



International Year  
of Creative Economy for  
Sustainable Development  
2021



byarts  
festival

2ND EDITION

# 2021 REPORT

Festival officially opened by  
H.E. The President of the Republic  
of Zimbabwe, Dr. E D Mnangagwa

**53** Countries reached.

Festival elevated to  
National Calendar Event



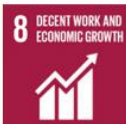
CITY OF BULAWAYO

ZIMBABWE

Siye Phambili...



SUSTAINABLE  
DEVELOPMENT  
GOALS





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## Mission

Promoting and strengthening the role of arts, culture and heritage as drivers of inclusive sustainable development, through the mainstreaming of cultural policies and initiatives in Bulawayo's urban development strategies

## Goal

To enable citizens to participate meaningfully in the cultural life of the city, creating participatory, resilient and inclusive communities who are committed to amplifying their competencies and innovative creative capacities in their role as co-creators of the City of Bulawayo



## GUIDING FRAMEWORKS



- National Development Strategy 1: 2021 – 2025
- National Arts, Culture and Heritage Policy 2019
- National Cultural and Creative Industries Strategy 2020 – 2030
- African Union Agenda 2063
- African Union Charter for African Cultural Renaissance
- 2020 Rome Charter: The Right to Participate Fully and Freely in Cultural Life
- 5 Music Rights - International Music Council
- 1982 Mexico Declaration on Cultural Policies
- UN Sustainable Development Goals
- United Cities and Local Governments Policy Document: Culture the Fourth Pillar of Sustainable Development
- 1976 UNESCO Recommendation Concerning the Safeguarding and Contemporary Role of Historic Areas
- 1980 UNESCO Recommendation Concerning the Status of the Artist
- 2001 UNESCO Universal Declaration on Cultural Diversity
- 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage
- 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2011 UNESCO Recommendation on the Historic Urban Landscape
- 1972 UNESCO World Heritage Convention

# 2021 BAF PROGRAMMING HIGHLIGHTS

Pre-Festival National Tour

Performance Arts

Visual Arts

Cultural Governance Conference

Urban Heritage Corridor Tour

Cookout Fiesta

I love Bulawayo Campaign

City-wide Clean-up Day

Artists Social Get Together

Festival Official Opening

## BAF Official Opening: Core Government Representation

- His Excellency, the President of the Republic of Zimbabwe
- The Honourable Vice President of the Republic of Zimbabwe
- Deputy Chief Secretary - Social services in the Office of the President and Cabinet
- Minister of Health and Child Care
- Minister of Defence and War Veterans Affairs
- Minister of Finance and Economic Development
- Minister of Women Affairs, Community, Small and Medium Enterprises
- Minister of Home Affairs and Cultural Heritage
- Minister of Local Government, Public Works and National Housing
- Minister of Industry and Commerce
- Acting Minister of Youth, Sport, Arts and Recreation
- Minister of State for Provincial Affairs, Bulawayo Metropolitan Province
- Deputy Minister of Industry and Commerce
- Deputy Minister of Home Affairs and Cultural Heritage
- Deputy Minister of Youth, Sport, Arts and Recreation
- His Worship, the Mayor of the City of Bulawayo
- His Worship, the Mayor of the City of Harare
- His Worship, the Mayor of the City of Gweru



## **Dr. E D MNANGAGWA**

**His Excellency, The President of the  
Republic of Zimbabwe**

*Excerpts from speech delivered  
on the occasion of the official  
opening of Bulawayo Arts  
Festival and launch of Bulawayo  
Urban Heritage Corridor.*

“Although the Bulawayo Arts Festival is being held here in this city, it carries national stature and importance...The festival affords us an opportunity to celebrate and promote our rich heritage, culture and arts, with specific focus on urban cultural heritage. It further augments my government’s quest to ensure that cultural professionals, practitioners, artists and our citizens create, produce, disseminate and enjoy a broad range of cultural goods, services and activities. The city of Bulawayo remains the country’s epicentre of creative arts. It is indeed a hotspot of various cultures and a convergence of histories which confirms Zimbabwe as a unitary state. The Bulawayo Arts Festival initiative is commended for its inclusion of a broad array of stakeholders and participants to this festival. This has served to showcase creative talent from beyond the boundaries of Bulawayo metropolitan. This in itself reflects that we are a diverse and united people under one flag, one national anthem and a unitary state of Zimbabwe.

Bulawayo has further demonstrated that it is a sanctuary of different cultures and traditions, through exhibiting hybrid cultural products and portfolios. Going forward, the development of the creative and cultural industries as well as domestic tourism remains a collective responsibility for us all, government, stakeholders and the private sector...

Culture is an important pillar for sustainable socio-economic development under the National Development Strategy 1. My government recognizes the power of culture in transforming societies, fostering strong family values, a sense of identity and belonging for all our people. Creative cultural industries are an essential component for building national cohesion, inclusive economic growth and reduction of inequalities towards the achievement of vision 2030. It is therefore imperative that Bulawayo province and other communities throughout the country tap into the potential of the culture, art and heritage sector to drive economic value.





“

This must see communities taking advantage of linkages with other economic sectors and value chains to generate increased production and consumption of our locally goods and services. The creative cultural industries must be perceived and executed as an economic sector in its own right which contributes to the provincial and national GDP of the province. The city of Bulawayo therefore is urged to harness its cultural assets towards the implementation of specific programs and activities for economic development.

The promotion of our culture and heritage is not a one-day event. The industry is challenged to create products that run in tandem with national meetings, conferences and events such as the upcoming Zimbabwe International Trade Fair, Heroes Day and Defence Forces Day, among others, so that whenever we have national events in the country we display our cultural heritage, our creative arts.

I wish the cultural creative industries, tourism and local government sectors greater success premised on the collaboration and unity of people we have witnessed in the organization of the Bulawayo Arts Festival. Bulawayo omuhle, congratulations for a job well done.”





**Councillor Solomon Mguni**  
His Worship, the Mayor of the City of Bulawayo

“

It has been an honour for the City of Bulawayo to host the second edition of the Bulawayo Day and Bulawayo Arts Festival.

This year's edition of the festival has been a great success, with the hosting of major events such as the inaugural Cultural Governance Conference and the launch of the Eco- tourism and Cultural Heritage Corridor.

The City of Bulawayo is also proud to have been graced by His Excellency Dr E D Mnangagwa, the President of the Republic of Zimbabwe who joined us and officially opened the eco-tourism heritage corridor and this year's edition of the festival. His participation at the festival was an indication of government's commitment to the growth of arts and culture as an industry in Zimbabwe. The 2021 edition was a hybrid festival which allowed us to showcase the creative attribute of the City's identity, history and heritage, to the global village. The festival also saw the launch of the "I LOVE BULAWAYO" campaign to help us rekindle the love individuals and communities have for Bulawayo. We received hundreds of 'I love Bulawayo' messages from different parts of the city, the region and the world.

We are glad that you were able to join us in celebrating Bulawayo as the key cultural hub that cements the diversity of the tribes, languages, values, customs and culture of the people of Zimbabwe.

The festival would not have been a success without our technical partner, Nhimbe Trust and the Festival team astutely led by Mr Saimon Mambazo Phiri. They put in long hours of hard work to make sure that we had a smooth flow of the programme. We are also appreciative of the artists and creatives who gave sterling performances from all over the country. We celebrate you as the creative engine that represents the city and also has the ability to cause a paradigm shift towards the development of Bulawayo and its people.

Let's all continue to share the love we have for the city. Together we are Bulawayo. Let us build our City and our future.

**MASIYEPHAMBILI. HALALA BULAWAYO.**





**Josh Nyapimbi**  
Nhimbe Trust Executive Director

“

As we mark our sixth anniversary as technical partner to the City of Bulawayo, Nhimbe Trust is honoured to present the report of the second edition of the Bulawayo Arts Festival (BAF) held live across select venues in Bulawayo and online with a global reach of 53 countries.

The economic downturn and continued COVID global pandemic have not deterred the collaborative efforts of artists, cultural professionals, non-profit, governmental and intergovernmental partners and supporters to ensure the success of the 2021 BAF edition.

The official opening of the festival by His Excellency President of the Republic of Zimbabwe, Dr. Emmerson Mnangagwa and elevation of the festival to a national annual calendar event, is groundbreaking in post independent Zimbabwe and reassuring on government's National Development Strategy 1 aspiration to promote cultural and creative sectors.

We acknowledge and appreciate the technical support received from the Ministry of Information and Broadcasting Services during the national outreach to record performances for the BAF online edition. We are also grateful for the financial support received from the Ministry of Youth, Sport, Arts and Recreation, and our partners, Africalia and UNESCO.

As we look ahead, we are optimistic about the future of BAF and its 2021 legacy achievements.



**RESILIENT PARTNERSHIP FOR LOCAL  
CULTURAL GOVERNANCE**

**67th**

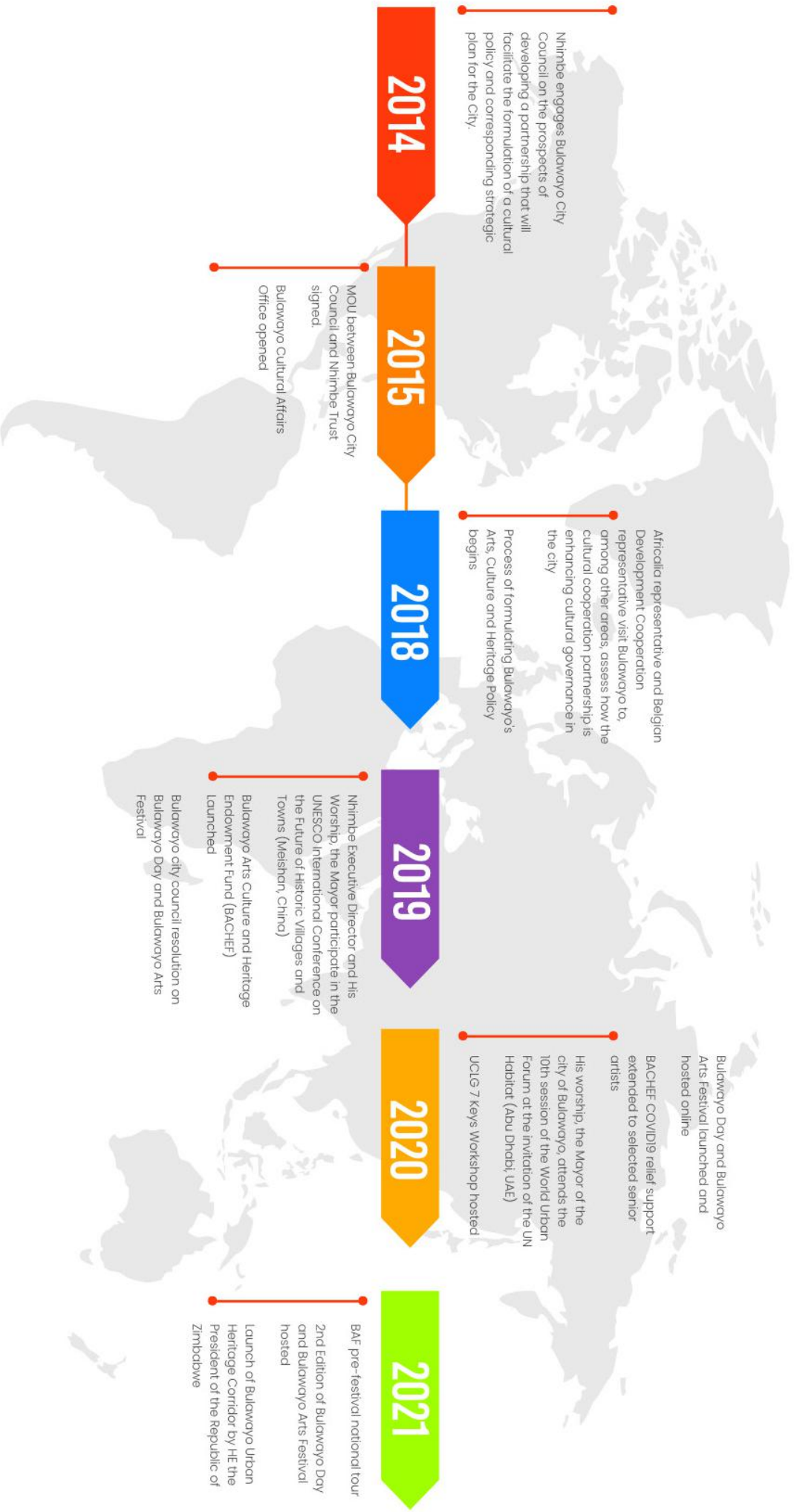
**ANNIVERSARY**

**2015 – 2021**



CITY OF BULAWAYO  
*Zimbabwe*  
*Sive Phumani...*

# PARTNERSHIP TIMELINE



**2014**  
 Nhimbe engages Bulawayo City Council on the prospects of developing a partnership that will facilitate the formulation of a cultural policy and corresponding strategic plan for the City.

**2015**  
 MOU between Bulawayo City Council and Nhimbe Trust signed.  
 Bulawayo Cultural Affairs Office opened

**2018**  
 Africidia representative and Belgian Development Cooperation representative visit Bulawayo to, among other areas, assess how the cultural cooperation partnership is enhancing cultural governance in the city  
 Process of formulating Bulawayo's Arts, Culture and Heritage Policy begins

**2019**  
 Nhimbe Executive Director and His Worship, the Mayor participate in the UNESCO International Conference on the Future of Historic Villages and Towns (Weishan, China)  
 Bulawayo Arts Culture and Heritage Endowment Fund (BACHF) Launched  
 Bulawayo city council resolution on Bulawayo Day and Bulawayo Arts Festival

**2020**  
 Bulawayo Day and Bulawayo Arts Festival launched and hosted online  
 BACHF COVID19 relief support extended to selected senior artists  
 His worship, the Mayor of the city of Bulawayo, attends the 10th session of the World Urban Forum at the invitation of the UN Habitat (Abu Dhabi, UAE)  
 UCLG 7 Keys Workshop hosted

**2021**  
 BAF pre-festival national tour  
 2nd Edition of Bulawayo Day and Bulawayo Arts Festival hosted  
 Launch of Bulawayo Urban Heritage Corridor by HE the President of the Republic of Zimbabwe

# THE SEVEN KEYS IN BULAWAYO

The first ever Seven Keys workshop was held in Bulawayo on 10 December 2020. The 18 participants agreed on the crucial importance of culture in the localisation and achievement of the Sustainable Development Goals. They developed **8 keys** for the city of Bulawayo, since after identifying 7 keys they agreed to devote another one to gender issues only. The 8 keys relate to themes of economic development, education, environment and youth, and are strongly linked to tangible and intangible heritage.



**ART THERAPY AND WELL BEING FOR CHILDREN AND ELDERLY IN CITY OWNED FACILITIES.** RECOGNIZED THE GROWING CHALLENGE OF MENTAL HEALTH ISSUES AND AN INTERGENERATIONAL DISCONNECT.  
 [SDG 3, 4, 5, 10, 11, 16]



**INDIGENOUS FRUIT TREE PLANTING IN PUBLIC SPACES AND HOMESTEADS.** AIMED AT INCREASING FOOD SECURITY AS WELL AS PROMOTING HEALTH AND WELL-BEING. THIS WAS LINKED TO ENSURING TRANSFERENCE OF KNOWLEDGE, ESPECIALLY THROUGH INTERGENERATIONAL SHARING.  
 [SDG 2, 3, 4, 5, 6, 11, 12, 15]



**MAINSTREAMING THE GENDER POLICY WITHIN BULAWAYO'S ARTS ECOSYSTEM.** THE PROFILING OF FEMALE ARTISTS IN THE CITY NEWSLETTER, GENDER SCORE CARD AND ANALYSIS OF FEMALE PARTICIPATION IN CULTURAL EVENTS WAS PROPOSED AS AN ACTION BUILDING ON THE CITY'S GENDER POLICY.  
 [SDG 5, 8, 11]



**MASIYEPHAMBILI: REINFORCING YOUTH ACTION TOWARDS ATTAINING SDGS.** INTERACTIVE ONLINE PLATFORM FOR THE YOUNG TO DRIVE AWARENESS, INFORMATION DISSEMINATION, NETWORKING, INTERACTIONS AND THINK TANK ON INNOVATIONS AROUND SDGS.  
 [SDG 4, 5, 8, 9, 11, 15, 16]



**ISIBANE PLAN 3 "B": AN ALTERNATIVE NATURAL ENERGY.** ENERGY PRODUCTS (BIO-BRIQUETTES, AND BIO-GAS) USING HARMFUL ALIEN PLANTS (ESPECIALLY THOSE CLOGGING UP WATERWAYS). COLLECTION OF PLASTIC REFUSE AND SAND FOR RENEWABLE ENERGY (WASTE TO ENERGY) AND BIO-BRICKS (RECYCLED BUILDING MATERIAL) WERE PROPOSED AS SELF-HELP PROJECTS.  
 [SDG 1, 4, 5, 6, 7, 8, 10, 11, 12, 14, 15, 16]



**BULAWAYO CULTURAL TOURS:** A CULTURAL TOURISM PROJECT THAT ENABLES A LOCAL OR A VISITOR TO GET TO KNOW THE CITY BETTER AND BUILD ECONOMIC OPPORTUNITIES. LINKED TO VISITING HERITAGE SITES, CULTURAL CENTRES, ENJOYMENT OF LOCAL FOOD, IT ALSO SUGGESTED CREATING LOCAL BNBS IN TOWNSHIP HOMES TO ADVANCE MARGINALISED COMMUNITIES.  
 [SDG 1, 4, 5, 10, 11, 12, 16]

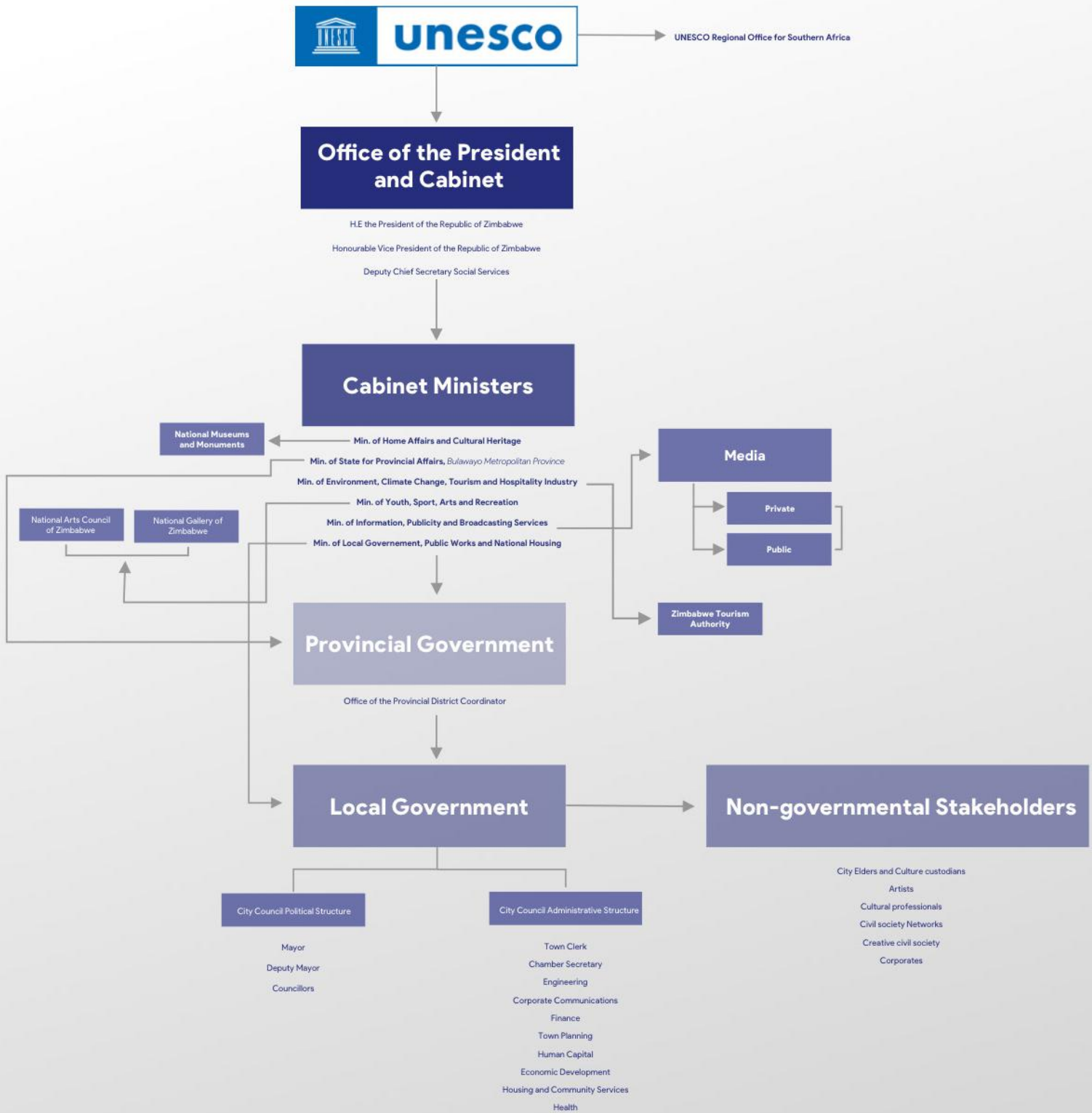


**THE KINGS CUP: A SOCCER, SOCIAL COHESION, ART AND HISTORY FOCUS.** CELEBRATING CITY HISTORY OF THE "KINGS" WITH ART PERFORMANCES BEFORE SOCCER MATCHES WITH LOCAL CUISINE ON SALE. KING MZILIKAZI'S PRINCIPLE OF INTEGRATION AT ITS CORE. TARGETING LOCAL TEAMS, MESSAGING SOCIAL COHESION AND CONFLICT PREVENTION.  
 [SDG 3, 4, 5, 8, 11, 16]



**BULAWAYO FOOD AND CULTURAL FESTIVAL.** TAP INTO THE ETHNIC DIVERSITY OF THE CITY, PROMOTE AND PRESERVE THE CULTURAL HERITAGE OF COMMUNITIES OF INTEREST - TOGETHER WITH ARTS AND WITH A FOOD MARKET.  
 [SDG 2, 3, 4, 5, 6, 8, 10, 11, 12, 16, 17]

# 2021 BAF ENGAGEMENT MECHANISM





# SPEECH HIGHLIGHTS

## Recognition of the Importance of Youth Engagement with National Monuments

“The hanging tree stands as a reminder to present and future generations of the brutality and the savagery of the settler regime towards our forefathers. This national monument must inspire all of us and the youth in particular to consistently defend our independence, its integrity and the dignity of our nation.”

*His Excellency the President of the Republic of Zimbabwe, Dr. E.D Mnangagwa*

## Recognition of Festival Partnerships

“We have various organization supporters. We have the government, Ministry of Youth, Sport, Arts and Recreation, the Ministry of Home Affairs and Cultural Heritage. We have UNESCO who have supported this, Africalia a very big organization in Belgium and several other supporters of this event.”

*Acting Minister of Youth, Sports, Arts and Recreation, Hon. Kazembe Kazembe*

## Government of Zimbabwe Recognition of Bulawayo City’s 7 Keys

“The concept of 7 keys under the United Cities and Local Government initiative provides immense responsibilities. These must inform the implementation of the city’s development programs and projects for the economic benefit of people and the province.”

*His Excellency the President of the Republic of Zimbabwe, Dr. E.D Mnangagwa*





# SPEECH HIGHLIGHTS

## Recognition of Bulawayo Arts Festival's Alignment with National Development Strategy 1

"This partnership between artists and the local authority to produce Bulawayo Arts Festival resonates with the goals of pillar one of National Development Strategy 1 which aims to increase access to local, regional and international markets by promoting interface platforms between and among cultural and creative industries and related sectors."

*Minister of State for Bulawayo Metropolitan Province, Hon. Judith Ncube*

## Recognition of Bulawayo Arts Festival as a Site of Cultural Diversity

"Bulawayo is a multi-cultural city inhabited by people from various ethnic groups, such as the Ndebele, Shona, Tonga, Kalanga, venda, sootho etc. The province is endowed with rich culture and has earned its position as the country's historical and cultural capital. It is the hub of cultural diversity and unity as all the different people who make up the population of city live together peacefully, respecting each other's languages and cultural practices. Unity is at the core of the city's DNA and the performances here at the festival resonate around that theme as there are artists from all the country's provinces who will display their crafts and activities."

*Minister of State for Bulawayo Metropolitan Province, Hon. Judith Ncube*

## Recognition of Heritage within the Context of Decolonisation

The re-inclination of colonisation and imperialism in whatever form must never be allowed a foothold in our great country again. The statue and memorial museum of the late national hero, Umdala Wethu and founding father, Father Zimbabwe, Dr. Joshua Mqabuko Nyongolo Nkomo, evokes sentiments of the importance of asserting patriotism and loyalty as well as peace and unity to the achievement of sustainable development. The National History Museum, St Mary's Cathedral Basilica Parish, among other sites, demonstrates the wealth and diversity of our culture and heritage. These must be cherished, protected and safe guarded for generations to come."

*His Excellency the President of the Republic of Zimbabwe, Dr E D Mnangagwa*





## SPEECH HIGHLIGHTS

### **Recognition of UNESCO's Sustainable Cultural Tourism Strategy for Southern Africa**

"The other objective of the cultural governance conference is the enhancement of local government capacities for the localisation and domestication of UNESCO's Sustainable Cultural Tourism Strategy for Southern Africa. The conference will also provide a vehicle to promote cultural tourism which is being enhanced by culture sensitive city development. Cultural tourism is important because it brings about a positive economic and social impact as it establishes and reinforces our identity. It helps build the image, preserve the cultural heritage and it facilitates harmony and understanding among amongst our people."

*His Worship the Mayor of the City of Bulawayo, Councillor Solomon Mguni*

### **Recognition of the Role of the Media in Supporting and Promoting Creative Sectors**

"I commend the media, in particular The Chronicle for building awareness around the festival and other economic development programs. It is indeed this culture and spirit that is accelerating the building of a prosperous Zimbabwe which leaves no one behind."

*His Excellency the President of the Republic of Zimbabwe, Dr E D Mnangagwa*







# SPEECH HIGHLIGHTS



## **Recognition of the Elevation of Bulawayo Arts Festival to a National Event**

“This partnership between artists and the local authority to produce Bulawayo Arts “This year, the Bulawayo Arts Festival team with the support of the National Arts Council of Zimbabwe visited the country’s provinces to identify diverse content for the festival...The representatives of various local authorities here present bear testimony to that. It gives the festival a national outlook at places the city ahead in terms of championing cultural tourism... Your excellency, we are grateful to you and your administration for your unwavering support of the cultural and creative industry and the elevation of the Bulawayo Arts Festival to be a national event.”

*His Worship the Mayor of the City of Bulawayo, Councillor Solomon Mguni*

## **Recognition of Government Measures to Support Arts, Culture and Heritage**

“The arts sector is always urged to leverage on the democratization of the broadcasting space which has seen the issuance of more television and radio licences, as well as the establishment of community radio stations. This must drive the growth of our cultural creative industry as a new frontier of job creation, broad based empowerment and foreign currency generation through creative content production, distribution and consumption... My government continues to put in place a raft of measures to ensure that the tourism sector remains viable, this includes the removal of value added tax on domestic tourism, which is set to lower cost of travel, accommodation and other related tourism activities.”

*His Excellency the President of the Republic of Zimbabwe, Dr E D Mnangagwa*

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The re-inclination of colonisation and imperialism in whatever form must never be allowed a foothold in our great country again. The statue and memorial museum of the late national hero, Umdala Wethu and founding father, Father Zimbabwe, Dr. Joshua Mqabuko Nyongolo Nkomo, evokes sentiments of the importance of asserting patriotism and loyalty as well as peace and unity to the achievement of sustainable development. The National History Museum, St Mary’s Cathedral Basilica Parish, among other sites, demonstrates the wealth and diversity of our culture and heritage. These must be cherished, protected and safe guarded for generations to come.”

*His Excellency the President of the Republic of Zimbabwe, Dr E D Mnangagwa*



wow

We Own Winter

# 2021 BAF IN AN ERA OF THE COVID-19 PANDEMIC: SAFETY COMPLIANCE MEASURES



“With the arts sector not fully functional, we brought a hybrid edition of Bulawayo Arts Festival. An assortment of the old and new ways of doing things. Some shows were live streamed while a few selected genres were for limited audiences in compliance to COVID-19 safety regulations. Our desire was to stimulate and revive the arts again, as a means of restoring hopes and aspirations. BAF 2021 was a celebration of the rebirth of the arts. We felt immensely honoured and proud to be one of the stakeholders at the forefront of bring the arts community back to life through active programming.” **Bulawayo Arts Festival Director, Saimon ‘Mambazo’ Phiri**



Digital programming



Physical space events with a limited audience



Pre-recorded shows with limited artists at the recording studio



COVID-19 testing in partnership with government hospitals



Temperature checks at all festival spaces



COVID-19 compliance officers



Mandatory mask wearing



Distribution of surgical masks



Sanitising points at all access points



Registration at all access points for ease of contact tracing



Mandatory presentation of COVID-19 negative test



Only COVID test certificates issued by Festival testing site accepted



Alcohol consumption at venues prohibited

# COVID TESTING STATISTICS

2 June 2021



**516 tests**



(240 females, 276 males - inclusive of 6 minors under the age of 18)

3 June 2021



**149 tests**

**Only 1 positive test recorded**  
(appropriate measures taken to quarantine the individual)

## Health Compliance Partners:

Bulawayo City Council Health Department | Mpilo Hospital | ZICHIRE  
United Bulawayo Hospitals | Bulawayo Chiefs Football Club  
Ministry of Health and Child Care | Ca Grant International

Radio  
TV  
Facebook  
Email  
Radio  
TV  
Facebook  
Email  
Online and print  
newspapers  
Magazines  
Blogs  
Word of Mouth  
YouTube  
Twitter  
Instagram  
YouTube  
Twitter  
Instagram



# 2021 BAF VISIBILITY STRATEGY

# VISIBILITY TOOLS

**SOCIAL MEDIA  
HEADERS**

**SOCIAL MEDIA PROMO  
VIDEOS**

**I LOVE BULAWAYO  
CAMPAIGN**

**SOCIAL MEDIA  
HASHTAGS**

**INTERVIEWS**

**FLYERS**

**DAILY BULLETIN:  
SKYZMETROFM**



**DIGITAL AND PRINTED  
POSTERS**

**BAF PROGRAMME**

**PROMO VIDEOS**

**NEWSLETTERS**

**DAILY BULLETIN: ZBC GOOD  
MORNING ZIMBABWE**

**BAF MAGAZINE**

**HUMAN RESOURCE:  
RECRUITMENT OF BAF MEDIA  
TEAM**

# 2021 BAF RADIO CELEBRATION IN PARTNERSHIP WITH SKYZ METRO FM

*“Radio is a powerful medium for celebrating humanity in all its diversity and constitutes a platform for democratic discourse. At the global level, radio remains the most widely consumed media. This unique ability to reach the widest audience means radio can shape a society’s experience of diversity, stand as an arena for all races to speak out, be represented and heard. Radio stations should serve diverse communities, offering a wide variety of programs, view points and content, and reflect the diversity of audiences in their organisations.”*  
UNESCO

With a combined local and international listenership of between 700 000 & a million. Bulawayo based Skyz Metro FM partnered Bulawayo Arts Festival for a second year running, to offer a platform for the celebration of Bulawayo city’s identity.

## Key strands

- \* We Love Bulawayo music show
- \* BAF daily bulletin
- \* TOP 10 Bulawayo songs
- \* Live streaming of festival programming

## SKYZ METRO TOP 10 CHART

- 1 Lovemore Majaivana: Umoya Wami
- 2 Ilanga: True Love
- 3 Chase Skuza: Banolila
- 4 Fanyana Dube: Imali
- 5 Themba Ndlovu: Meet me in Zimbabwe
- 6 Mbongeni Ngema: Stimela Sasezola
- 7 Soul Brothers: Bazobuya
- 8 Cool Crooners: Bhlugwe Lami
- 9 Trompies: Sweetie Lavo
- 10 Platform One: Isencane

# SOCIAL MEDIA HIGHLIGHTS

## AS OF 30 JUNE 2021

**1 500**

More **likes** from  
June 2020



**616**

More **followers**  
from June 2020



**487**

More **followers**  
from June 2020



**63 800**

**Impressions** from  
1 - 30 June 2020



**#2**

Twitter: **#BAF 2021** trended #2 on Zimbabwe Twitter on 2 June 2021

Twitter: **#ByoDay** trended #3 on Zimbabwe Twitter on 2 June 2021





## BAF COVERAGE: 39 MEDIA OUTLETS

(local, national, regional  
and international media)

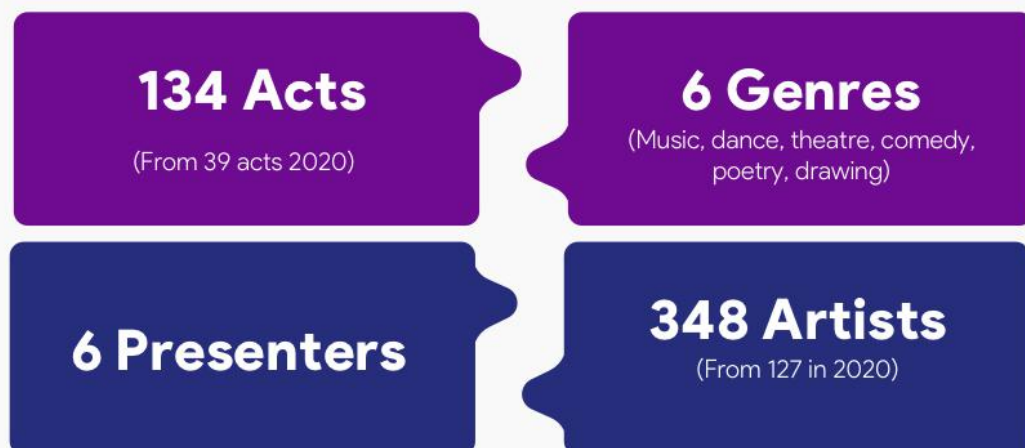


- 263 Chat
- allAfrica.com
- B-Metro
- Bulawayo 24
- Chronicle
- Citizen Bulletin
- Classic 263
- Culxure Mag
- Daily News
- EarGROUND
- East Africa Today
- Fokus Magazine
- Gambakwe
- Gaskia TV
- Gem Nation
- Herald
- Khulumani FM
- Love Africa News
- Mbare Times
- Mdundo
- NamibiaHunting
- National FM
- News Day
- News Hawks
- NewsBeezer
- NewZimbabwe.com
- Skyz Metro FM
- Star FM
- Sunday News
- The Standard
- The Zimbabwean
- UNESCO News
- Voice of America Zimbabwe
- Yoruba FM
- ZBC News
- Zi FM
- Zimbo Jam
- ZTN News
- ZTV: Good Morning Zimbabwe

## Festival Spaces



## Performance Arts Statistics



# Festival Team Statistics

## **Co-Festival Team:**

6 members (33.3% female)  
(from 50% in 2020)

## **Supporting Festival Team:**

13 members (46.15% female)

## **Bulawayo City Council Team:**

12 members (58.3% female)  
(from 46.15% in 2020)

## **COVID Compliance Team:**

10 members (70% female)

## **Media Team:**

8 members (0% female)

## **Technical Team:**

56 members (16% female)  
(from 9.5% in 2020)



# 2021 BAF LEGACY 1: BULAWAYO URBAN HERITAGE CORRIDOR

## Guiding UNESCO Instruments

- UNESCO Sustainable Cultural Tourism Strategy for Southern Africa
- 2011 UNESCO Recommendation on the Historic Urban Landscape
- 1972 UNESCO World Heritage Convention

Bulawayo Arts Festival's inaugural cultural tourism initiative, which established and launched Bulawayo's Urban Heritage Corridor comprised of 6 heritage sites of cultural and historic significance to the city, sought to build on UNESCO ROSA's Sustainable Cultural Tourism Strategy for Southern Africa, by placing emphasis on cultural tourism within an urban context. The strategy and its attendant opportunities was identified as uniquely placed to advance some of Bulawayo City's commitments to localise and domesticate SDGs through culture.

In December 2019, Bulawayo City Council and its technical partner Nhimbe Trust convened a 7 Keys workshop, an initiative of the Culture Committee of United Cities and Local Governments (UCLG). The workshop which was at the facilitation of a UCLG expert was designed for the identification of cultural assets that could be translated into a set of keys relevant to the context of localising SDGs through culture policy making. 8 keys were developed by 18 participants (9 representing various city council departments and 9 drawn from civil society) through a process of understanding the city's challenges and how those are reflected in the SDGs. During the course of the workshop, one of the emergent issues was that of creating a cultural tourism itinerary that promotes Bulawayo as a preferred cultural heritage tourism destination. BAF 2021's cultural tourism initiative addressed this need through the urban heritage corridor.

# BULAWAYO URBAN HERITAGE CORRIDOR



**Natural History Museum:** Built in 1962 and stands as one of the biggest museums in Southern Africa

**Inxwala Site:** A site of historical and cultural significance where King Lobengula hosted the festival of the first fruits for the Ndebele State

**Hanging Tree:** In 1896, colonialists hanged nine local men on this tree on charges of spying

**St. Mary's Cathedral Basilica:** Home of the Roman Catholic Church in Bulawayo completed in 1904 and conferred a Basilica by Pope Francis in August 2013

**Joshua Mqabuko Nkomo Statue:** Bronze statue unveiled in 2013 in honour of the late liberation icon Joshua Mqabuko Nkomo

**Joshua Mqabuko Nkomo Museum:** Former house of liberation icon Joshua Mqabuko Nkomo which was converted into a museum in 2007 and made accessible to the public in 2012

# HERITAGE CORRIDOR: LOOKING AHEAD



**Expert Platform:** Establish a multi-stakeholder BAF cultural tourism forum tasked with preserving, promoting and marketing the urban heritage corridor

**Training Workshops:** Facilitate training workshops (for BAF cultural tourism platform and other stakeholders) anchored on ascertaining how the urban heritage corridor can serve as a model of domesticating and localising UNESCO ROSA's Sustainable Cultural Tourism Strategy, 1972 UNESCO World Heritage Convention and 2011 UNESCO Recommendation on the Historic Urban Landscape

**Peer-Peer Exchanges:** Establish / facilitate cultural tourism peer-peer exchanges between the City of Bulawayo and cities (regional / international) with a similar cultural tourism model

# 2021 BAF LEGACY 2:

## SONGZ OF QUEEN LOZIKEYI

### Guiding UNESCO Instrument

- 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage

Bulawayo Arts Festival's 2021 intangible cultural heritage initiative took the form of commissioning Songs of Queen Lozikeyi, a vivid music tribute celebrating the life and historical significance of Queen Lozikeyi of the Ndebele State. The initiative provided a unique opportunity for intergenerational information exchange, intercultural dialogue and the infusion of both old and new expressions of poetry, dance and music.

According to the Queen Lozikeyi Trust, "Queen Lozikeyi was described as beautiful, powerful in stature and a shrewd master of intrigue. She was the inspiration and sponsor of the 1896 Anglo-Ndebele war often called the first uprising against the British colonialists.

She distributed guns, blessed the troops and was consulted by the commanders of the uprising, including Nyamande the son of King Lobengula. In leading the troops to battle against the colonialists, she cemented her status as the warrior Queen of Southern Africa...She impressed on the Ndebele the need for education and encouraged the establishment of mission schools."

"Songs of Lozikeyi is not just about the singing. It is also about the knowledge...We got together with the Queen Lozikeyi Trust to talk to them and understand what we can create for our own people...Wherever I go in the world, the biggest players in those industries celebrate their own stories. If you look at the British, they celebrate King George and if you go across to South Africa you will see the way that they celebrate King Shaka and others. It is different for us. We are a country that is not telling its own stories. So, this is the start of telling our own history, our trial attempt to track the biggest symbols of our history women." Bulawayo Arts Festival Director, Saimon 'Mambazo' Phiri .





SONGZ OF  
QUEEN LOZIKEYI

21  
ARTISTS

XXXXXX

71.4% female representation

POETRY

DANCE

MUSIC

# Collabo rating Stake holders



- Queen Lozikeyi Trust
- Bulawayo Arts Festival
- Nhimbe Trust Women in Theatre and Television
- Pathisa Nyathi (historian)
- Nomashawekazi Damasane (writer)
- Thabani Hillary Moyo (writer)
- Noma 'Nkwali' Mkhwananzi (musician)
- Thandy Dhlana (musician)
- Prince Joel Nyoni (music director)

# Songs of Queen Lozikeyi: Looking Ahead



Information Package



Inter-generational  
Dialogue Series



National, regional &  
International Tour



Digital Archiving



Songs of Lozikeyi  
CD and DVD



# 2021 BAF LEGACY 3: CULTURAL GOVERNANCE CONFERENCE

## Guiding UNESCO Instruments

- 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage
- 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2011 UNESCO Recommendation on the Historic Urban Landscape
- 1972 UNESCO World Heritage Convention

A space for dialogue, by manner of a conference, served as the core cultural governance initiative of Bulawayo Arts Festival 2021. The aim of the conference was to promote and enhance the participation of local government authorities in cultural governance, within the strategic parameters of UNESCO culture- and heritage-based instruments, United Cities and Local Governments Agenda 21 for Culture, Zimbabwe Arts, Culture and Heritage Policy and Zimbabwe National Development Strategy 1. The conference was designed to explore means of localising a framework of cultural governance, as conceptualised by various international and regional bodies, with a particular focus on participatory policy making, cultural democracy, culture sensitive development and culture responsive urban strategies. These strands were identified as a point of entry in the facilitation of dialogue between local authorities and other key stakeholders. These were: urban cultural policies and strategies, eco-tourism and culture-led development.

## Conference Delegates

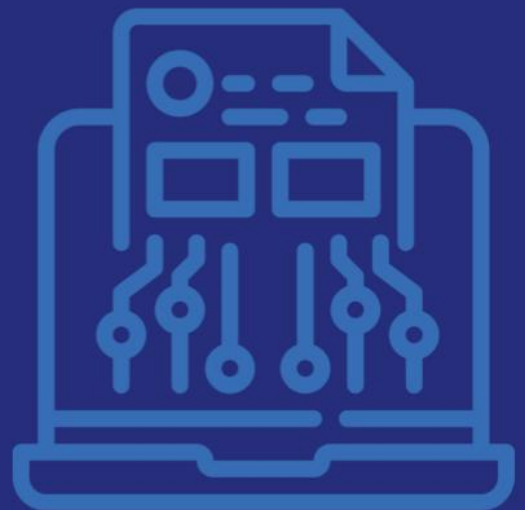
Ministry Officials | Local Government Representatives | Artists | Cultural Professionals

Media Practitioners | Academics | Creative Arts Educators | Tourism Practitioners



# Key Recommendations to the Government of Zimbabwe for Supporting Local Authorities

- Enhance the capacity of Local Authorities to localise UNESCO Culture for Development Indicators.
- Create a 'City of Culture' national award to reward local government excellence in the preservation, protection and promotion of arts, culture and heritage endowments



# Key Recommendations for Local Authorities

## Localisation of Key Instruments

- Develop strategies and mechanisms for the localisation of National Development Strategy 1, the National Arts, Culture & Heritage Policy and UNESCO's Sustainable Cultural Tourism Strategy for Southern Africa
- Localise UNESCO Culture for Development Indicators

## Research, Data Capturing and Statistics Analysis

- State of cultural tourism in cities and towns
- Inventorying of local government cultural and creative assets

## Peer-Peer Exchanges

- City twinning arrangements

## Urban Space Delimitation

- Establish creative zones and clusters

## Creative Sector Support

- Provision of infrastructure
- Extension of long term-leases for local government spaces
- Dedicated housing schemes to improve the status of the artist

## Funding

- Enhance or build staff capacities to apply for funding provided under various UNESCO Conventions

## Ease of Doing Business

- Develop a toolkit / handbook outlining local authority administrative, policy and procedural provisions that guide the governance of culture, arts & heritage

# Key Recommendations for Creative Civil Society in Supporting Local Authorities

- Support local authorities in the elaboration and localisation of National & Inter-governmental standard setting instruments in the field of arts, culture and heritage.
- Capacity building of local authorities on data collection and beneficitation in the field of arts, culture and heritage.
- Develop innovative international cultural cooperation partnerships that can be leveraged by local authorities in the advancement of cultural governance.

# Local Authorities Cultural Governance: Looking Ahead

- Local Government Cultural and Heritage Policy Series
- Training and capacity enhancement on cultural tourism
- Training and capacity enhancement on culture-led SDG localisation
- Awareness raising on arts, culture and heritage instruments (national, regional and international)



# 2021 BAF LEGACY 4: THAMBISA UMPHIMBO



A Product of  
Bulawayo  
Arts Festival



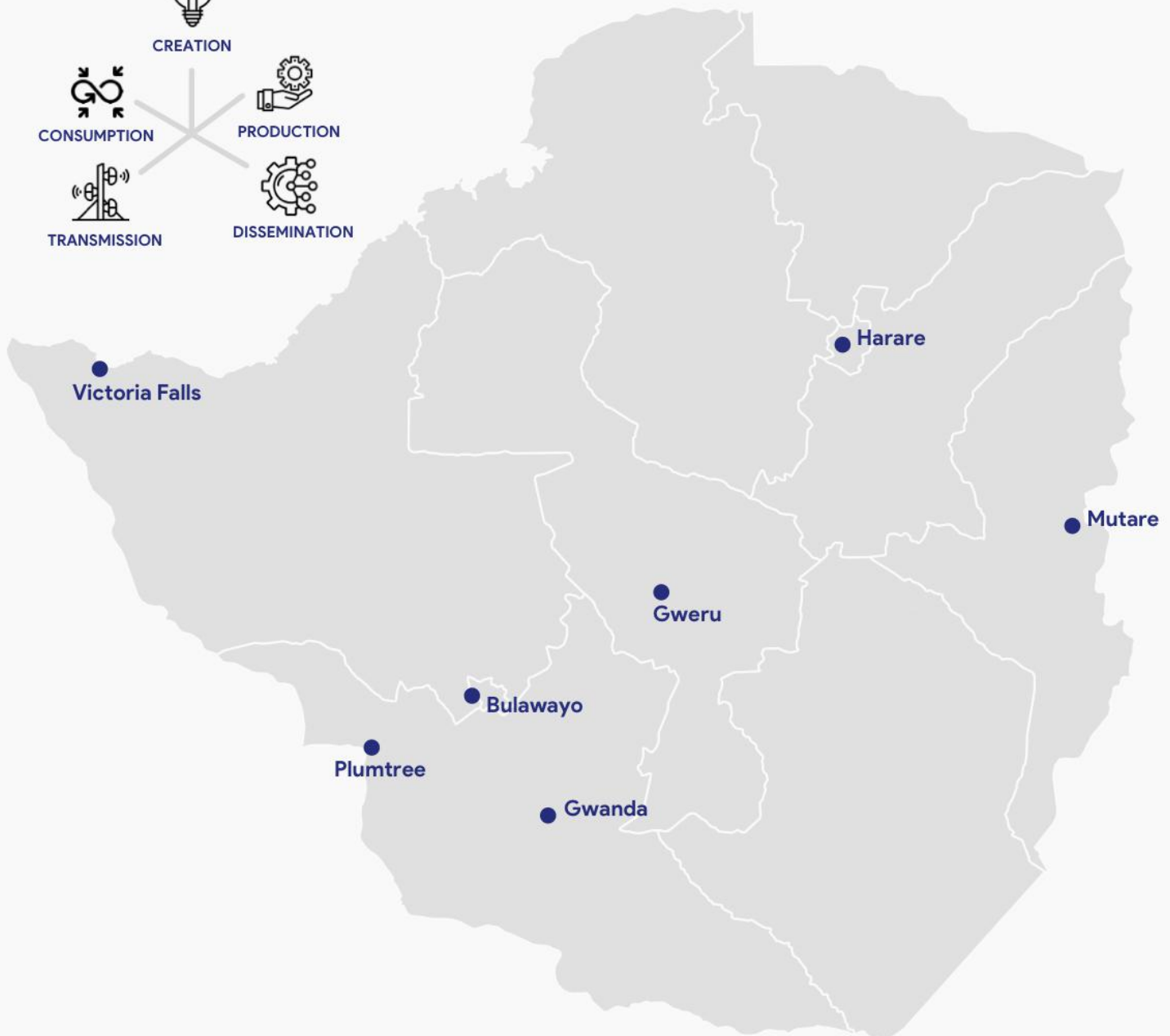
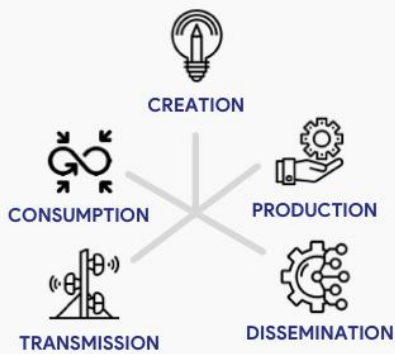
**Thambisa**  
*Umphimbo*

# 2021 BAF LEGACY 5: NATIONAL TOUR

## Guiding UNESCO Instrument

- 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions

To enhance the representation of diverse cultural expressions at Bulawayo Arts Festival, the festival team conducted a national tour to generate creative content for online streaming. This initiative was implemented with the support of National Arts Council of Zimbabwe regional offices as well as regional offices of the Ministry of Information, Publicity & Broadcasting Services.



# National Tour: Looking Ahead

- Increase number of cities reached in next BAF edition
- Develop targeted programming for creative talent in rural district councils
- Support and promote collaborations between artists from various national provinces



# ACKNOWLEDGEMENTS



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City of Bulawayo & Nhimbe Trust



## **Supporters**



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### **The Capable Team**

Executive Producer: Josh Nyapimbi  
Festival Director: Saimon Mambazo Phiri  
Assistant: Nomashawekazi Damasane  
Finance: Spencer Biningu  
Conference Coordinators: Lisa Sidambe & Butholezwe Nyathi

### **Admin Team**

Laura Ngwenya  
Desmond Ntini  
Faith Mbambo  
Thando Phiri  
Sheron Dube  
Chimwemwe Phiri

### **Programme & Venue Managers**

Memory Kumbota  
Blessing Sitotombe  
Mehluli Gomez Dube  
Thabani H Moyo  
Bridget Sayers  
Mo Mbedzi  
Desire Moyo

### **For The City of Bulawayo**

Thumamina Kumalo (Housing and Community Services)  
Dalithemba Sibanda (Engineering Services)  
Eppie Sauramba (Finance)  
Thandekile Ngwenya (Chamber Secretary's Dep Legal)  
Mrs Audrey Manyweme (Gender Focal Person)  
Nkosiyavuam Sivela (Housing and Community Services)  
Nhlahla Thwala (Health Services)  
Kholisani Moyo (City Economic Development Officer)  
Nesisa Mpofu (Corporate Communications)  
Bongiwe Ngwenya (Corporate Communications)  
Gezekile Mkwebu (Town Planning)  
Jabulani Mathe (human capital)

### **Technical Creative Partners**

Sound, Effects & Lighting – Sound Kalcha  
Other Sound: DAB 3 Events, FutureLove Sounds & Winya Sounds  
Filming & Editing – CnC Productions  
Sets & Event Design – PES – We Live For Live  
Motion Graphics – Asher Gakanje  
BAF Magazine Design & BAF Report – 14th Avenue Digital  
Marketing & Sales – KBM Agency & William Sampindi  
Catering: Rulteq Caterers

BALE  
2020

