

IFEA WORLD BOARD

IFEA IN AFRICA

WHAT AN AMAZING EXPERIENCE!

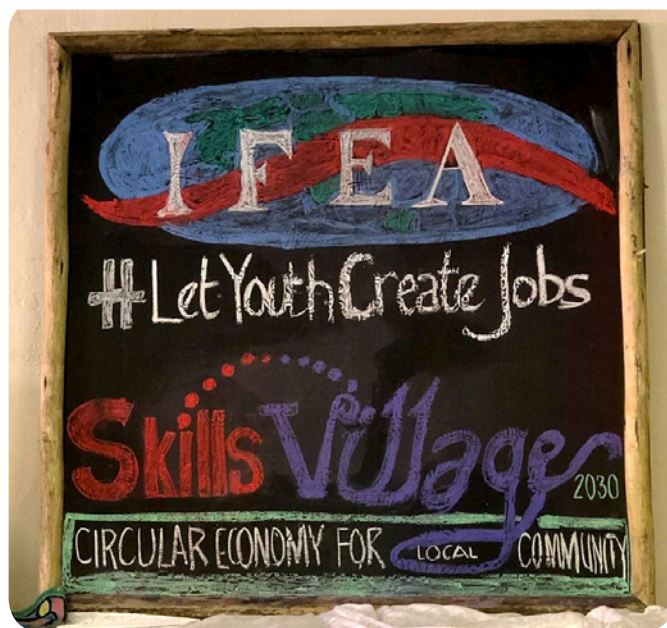


From the moment IFEA World Board Member, Cindy Lerick, CFEE arrived in Johannesburg, South Africa on July 4th to help with the preparations for the IFEA World and IFEA Foundation Board Meeting and the #LetYouthCreateJobs, to the arrival of the seventeen IFEA Board and Foundation Board members who participated and inspired our future young festival and event organisers, to this week when Vern Biatt, CFEE, Assistant Professor of Event Management at High Point University, who purchased the IFEA Foundation's South African Experience Live Auction package last year at the IFEA Annual Convention – bade farewell – it has been three weeks packed with shared value for us all.

IFEA President & CEO, Steve Schmader, CFEE, shares the need for consistent, trusted, safe and positive outlets that bring us all together ensuring common community visions and quality of life – celebrating who we are when we are at our best - our community calling cards! Well this was indeed a calling card – an insight, a world view and confirmation of the role that festival and events play in building 'communitas'. That sense of belonging, that liminal experience that Donald Getz, PhD. talks about - that 'time out of time' in a special place which our local youth experienced. Festivals and Events are indeed an inspirational vehicle for youth who will be able, with confidence, to work towards planning, preparing and producing festivals and events that can create jobs in the event value chain. A new generation designing and delivering great experiences - getting the job done, and making a difference in the lives of those empowered in the process.

During the #LetYouthCreate Jobs experience, IFEA World & Foundation Board members generously shared their experience and knowledge of festivals and events with over 120 youth from local communities. In the words of Karabo, a young economist who participated in the IFEA workshop with the IFEA board, "it was one of the best networking sessions I have ever attended". It was great to see our Community, our City and our Country through the eyes of IFEA. The young Birthday Xperience recipients from the local Boys and Girls Club South Africa who joined us to celebrate their July Birthdays were spoilt with gifts.

Our Festival in the African Bush – and what a festival it was. As with all good festivals and events, we had a 'to do' and a 'to see' list. The Kruger National Park, one of the biggest conservation areas in the world covering over 7,523 square mile, challenges visitors to find the BIG FIVE: Lion, Leopard, Elephant, Buffalo and Rhino. Nothing is staged, what you see is what you get. As you will see from the photos, this is not an easy job. Elusive and camouflaged, the challenge is on. No dress rehearsals, no 'can we do that again'? The spotters yell 'stop, stop, I think it's a leopard' and we grind to a stop and then spend the next 20 minutes in awe of nature. When the vehicles return to camp, the rivalry is on. Did you see the rhino? Did you see



the lion? Nothing is guaranteed, and indeed we hope that those who didn't see a lion will return with their families to take the experience to the next level.

My husband, Crispin and I, were privileged to travel twice to Kruger, once with the IFEA World and Foundation Board members and the second time with Vern Biaett, CFEE. We were lucky enough to see the all the Big Five. Sorry everyone, we saw lions twice!

It was refreshing to see South Africa through different eyes. From the Mandela home in Vilakhazi Street in Soweto, to the Apartheid Museum. From the Long March to Freedom Statues at the World Heritage Cradle of Humankind paleoanthropological site to the Rosebank Craft Market. From the Makers Way where Skills Village is, and the authentic Victoria Yards Experience, to breakfast at Neighbourhoods Market and the Rosebank Craft Market. From the sobering visit to Constitution Hill where Nelson Mandela and other heroes of the struggle were incarcerated to the wonderful café culture, culinary experiences and Fire & Ice Experience at Melrose Arch. This was indeed a true reflection of South Africa!

Janet Landey, CSEP

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