



**SHARPE
VILLE**
IS **NOT** a
MASSACRE

Empowering the community
of Shavas?

Introduction

Sharpeville is NOT a Massacre (SINAM1060 NPC) is an non-profit organisation established in Sharpeville. The aim of the NPO is to build strategic partnerships with Private and Public sector organisations, NPOs and the community of Sharpeville in reviving the economy of Sharpeville through tourism led initiatives eg. Live music events & historical tours.

Mission: To foster economic development and community empowerment through tourism initiatives in the historically rich township.

Vision: Building sustainable livelihoods, preserving cultural heritage, and promoting local entrepreneurship.





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Understanding Sharpeville's History

REMEMBER SHARPEVILLE



21 MARCH 1960
69 KILLED
180 WOUNDED

Historical Context of Sharpeville

The **Sharpeville massacre** occurred on 21 March 1960 at the police station in the [township](#) of [Sharpeville](#) in the then [Transvaal Province](#) of the then [Union of South Africa](#) (today part of [Gauteng](#)). After demonstrating against anti-black [pass laws](#), a crowd of about 7,000 black protesters went to the police station. The [South African Police](#) (SAP) opened fire on the crowd when the crowd started advancing toward the fence around the police station; tear-gas had proved ineffectual. There were 249 victims in total, including 29 children, with 69 people killed and 180 injured. Some were shot in the back as they fled.



Importance of historical preservation

- Cultural Identity of Sharpeville
- Tourism and Economic Development
- Architectural and Artistic Value
- Environmental Conservation
- Community Cohesion & Partnership
- Cultural Tourism



Significance of Sharpeville's heritage in attracting tourists

- Unique Identity
- Authenticity
- Historical Interest
- Cultural Tourism
- Educational Opportunities
- Sense of Place
- Emotional Connection
- Economic Impact

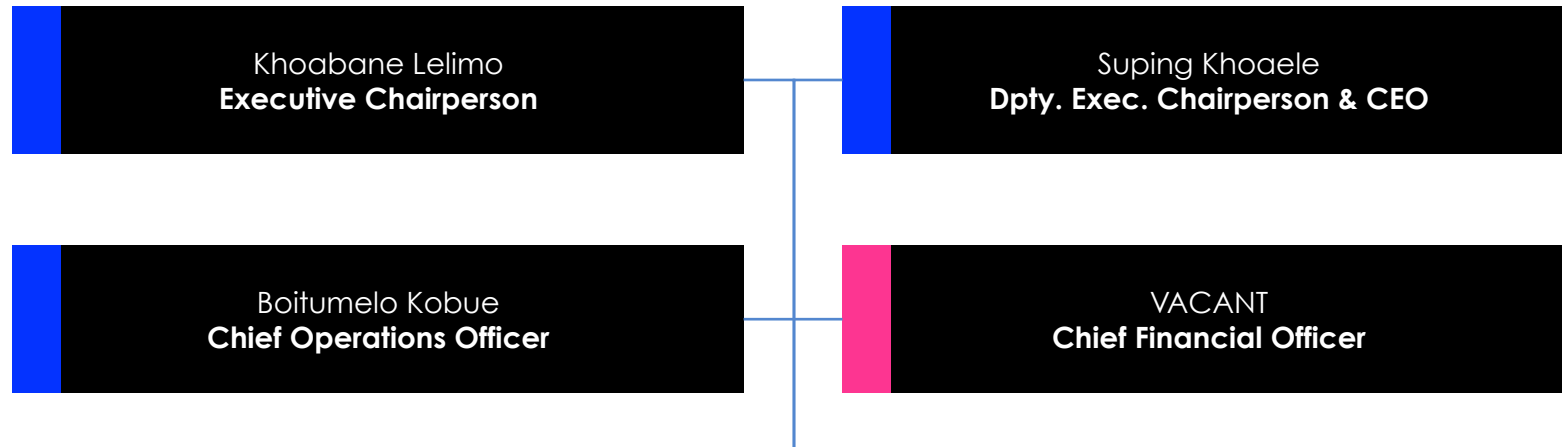
An aerial photograph of a suburban neighborhood at dusk or dawn. The houses are densely packed, with their roofs and walls visible. The sky is a dark, muted blue-grey. The overall tone is somber and contemplative.

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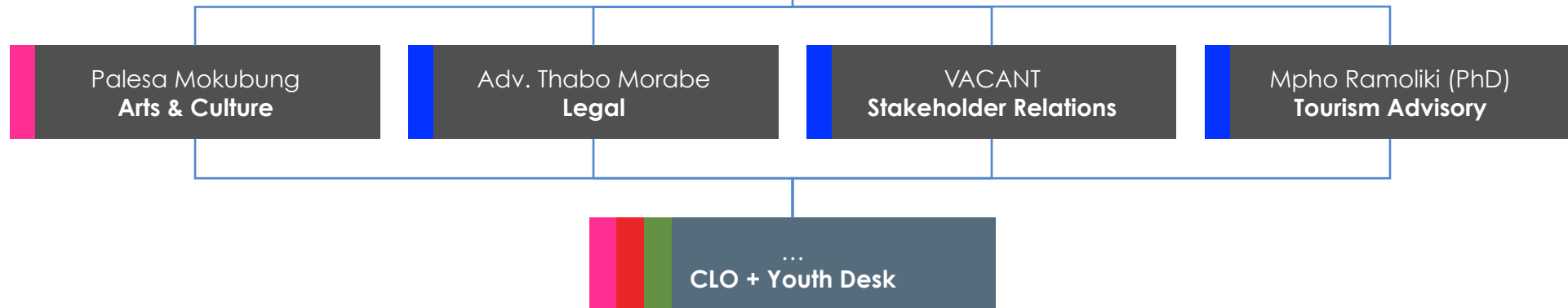
Organisational Structure

Organisational Structure

Executive Board of Directors



Non-Executive



-  Female
-  Male
-  Youth
-  PWD

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Shava's Unique Selling Point

Identifying Unique Aspects of the Shavas Culture and History

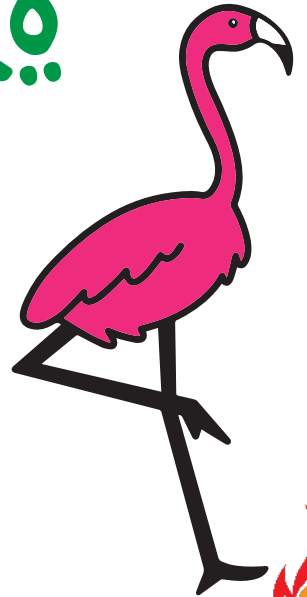
Apart from the tragic 1960 Tragedy, Sharpeville is rich with culture and it is home to some great individuals that have recognisable achievements.



Skhambane Na'na Coyote
Matadiana Sharpeville Six T-bo Touch
Swingstarz Dr. DK Khunou 1960
George Thabe Bull Leñoko!
Vaal Professionals Hugh Masekela
RSA Constitution Nkadimeñg Leutsoa



Shavas



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Proposed community development
Programs for Shavas

SINAM COMMUNITY PROJECTS

EDUCATION & UNEMPLOYMENT

Provide school support

- Bursary fund
- Career guidance
- School academic competitions etc.



TLONG SEKOLONG

Education & bursary
scheme program



REA THESHA

A program aimed at
local infrastructure
development

COMMUNITY SAFETY & SOCIAL COHESION

- Addressing the safety of children
- Ally to the LGBTQI community



TSALA

A program aimed at
addressing LGBTQ+ matters



PUTSU NUNU

A program aimed at the
protection and wellness
of children



SINAM COMMUNITY PROJECTS

HEALTH & WELLNESS

To raise awareness about

- Drug abuse
- Men's health (physical & mental)
- Women's health (physical & mental)



JINDA DAAI DING

Drug awareness program
for the youth + a drug
rehabilitation centre



CHOMI BUWA

A program aimed at
addressing female mental
& health issues



SHO SWAAR

A program aimed at
addressing male
mental & health issues



KASI OLYMPICS

All sporting codes ie. football
netball, basketball, swimming
and athletics

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Proposed tourism program
for Shavas

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SINAM ANNUAL EVENTS

SHARPEVILLE IS NOT A MASSACRE
DATE: 21 MARCH



AFTER SCHOOL IS AFTER SCHOOL
DATE: 16 JUNE

SINAM HERITAGE JAZZ FESTIVAL
DATE: 24 SEPTEMBER

SINAM SPECIAL EVENTS

SINAM CARNIVAL
DATE: 16 DECEMBER

SINAM STREET MARKET
DATE: 9 AUGUST

SINAM KASI OLYMPICS
DATE: NOV - DECEMBER

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Economic Impact of Tourism

Overview of Tourism's Economic Benefits

Tourism brings a myriad of economic benefits to destinations around the world. Here's an overview of some of the key economic advantages:

- Job Creation
- Revenue Generation
- Small Business Support
- Infrastructure Development
- Cultural Preservation
- Seasonal and Off-Season Balancing



Potential for Job Creation and Small Business Growth

Job creation and small business growth are significant economic benefits that tourism can bring to a community.

Direct employment opportunities

- Hospitality
- Transportation
- Entertainment

Indirect employment opportunities

- Food & bev suppliers
- Maintenance
- Infrastructure development

Small business development

- Accommodation
- Souvenir shops
- Cultural experiences

Community empowerment

- Skills development & Training
- Community engagement
- Youth development



Examples of Successful Tourism-Based Economies

SOWETO - VILAKAZI STREET



Click here to [LEARN MORE](#)

DURBAN – DBN JULY

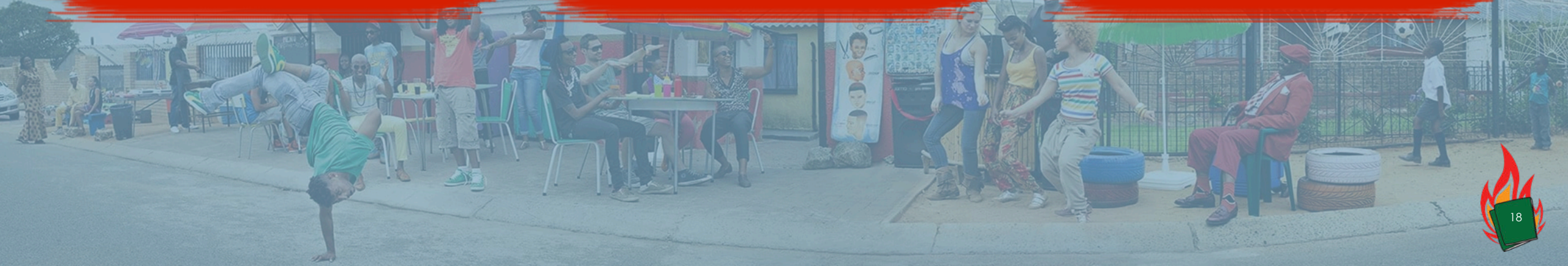


Click here to [LEARN MORE](#)

BLOEMFONTEIN – MACUFE



Click here to [LEARN MORE](#)



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Live events as economic drivers

Attraction and Entertainment

Live events, whether they are music festivals, sports competitions, cultural celebrations, or conventions, serve as major attractions for tourists. They offer unique experiences that draw people to a destination, contributing to increased visitor numbers.

Economic Impact

Live events generate substantial economic benefits for tourism destinations. They stimulate spending on accommodations, dining, transportation, shopping, and other local services. Additionally, they create job opportunities both directly, through event organization and management, and indirectly, through related industries that benefit from increased tourism.

Destination Branding

Hosting successful live events helps to build a positive image and reputation for a destination. It can position a place as vibrant, culturally rich, and exciting, attracting tourists who are seeking memorable experiences.

Cultural Exchange and Diversity

Live events often showcase the unique cultural heritage of a destination. They provide opportunities for cultural exchange between locals and visitors, fostering mutual understanding and appreciation. Events that celebrate diversity can also attract niche markets interested in experiencing different cultures.

Community Engagement

Live events bring communities together, fostering a sense of pride and unity among residents. Local participation in event planning and execution can strengthen community bonds and create a welcoming atmosphere for tourists.

Media Exposure

Major live events receive extensive media coverage, reaching audiences far beyond the host destination. Positive media exposure can increase awareness of the destination, sparking interest and motivating potential visitors to plan trips.

Seasonal and Off-Peak Tourism

Live events can help distribute tourism demand throughout the year, reducing seasonality and boosting visitor numbers during off-peak periods. By offering compelling reasons to visit outside of traditional tourist seasons, destinations can maximize revenue and alleviate pressure on infrastructure.

Sponsorship and Partnerships

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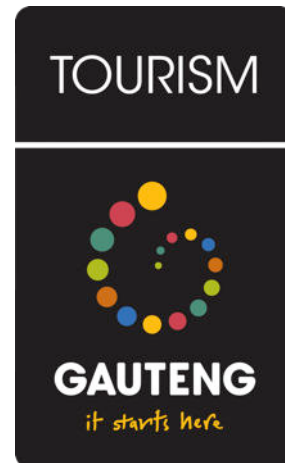
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Potential Donors

Potential sponsors: Government departments & Agencies



- Tourism
- Sports, Arts & Culture
- Economic Development
- Small Business Development
- Community Safety
- Social Development
- Education
- Health
- SABS



POTENTIAL DONORS

FINANCIAL DONORS



NON- FINANCIAL DONORS



LOCAL BUSINESS DONORS



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Marketing strategies to attract
potential donors

Advertising strategies



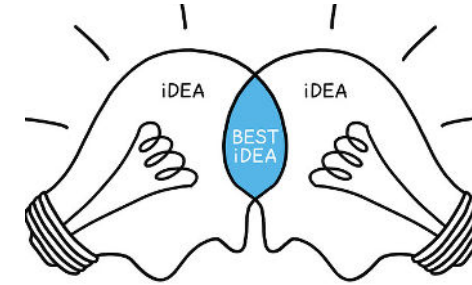
Online Presence

Utilize social media platforms, website, and online advertising to reach potential funders.



Regional & local advertising

Advertise through provincial and local newspapers, radio, and community bulletin boards.



Partnership Marketing

Collaborate with available platforms, small businesses, and corporations for mutual promotion.



SINAM EVENTS

Encourage satisfied visitors to refer others through all media platforms.

In Conclusion

Our mandate is to achieve the following for Shavas:

- Preservation of cultural heritage
- Authentic experiences
- Community ownership and empowerment
- Sustainable development
- Economic benefits for residents
- Social cohesion and cultural exchange
- Enhanced visitor experience
- Mitigation of conflicts and resistance
- Cultural revitalization and pride
- Long-term sustainability





DANKO

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