

GLOBAL ADVOCACY



GLOBAL ADVOCACY

As an NPC, Ifa Lethu dedicates significant resources to advocacy, more specifically in relation to the area of Art and Human Rights. Such work, through the many educational and public programmes, is expected to inform and shape public opinion. It is also expected to influence policies and practices of powerful stakeholders and decision makers who could support development of the creative sector.

Our Advocacy programme has taken on an increasingly important role as various Government Departments and organisations invite us to participate in their activities in representing South Africa on the world stage. It raises the profile of both Ifa Lethu and our country, formulates strong partnerships and allows us to share our



Addressing delegates in Minneapolis

experiences and pass on best practices to other countries and their creative programmes. Because we have focused on the commercialisation of the results of our programmes, our belief that business training of creative entrepreneurs is the key

to economic and personal growth, and taking unemployed youth of the streets, many organisations have invited us to share this knowledge.

In addition, the organising of venues, funding and partnerships for exhibitions and events takes considerable time and effort to ensure success. In the period under review the CEO has travelled to:

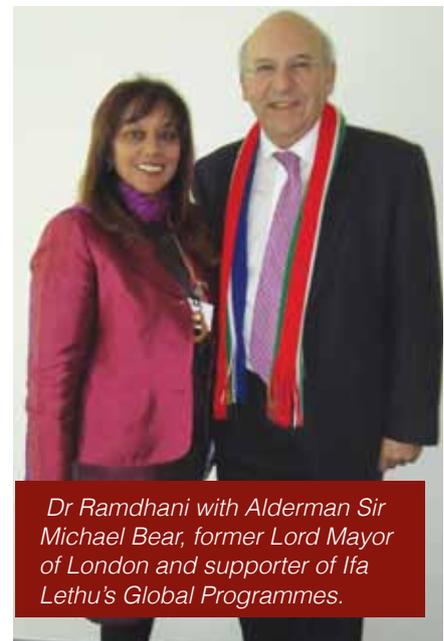
- India
- USA
- UK
- Australia
- France
- Chile
- Kenya



Dr Ramdhani with the Mayor of Nantes and other guests



Exploring partnerships with the British Museum



Dr Ramdhani with Alderman Sir Michael Bear, former Lord Mayor of London and supporter of Ifa Lethu's Global Programmes.

GLOBAL ADVOCACY

These visits included:

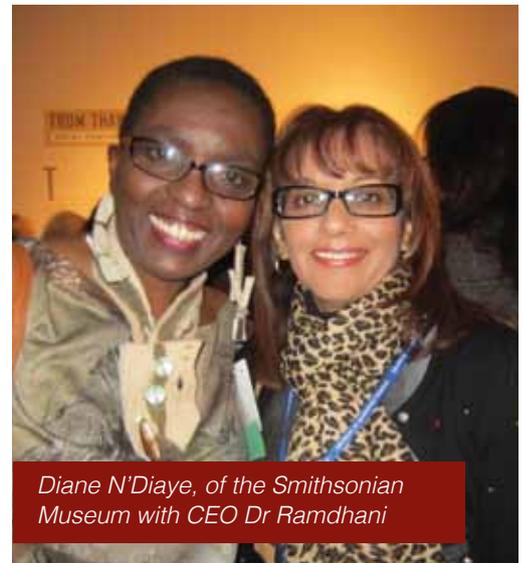
- Logistical arrangements for international events
- Partnerships and funding
- Sales Promotions
- Conferences
- Providing expertise on the Ifa Lethu Training model ■



The Lord Mayor of London's Mansion - the venue for Ifa Lethu's 20/20 event in 2014



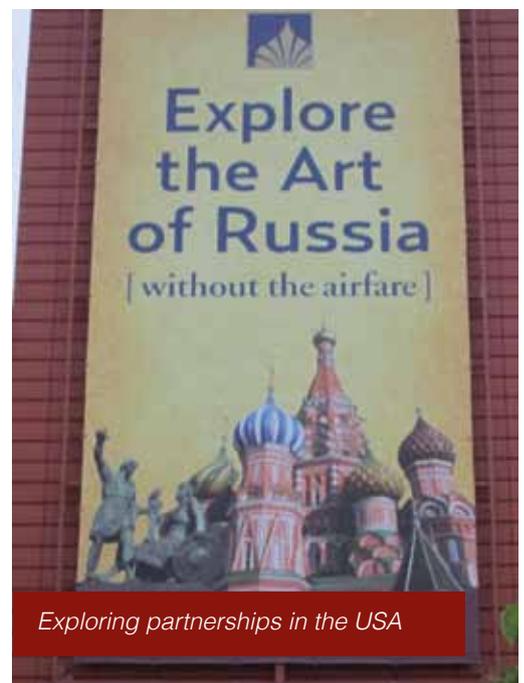
The Minneapolis Conference Centre, venue of the American Museums Association meeting.



Diane N'Diaye, of the Smithsonian Museum with CEO Dr Ramdhani



Dr Ramdhani with Sir Dave Richards, Chairman of the Barclays Premier League in London



Exploring partnerships in the USA

BRAND BUILDING

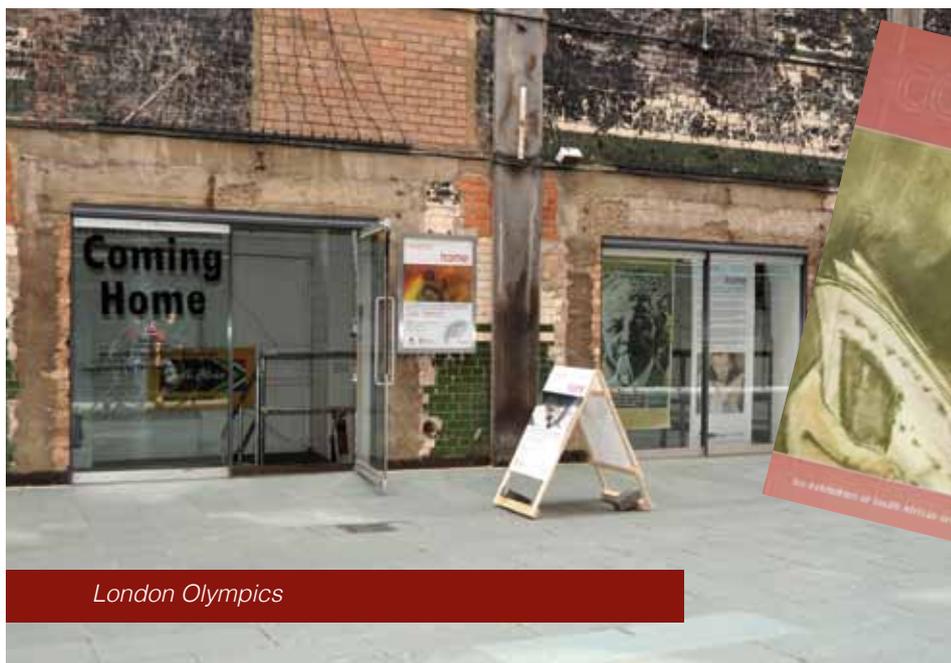
Ifa Lethu has a long history of building its global brand. We do this through public exhibitions and special events that not only position the Ifa Lethu brand but also position South Africa's cultural heritage. By showcasing both our heritage collection of struggle art alongside our emerging artists and high-quality craftworks, we show the world how far we have come in our 20 years of democracy. Our exhibitions also remind the rest of the world of our darker heritage and how the creative spirit can never be suppressed.

LONDON OLYMPICS

In 2012 the Department of Arts and Culture invited and provided funding for Ifa Lethu to hold its own public exhibition from our Heritage Collection during the London Olympics.

With the UK as a magnet for visitors from across the world, Ifa Lethu was proud to be part of a major world event and to showcase the cultural and artistic endeavours of our heritage and the promise of our current creative talent.

We welcomed thousands of visitors from all nations to our exhibition 'Coming Home' at the Oxo Gallery, Tower Wharf, London.



London Olympics

BRAND BUILDING

2011/12 FRANCE/ SOUTH AFRICA SEASONS

Ifa Lethu's "Coming Home" exhibition travelled to Nantes in France as part of the 2011/12 SA Seasons in France. The SA/France Seasons project is the result of a bilateral agreement which was signed by Presidents Zuma and Sarkozy in order to cement relationships between the two countries.

The exhibition was shown in two venues at Nantes, France. Nantes is the 6th largest city in France - historically significant as over 40 percent of the French slave trade was carried out via the city, with around 450 000 men, women and children abducted from Africa to America. A recent memorial to this dark side of history has been built and it is appropriate that while we remember apartheid through the artworks in the exhibition we, like Nantes, celebrate our progress to freedom.

Appropriately, the remarkable journey of the Foundation's Collection continues as it spreads awareness of human rights far and wide.

The timing of the exhibition was also planned to coincide with the 5th World Forum on Human Rights in Nantes, entitled "Sustainable Development-Human Rights: A Common Struggle". The headquarters of the Forum are in Nantes. ■



"Coming Home"

