**E’BOSCH PROJECT REPORT BACK: KYLEMORE COMMUNTY**

1. **TEAM COMPOSITION FOR PAST YEAR: NAMES, ROLES AND AVAILABILITY FOR THE NEXT YEAR**

The team consisted of Jeanne Bestbier Bloch and Eva Williams (coordinators for Kylemore). Together with Eva we, as Imbali Western Cape, decided on what to put together to showcase the projects Imbali is focused on in Kylemore. In addition, Eva together with a small committee made up of Rosie Williams, Aubrey Jacobs and Neil Keet [members from the Kylemore community], put a program together that would market the e’Bosch Festival and involve the community into some of the developments of the program. I believe we are all available for 2016.

1. **LIST OF ACTIVITIES in 2015:**

**Sponsorships:** Imbali sponsored the following:

* 1000 muffins for the Choir @ R2.50 per muffin = R2 500.00
* 1000 muffins for the AWSS @ R2.50 per muffin = R2 500.00
* Edible pencils to paint fondant tops = R2 200.00
* Weber Braai for Potjie Competition = R1 800.00
* Gifts for the Stalls Competition organized by Debbie Gabriels = R1 000.00
* Sponsorship of Flowers for Flower Arranging Demonstration/Competition by Oz Flora at no charge to Imbali and no charge from Marjolijn Malan for the time spent on both Saturdays on this initiative, one of the highlights of the Kylemore activities.

TOTAL: R10 000.00

**Events:** The following events organized by the Kylemore Heritage Committee and Imbali Western Cape took place: as part of the e’Bosh 2015 Heritage Festival:

* **September 5th 10H00:** Launch of the Imbali Child Art Exhibition was excellent and attendance was good on weekends but absolutely NO PUBLIC INTEREST at all during the week
* **September 5th 10h00**: Opening of the Pop-Up Imbali Craft Shop was well attended but absolutely NO PUBLIC INTEREST at all after that!
* **September 12th 10h00:** Drum Majorette Parade through Kylemore was excellent but more publicity needed prior to event
* **September 12th 11h00:** Kylemore ‘Potjie Kos Competition’ was cancelled because only one participant eventually arrived. More publicity needed prior to the event
* **September 12th 12h00 and onwards :** Sports Day  which included a rugby tournament with neighboring schools and attracted parents but more publicity needed prior to the event taking place.
* **September 12th 14h00:** Flower arranging workshop by renowned artist, Marjolijn Malan was well attended and will [if this should take place again next year] be one of the highlights of the Kylemore events.
* **September 19th 09h00 – 13h00**  Imbali Visual Literacy Project   -  art workshop for +- 100 children in the Fredagh & Bernard Art & Educare Centre – to painted the 1000 fondant tops for muffins donated to AWSS for sale at e’Bosch for their fund raising effort was well attended but much too expensive to be included in next year’s calendar of events.
* **September 19th 15h00 – 17h00** Flower Arranging Competitionin the above Centre which was judged at 16h30 and voted one of the most prestige events in the calendar
* **September 24th** Imbali Craft Stall at River Festival – no sales recorded we need to re-think our involvement here

**Ou Landbousaal: Good platform for both Imbali and Kylemore but we need more feet through here!**

* **Imbali Child Art Stall with Child Art Pieces for sale**
* **1000 muffins on display and for sale by AWSS – [too expensive to be considered for 2016]**

**Pop-Up Craft Shop**

1. **WHAT WORKED**

**Communication with 10 DORPIES**: Members of the communities of Pniel, Johannesdal, Lanquedoc and Simondium as well as the other 10 ‘klein dorpies’ were invited to participate in a skills training programme that ran for three months during the lead up to the festival. Topics of the training programmes included **Basic Introduction to Sewing**, **Professional Facilitation Skills** and **Income Growth through Marketing**. Certificates of Competence were handed to 28 graduates who completed the courses presented by [Stellenbosch Crafts Alive](http://imbaliwc.us1.list-manage1.com/track/click?u=fbb950ccd619fec146c46b642&id=e8b51a031c&e=89aa6b084a) (SCA) in partnership with Imbali. SCA, like Imbali, is focusing on developing the local craft market as a means of creating income through craft production and trading. We share a vision to contribute to a vibrant self-supporting community where human dignity, self-respect, personal contribution and community esteem are the norm, and growing to encompass the surrounding communities: Pniel, Johannesdal and Lanquedoc as well as the other "klein dorpies" adjacent to Stellenbosch.

**Communication with Institutions:**

STELLENBOSCH UNIVERSITY: We are grateful for the support of Kayla and the Stellenbosch University in that they very generously sent a team of 5 students to assist in the Organic Vegetable gardens at the Kylemore High School. This has resulted in terrific support for Mrs. Tertia Jefthas, Deputy Principal of the School, whose love for nature and the environment stretches her into taking on the responsibility of the gardening initiative at the school. What is encouraging is the promise that further support from the University and the students will be forthcoming! This is indeed a rewarding result!

STELLENBOSCH MUSEUM: We are grateful for the help and support of the Stellenbosch Museum, especially the support of Debbie Gabriels who went the extra mile to support Imbali in the stalls and equipment needed! The Bus’s visit to Imbali’s Visual Literacy Art Exhibition and the Pop-Up Craft Shop being an absolute highlight to the events!

CRAFTS: Stellenbosch Crafts Alive really stepped into a masterful role and assisted Imbali with not only the installations in the Ou Landbousaal but also in areas that needed hands-on attention. As did Kickstart and we believe that there was fruitful communication between Imbali and Andi Norton, the result of which could see more recognition of the Imbali VLP art project.

**Publicity**

Imbali was more than delighted with the saturation it received in the printed media with not only Eikestadnuus but also the Gazette giving the various events in Kylemore generous publicity. The timing was excellent!

1. **WHAT CAN IMPROVE AND STRATEGIES FOR 2016**

**Organising Committee:**

Both Jeanne and Eva will continue with our involvement and support of the e’Bosch Marketing Committee. We are planning to bring a group of younger people into the Kylemore Arena. The 7 members of the Kylemore Charity Foundation have been identified as a possible support group and together with Neil Keet [Choir]; Rosie Williams [Drum Majorettes and Parade], Aubrey Jacobs [Rugby], Willy Keet [Potjie Kos] and Nadine Williams [Publicity] who will be approached to join the Kylemore ‘Dorpie’ Committee with needs more support. A meeting is planned for November to get buy-in from this group of people which will strengthen the role of the team leadership in the Kylemore Community.

**Printed Media:**

EIKESTADNUUS, STELLENBOSCH GAZETTE: Kylemore and particularly Imbali received generous publicity in both these media. We will continue to try and offer good photographs and news items to these media as a lead-up to the 2016 Festival

BOLANDER: **STRATEGY:** We could get Mr. Brandt, one of the senior and much respected members of the Kylemore Community to talk about the ‘History’ of Kylemore. There are good stories to tell and he is an excellent story teller.

RIVIERNUUS, STRATEGY**:** Sadly this publication always seems to cut-down on editorial copy presented! Perhaps some of the Advertising Budget can be extended here as it is a free sheet, well distributed and well-read in the community?

**Publicity Material:**

Posters: There were not sufficient posters supplied to Kylemore. Generic posters have proven to be ineffective.

**STRATEGY:** What is the possibility of making posters in such a way that there is space allocated to paste ‘local’ events that are actually happening in the community onto the posters? More buy-in from the communities is needed i.e. ‘Local is Lekker’ might get more attention and might then also create interest in the broader field of the Festival. We need to involve church notice boards as well as the local shops into publicizing the Festival

Banners: 3 x at least in Kylemore needed! One at the entrance into the dorp and one at each of the venues where the events are actually taking place.

Pamphlets: More pamphlets to be distributed by all SEVEN churches in the community as well as a hand out to students at the High School?

Social media: A dedicated service/person will have to be found to keep this service going and can be extended to Imbali’s webpage on a regular basis

1. **PROJECT COST AND FUNDING THIS YEAR**

See above.

1. **PROPOSED BROAD FRAMEWORK OF ACTIONS WITH TARGET DATES FOR NEXT YEAR**

No information submitted.

1. **FUNDING AND EXPECTED COSTS NEXT YEAR**

No information submitted.

**8. GENERAL REMARKS AND PROPOSALS**

STELLENBOSCH UNIVERSITY: The support from the SU for e’Bosch Heritage Project and particularly the Organic Gardens in the Kylemore Community is of great value and we are very grateful for their students interest in the this project. **STRATEGY:** As part of their service learning, the students as a group are busy compiling a research report on the Kylemore High School organic garden. It is basically a feedback session on our experience during the visits and to give possible recommendations. They did a feedback on Monday, 19 October 2015 between 14h00 and 15h00 at the Kylemore High School. And their lecturer, Mr. Jacob Du Plessis and tutor also attended the feedback session! We are delighted by their promise for further involvement, by David Ockhuys, in the gardens in 2016.

ART & CRAFTS: **STRATEGY:** Publicity on crafts to be exhibited and sold at e’Bosch events must receive attention in the press throughout the year to encourage other crafters to join them in September 2016.

STALLS: **STRATEGY:** More effort must be made to market the stalls at the River Festival. Jeanne can assist Debbie with canvassing, but church announcements will also help.

PUBLIC RELATIONS AND MARKETING: There is a BRILLIANT young man, Martin Albertus, who has been widely exposed to all matters in both the Stellenbosch as well as the Winelands Municipalities. He also played a VERY IMPORTANT ROLE recently in WWF. I know that he is ‘doing his own thing’ now BUT I honestly think that he is the right person to bring on board [for a fee!!!!] to take care of a number of items that need to be urgently addressed. If I was still running my own Public relations and Marketing Company I would not hesitate to employ this young man at whatever cost!

**Jeanne Bestbier Bloch**

**Cell Phone: 083 601 2376**

**Email:** [**jeanne@imbaliwc.co.za**](mailto:jeanne@imbaliwc.co.za)

**Website:** [**www.imbaliwc.co.za**](http://www.imbaliwc.co.za)