



**KWAZULU-NATAL**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA



# Tourism Month Calendar

**17 SEPTEMBER 2020**

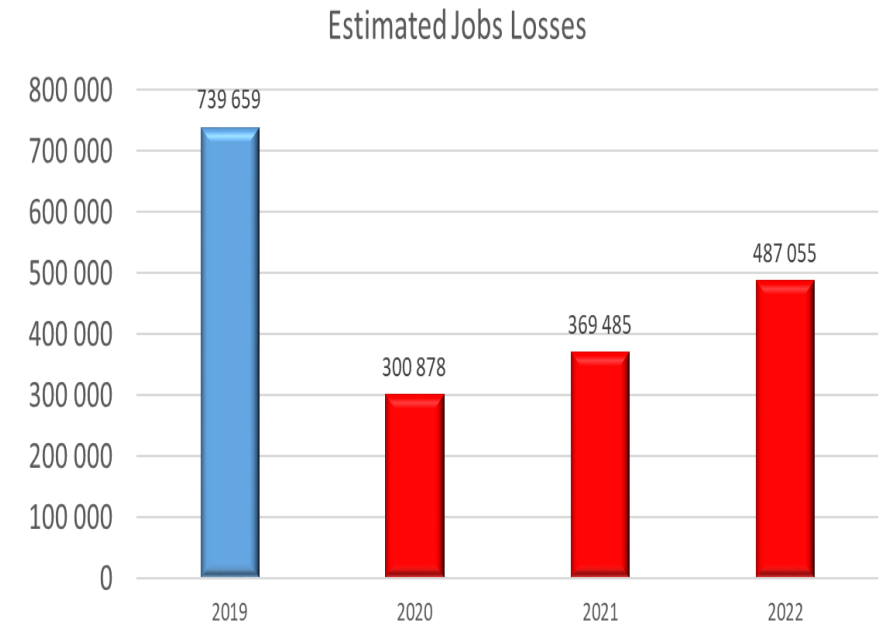
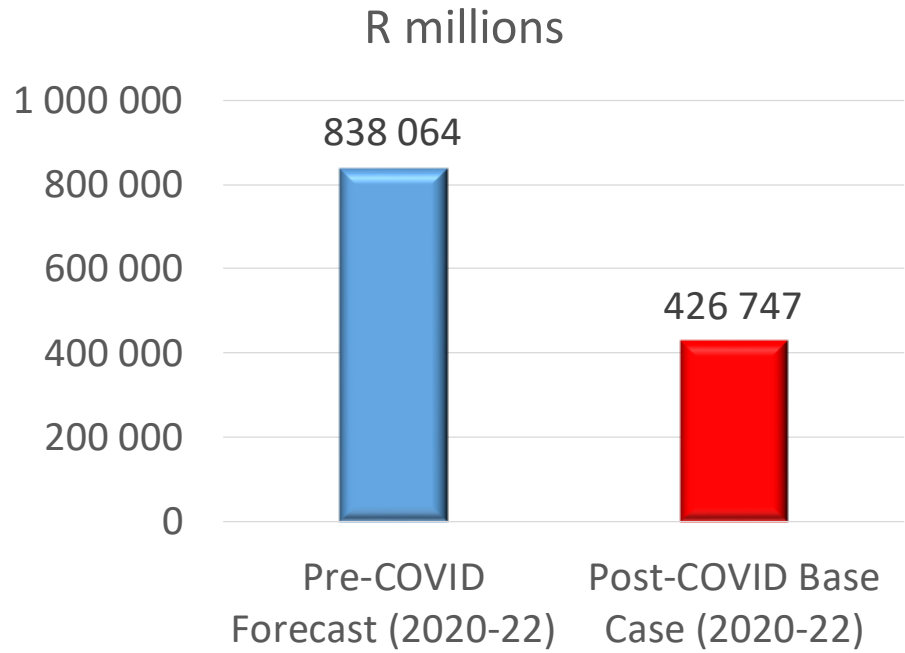
GROWING KWAZULU-NATAL TOGETHER



- South Africa's tourism industry has been and remains the hardest hit by the Covid-19 pandemic, as its very survival depends on people movement.
- The World Tourism Organization (UNWTO) has reported a fall of 300 million tourists and US\$320 billion lost in international tourism receipts – more than three times the loss during the Global Economic Crisis of 2009.
- The opening up of inter-provincial leisure travel as part of government's risk adjusted strategy has been a welcome relief.
- However, regional and international borders remain closed at level 2.
- The province's destination marketing campaign is therefore largely focused on domestic marketing, to reignite South Africans' interest to travel again, with a strong emphasis on safety measures being taken by the industry as well as travel specials that to ensure affordability.
- The campaign is one of the pillars of the KZN Tourism Recovery Plan.
- The campaign is taking place during Heritage Month and this plan recognizes this.



# Value and Jobs at Risk



- The forecast on output for jobs in the sector was estimated to be R838 064 million. The post COVID case is expected to see a loss of R411bn.
- The above graph estimates the number of job losses as a result of COVID-19 enforced lockdown. In 2020 it is estimated that 438 781 jobs would be lost. By 2022 it is estimated that there would be a reduction of 252 604 jobs in the tourism sector.



# KZN Tourism Performance 2017-2019 & 2020 Projections



International Tourism	2017	2018	2019
Total Arrivals	812 513	817 388	800 223
Total Spend (Value)	R6.24 billion	R5.7 billion	R6.5 billion

Domestic Tourism	2017	2018	2019
Total Arrivals	2.5 million trips	2.9 million trips	6.2 million trips
Total Spend (Value)	R3.4 billion	R5.04 billion	R7.9 billion

Projected Outlook 2020 (KZN)	International Tourism	Domestic Tourism
Total Arrivals	220 000 (-73%)*	2.3 million trips <sup>#</sup>
Total Spend (Value)	Between R1.61 and R2.5 bn*	R3.6 billion <sup>#</sup>

- **International** = As per April 2020, the forecasted numbers for international arrivals in KZN is between 200 000-300 000. The loss in spend is estimated to be between R3.8bn and R4.7bn when compared to 2019.
- **Domestic** = A loss of about 3.9 million trips and approximately R5.5 billion in spend when compared to 2019.
- The job losses for KZN are estimated to be between 50 000 and 60 000 for 2020.



- Tourism Month is celebrated across the world annually in September.
- The purpose of the celebration is to foster awareness among the international community on the importance of tourism and its social, cultural, political and economic value.
- South Africa remain confident that tourism will contribute to the country's growth and will contribute significantly to job creation, an ambition aligned to the government's desire to grow the country's GDP and sustain as well as create more jobs for the benefit of the economy.
- World Tourism Day 2020 will be celebrated on September 27 under the UNWTO theme of Tourism: Building peace! Fostering Knowledge! South Africa has adopted the UNWTO theme, but have taken a different angle to the theme with the focus this year being on rural tourism development.
- This specific shift in focus is to ensure growth in this section of tourism. It is for this reason that the theme for Tourism Month for South Africa this year is **Tourism and Rural Development**.



- KwaZulu-Natal will use tourism month as a springboard in order to address the following:
  - Formalised tourism sector with a view of getting them involved in driving rural and township tourism
  - Informal tourism sector (township and rural) in order to identify areas of investment so as to bring them to the mainstream of tourism
  - Investment projects that the province can be involved in to stimulate rural and township tourism (broad based investment that also talks to community involvement)
  - Programme to drive investment and enhancement within the KZN Film sector
  - Creative arts sector in order to identify areas of possible involvement with a view of growing this sector.
  - Utilize ambassadors to help amplify the message, thereby stimulating demand and lobby for investment.
  - Use local people (old people) to narrate stories about their tourism products.
  - Live broadcasts including YouTube will be used to profile rural tourism.



# Tourism Month Events



- The following are key techniques that will be utilized to amplify the tourism month theme

Activity	Objective	Expected Outcome
Advertising	<ul style="list-style-type: none"> <li>• To drive awareness of the key projects in line with the tourism month theme</li> <li>• To utilize media to amplify the message in order to stimulate demand for the products and experiences</li> <li>• To showcase the province</li> </ul>	<ul style="list-style-type: none"> <li>• Demand stimulation in order to increase the visitor numbers</li> <li>• Drive awareness of projects within the film, investment, creative arts and tourism sectors in order to stimulate demand</li> </ul>
On the ground activation (Showcasing projects)	<ul style="list-style-type: none"> <li>• To showcase the establishments and experiences with a view of driving awareness (local, regional and international)</li> <li>• To identify areas of further investment and enhancement</li> <li>• To help with the packaging with a view of driving demand (local, regional and international)</li> </ul>	<ul style="list-style-type: none"> <li>• Demand stimulation in order to increase visitor numbers</li> <li>• Further investment opportunities identified and implementation thereof</li> </ul>
Industry Engagement	<ul style="list-style-type: none"> <li>• To engage key players in the sector for collaboration and investment promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Potential investors identified and collaborated with in order to enhance the experiences within the rural and township sectors of KZN.</li> </ul>



# Tourism Month Calendar of events



Activity	Date	Location
Margate Airport Walk Through	12 September	Margate
Tourism Month launch	12 September	KwaXolo
The Simon “Mabhunu” Sabela KZN Film & Television Awards	12 September	Virtual
Industry engagement <ul style="list-style-type: none"> <li>• Formal Economy</li> <li>• Informal Economy</li> </ul>	Wc 14 September	Virtual
UThukela District Activation	16 September	Emazizini
Illembe district activation	Date TBC	KwaShushu
King Cetshwayo activation	Date TBC	Ingodini
Kwazulu-Natal Creative Investment & Business Initiative	25-27 September	Virtual







- **East Coast Radio** - MECs messages to compliment aligned to the tourism month.
- **Vuma FM** – Leverage on the existing marketing campaign. MECs messages given to TKZN as a value add to the campaign as well as the MECs interview on 1 September
- **Independent Newspapers** - MECs messages and Advertorials on The Sunday Tribune and Isolezwe. Digital Integration campaign on the IOL Website and Social media giving us access to their audience of 8.1 Million unique browsers, 34 million monthly page views and 1.4 million social media followers



# Tourism Projects to be showcased as part of the Tourism Month Drive



Project	Short Description
<b>KwaXolo Caves</b>	<ul style="list-style-type: none"> <li>• A range of caves at the site of KwaXolo showcases San paintings that are more than 100 000 years old, telling the story of a striving community years before the San inhabited the desert.</li> <li>• The KwaXolo area can be accessed on a Great Drive Out, on a mainly tarred road.</li> <li>• Once in the area, dirt roads allow for further exploration into the scenic and rural hinterland.</li> <li>• KwaXolo Cave Adventures combines historical, cultural and community tourism with a bit of adrenaline</li> </ul>
<b>Emazizini Cultural Village</b>	<ul style="list-style-type: none"> <li>• eMazizini Village is a small village situated outside the Royal Natal in Drakensberg.</li> <li>• The Marketplace on the road to Royal Natal National Park is your friendly home in the village. It stocks locally-made craft that combine traditional craft techniques with modern design. Here tourists are welcomed by the team for a storytelling experience where they will hear the rich stories of eMazizini community, giving people a taste of their history, culture and lifestyle.</li> <li>• This is where the tours of eMazizini village start and where tourist are introduced to their tour guides. At the Marketplace you will be introduced to your host family who will welcome you into their homes and give you a taste of village life for the day.</li> <li>• You will be welcomed into a family home and participate in their activities for the day.</li> </ul>



## Tourism Projects to be showcased as part of the Tourism Month Drive



Project	Short Description
<b>KwaShushu Hotsprings</b>	<ul style="list-style-type: none"><li>• This is a natural hot spring on island in the middle of the Thukela River below Ntunjambili (Kranskop).</li><li>• Although there are no formal camping facilities, many families make an annual trek to the springs and set up camp during July turning the island into a small village of about 500 people.</li><li>• The site is best visited in the winter when the river is low and access to the hot water in rock pools is easiest</li></ul>
<b>Ingodini Trails</b>	<ul style="list-style-type: none"><li>• This is a newly developed entertainment and tourist playground located in the Ngodini areas, Eshowe under Umhlathuze.</li></ul>



### LEADERSHIP

- MEC: Economic Development, Tourism & Environmental Affairs
- DM Mayor
- LM Mayor
- Inkosi KwaXolo
- Diplomatic Corps
- Product owners and Investors
- Community representatives
- Members of the media

### To showcase rural tourism at play

#### Recommended Programme:

**11h45** Arrival of Political Principals

**12h00 – 12h30**

- Welcome by Inkosi
- MEC's address and the product owner's
- presentation on the offerings, activities, community involvement and jobs created
- Media one on one session with Principals

**12h30 – 13h30**

Tourism activities to include walking trail, cave viewing of San rock art. The area is rich in cultural heritage which is depicted in its surrounding.

**13h30 – 15h00**

Investment Coffee Project



## **Beaver Creek coffee (Port Edward)**

- Beaver Creek coffee is a down-to-earth crowd pleaser, the kind of drink to keep you company with a good book or to enjoy with great friends
- As the world's southernmost coffee-growing plantation, the Beaver Creek Coffee Estate is home to three generations of coffee growers and provides the ideal conditions to grow Arabica cultivars
- Just as the 'Wine of Origin' term is used in the wine trade, so coffee producers have adopted the 'Coffee of Origin' qualifier to identify their product coming from a specific area
- Beaver Creek Coffee is single origin, which you'll taste in the distinctive flavour and aroma of the Estate Reserve





# Visuals from Saturday 12 September







# Visuals from Saturday 12 September







## LEADERSHIP

- MEC: Economic Development, Tourism & Environmental Affairs
- DM Mayor
- LM Mayor
- Inkosi
- Diplomatic Corps
- Product owners and Investors
- Community representatives
- Members of the media

### To showcase rural tourism at play

#### Recommended Programme:

**11h45** Arrival of Political Principals

**12h00 – 12h30**

- Welcome by Inkosi
- MEC's address and the product owner's
- Presentation on the Wow Zulu programme offerings, community and jobs creation projects
- Media one on one session with Principals

**12h30 – 13h30**

Activities to include a visit to Wow Zulu Marketplace, Tractor-trail ride up the mountain, eMazizini Village Walk, weave your basket and media interviews.

**13h30 – 15h00**

Investment Project Visit



## Projects to be visited:

### Cathedral Peek Wine Estate (Winterton)

- The oldest vines were planted in 2007 with the latest planted in 2012. 11 Sites have been planted to date and a total of 28.9ha of vine is under cultivation. The following varieties are growing: Cabernet Sauvignon, Pinotage, Merlot, Petit Verdot, Sauvignon Blanc
- The estate has two game farms with a total of 3,000 ha. The stream and lake form a natural barrier between the vineyards and the game area. A fence is in place some to keep the bigger game from too much activity in the vineyards but the waterbuck and other small game roam in the vineyards down to the river.

### Chicory Project (Weenen)

- The Nestlé South Africa chicory project began in 2008 with emerging farmers in Weenen
- The company currently imports its chicory from India at a lower cost. However, as Indian exports to Europe increased shifting supply and demand which resulted in price of imported chicory increase. Nestlé South Africa launched a project to improve the production of local chicory.
- The intention is for this project to be revived as create employment as well as producing good small farmers. The project can form part of RASET program.



## LEADERSHIP

- MEC: Economic Development, Tourism & Environmental Affairs
- DM Mayor
- LM Mayor
- Inkosi
- Diplomatic Corps
- Product owners and Investors
- Community representatives
- Members of the media

The following is the recommended Programme:

### **10h00 – 10h30**

- Welcome by Inkosi
- MEC's address and the product owner's
- Presentation on the tourism programme offerings, community and jobs creation projects
- Media one on one session with Principals

### **10h30 – 12h30**

Activities to include a tour to the KwaShuShu Hot springs

### **12h30 – 14h00**

Project Site Visit

## Projects to be visited:

### Club Med Project (Tinley Manor) – sord turning

- The Club Med resort project was initiated out of a partnership between Trade and Investment KwaZulu-Natal, Tourism KZN and Tongaat Hulett in 2016. Significant progress has been made since with the project expected to break ground in within September 2020, receiving first international guests in July 2022
- This first international beach resort in South Africa has an investment value of R1, 6 billion, will create 540 direct permanent jobs, 1 500 indirect jobs and 1 000 construction jobs. Club Med is known to be a pioneer resort developer and typically other resorts tend to follow.
- Club Med SAS, commonly known as Club Med and previously known as Club Méditerranée SA, is a Chinese-owned company headquartered in France, specializing in all-inclusive holidays. The company is primarily owned by Fosun Group and either wholly owns or operates over seventy all-inclusive resort villages in holiday locations around the world.
- Club Med confirmed plans to build its first resort in sub-Saharan Africa. The global resort operator has signed a memorandum of understanding (MOU) with a local partner, to construct a resort north of the coastal city of Durban, in the province.
- It's expected the new resort will offer upward of 350 rooms, with extensive conference facilities on-site. It will be situated on a 30-hectare coastal site, a few kilometers from King Shaka International Airport. It is the intention of the developer to create 3 more resorts following the successful implementation of this first resort.



- End of Tourism Month activation.

Recommend a mini familiarization activation attended by the following:

- MEC: Economic Development, Tourism & Environmental Affairs
- DM Mayor
- LM Mayor
- Diplomatic Corps
- Product owners and Investors
- Community representatives
- Members of the media

The following is the recommended Programme:

### **10h00 – 10h30**

A short programme including MEC's address and a community representative who will highlight community participation in community tours, traditional activities and jobs created.

### **10h30 – 12h30**

Activities to include a walking trails, cultural dancing, beading and adventure activities. as well as media interviews.



## Route 66

- Route 66, following the R66 between uPhongolo in the north and Gingin-dlovu on the KZN North Coast, has been operating as a tourism route since September 2009. When talking of real Zulu Culture and History this is the Route to follow into and through the "heart and the pulse of the Zulu Kingdom.
- This is the heart and the pulse of the Zulu Kingdom...a huge variety of culture and of eco-tourism make it an experience you will not forget. These include amongst others:
  - The Zulu Royal Family and many cultural events linked to it. Best known is the annual Zulu Royal Reed Dance at the Royal Residence at Enyokeni outside of Nongoma.
  - Zulu Culture and Heritage: you will not find any better than visiting the Valley of the Zulu Kings close to Ulundi - the Ukhamba / Beerpot viewpoint overlooking the entire valley, the uMgungundlovu Multi Media Centre, the partially re-built Dingaanstat /Umgungundlovu, historical graves and the Ondini Zulu Cultural Museum on the P700 just outside of Ulundi.
  - Zulu cultural events found nowhere else in the world but on this route: The annual Zulu Royal Reed Dance in which more than 20 000 Zulu maidens partake every year and the unique monthly Mona Market running four days every month outside of Nongoma.  
A real Zulu experience for tourists visiting Eshowe, Ulundi, Nongoma closer to real Africa one can hardly get.

## Project to be launched

- Hilton Double Tree Hotel – Umhlanga



Country	Name	Position	Interest
British High Commission	H.E. Mr. Nigel Casy	High Commissioner	Investment Promotion Marketing initiatives
Australia High Commission	H.E. Ms. Gita Kamnath	High Commissioner	Tourism, Sport, Trade and Investment
Danish Embassy	Ms. Freya Petersen	Trade Commissioner	Port Tourism Development (Passenger Terminal)
USA	Ms. Thembi Malebye	Business development	US Trade and Development Agency



## ● THEINSIGHT ●

In a time of Global uncertainty, it remains a priority to celebrate victories. We, as South Africans have unique ways of expressing ourselves, and now more than ever it is vital to maintain these platforms of expression.

The Simon “Mabhunu” Sabela KZN Film & Television Awards is one such platform where we proudly celebrate our unity and experiences.



# Simon “Mabhunu” Sabela KZN Film & Television Awards



The Zulu Kingdom, or the Province of KwaZulu-Natal (KZN) has a devout following throughout continental Africa.

## ● THEINSIGHT ●

Nowhere else in the world will you find such a unique fusion of raw natural beauty, modern sophistication, cultural diversity and pulsating energy – all in the most breathtaking natural setting.

**The Simon “Mabhunu” Sabela KZN Film & Television Awards equally celebrates The Zulu Kingdom and the creativity its wonder inspires in us.**

# Simon “Mabhunu” Sabela KZN Film & Television Awards

## • THE **CONCEPT** 2020 •

The stories which are handed down by word of mouth through generations of South Africans, are an essential part of our traditions. Our stories both educate and entertain. Our stories form the backbone of South African folklore which keeps us united in our strong sense of belonging within the realms of our ancestors. The varied forms of storytelling in South Africa span the whole spectrum from extinct and forgotten to emergent and unrecognized. A storyteller’s tools are not just words, but gestures, singing, facial expressions, body movements, locations and acting.



“ THE ECHO OF OUR STORIES ”

simon  
“mabhunu”  
sabela  
**KZN** FILM  
AND TELEVISION  
*Awards*  
2020

- **HIGH-LEVEL RUNNING ORDER** •

<b>19:00</b>	<b>ACT ONE: OPENING CEREMONY</b> AWARDS CATEGORY 1 – 9
<b>19:45</b>	<b>ACT TWO: SPECIAL PERFORMANCE</b> MEC ADDRESS LIFETIME ACHIEVER AWARD
<b>20:00</b>	<b>ACT THREE: IN MEMORIAM</b> AWARDS CATEGORY 10 – 16
<b>20:30</b>	<b>ACT FOUR: CLOSING CEREMONY</b> AWARDS CATEGORY 17 – 20
<b>20:45</b>	<b>SHOW ENDS</b>

**ESTIMATED RUNNING TIME: 1H 45M**

## ZINHLEZULU

Zinhle Zulu is a modern-day praise poet. She pays tribute to her heritage not only with words, but finely detailed illustrations too.

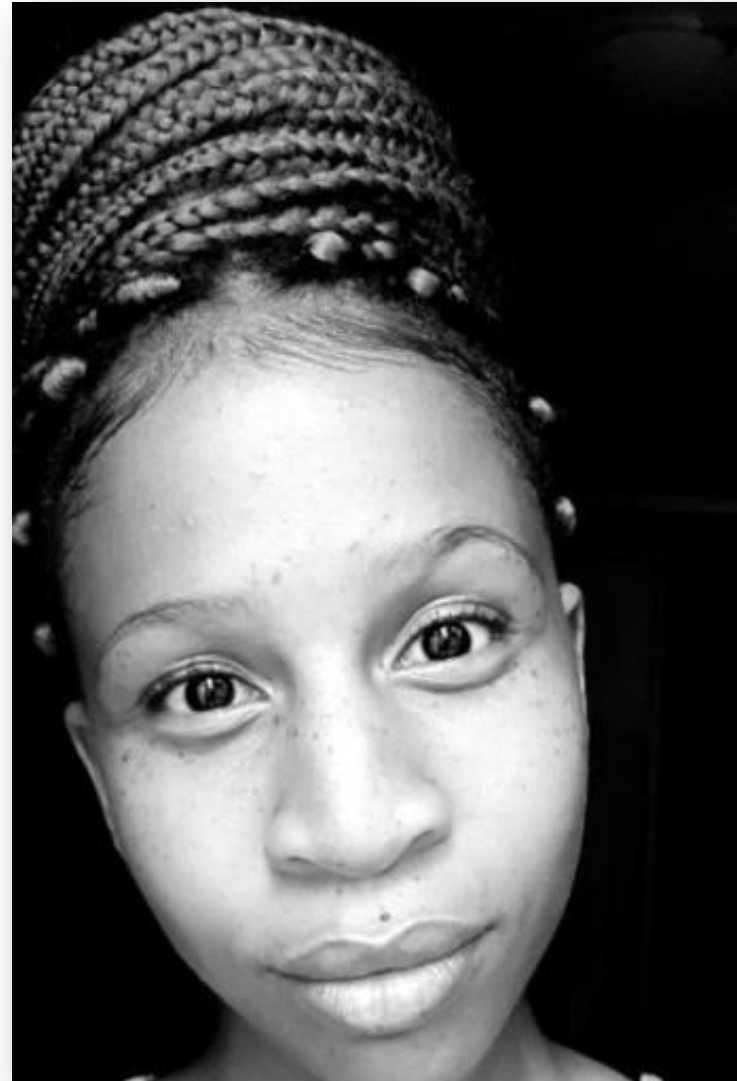
Growing up, she heard extraordinary tales of Zulu culture.

Safeguarded by oral tradition, these chronicles of history have been passed down over generations.

Through her art, Zulu contributes to the evolution of storytelling. “I want to use my culture as a tool for teaching and uplifting others,” she says.

While studying at the Open Window Institute in 2017, Zulu won a Gold Craft Loerie Award for her zine, Holy Hustle.

The recognition bolstered her confidence.







## DR. GCINAMHLOPHE

Nokugcina Elsie Mhlophe was born in 1959 and is well-known for her roles as a freedom fighter, activist, actress, storyteller, poet, playwright, director and author. Storytelling is famously a deeply traditional activity in Africa, and Gcina does exceptionally well. She is one of the few women storytellers in a country largely dominated by males. Gcina does her most important work through charismatic performances and works to preserve storytelling as a means to keep history alive as well as encourage South African children to read.



# Simon “Mabhunu” Sabela KZN Film & Television Awards



2<sup>ND</sup> ACT



## BIGZULU

Siyabonga Nene, known as Big Zulu, was born and raised in Bergville, KwaZulu-Natal, and fell in love with music at a young age. He was influenced by Maskandi and Scathamiya Music growing up with the likes of Ladysmith Black Mambazo, Imithente and Phuzekhemisi being his favourite artists. In 1999 he found himself falling in love with hip hop and rap music. In 2009 he started writing, performing and creating his own music genre known as Inkabi Rap.

Signed under Universal Records, he has released four singles and is currently working on his album. He has been privileged to work with other big names like Zakwe, Kwesta, Sjava, Mjikijelwa, Maraza, PRO and Emtee to name a few. He has also been blessed to work with Mazz and Damien Marley from the USA.

In 2013 he was crowned The King of Rap at the Rap Battle hosted by Back to The City; the biggest hip-hop event in Africa.







## INMEMORIAM

## BRENDAMTAMBO

Singer Brenda Mtambo has done backing vocals for a host of South African musical stars.

In fact, she has sung with just about every artist worth mentioning Hugh Masekela, Sibongile Khumalo, Judith Sephuma, Lira, Thandiswa Mazwai, Jonas Gwangwa — the list rolls on.

She was an integral part of the hugely successful Joyous Celebration gospel ensemble and, as a travelling singer, she got to see large chunks of the world.

Mtambo was born in Umlazi, outside Durban, where she was schooled, later attending the then University of Durban-Westville to study for a BCom in accounting.





## CLOSING PERFORMANCE





## DJTIRA

DJ Tira, is a South African DJ, record producer, Durban kwaito artist and a founder of a record label called Afrotainment. DJ Tira is one of those who discovered Gqom music genre which became popular around 2017.

The DJ had worked so hard to get to where he is today, and he's also got the recognition for it too. In 2019, he was won the award for the GQ Best Dressed and he couldn't be more grateful.

Well, known for signing artists he sees have got talent, 2019 saw DJ Tira take the Qwabe twins under his wings. After the twins' dramatic exit from Idols SA, DJ Tira made the call for the twins to join him in studio.



# KWAZULU-NATAL CREATIVE INVESTMENT & BUSINESS INITIATIVE

<h2 style="margin: 0;">BUILD-UP</h2>	<p>The <b>KWAZULU-NATAL CREATIVE INVESTMENT &amp; BUSINESS INITIATIVE</b> will have a pre-event build-up schedule which will comprise of:</p> <ol style="list-style-type: none"> <li>1. Social media postings of the upcoming event promo ads- across EDTEA &amp; TOURISMKZN social media platforms</li> <li>2. Lifestyle print media publications i.e. magazines and newspaper publications i.e. <b>WWW Magazine, Witness, Mercury,</b></li> <li>3. Radio interviews with creative participants   stakeholders   digital content creators   MEC i.e. UkhoziFM, VumaFM, BBC</li> </ol> <p><b>BREAKDOWN:</b></p> <ul style="list-style-type: none"> <li>❑ Social media countdown to event launch</li> <li>❑ 2mins videos of the local undiscovered creative industry talent at each tourist site for investment opportunities</li> </ul>
<h2 style="margin: 0;">DURING INITIATIVE</h2> <p style="margin: 0;"><b>25<sup>TH</sup> -27<sup>TH</sup> of SEPT</b></p>	<p>The <b>KWAZULU-NATAL CREATIVE INVESTMENT &amp; BUSINESS INITIATIVE</b> virtual event will be a combination of live-broadcast (TV &amp; radio) as well as pre-recorded content</p> <p>The event will have the following elements:-</p> <ul style="list-style-type: none"> <li>❑ Showcasing KZN Historical   Heritage Sites &amp; Associated Local Creative Industry Talent in Various Genres</li> </ul> <p><u>Social Media:</u></p> <ul style="list-style-type: none"> <li>❑ Postings and audience interactions throughout the virtual event (live-broadcast)</li> <li>❑ <b>KZN Marketplace Trading Portal</b> promo video advertised on the social media platforms             <ul style="list-style-type: none"> <li>❑ On-board creative industry products and services onto the <b>KZN Marketplace Trading Portal</b></li> <li>❑ Tourist deals advertised on the <b>KZN Marketplace Trading Portal</b></li> <li>❑ Viewers will be able to browse the products/services on EDTEA &amp; TOURISMKZN Facebook Pages</li> </ul> </li> </ul>
<h2 style="margin: 0;">POST INITIATIVE</h2>	<p>The post-event efforts will comprise of the following:-</p> <p>Broadcasted on radio and posted on social media platforms after the event to extend the hype of the launch and to give the event longevity</p> <ul style="list-style-type: none"> <li>❑ Social Media platforms (Visual)             <ul style="list-style-type: none"> <li>❑ Promoting tourism and creative industries- promo videos</li> <li>❑ Tourism deals</li> <li>❑ Did you know questions- Educational competitions</li> </ul> </li> <li>❑ Local products and services will be exposed to buyers via the <b>KZN Marketplace Trading Portal (continuous initiative)</b></li> <li>❑ Empowerment Virtual Masterclasses- diversification of craft to other areas of business</li> </ul>

# POST EVENT PROPOSED ACTIVITIES// Social Media | Lifestyle Publications | Radio Interviews



<p><b>Masterclasses/Tutorials</b></p>	<ul style="list-style-type: none"> <li>▣ 30 – 45 mins for each session</li> <li>▣ Live broadcast on Zoom with host #RE-IMAGINE THE ZULU KINGDOM</li> </ul>
<p><b>Event Web-App Registration</b></p>	<ul style="list-style-type: none"> <li>▣ How to register tutorial promo video &amp; event highlights</li> </ul>
<p><b>Marketplace Trading Portal Tutorial</b></p>	<ul style="list-style-type: none"> <li>▣ Promotion video on EDTEA &amp; TOURISMKZN Facebook Pages</li> </ul>
<p><b>Daily Event Countdown   Competitions</b></p>	<ul style="list-style-type: none"> <li>▣ Daily radio and lifestyle publication/newspaper competitions-sponsored prize offered to winner</li> <li>▣ <b>Prizes for x2 night stay at accommodation on route of tour</b></li> </ul>
<p><b>Broadcast Platform- Zoom   Social media</b></p>	<ul style="list-style-type: none"> <li>▣ Live broadcast   Pre-recorded</li> </ul>



# XPANDING YOUR CRAFT BUSINESS EMPOWERMENT MASTERCLASSES //



<b>VIRTUAL MASTERCLASSES ON OUR VIRTUAL PLATFORMS</b>		
<b>TIMELINE</b>	<b>MASTERCLASS DISCUSSIONS: REDEFINE   REDESIGN   REDEVELOP KWAZULU-NATAL</b> <b>#UnleashYourPotential</b>	<b>PLATFORM</b>
<b>WEEK 1: 2 - 3 OCT</b>	<p><b>Virtual Toolkit Session 1:-</b> Business Advisory: Xpanding your craft beyond your art- Diversifying your brand and still being local <b>[Black Coffee]</b></p> <p><b>Virtual Toolkit Session 2:-</b> Business Advisory: Xpanding your craft beyond your art- Diversifying your art by growing your skills <b>[WEF – beauty industry- beautification &amp; Special Effects]</b></p>	ZOOM
<b>WEEK 2: 10 - 11 OCT</b>	<p><b>Virtual Toolkit Session 3:-</b> Business Advisory: Xpanding your craft beyond your border- Marketing your business in the new normal <b>[Mzamo Masito -Google CMO]</b></p> <p><b>Virtual Toolkit Session 4:-</b> Business Advisory: Xpanding on the radical disruption- Media, Entertainment and culture <b>[WEF]</b></p>	ZOOM
<b>WEEK 3: 17 OCT</b>	<p><b>Virtual Toolkit Session 4:-</b> Diversifying Her Art &amp; Uplifting Youth Programme- <i>It Takes A Village</i> <b>[DJ Zinhle]</b></p> <p><b>Virtual Toolkit Session 5:-</b> Wellness Check Sustaining your mental health during a pandemic <b>[VANSA]</b></p>	ZOOM

**THANK YOU**

**GROWING  
KWAZULU-NATAL  
TOGETHER**