

Public awareness mobilized through signature events	1.1	Number of visitors visiting the Freedom Park	Register 60 000 visitors	Register 15 000 visitors	1 000 visitors registered	When setting targets for the current financial year it was anticipated that at lockdown would have been lifted.	Priority: The marketing and media campaign to make South Africa and international population aware about Freedom Park.	Not achieved	Visitor register	Register 20 000 visitors	200 visitors were registered	COVID 19 lockdowns and closure of the Park delayed and a lockdown in July. No school re-openings since COVID-19 outbreak.	AVI adjust targeted numbers in the next planning	Not achieved	Visitors register	Register 10 000 visitors	1 125 visitors were registered	COVID 19 lockdowns and closure of the Park due to level 3 lockdown. No school re-openings since COVID-19 outbreak.	AVI adjust targeted numbers in the next planning	Not achieved	Visitors register
Positioning and profiling Freedom Park as a Historical and Heritage destination conducted	1.2	Number of positioning and profiling activities conducted	1 positioning and profiling activity conducted	1 positioning and profiling activity conducted	1 positioning and profiling activity was conducted comprising of: - Position day with the Tubatse Gospel Choir on 27 April. - Africa Day with GIGS for Africa - Communication Week from 24-28 May. - Media ambassadorial activity with GIGS on 24 May, and - Youth programme with Tubatse community and City of Tlokweng on 05 June.			Achieved	Approved motivations. Signed Concept Documents.	1 positioning and profiling activity conducted	1 positioning programme was conducted as per: 1. Two documentaries for Heritage day on Power FM and Channel Africa 2. 2. Newsclips ads on DNA, Newsroom Africa and SABC. 3. 10x10 ads for Women's Day and Heritage day. 4. CEO's breakfast messages on GIGS community radio (17 radio channels). 5. CEO's interview on Morning Live and other radio channels. 6. Power FM sunrise breakfast on Heritage day. 7. Heritage and local dialogue on Heritage day. 8. Heritage and Tourism event on 24 September 2021.			Achieved	Approved motivations. Signed concept documents. Request and approval letters.	1 positioning and profiling activity conducted	1 positioning and profiling activities conducted: 1) Positioning on Dubai Free opening of Heritage week on 10 Oct. 2) Broadcast on National Day of Prayer for local government elections on 11 Oct. 3) #BUSTO music festival on 11 Oct. 4) Marketing campaign on Reconciliation Day 1-16 Dec. 5) Broadcast for AM 60th anniversary on 16 Dec.	Heritage week was opened at Freedom Park (post changes in travel to Dubai by SABC, MMSD) was confirmed after ACP finalisation. National Prayer was not part of ACP.	None required	Achieved	Approved motivations. Media monitoring report. Social media report.
Partnerships with local, international and international stakeholders	1.3	Signed MOU/ agreements and activated programmes	1 MOU signed and activated	1 MOU signed and activated	No MOU signed and activated this quarter	Three previously signed MOUs were activated during Africa month: Tubatse Gospel Choir - Freedom Day SPARC - Dialogue on Africa Day MMSD - Dialogue on Africa Day	Signing of new MOUs will be pursued in the 2nd-4th quarters.	Not achieved	Signed MOUs. Request letters and approval of O/Mgrs.	1 MOU signed and activated	1 MOU signed with Moses Tau and David	The MOU was signed by both parties and the activation is not over as of because they are a tour agent that brings tourists, not only once but as their itinerary.	Signing of new MOUs will be pursued in the 2nd-4th quarters.	Achieved	Signed MOU.	1 MOU signed and activated	MOU signed with Department of Military Veterans. Programme activated on 10 December 2021 (MMSD's Anniversary).		Achieved	Signed MOU with Department of Military Veterans.	

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