic and print versions of qualitative and quantitative data and samples supporting the end product;

**4. FILM CREW FOR SHOOTING ON SITE**

The NDT has appointed Urban Brew Studios (Memory Inc) to develop and produce audiovisual material on heritage and tourism products of the WHS. The composition of the film crew will include the following:

- 1 x NDT Official;

- 5 x Technical Staff from Urban Brew Studios (Cameramen, Actor/Artist, Production and Art Director, logistics and supporting staff)

**5. SCOPE AND AREA OF FILMING ON-SITE**

Filming and shooting on-site will focus on key designated tourist products and selling points of the WHS, which are accessible to the public and are meant tourist/visitor appreciation.

**6. EQUIPMENT FOR FILMING ON SITE**

- 2 x z7 Video Cameras sets

- 1 x Canon D 5

- 1 x Nikon 9000

- 2 x Tripods

- 1 x Low Boy

- 1 x Tabletop dolley

- 2 x Led lights

- 1 x Cosmo light kit

- 2 x Silver poly's

- 1 x Black and white poly

- Stationery

**7. SCHEDULE OF FILMING**

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| --- | --- | --- | --- |
| **NO** | **SHOOTING AND PRODUCTION** | **TIMEFRAMES** | **FREQUENCY & DURATION OF SITE VISIT/S** |
| 01 | * Conduct filming of the World Heritage Sites & related material; * Audiovisual Production; * Access to archive material, upon request and approval. | February 2013 | * 2 site visits (maximum); * A Full-Day Shooting session per site visit (preferably at sunrise and sunset. |

**8. ON-SITE SCIENTIST AND CONSERVATION MANAGEMENT AUTHORITY**

* Mr Guy Pulmer ([gpalmer@capenature.co.za](mailto:gpalmer@capenature.co.za))

**9. GENERAL COMPETENCIES OF FILM CREW**:

* + Up hold conservation measures and standards of WHS;
  + High level Research skills;
  + Communication skills;
  + Fieldwork skills;
  + Project management and planning skills at operational level;
  + Interpersonal skills;
  + Networking skills;
  + Ability to work in a team;
  + Sound understanding of the South African heritage and tourism sector.

**10. CONTACT OFFICIAL OF THE NDT**

All enquiries can be forwarded to Mr Thabo Manetsi (Director: Domestic Tourism) at the National Department of Tourism, at Tel: 012 444 6557, Cell: 0762721488 and Email: [tmanetsi@tourism.gov.za](mailto:tmanetsi@tourism.gov.za) ; Address: 17 Trevenna Street, Tourism House, Sunnyside, Pretoria,0002.