

## **MEDIA RELEASE**

### **HEIDELBERG ARTS AND MUSIC FESTIVAL 2015**

Lesedi Local Municipality is a local municipality situated in the Sedibeng District Municipality of Gauteng, South Africa. Heidelberg is the seat of the municipality and during the first war of independence, Heidelberg served as capital of the Zuid Afrikaansche Republiek, from 1880 to 1883. Lesedi Local Municipality is highlighted as a primarily rural area, the major urban concentration located in Heidelberg. Being the prime town and the economic entry point of the municipality, Heidelberg is situated along the N3 freeway at its intersection with Provincial Route R42, east of the Suikerbosrand Nature Reserve, exit boundary town to Durban from Johannesburg and first town back.

Social analysis indicates that there is a huge socio economic disparity within the municipality which needs to be addressed. With regard to the economic analysis there is a depressed economy relying largely on the agricultural and government sectors, there is also a limited opportunities for growth in the formal sector foreseen.

The intention therefore of the municipality with the Heidelberg Arts and Music festival is aligned with strategic objectives of the municipal IDP, working towards improving what is depicted or reflected on the LED Strategy which is to improve the environment, social and economic conditions that contribute towards a quality of life that promotes social cohesion, local economic development, and well-being of all the residents of Lesedi Local Municipality.

#### **OBJECTIVES OF THE HEIDELBERG ARTS AND FESTIVAL**

- Create an annual Festival that attracts large numbers of visitors from Johannesburg and surrounding areas, to become established as the community's hallmark event, and leaves a legacy for the Heidelberg community and Lesedi at its large.
- Deliver the biggest and most impressive and memorable Festival;
- Provide a platform for government, sponsors, partners, exhibitors and the media to interact and engage with various communities and thereby giving them the perfect opportunity to meet their corporate social responsibility
- Empower small businesses and local traders by facilitating their participation in the Festival as exhibitors and suppliers;

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- Establish networking opportunities for small businesses and the formal business sector who exhibit at the Festival;
- Employ local residents wherever possible in the provision of products and services to the Festival;
- Develop the arts, crafts and heritage industries of the Heidelberg community;
- Identify and develop tourism opportunities;
- Create an entertainment and activity programme to attract both local residents and the public at large and featuring local artists and performers
  - Aim to promote economic empowerment of individuals' artists and small businesses and turn them into solid business models.
  - Involve local business communities in the area in supporting the local talent.
- Encourage the local community to use their facilities in economically viable and environmentally sustainable manner

The event will be from the 30 April – 03 May 2015 in and around Heidelberg featuring a variety of performances from Standup Comedy, Music performances and Soccer match.

### **Heidelberg Arts & Music Festival programme and poster attached**

Issued by the office of the Municipal Manager

Lesedi Local Municipality

02 April 2015