



**an agency of the
Department of Sports, Arts and Culture**

FREEDOM PARK NEW FEE STRUCTURE

1. Introduction

Freedom Park is an embodiment of struggles for humanity and freedom. An icon for national reconciliation, nation-building, and social cohesion. The museum //hapo narrates a story dating back 3, 6 billion years from an African perspective. With heritage (liberation), Culture, history and spirituality as its core pillars foregrounded in Indigenous knowledge system (IKS) Freedom Park should strive to be accessible and at best be affordable as it can be as it is a national Icon of international significance.

2. General principles

- Freedom Park must be accessible and affordable by ordinary South Africans.
- A single fee structure principle should apply to all tourist visiting the park for guided, self-guided or for enjoying amenities at Freedom Park.
- Standard fees should apply to overseas visitors whilst all South African citizens and citizens from the African continent should be privy to a local rate.
- A form of identification must be produced by visitors to qualify for certain rates (e.g. student cards, IDs, Passports etc)
- Children and Pensioners should be entitled to a fee almost half the adult the normal adult price
- Family and group discounted rates should apply to encourage visitors to come in large numbers
- Venue hire fees including equipment hire fees should take into account the effort and input costs associated with the maintenance and upkeep of Freedom Park facilities and equipment.
- Additional charges of overtime for personnel and catering should be added on the quotation.

3. Rationale for new fee structure

- Whilst it is implied that changing the fee structure will directly affect the Customer Relations Management system (CRM) embedded rates in the short term, the long term effect of such changes will have positive returns as a result of high visitor turn up to Freedom Park and increased revenue.
- By increasing rates at a minimum percentage for school kids, pensioners, adult visitors and introducing the standard rates for all foreign visitors, Freedom Park will be able to generate such revenue as it can sustain itself in the medium to long term.
- Majority of schools in South Africa (about 80%) are no fee schools, and therefore Freedom Park should be amenable to special request for discounted rates.
- Efforts should therefore be made to strike a balance between maximising revenue generation whilst at the same time ensuring that ordinary South Africans are able to access the product, especially school learners and the South African youth population.
- It is a long held view that Freedom Park should become a Pilgrimage not only for all South Africans by ensuring that every South African child visit Freedom Park at least once in their lifetime.
- By comparison, SANPARKS which boost over a million visitors to its products annually dedicates a full week on an annual basis where it opens all its parks to the citizen of South Africa for free during September.
- As a new product it would make sense for Freedom Park to dedicate at least a day as an open day for the public to visit the Park for free.
- It is therefore on the basis of the above that the 27 April, 24th of September and 16 December are open days for all the citizens of South Africa to visit Freedom Park for free.
- Standard rates will apply to all overseas visitors to the park whilst South Africans and residents would be entitled to the locally discounted rate.

4. One destination one fee structure

- The rates for guided and self- guided fees applies across the park.
- Once a person pays the required guided or self-guided fee, it will be the decision of the individual or tour group to visit all elements or part thereof of Freedom Park elements.
- Whereas the park amenities fees are applicable to visitors who are entering the park to utilise amenities like picnic spot and film shooting such rates will not apply to patrons of the restaurant, coffee shop or gift shop including visitors undertaking a guided or self-guided tours.

5. Open days

- Open days are standard phenomenon within the tourism and heritage fields
- Open days are mostly introduced to raise awareness about the significance of heritage products to citizens whilst at the same time encouraging citizens to visit their national sites of heritage and cultural significance.
- As part of a concerted effort to raise community awareness about Freedom Park as a cultural institution and a symbol for national building, national reconciliation and social cohesion, it is important to dedicate a day wherein all South Africans will be encouraged to visit Freedom Park for free.
- It is therefore on the basis of the above that whilst all holidays should be treated as normal days, the **27th April, 24th of September and 16th December** are considered to be **Open Days**.
- Furthermore, as captured in the Freedom Park website the following public holidays are free for clearly defined categories as indicated below
 - 27th April - Freedom Day –Free for all
 - 18-22 May International Museum week – free for school learners only
 - 16th June (under 35) – Free for Youth
 - 9th August Women`s day - Free for women only
 - 24th September - Heritage day – Free for all
 - 16th December – Reconciliation day free for all

6. Guided/Self-Guided fee

This fee applies to all guided and self-guided activities conducted at Freedom Park *(Recommended 11% and 3% for local and 0% for international visitors increase on all fees for Tours. – CPI index at 4.6 (as of February 2020) but limited to minimal slight increase. A further category is recommended to open Visitation experience to Parkrun/Night Runs etc.)*

Description	Visitor type	Ticket type	Fees
LOCAL FEE South African citizens and Residents	(Grade R–Grade 12)	Guided/self-guided fee	R 45
	Tertiary students	Guided/self-guided fee	R 45
	Pensioner & PWD	Guided/self-guided fee	R 45
	Adult	Guided/self-guided fee	R 65
STANDARD FEE Overseas visitors	All categories of overseas visitors	Guided/self-guided fee	R 150

7. Freedom Park amenities fee

These are entry fees for visitors coming to Freedom Park for enjoying its amenities such as picnicking, photo shooting and filming (notwithstanding the filming and photo shooting rates)

(Recommended 12% increase on all fees for Tours – CPI index at 4.6 (as of February 2020) but limited to minimal slight increase. A further category is recommended to open Visitation experience to Parkrun/Night Runs etc.)

Description	Visitor type	Ticket type	Fees
LOCAL FEE South African citizens and Residents	(Grade R–Grade 12)	Amenities fee	R 40
	Tertiary students	Amenities fee	R 40
	Pensioner & PWD	Amenities fee	R 40
	Adult	Amenities fee	R 60
STANDARD FEE Overseas visitors	All categories	Amenities fee	R 120

8. STO rates for Tour Operators/booking agencies/travel agents' rates

Recommended increase the percentages to an additional 5% Incentive draw on all rates for Tours Operators as this will encourage and incentivise Tour Operator to drive increased visitor numbers – proposal is to launch the increased fee structures in the Tour Operators Event)

- There is an increase demand from tour operators to visit Freedom Park on packaged tours
- The application of the standard tour operator rates at Freedom Park for the first time is likely to attract many tour operating companies to send buses to Freedom Park
- The standard tour operator rate is always determined as a percentage of the rack rate or the standard rate the destination charge to its visitors.
- In applying the rates below, Freedom Park should consider entering into some form of agreements with the Tour Operator/booking agencies/travel agents concerned.
- It is therefore proposed that the rates should be applied as follows:
 - a) That an STO rate of **15%** be applied to Tour Operators bringing visitors to Freedom Park
 - b) That a further **20%** rate be applied to all Tour operators'/booking agencies/travel agents who bring an average of 500 visitors per month or at least a minimum of 20 visitors per day.
 - c) That a maximum **25%** rate be applied to all tour operators'/booking agencies/travel agents who bring an average of 1 000 visitors per month or at least a minimum of 30 visitors per day.

9. Accredited Tourist guides concessions

- a) Freedom Park should not charge accredited tourist guides bringing visitors to the Park.
- b) However, for Tourist guides to qualify for the above, they should have their name badges on upon their visit.

- c) External tourist guides must demonstrate that they know Freedom Park tour script should they want to guide their visitors
- d) Therefore, special product knowledge workshops should be rendered to acquaint tourist guides about Freedom Park
- e) Given the significance of the Freedom Park tour script, tourist guides who cannot demonstrate knowledge of Freedom Park should subject their visitors to Freedom Park tourist guide services

10. Ad-hoc Admission fees

Recommended various charges outside the standard admission rates should be according to and related to collaborations, partnerships and rare occasion requests between Freedom Park and the second party involved. Different amounts would for each partnership/ collaboration apply prior to the approval of the concept or motivation of the requested ad-hoc admission fee. Such ad-hoc admission fees may apply for a single or not more than five working days' seamless implementation. The ad-hoc admission would and may apply to admission charges of activities such as festivals, music concepts, seminars, markets, etc.

11. Equipment Hire Fees

(Recommended increase as per market related costs between all Equipment hire Service Providers. In addition, we would like to recommend the following additional charges to be considered for this financial year (1) Setup & Breakdown Fees & (2) Refundable damage deposits to be incurred at quote & invoice stage and refunded after the event if there are no damages incurred bearing in mind the additional requirements for rental equipment)

Description	Charges
Sound system <i>per hour</i>	R1 500
Standby Technician <i>rate per hour</i>	R 200
Podium	R 700
Tables	R 85
Chairs	R 15
Table cloth	R 30

12. Venue Hire Fees

- Freedom Park does not naturally have venues designed for hiring with the exception for Moshate and the amphitheatre
- However, there is an increase in demand for current facilities to be utilised for externally hired events and functions
- The frequency of the utilisation of Freedom Park facilities puts a lot of strain on such facilities resulting in high maintenance rates.
- It is therefore natural that all facilities utilised for external events and functions should be able to generate some form of revenue to offset the high maintenance costs associated with the utilisation of such facilities

The table below illustrates the venue hire charges:

Name of Venue & capacity <i>per day</i>	Fees
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Sanctuary (120 - 200)	R 13 000
Moshate VIP Holding & Boardroom (24-30)	R 6 000
Moshate Exhibition Room (30-50)	R 6 000
Gallery of leaders (250 - 500)	R 20 000
Amphitheatre (2500)	R 35 000
Uitspanplek (100) exclusive	R 6 000
<i>Uitspanplek (Open)</i>	R 4 000
Hiring of overall venue (3 500)	R 130 000

Additional Venues Name to be considered	Fees
Restaurant Area only	R 15 000
Restaurant & Coffee Lounge area	R 20 000
Coffee Lounge only	R 6 000
Temporary Exhibition Space	R 6 000
Epoch 7 (<i>no eating/drinks allowed</i>)	R 15 000
Sentlhaga	R 5 000

Additional Notes

- The charge out rate is based on an eight-hour day. Additional charges will be added to cover overtime for evening events and over weekends. This also excludes tea, lunch and equipment hire such as tables and electronic equipment.
- 50% non-refundable deposit is payable on the upfront booking confirmation of the event and the balance is payable 3 days prior to the event.
- Events over weekends needs to be booked at least a week in advance
- Clients may utilise their own caterers and equipment service providers
- Clients should note that the Park will not be closed upon hiring a venue and that normal tours will commence as scheduled with little interference.
- Visitors should also be advised that some elements may be utilised for venue hire.
- Note that the price excludes tea and lunch and should be quoted for separately as per supplier quotations. It also excludes additional security, medical services, use of the LED screen and overtime.
- Uitspanplek may not be hired exclusively for use but remain an open space to all visitors. Visitors coming to Freedom Park to enjoy its amenities will pay amenities fee and choose to relax at Uitspanplek or enjoy a meal in the restaurant or captivate themselves with other amenities available on site. However, should a company/department/individual or family would want an exclusive use Uitspanplek the proposed *new rate of R6000 per day shall apply*
- The LED screen will have an added charge of R9 000 for the day.

Filming and photographic rates

ITEM		TARIFF UNIT	NEW TARIFF
1. Filming for commercial business, e.g. Commercial films, advertisements and documentaries.	Local content	Per day or part thereof	R12 000
	International content	Per day or part thereof	R45 000
2. Photography for pure commercial business	Local content	Per day or part thereof	R6 000
	International content	Per day or part thereof	R25 000
3. Filming for public good	International content	Per day or part thereof	R3 000
	Local content	Per day or part thereof	R1 000
4. Photography for public good	National content	Per day or part thereof	R700
	International content	Per day or part thereof	R2 000
5. Media tours/invitees	Local and international media	Per day or part thereof	Permit fee waived
6. Filming and Photography – for academic and research purposes	Local and international students	Per day or part thereof	Permit fee waived – pays only amenity fee
7. Normal photography by visitors	Local and international visitors	Per day or part thereof	Permit fee waived

Additional charges

Description	New Fees
Overtime (after 16:30) per hour (Mon – Fri)	R1 500 per hour
Additional support staff member x1 (Mon-Fri)	R 200 per hour
Service charge (Saturday)	R8 500
Additional support staff member x1 (Saturday)	R2 000
Service charge (Sunday)	R9 500
Additional support staff member x1 (Sunday)	R2 300

Additional Notes

- Overtime rate per hour which caters for the Events Coordinators, Guest relations officer and three support staff member (Cleaners/Driver/Gardner).

- If additional support staff is required, it will be charged per hour per person
- Service charges for Saturdays is based on 8 hours and caters for the Events Coordinator, Guest relations officer and one support staff member, if additional support staff is required it should be charged per day at R1 100
- Service charges for Sundays is based on 8 hours and caters for the Events Coordinator, Guest relations officer and one support staff member, if additional support staff is required it should be charged per day at R1 500

Discounts rates and complementary tickets

Discounts

Discounts will apply as follows:

- A family may enter for free at a ratio of 1 free ticket per 5 family members
- Educators may enter for free at a ratio of 1 free entry per 25 visitors (Therefore 50 visitors accompanied by 2 free tickets)
- Similarly, a group of friends or team may enter for free at a ratio of 1 free ticket per 5 group members
- Official tour guides may enter for free.
- Request for discounts or waiver of fees should always be done in writing. The requester should clearly define the circumstances leading to the request.
- Visitors classified as adults who are in school uniform or can present a student card will automatically be classified as school learners/ tertiary students respectively and will thus qualify for learner/student rate

Complementary tickets

- For all complementary tickets to be issued, the complementary ticket request needs to be completed with reasons and signed off by the CFO or his/her delegated official
- All special visitors entering the park for free needs to be issued with a complementary ticket to determine the actual number of visitors and recorded as such
- Freedom Park staff is allowed 12 complementary tickets per financial year
- Over and above the staff complementary tickets, officials or Unit heads in Public participation (dealing with marketing and outreach related activities) are entitled to least 8 additional complementary tickets to incentivise their clients provided the necessary approvals are adhered to.