

Die Afrikaanse Taalmuseum en -monument (ATM)

2020-2025 STRATEGIC PLAN

MID-TERM PROGRESS REPORT

Foreword by the Chairperson

Introduction

By any measure, the period under review was remarkable. At the end of 2019, the Coronavirus was unknown. The current Council's term started at the beginning of 2021, by when the notion of the Coronavirus had become commonplace and the management of the ATM had already performed formidably in keeping the institution functioning. This became the main subcurrent of the institution's life in the period under review. It will continue to have far-reaching effects for a long time to come.

In the second of the two full years in the period under review, while the pandemic was still with us, things were on a significantly more even keel. The first opportunity that the current Council had of meeting one another in person was at a two-day strategic meeting held in November 2021 and at the first ordinary Council meeting, on 18 March 2022.

The move online

In the first half of the period under review, much of the ATM's life had to take place online. Its social-media presence became more crucial than before. This shift the ATM managed well. Instead of in-person events came many online activities, including virtual tours of the Museum, Monument and "Groen Galery", an outdoor exhibition space at the Monument. Thus, as in-person events were sparse in the first part of the period under review, the ATM had to amend its Annual Performance Plan (APP) and budget in the financial year 2020–21, to accommodate an estimated annual loss of more than R600,000, but which eventually proved to be only about R166,000, attributable to a slump in admission fees and rentals. In response to the pandemic, the ATM also had expenditure related to safety planning and training, and on acquiring safety equipment.

On 1 October 2020, after being closed for six months, the ATM reopened its non-virtual doors, with strict adherence to Covid-19 regulations. At the Monument, two mobile food trucks were contracted in for visitors to enjoy snacks. Picnics and open-air concerts resumed, with attendance limited to 500.

Impact upon strategic goals

Naturally, these external factors impacted upon the ATM's key strategic objectives. The first pillar among those objectives is a targeted increase in the number of visitors, which includes the broadening of the geographical locales in the region from which learner-visitors are drawn through innovative and creative events.

Interestingly, the work already done advancing another pillar among its objectives – namely the widening and deepening of the ATM's virtual footprint – placed it in better stead under the pandemic than would otherwise have been the case. The digitising of its museum collections, which aims to make its archival collection as widely accessible as possible, naturally also for purposes of professional and student researchers, continues. Also, the information on the Monument, which was available in six languages even before the pandemic, remains the cornerstone of the growing online offering of the ATM. The progress made in the 2019-20 financial year became the foundation for its necessary social-media presence thereafter.

As the period under review progressed, the ATM recovered markedly as compared to the previous year. Yet, lessons were learnt during the pandemic. While the in-person mode is the ATM's primary and indeed default mode, it has through necessity acquired and honed the skills of using social media and the internet more generally to bring its message to the public. As I write this, the lively Facebook page of the ATM currently has just shy of 24 000 followers!

Commitment to decolonisation

Fully committed to decolonisation, the Council and Management have their eyes set upon the transformation of their offering, to reflect better the inherently African nature of Afrikaans and the diversity of its speakers, which, over the past years, the ATM has celebrated in its exhibitions and public events. In the period under review, the Council continued pursuing its strategic aim of repositioning and rethinking

the ATM as a living heritage space. Indeed, over the past years, the exhibitions and public events of the ATM have celebrated this diversity. Especially over the period in which the Covid-19 pandemic has caused so much hurt, the ATM has become more acutely aware of the importance of its mandate.

Matters financial

The Council acknowledges the subsidy allocation and additional grants that it received from the Department of Sport, Arts and Culture (DSAC) during the financial years in question. However, these were subject to cuts, which, together with the lower admissions takings, pose a real threat to the financial viability of the institution. This means that the ATM is even more financially constrained than before. A central concern remains the cost of auditing. The ATM has requested that the audit formula applicable to a smaller entity like the ATM, be revisited.

While in the second full year in the period under review, performance targets had to be adjusted down quite significantly due to the limited movement of our target audiences and loss of much-needed revenue because of the pandemic, the ATM still attained 89% of its performance targets. In that year, the ATM welcomed 38 525 visitors, as compared to 17 030 in the former of the two full years in this period.

The ATM had to devise new ways to raise funds. In the second full year, relief came from donations amounting to R383 185 from the Marie Luttigfonds, the Hiemstra Trust, the Afrikaanse Onderwys Netwerk (AON), Nasionale Pers, the Kruger Trust, Cape Winelands District Municipality and Het Jan Marais Nasionale Fonds. Rental of the Monument, Amphitheatre, parking areas and cycling routes was also another welcome source of income. The site is becoming increasingly popular with local and international film crews, cycling competitions, music promoters and the general public for photo shoots and the like. The ATM is also pleased to have raised R2 039 070 through entrance fees, offering courses, rentals etcetera.

Yet, the surplus accumulated is in main part due to the savings for facility maintenance. The Director-General will be asked that those savings be transferred to the funding of much-needed capital works projects.

These financial constraints limit the entity's ability to adequately fill positions in strategic divisions, like finance, so that it might build capacity and optimise operational efficiency. A persistent difficulty referred to above is an audit finding that there is non-compliance with SCM processes. Council has adopted an audit improvement plan, which is being strictly implemented and monitored by the Audit and Risk Committee. Council remains committed to creating an enabling environment for the capacity building of staff members, to equip them with the necessary skills to better achieve the ATM's strategic goals.

What is more, the financial constraints pose a threat to the ATM as far as its infrastructure – older than 45 years and which needs ongoing maintenance – is concerned. The allocations that the DSAC has made for maintenance of the infrastructure have been put to good use to start the ongoing process of maintaining the facilities. Yet, as for the Museum building and the Monument, urgent repairs are required, which is a priority. Owing to a dearth of resources, the installation of security cameras at the various campuses will have to be put on hold, which is a concern to Council since they are required to provide safety and security both to employees and in-person visitors. Council is, however, grateful to the DSAC for the capital works allocations for an emergency generator at the monument and for the construction of workers' cloakrooms. Yet, as far as the generator is concerned, the allocation is not sufficient since the electrical infrastructure will have to be upgraded before installation.

While Council has in previous financial years already struggled because of limited financial resources, in the year under review, this has become an even more acute difficulty. In this regard, as before, Council has provided strategic leadership on the adherence to sound fiscal policies and by promoting good practices and initiatives to optimise the ATM's operational efficiency. As in the financial year before, Council has continued to emphasise the importance of capacity-building, both as far as its employees and infrastructure are concerned.

Audits

The ATM remains committed to running the affairs of the institution on principles of sound governance. As far as obtaining a clean audit is concerned, at its meeting of 18 September 2020, Council approved an audit

strategy. At its meeting of 25 November 2020, Council considered the audit findings and the audit implementation plan devised to address those findings.

One of the central recurring difficulties was compliance with supply-chain management (SCM) regulations (not least since the ATM is not large enough to have its own supply-chain unit). The ATM engaged with National Treasury to obtain guidance on how deviation procedures were properly to be implemented to avert similar findings in the future; further training will be provided to all staff that come into contact with supply chain matters. Another difficulty was the valuation of heritage assets.

In the second full year in the period under review, the audit process concerning the 2020-21 financial year was completed. A recurring difficulty was the auditors' finding over the inadequate valuation of heritage assets; that finding was also the reason for the qualified audit opinion that the ATM received for the second year in a row.

The recurring qualified opinion was concerning to the ATM. While, naturally, it did not indicate impropriety, it did reveal a challenge specific to heritage institutions like the ATM. As a remedy, the office of the Auditor-General proposed that the ATM identify and appoint a different service-provider to undertake the valuation. This could, however, not be implemented in the year under review; in this year, though, Management elected to call afresh for bids to identify a more appropriate valuer. As a result of that process, in the second full year in the period under review, a new valuer was appointed and submissions were received by the Audit and Risk Committee, the Management and the Council.

In the first quarter of the third (half-) year under review, the ATM prepared the audit for the financial year 2021-22. In the light of the qualified audits in the previous two years, much energy and attention were expended to remedy that situation, with the assistance of a new service provider. That process continued during the first half of the second quarter of the third (half-) year.

The ATM was delighted to achieve a clean audit. The ATM realises that the hard work now begins to maintain that position.

In the news

In the third (half-) year in the period under review, the ATM was in the news. On 18 May 2022, an opinion piece appeared in the Afrikaans media concerning a statement ascribed to the Minister of the DSAC concerning a potential name change of the institution. In the light of this and indeed in the light of the potential amalgamation of the ATM into a broader structure of literary museums and libraries, the Council of the ATM met over two days, 26 and 27 May, in Paarl to have strategic discussions over its future.

On both days, the DSAC was represented by Mr Sibusiso Tsanyane. The ATM is very grateful to the DSAC for its involvement in that way and, while the discussions that were held were inconclusive, the ATM will in the future continue to have discussions with the DSAC over both topics. Clearly, they are fundamental to the future of the institution, which takes its role as a transforming entity that aims to be as open and accessible to all South Africans – whether they are Afrikaans-speaking or not – very seriously indeed.

On Saturday, 28 May, just after the strategic session, at the ATM's celebration of International Museum Day, various political parties and civil-society, cultural organisations and individuals engaged with Afrikaans were in attendance. The ATM allowed an "open-mic" session where all those in attendance that wished to speak were allowed to do so; a camera team recorded all the contributions.

Yet again, in late-2022, the ATM hit the news. After the ATM's presentation at the Parliamentary Portfolio Committee on Friday, 14 October 2022, on the very next day the Afrikaans Saturday papers ran prominent stories about the ATM's financial dire straits. We are pleased that this issue is publicly known. It is a challenge that the community should know about; hopefully, knowledge in this regard will lead to empowerment and, in due course, a solution.

Contractual dispute

In the second quarter of the third (half-) year under review, the ATM concluded a contract with Mr Wynand de Villiers in terms of which he would rent the Amphitheatre on Paarl Mountain to stage a couple of concerts of the singer Steve Hofmeyr in February 2023. Unfortunately, Mr De Villiers breached a number

of important provisions in the contract that sought to make it clear that there is no association between the ATM and the concert (and Mr Hofmeyr).

At a special Council meeting held on 8 September 2022, it was decided that, should Mr De Villiers not remedy the breaches, the ATM would cancel the contract, as it would be entitled to do. This was done, whereupon Mr De Villiers brought an urgent application for interdictory relief. The Council of the ATM reaffirmed its position at its meeting on 30 September 2022. The ATM's legal team answered in the allotted time, though, and the matter was due to be heard on 6 October 2022. Yet, the matter could not be heard on that date. It was to be heard on 7 November 2022, but was again postponed to the last week of November 2022.

Concluding remarks

In the second half of 2020, a happy milestone was reached with the ATM's celebration of its 45th birthday. While the ATM had planned to celebrate this extensively, the programme had to be curtailed. Nevertheless, on 10 October 2020, the fourth Neville Alexander memorial lecture took place, delivered by the outgoing chairperson, Dr Elvis Saal.

The ATM is committed and dedicated to sustaining and strengthening its position as a transformed (and transforming) and vibrant institution that at all times and in all it does promotes social cohesion and nation-building. It is crucially important for the ATM to continue delivering a rich and engaging public programme, including cultural activities and events, that reflect the diversity and complexity of the Afrikaans-speaking community in this country.

It is ATM's hope and goal that the institution will grow, develop and transform for the benefit and in service of all South Africans and it remains committed to:

- continuing the digitisation project of its archival collection, with the sustained support from the DSAC, and grow the institution's virtual footprint and presence;
- creating an enabling and empowering environment, focussed upon sustaining the capacity building of staff members in strategic positions;
- on an ongoing basis, reviewing the institution's public programmes in order to remain relevant, current and responsive, not least in the newly hybrid context;
- extending the existing collections and exhibitions through the inclusion of the "displaced", "untold" or indeed "unheard" narratives in and of Afrikaans, wherever practicable collected from the varied speakers of Afrikaans themselves;
- on an ongoing basis maintain the facilities of the institution, and also improve and expand the facilities in order that larger numbers might be accommodated at any given time;
- focussing afresh on building a national (and wider) profile; and
- finding ways of generating money to provide for the long-term sustainability of the ATM.



Adv JJ Meiring
CHAIRPERSON

Die Afrikaanse Taalmuseum en -monument

Director's Report

Finance and administration

During the reporting period, the audit process for the 2020-21 financial year was completed. Due to the late submission and completion of the management report and audit process, we had to request a postponement from the Department of Sport, Arts and Culture (DSAC) and National Treasury. The late submission can largely be attributed to the finding surrounding the incomplete valuation of heritage assets, which in turn led to a qualifying audit opinion for the second consecutive financial year. This is obviously extremely disappointing as so much work has gone into complying with all regulations, given the limited resources at our disposal as well as the challenging economic times. To address the situation, the Office of the Auditor-General recommended that an alternative valuer be appointed to perform the valuation according to the Generally Recognised Accounting Practice (GRAP).

However, due to the limited time, tight deadlines for the report's submission, and the prospect that the qualification could still be valid, Management decided to use the funds to launch a comprehensive tender process to find a valuer. To address the situation, a service provider was appointed to provide the institution with a valuation report, signed valuation certificate, electronic register of heritage assets with a link to the valuation references, proof of valuers' experience and qualifications etcetera. Submissions have already been made to the Audit and Risk Committee, Management and Council.

Meetings were held with the internal auditors regarding the cash received and its handling process at the Museum reception and Monument gate, as well as the trading stock in the visitor centre. The report was finalised, and the findings discussed at the Audit and Risk Committee meeting of 29 October 2021. In the third quarter of the 2020-21 financial year, the Internal Auditors' report regarding the ATM's performance objectives and reporting for the second quarter was received. The Internal Auditors have made suggestions that will assist the institution in making our reporting more effective; these proposals will certainly eliminate future uncertainties and confusion. Furthermore, it has also been suggested that certain elements in our feedback of the targets be made as clear as possible, so as to facilitate the External Auditors' task of verifying performance targets. The ATM has already started implementing the proposals.

Performance targets had to be drastically adjusted due to the limited movement of our target audiences and loss of much-needed revenue as a result of the Covid-19 pandemic. Despite the impact of the pandemic, the institution reached 89% of its performance targets for the 2021-22 financial year. A total of 38 525 visitors were received - a significant increase compared to the previous financial year's 17 030. The institution had to find innovative ways to raise funds. Due to reduced or no income from entrance fees, rentals and music concerts, the institution was forced to look at other sources of income. Welcome relief came from the donations to the value of R383 185 made by the Marie Luttfonds, Hiemstra Trust, Afrikaanse Onderwys Netwerk (AON), Nasionale Pers, Kruger Trust, Cape Winelands District Municipality and Het Jan Marais Nasionale Fonds. Rental of the Monument, Amphitheatre, parking areas and cycling routes was also another welcome source of income. The site is especially popular with local and international film crews, cycling competitions, music promoters and the public for wedding photos and other events. We generated R2 039 070 through entrance fees, offering courses, rentals etcetera.

The surplus of R2 123 458 is largely due to the savings for facility maintenance. A letter will be addressed to the Director-General of the DSAC in which permission will be requested for the transfer of the savings to the funding of much-needed capital works projects.

Management approach

The ATM's Management and Council held a strategic planning session on 25 November 2021 during which the vision, mission and objectives, performance targets, as well as the existing and future challenges that the institution may face, were discussed. Management presented their approach and proposed projects for the next five years. The discussion point that provoked the most robust discussion, were the merger of public entities as proposed by the White Paper for Arts, Culture and Heritage (2016).

Flowing from the discussion and focus points, it was suggested that the Council send a delegation to the Minister of Sport, Arts and Culture during which a presentation will be made to show what the ATM has already achieved, as well as to offer the DSAC assistance to establish museums for other official languages of South Africa. The presentation must also highlight the burning issues and concerns regarding the proposed merger of cultural entities.

Infrastructure

The infrastructure of the ATM dates back to its inauguration in 1975. The institution consists of a museum, monument, amphitheatre and 101 hectares of indigenous vegetation and gardens. Over the past few decades, the maintenance of the sites has become an enormous challenge. Furthermore, the existing infrastructure does not meet the current and future usage needs of the institution. The situation is such that the Management and Council must treat it as a high risk.

Management of invasive plants, firebreaks and hiking trails

The ATM manages 101 hectares of indigenous vegetation on the slopes of Paarl Mountain bordering the Paarl Mountain Nature Reserve, farms and a residential area. As users and caretakers of the site, the ATM (in collaboration with the owners, the Department of Public Works and Infrastructure, is legally responsible and obliged to have an invasive species management plan according to the National Environmental Management Biodiversity Act, 2004 (Act 10 of 2004) (NEMBA) and the Invasive Alien Species (IAS) Regulations and IAS Lists (October 2014). The invasive plant management plan must contain the time frames for implementation (given the size of the property, level of infestation and species present) as well as a strategy to for prevention and cleaning/removal of invasive species. The control plan must also cover prevention methods, a cleaning/removal schedule, control methods and Safety, Health & Environment etcetera. The main goal is the removal of invasive plants, and the rehabilitation and relocation of indigenous fynbos.

Through a public tender process, an independent service provider was appointed in September 2021 to formulate the control plan. A preliminary plan was received, which will be discussed with the stakeholders, local authorities, conservation organisations and the public during a public meeting. Continued meetings and consultation with the Drakenstein Municipality, Cape Winelands District Municipality, neighbouring farms and users of the site take place on an ongoing basis.

Capital works projects and maintenance

The User Asset Management Plan (UAMP) has been compiled for the financial year and quarterly feedback has been given to the DSAC on progress regarding maintenance works and planned capital works. In the 2021-22 financial year the interactions and reporting took place virtually and in-person. One of the notable encounters was DSAC's virtual "Revised approved infrastructure Policy Review and Outcome of the Condition Assessment Workshop" for public entities falling under department.

During the reporting period, business plans were submitted to the DSAC for the installation of emergency generators, repair of the irrigation system at the Taalmonument, installation of stairs and walking areas at the Amphitheatre car park, as well as new security fencing, construction of stairs and walkways at the Taalmonument, the coffee shop upgrade, valuation of heritage assets, repair of electrical infrastructure at the Amphitheatre, and the proposed telephone and CCTV system for the Museum, Amphitheatre and Monument. These projects have been successfully completed. The workers' cloakrooms are the only unfinished capital works project. This process is behind schedule largely due to the delay in approval by the respective heritage organisations. What delayed the process further, was local authority Drakenstein Municipality requests for more documentation.

Furthermore, an analysis and planning of infrastructure needs and capital works projects for the 2022-23 financial year was done. A master plan drawn up for the ATM's capital works, infrastructure maintenance and development projects.

Public programmes

Following the State President's speech on 27 June 2021, the Covid-19 state of disaster was raised to level four. This meant that the Museum and Monument were closed for much of the month of July. Staff were at work and proceeded relentlessly with their daily tasks and delivery of services. As far as public programmes are concerned, Mandela Day, the Language Day conversation, Language Month celebrations (word search, crossword, sticker and language competitions) were held, and free copies of the local community newspaper, Paarl Post, were provided to learners in the valley as part of the ATM's efforts to encourage a culture of reading.

With the reopening and return to normal day-to-day activities Women's Day celebrations (August 2021), Heritage Month celebrations (September 2021), Stargazing Picnic (November 2021), Full Moon Picnic (November 2021), Slave Day commemorations (December 2021), the ATM's evening race and fun walk (8 December 2021), Patrick Petersen 70 and book launch (10 December 2021), Christmas with Father Christmas (8 December 2021), Rockets concert (January 2022) and Jazz concert (February 2022) were presented.

Public relations and community involvement

As part of the extensive communication strategy, liaising with the community, community involvement and gaining insights from the general public form important components. Three electronic ATM newsletters (with news about each quarter's activities and highlights) appeared in this financial year. The public and shareholders are furthermore kept informed by regular media releases, postings on various social media platforms, radio and TV interviews, and events offered in collaboration with strategic partners. Interviews range from the local Radio KC, RSG, Radio 786 and Barakat to the Dutch broadcaster RTL.

Furthermore, the image and visibility of the institution was enhanced by the attendance at events, signing of collaboration agreements, and involvement and liaison with various strategic partners. One of the largest and proudest developments was surely the spontaneous formation of the ATM Museum Advisory Committee. The committee was established following one of the decisions taken during the International Museum Day 2021 discussion. The Advisory Committee is an independent, community-based structure that supports the vision, mission and objectives of the ATM. Their mandate includes assisting, supporting and advising the institution on matters relating to public programmes, community involvement, participation and the building of shareholder interests. They further assist in identifying the needs of the community - locally, nationally and internationally - and in the educational, intellectual and recreational needs and interests of the community and audiences. Furthermore, the mandate also includes the building of

partnerships and social capital, as well as the promotion of and liaison with shareholders and other role players.

Staff

In the 2021-22 financial year the performance of all staff was reviewed, new agreements concluded and job descriptions adjusted. Management, in consultation with the heads of divisions and the approval of the Council, evaluated the posts of Assistant: Events and Communications, Coordinator: Events and Visitor Services, General Worker and Facilities Officer by an independent service provider. The staff's salaries have been adjusted accordingly and are now comparable to those of similar posts in the labour market.

Rodene Williams has been permanently appointed as the Executive Personal Assistant to the Director, and the ATM staff attended a 2-day occupational health and safety training. The post for the services of an Educational Coordinator for a 12-month contract appointment has been advertised. The successful candidate will be responsible for, among other things, developing, presenting and upgrading curriculum-oriented educational programmes, developing learning materials and activities for the ATM's e-classroom, coordinating the educational functions, programmes and events, and liaising with educational institutions. During the staff meetings, issues such as the ATM's Protected Disclosures policy, the Human Resources policy regarding leave, the institution's and staff's responsibilities, performance targets for the 2021-22 financial year, Monument and Museum work rosters, and compulsory vaccinations against Covid-19 were discussed in detail.

Personnel policy

The proposed ATM Policy for Protected Disclosures has been completed and accepted. Changes in Human Resources Policy have focused on appointment procedures of new staff, conditions of service (six-month probationary period), staff empowerment and the Covid-19 leave arrangements.

Management facilitated a training session with staff regarding the POPI Act. The submission focused on the ATM's steps to meet the expectations of the Act, identifying personal information that the institution receives, processes and stores, as well as everyone's responsibility regarding the handling of personal information. POPI-compliant permission letters were given to each staff member of the ATM; the institution undertakes to keep all personal information processed, owned and stored securely safe and will not provide it to any other party without the necessary approval of the staff member concerned. The letter was followed by an information session on the POPI Act at the Staff Meeting of 3 September 2021.

Staff were provided with an information letter regarding management's intention to conduct Covid-19 risk analysis/determination. One-on-one interviews were conducted with each staff member and questions as contained in the risk assessment questionnaire focused on the nature and core functions of the employees' work description, contact with the general public and their vaccination status. Following the process, discussions followed with the employees, trade unions, workers' associations and safety committees. A meeting was also held with the representative of the South African Trade Employees Association (SATEA) to advise the institution on issues of use and/or abuse of leave and compulsory vaccination against Covid-19. This discussion was necessary due to Council's resolution of 25 November 2022, namely that all employees of the institution should be vaccinated after the formulation and adoption of a Covid-19 vaccination policy.

Discipline in the workplace

Mr Ernst Loth, after his services were terminated due to poor work performance during his probationary period, lodged a case with the Commission for Conciliation, Mediation and Arbitration (CCMA) in December

2020; the case was heard by the Commissioner of the CCMA on 26 July 2021. Mr Loth was by no means prepared to make representations to get his job back or to prove his innocence. His approach was to personally attack the Director and demand R30 000 from the ATM, which forced the Commissioner to silence him on a regular basis and to call for order. The case could not progress due to Mr Loth's attitude. According to the Commissioner, the case could become a long and drawn-out matter, which would not benefit the ATM, and therefore it was suggested that the parties settle. After consulting with our employee's representative and the Chief Financial Officer, it was decided to settle for R15 000, which is slightly less than one month's salary. Mr Loth accepted the offer without further ado.

Elsabe Pearce, as receptionist also in charge of the administration of the ATM facilities' leases, on 11 August 2021 underwent a disciplinary hearing for the following reasons: that she ignored the rules and procedures with regard to the leasing of facilities, gave an unauthorised financial benefit (discount) to a customer, and gave advice to a customer without authorisation. These transgressions amounted to gross insubordination, and she was found guilty on all accounts. After hearing mitigating circumstances, the Chair proposed a sanction of a final written warning valid for 12 months. The sanction was upheld by the employer.

Acknowledgments

My sincere thanks to the Council and staff, who with their expertise, dedication and selfless service, play indispensable roles in developing and advancing the mandate and strategic objectives of the ATM. The staff continues non-stop to carry out the institution's activities under difficult circumstances to position it as a leading institution in the cultural and heritage sector.



Mr MJ Jonas
DIRECTOR
Die Afrikaanse Taalmuseum en -monument

Contents

Part A: Our mandate	p. 12
1. Constitutional mandates	
2. Legislative mandates	
3. Institutional policies and strategies governing the five-year planning period	
Part B: Our strategic focus	p. 13
1. Vision	
2. Mission	
3. Values	
Part C: Measuring our performance	p. 14
1. Impact statements	
2. Progress on the Achievement of Outcomes	

Part A: Our mandate

This report is submitted in compliance with the Constitution of the Republic of South Africa, 1996 (Act No. 108 of 1996); the Public Finance Management Act, 1999 (Act No. 1 of 1999 as amended by Act No. 29 of 1999); Treasury Regulations, 2005; Cultural Institutions Act, 1998 (Act No. 119 of 1998), and other applicable acts and Regulations.

In addition, the ATM's mandate is to:

- maintain the ATM's cultural-historical buildings and heritage sites and the heritage of Afrikaans in such a manner that nation-building and social cohesion will be achieved;
- collect and conserve, conduct research on, and portray, through exhibitions, the origin, development, benefit and expansion of Afrikaans, with a special focus on inclusiveness to address historical imbalances; and
- promote and stimulate Afrikaans nationwide at all levels of society, especially in disadvantaged communities, by means of lectures and publications, educational programmes, guided tours and cultural activities.

1. Constitutional mandates

The following sections of the Constitution of the Republic of South Africa, 1996 (Act No. 108 of 1996) are relevant to the ATM:

Section of Constitution	Responsibility of the ATM
Section 31: Rights of persons belonging to a cultural, religious or linguistic community	The ATM must ensure that its programmes and projects respect the cultural diversity of South Africa.

2. Legislative and policy mandates

National legislation	Responsibility of the ATM
Cultural Institutions Act (Act No. 119 of 1998)	The ATM is governed by a Council appointed by the Department of Arts and Culture with duties prescribed in this Act.

3. Institutional policies and strategies governing the five-year planning period

Policy	Responsibility of the ATM
Review internal policies	The ATM will review internal policies to determine if it is still relevant, and update it as necessary.

Part B: Our strategic focus

1. Vision

The ATM's vision is to expand it into a dynamic and inclusive institution that promotes the linguistic diversity of Afrikaans within the context of a multicultural society.

2. Mission

The mission of the ATM is to:

- Promote the diversity of Afrikaans through inclusive programmes and activities.
- Digitalise information to better conserve and increase access to it.
- Create an environment in which different Afrikaans role-players interact with each other to achieve social cohesion.
- Reach out to other indigenous language communities and entities through educational programmes and cultural activities.
- Research 'ignored' or displaced histories of Afrikaans, and sharpen its focus on African knowledge-learning systems as part of a larger decolonisation process.
- Promote mutual respect and tolerance between members of the Afrikaans language community in order to facilitate a stronger shared cultural identity.
- Manage the institution on sound and transparent financial and management principles that will establish it as a leading and recognised role-player in the heritage sector.
- Protect, conserve and promote Afrikaans's diverse language heritage, cultural-historical buildings and heritage sites.
- Empower various cultural groups through workshops and programmes.
- Empower the staff and greater community.

3. Values

The ATM strives for the wellbeing of Afrikaans in South African society. In this spirit we wish to encourage and support Afrikaans, especially among the youth and non-mother-tongue speakers. We constantly endeavour to establish mutual respect between Afrikaans and other indigenous languages by, among others, acknowledging the mutual influences of the languages on each other.

The ATM's values include:

- Striving for high levels of integrity, reliability, transparency and professionalism in what we do.
- Being tolerant and respectful in dealing with cultural groups and other indigenous languages.
- Striving for excellence in our work environment, as well as in what we offer to the public.
- Contributing to the empowerment of the South African society.
- Being creative and innovative in terms of the programmes and activities we offer.

Part C: Measuring our performance

1. Impact Statement

1.1 Programme: Administration

1.1.1 Entrance/Access to the Museum and Monument

Impact statement	Attracting more visitors to the Museum & Monument
-------------------------	---

The ATM serves as contact zone and a place of gathering where diverse communities of Afrikaans and other languages meet during offerings such as educational programmes, sporting events, full moon picnics, stargazing picnics, book launches and music concerts. In doing so, the ATM contributes to social cohesion and nation building through educational, sportive, arts and cultural events.

The ATM was well on its way to attract more visitors with various events and public programmes when the Covid-19 pandemic forced South Africa into a lockdown. This hampered the baseline target for visitor numbers, as well as future projections. Although the ATM would still like to achieve 72 905 per year, it may be more challenging with international tourism that have not yet picked up to previous levels by November 2022.

The ATM also had to adjust its targeted number of events and concerts that it hosts due to the pandemic. Interest in the ATM's events and concerts have increased again, but the ATM is evaluating the situation yearly when compiling the Annual Performance Plan and budget.

During the pandemic, the ATM started offering more virtual tours and exhibitions, as well as the possibility of joining events virtually. The ATM therefore decided in 2022-23 to change the heading of this Strategic Outcome to "access" instead of "entrance", to include online activity. This means access to the ATM's facilities, regardless of it being online or in person.

1.1.2 Human Resources Management

Impact statement	Defining present and future human resources needs, empowering staff by means of training programmes that would benefit the visiting public and evaluating staff on a regular basis
-------------------------	--

The management of the ATM encourages and supports lifelong learning and skills development. During the period in which the country was in lockdown due to the Covid-19 pandemic, the staff enrolled in various skills development workshops. The ATM also has two staff members who are currently enrolled in long-term study programmes.

Evaluation of staff are done bi-annually to ensure that all staff members reach the targets that were set at the beginning of the financial year, and address any shortcomings that may arise.

1.1.3 Property Management

Impact statement	To maintain the buildings, structures and equipment to be presentable and attractive to the public, and to eco-manage the gardens, invasive alien plants, erosion, walking trails and firebreaks
-------------------------	--

Maintenance of the buildings, structures and equipment, as well as the eco-management of the gardens and fynbos area, are done according to an annual maintenance plan.

The ATM also appointed a service provider who compiled a plan to address the alien invasives species located on the grounds of the Taalmonument, and the eradication of these species will be done according to this plan. This plan is long-term with first attempts to control the invasive species in 2019 in order to restore the fynbos vegetation. The area has been divided into blocks to make it more manageable with the intent that the areas will be in the maintenance phase by 2025.

1.2 Programme: Business Development

1.2.1 Fundraising and Marketing

Impact statement	To raise funds from the public and institutions, and present courses to generate additional funds
-------------------------	---

The ATM had to adjust the number of short courses it hosts from 6 to 4 short courses due to the Covid-19 pandemic after restrictions in movement was introduced. The short courses promote skills development, not only for those that want to refresh skills already learned, but also for those who want to learn a new skill. These short courses include book repair, introduction to archiving, writing and certain photographic skills.

With most of these short courses, the ATM will sponsor one or two of the attendees who may not be able to afford it to encourage lifelong learning. Not only that, it also enables that person(s) to use these skills to enhance their daily lives by either incorporating it in their work or start a business of their own.

1.2.2 Public Programmes and Communication

Impact statement	Developing public awareness of our institution, encouraging the public to visit the ATM, and promoting the ATM at all levels of society by offering public programmes
-------------------------	---

The ATM's public programmes have various themes and is planned around South Africa's national days. It contributes to the promotion of indigenous languages, environmental protection, transformation, and responds to the national strategic plan against gender-based violence and femicide.

During the 2020-21 financial year the ATM had to host its public programme virtually and/or on a very small in-person scale. This continued during 2021-22, although the number of attendees allowed changed as the restrictions in movement were adjusted.

In 2022-23, the ATM was able to host four of the six planned public programmes in the first and second quarter, with the last two planned for the third and fourth quarter of the financial year.

1.2.3 Collection Management

Impact statement	Collecting of valuable and relevant documentation, artefacts and books for the purposes of reference, research and display. Documenting them in a digital register. Conserving them for the future by means of restoration, repairing, cleaning and care under proper climatic conditions and within accepted museological standards, according to the ATM’s conservation policy
-------------------------	--

The ATM has fairly small collection, which comprise documentation, artefacts and books. Due to limited space, the ATM does not buy new artefacts, and only accepts donations if it is relevant to the ATM and/or a specific period in the Afrikaans language’s history. Restoration and repairing of items in the collection are done when needed. The ATM was extremely fortunate that most of the restoration and repairing of books and artefacts in the last 30 months, were done free of charge by people who wanted to give back to the institution.

1.2.4 Research

Impact statement	Undertaking of research on relevant subjects to widen horizons for the benefit of the community as a whole. Dissemination of research results to staff, researchers, members of the public, people who lodged enquiries and the wider public
-------------------------	--

The ATM’s research is done inhouse and has specific focus areas that is spread over a few financial years.

Contributing to transformation:

‘The Roots of Afrikaans’ is a 4-year research project that focusses on the diverse and shared origins of Afrikaans. The project aims at redressing past imbalances and unearthing the histories of this indigenous language. The objective of the project is to expand our museum collection. Oral history plays an important role to document untold histories.

1.3 Programme: Public Engagement

1.3.1 Exhibitions

Impact statement	Presenting a well-balanced, inclusive rendering of the history, development and current state of Afrikaans as well as the history and meaning of the Museum and Monument to the public through exhibitions
-------------------------	--

Although the ATM has permanent exhibitions about the *Genootskap van Regte Afrikaans (GRA)* and the variations of Afrikaans in the Museum, as well as the exhibition on builders of the Taalmonument at the Monument, the ATM also has a permanent

exhibition on medicinal plants in the gardens of the Taalmonument. The ATM is expanding its medicinal plants exhibition on an annual basis, with new medicinal plants being exhibited after research has been done.

In April 2021 the ATM opened its exhibition on the builders of the Taalmonument. The actual builders and their families were invited to the opening, many of them being at the Taalmonument for the first time after the project was completed. During this ceremony, the ATM gave them and their immediate family members life-long passports that will enable them to visit the Taalmuseum and Taalmonument free of charge.

The ATM also has a semi-permanent exhibition at the Taalmonument which is a metal sculpture of a man who stands on a boulder with open arms. The sculpture was created by Keven McArdle.

In the Groen Galery the ATM also have various temporary exhibitions which ranges from topics like the poetry to information on the Khoekhoen Afrikaans and Arabic Afrikaans.

Most of the ATM's exhibitions are also available on its website to ensure that it is accessible internationally for those that may not be able to visit in person.

1.3.2 Education

Impact statement	To educate, and to liaison and undertake outreach programmes to reach as many schools as possible
-------------------------	---

Although the ATM was not able to conduct any educational programmes during the 2020-21 financial year as most schools were closed and classes were virtual, the ATM endeavoured to liaison with various schools in the 2021-22 financial year. During 2021-22 the ATM had its lesson plan on the website which was downloaded 55 times in that year, had educational activities in the local newspaper and donated these newspapers to various schools (600 newspapers), as well as other educational activities during Language Month.

During February and March 2022, the ATM was able to host educational programmes at the Taalmuseum and Taalmonument with 54 school visits.

Lesson plans and school visits to the ATM continued during 2022-23.

2. Progress on the achievement of Outcomes

2.1 Programme: Administration

This programme comprises all operational costs and support structures of the ATM that are not already included in the other programmes.

2.1.1 Entrance to the Museum and Monument

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
To increase visitors and revenue at the Museum & Monument	Number of visitors per annum	66 000	72 905	2020 = 64 899 2021 = 16 910 2022 = 36 586 2023 (30/09/22) = 20 302	Annual reports, visitor statistics	Advertising to create awareness, including virtual visitors
	Number of events per annum	15	15	2020 = 18 2021 = 10 2022 = 16 2023 (30/09/22) = 0	Annual reports, events calendar	Advertising events

2.1.2 Human Resources Management

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
To maintain 100% evaluation rate and ensure well-trained staff	Coordinate and manage training per annum	6 training interventions	6 training interventions	2020 = 16 2021 = 17 2022 = 4 2023 (30/09/22) = 3	Annual reports, invoices, attendance, reports	-
	Number of staff performance evaluations done per annum	2 (bi-annually)	2 (bi-annually)	2020 = 2 2021 = 2 2022 = 2 2023 (30/09/22) = 0	Annual reports, evaluation documents	-

2.1.3 Property Management

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
To adhere to the annual property maintenance work programme	Annual repairs and maintenance: - Museum - Monument - Amphitheatre - Parking area - Hiking trails	Completed: 5	Completed: 5	2020 = 11 2021 = 10 2022 = 5 2023 (30/09/22) = 3	Annual reports, invoices, work programme, reports	-
	Annual eco-management: - Water ditches cleaned - Invasive alien trees cleared - Firebreaks cleared	Completed: 30 Jun 31 Oct 30 Sep	Completed: 30 Jun 31 Oct 30 Sep	2020, 2021 and 2022 = 30 Jun 31 Oct 30 Sep 2023 (30/09/22) = Water ditches (30/06) and firebreaks (30/09) cleared	Annual reports, invoices, work programme, reports	-

2.1.4 Explanation of Achieved Performance over the Mid-Term Period

Entrance to the Museum and Monument

During the 2020-21 financial year the ATM faced a tremendous challenge to get visitors to the Taalmuseum and Taalmonument as it was closed for the first six months of the financial year and had to weather the second wave of Covid-19. The tourism sector was one of the sectors hardest hit by the restriction in movement as these businesses mostly receive national and international visitors. In the past the ATM's visitors comprised of 60% to 65% international visitors, with the rest national and local visitors. Taking this into account, the ATM adjusted its target for the 2020-21 financial year in July 2020, with the expectation that the ATM will still be able to host events, even on a smaller scale, and that South Africa will only experience its second wave in April 2021. Unfortunately, this did not happen and resulted in the ATM not achieving its targets for 2020-21.

Although the ATM has virtual tours on its website, is communicating daily with the public via social media, and is looking at different ways of presenting some of its programmes and events in such a way that it conformed to the then current and

changing Covid-19 regulations, the institution understood that it had been hard pressed to achieve all its targets in the reported years and well as the coming years. This is especially true of visitor number targets while restrictions in movement was still in place, as well as the recovery period after the lockdown has ended as tourists either be cautious in traveling or will not be able to travel due to high travel costs.

During the 2021-22 financial year the ATM managed to reach its target, although lower than originally set in the strategic plan for 2020-2025. From 1 October 2020 until 30 November 2021, the ATM had a promotion for children under 18 years to visit the ATM for free. Furthermore, the ATM aggressively promoted its year permits - these enable individuals and families to visit the Taalmonument, Taalmuseum, Full Moon Picnics and coffee shop for a fraction of the price if they come regularly. The ATM was able to host picnic events, public programmes and educational programmes which attracted more visitors to the ATM.

With the first two quarters of the 2022-23 financial year, the ATM still saw a slight increase in its visitor numbers when comparing it to the previous financial year. As the ATM looks forward to a (hopefully) busy summer season with the peak normally around December and January, the ATM not only hopes to reach its new target of 40 000 for 2022-23, but to surpass it as it remains committed to the original target of 72 905 that was set before Covid-19.

Human Resources Management

The ATM strives to have a well-trained staff establishment and encourages them to attend training opportunities. This will equip them to be able to further excel in their daily tasks. During 2020 more training opportunities were presented online, at no cost or at a lower price than if attended in person. Especially during the first six months when the ATM was closed to the public, staff used this time to attend training opportunities.

For the 2021-22 financial year the ATM identified specific training for the staff, e.g. first aid, occupational health and safety, with accredited training facilities. Two training interventions which would have happened in the last quarter of the 2021-22 financial year could only take place during the first half of April 2022. No available dates could be confirmed with an accredited trainer for these specific programmes before April 2022.

During the first and second quarter, staff members attended a fire training course, as well as short skills development workshops.

Two of the ATM's staff members are also enrolled part time at institutions of higher learning at their own cost.

Property Management

The groundsmen and cleaning staff used the lockdown period in 2020-21 to perform much needed repairs and maintenance to the buildings, within the ATM's financial and practical capacity. The ATM also focused on completing the extension of the fence around the parking area of the Amphitheatre as this project was incomplete by the previous financial year-end. The project was finalised by 31 March 2021.

The staff focused on smaller maintenance and capital works projects during the 2021-22 financial year. The completion of the irrigation systems' replacement, including new water tanks, at both the Taalmuseum and the Taalmonument was one of the larger projects. Other capital works projects included the completion of the second phase of replacing the fence and upgrading the walkways at the parking area of the Amphitheatre, replacing the wooden window frames of the coffee shop at the Taalmonument, and enlarging the paved area at the coffee shop. The ATM is also compiling a plan for the removal of invasive plants and trees, as well as maintaining fire breaks on its property of which a draft was presented to Management on 30 September 2022. The ATM is will hold an information session with the neighbours of the Taalmonument in February 2023 to inform them of the implementation of this plan, which will also start in early 2023.

2.2 Programme: Business Development

This programme comprises fundraising courses and events, public programmes and communication, collection management, research and heritage.

2.2.1 Fundraising and marketing

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
Number of courses per annum	Number of skills development courses per annum	6	6	2020 = 11 2021 = 10 2022 = 5 2023 (30/09/22) = 2		

2.2.2 Public programmes and communication

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
Number of special days per annum	Number of special days per annum	6	6	2020 = 10 2021 = 5 2022 = 6 2023 (30/09/22) = 4	Annual reports, events calendar, booking forms, attendance registers, invoices, social media post	-

2.2.3 Collection management

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
Ensuring the preservation of artefacts, documents and books for the future	Number of conservation, preservation and maintenance activities regarding Museum collection	12	12	2020 = 0 2021 = 12 2022 = 19 2023 (30/09/22) = 5	Annual reports, emails, before-and-after photos	-
	Maintaining the register for the textile collection per annum	4	4	2020 = 11 2021 = 6 2022 = 8 2023 (30/09/22) = 2	Annual reports, monitoring registers	-
	Maintaining the register for inspection of the archives per annum	4	4	2020 = 11 2021 = 7 2022 = 8 2023 (30/09/22) = 2	Annual reports, monitoring registers	-
	Maintaining the register for climatic conditions in archives per annum	50	50	2020 = 57 2021 = 61 2022 = 50 2023 (30/09/22) = 13	Annual reports, monitoring registers	-
	Maintaining the register for inspection of the total exhibition per annum	12	12	2020 = 14 2021 = 11 2022 = 12 2023 (30/09/22) = 3	Annual reports, monitoring registers	-

2.2.4 Research

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
Dissemination of research results in various formats	Number of active research projects per annum	4	4	2020 = 0 2021 = 4 2022 = 3 2023 (30/09/22) = 4	Annual reports, copy of research document	-
	Number of history snippets for website/Facebook per annum	6	6	2020 = 13 2021 = 9 2022 = 9 2023 (30/09/22) = 4	Annual reports, history snippets on social networks	-

2.2.5 Explanation of Achieved Performance over the Mid-Term Period

Fundraising and marketing

Although the ATM was able to take some of its courses to an online platform in 2020-21 and, in doing so, was able to have a greater international audience, some of its courses could not be incorporated on a digital platform and had to be postponed until 2021-22. The short courses that had to be postponed was the photography and bookbinding courses. The short courses that could be moved to an online platform was courses like the writing and archival course, and the ATM aims to make these courses as affordable and accessible as possible.

In 2021-22 the ATM was again able to host all its skills development courses that it had planned for the financial year, which included the photography and bookbinding courses.

During the 2022-23 financial year, the ATM hosted the introductory archival course and the introduction to bookbinding, and is looking forward to hosting the advance bookbinding course and photography course in the third quarter of 2022-23.

Although these courses are attended very well, the ATM has had challenges in getting suitable presenters for these courses. Both the bookbinding and the archival short courses have to be done by presenters that are extremely knowledgeable in these fields, but unfortunately each year there are fewer of these people available.

Public Programmes and Communication

The ATM normally celebrates certain special days by presenting public programmes which is aimed at the youth as well as adults. During the 2020-21 financial year it was difficult to offer programmes for the youth due to Covid-19 and the challenges it presented to all sectors in South Africa. The focus was rather on adults, but with the understanding that certain programmes would be attended by both adults and youths.

During the 2021-22 as well as 2022-23 financial years the ATM continued to offer various public programmes focused on adults and youths. These programmes included Africa Day, Youth Day, Mandela Day, Woman's Day, Language Day, Heritage Day, Slave Emancipation Day and Reconciliation Day:

Role in/contribution to promotion of indigenous languages:

Neville Alexander commemorative lecture and prestige award are held every two years. The awards are awarded to individuals and/or institutions who promote Afrikaans and language projects, recognising the unsung heroes of Afrikaans.

Africa Day Celebrations focus on the influence and interdependencies of local African languages with Afrikaans.

Contribution to national days:

Africa Day - Daily social media posts that provide information on African culture and customs. On Africa Day entrance to the Taalmonument and Taalmuseum are free.

Youth Day – Creative writing workshop and temporary exhibition with the theme: Struggle Poetry. The aim of the day is to raise awareness, especially amongst young people, about the proposed language policy in schools that led to the student uprising on 16 June 1976, and the outcomes thereof, including mother tongue education for learners today.

Mandela Day – The ATM has an Adopt-a-School-project. This initiative supports the purpose of Mandela Day to inspire individuals to make the world a better place by spending 67 minutes of their time to make a change in someone's life.

Heritage Month – Competition, workshop and temporary exhibition on Arabic Afrikaans.

Slave Emancipation Day and Reconciliation Day - Reconcile with Afrikaans's diverse past.

Contributing to transformation:

Language Month – Language Day is celebrated annually on 14 August. The objective of the day is to honour the individuals that played an important role in developing Afrikaans. It further aims to portray the diversity in the present context. The annual celebration that centres on debates with actual topics/themes related to the Afrikaans landscape.

Our response to gender-based violence and femicide strategic plan:

Women's Day - Creating awareness around gender-based violence, universal human rights and the values of the Constitution of the Republic of South Africa is central to all programming of the ATM. Daily message of inspiration for the month of August and a morning brunch with a theme-related panel discussion.

Collection Management

The ATM collects valuable and relevant documentation, artefacts and books for purposes of reference, research and display, and documenting them in a digital register. It also conserves them for the future by means of restoration, repair, cleaning and care under proper climatic conditions and accepted museology standards, according to the ATM's conservation policy. The ATM digitising some of its collection until early 2021; this project will be a long-term one with various phases and over succeeding financial years due to the although complexity of digitising some of the rarer items. The phase that is complete entails various documents that was

scanned; now the metadata needs to be inserted into these documents. The next phase of digitisation will be extremely expensive as certain rare books and documents will need to be scanned or photographed. The ATM does not have the necessary funding to do this inhouse and does not want to remove these books and documents from its premises to let it be scanned or photographed at a service provider's offices. It is therefore looking for the possibility that this work can be done on the ATM's own premises.

During 2020 the ATM also revalued its collection for disclosure purposes, but the valuator could not supply the external auditors with information that they needed to verify the work that was done. After receiving a qualified audit report for both the 2019-20 and 2020-21 financial years, the ATM appointed another service provider with the stipulation that the valuation and documents pertaining to the valuation should be in accordance with the GRAP 103 standards. This ensured that the ATM not only got a more accurate determination of the value of its collection, but also received a clean audit report for the 2021-22 financial year. The service provider did however identify various items that could not be verified, which was placed on a lost register. The ATM will be working on the lost register to ensure it is addressed before the next valuation, which is done every five years.

Research

The ATM has a few ongoing research projects which spans over a few financial years. Some of these projects came to close during the 2020-21 financial year with following outputs:

1. A technical report on the Gariepafrikaans (Oranjerivierafrikaans) which is an historically marginalised variant of Afrikaans.

In the Afrikaans Taalmuseum we aim to give recognition to all the contributors to the development of Afrikaans and we would like to see the entire Afrikaans speaking community represented here. The focus of this oral history project is to broaden the knowledge of the history and development of Afrikaans, especially the historically marginalised variants such as Gariepafrikaans. The oral history recordings were done in the Northern Cape, specifically Namaqualand. The resulting stories were transcribed and are available on social media and the website. The research resulted in the dissemination and presentation of the information. This includes the transcriptions of recordings, the release of audio-visual material on social media and the submission of a technical report on the language aspects of the historical variant.

2. An article about the builders of the Taalmonument

The research on who the builders were and their experiences drew to a close at the beginning of 2020-21 with an article which was published in the ATM's newsletter and on the website. Building on that, the ATM produced an exhibition that was unveiled in April 2021. By having done this research, the ATM is now able to relay their stories while working on this iconic Monument, including the challenges they faced and successes they celebrated.

3. The first section of the 'Roots of Afrikaans' was completed in 2021-22. It's about the route around the Cape and the Portuguese loan words in Afrikaans. The historical period is 1488 to 1595.

Other research projects entail various smaller projects for the purpose of developing educational programmes as well as for the ATM's exhibitions.

2.3 Programme: Public Engagement

This programme comprises exhibitions and education.

2.3.1 Exhibitions

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
To convey information to the public by means of exhibitions	Number of exhibitions held or updated per annum	1	1	2020 = 6 2021 = 3 2022 = 5 2023 (30/09/22) = 2	Annual reports, photos, exhibition material, website postings	-

2.3.2 Education

Outcome	Outcome indicator	2019/20 Baseline	2024/25 Target	Actual achieved as at 30 Sep 2022	Data Sources	Improvements required for the remainder of the planning period
To educate, and to liaison and undertake outreach programmes to reach as many schools as possible	Number of school tours conducted per annum	80	80	2020 = 129 2021 = 0 2022 = 51 2023 (30/09/22) = 52	Annual reports, booking forms, entrance forms, invoices	Liaison with educators of various schools, as well as Department of Education
	Number of educational programmes developed per annum	2	2	2020 = 0 2021 = 2 2022 = 3 2023 (30/09/22) = 1	Annual reports, educational programmes	-
	Number of educational programmes upgraded per annum	2	2	2020 = 0 2021 = 2 2022 = 3 2023 (30/09/22) = 1	Annual reports, educational programmes	Focusing on e-learning/virtual classrooms from 2023 to ensure more

						accessibility of the ATM's programmes
Total number of less-privileged school groups transport to Museum and Monument sponsored per annum	16	16	2020 = 22 2021 = 0 2022 = 22 2023 (30/09/22) = 19	Annual reports, invoices	-	
Established reading groups per annum	2	2	2020 = 2 2021 = 0 2022 = 0 2023 (30/09/22) = 1	Annual reports, acknowledgment letter of groups receiving reading books	Working with local authority in 2023	
Number of writing and public speaking competitions held for learners per annum	2	2	2020 = 2 2021 = 0 2022 = 2 2023 (30/09/22) = 1	Annual reports, invoices, programme	-	
Number of outreach programmes per annum	2	2	2020 = 0 2021 = 1 2022 = 3 2023 (30/09/22) = 1	Annual reports, invoices, social media posts	-	

2.2.5 Explanation of Achieved Performance over the Mid-Term Period

Exhibitions

During 2020-21 the ATM was able to take its temporary exhibitions virtual due to the lockdown period that severely restricted visitor movement. The ATM was also closed to the public for six months and was only able to welcome visitors back on the 1st of October 2020.

The ATM hosted 3 'Groen Galery' exhibitions (temporary open-air exhibitions) during 2020-21. Displaying exhibitions is one of the core functions of a museum, and the ATM decided to display the 'Groen Galery' exhibitions also virtually. These exhibitions varied between the translation of the Afrikaans Bible to a competition on Arabic Afrikaans.

During 2021-22 the ATM hosted 4 temporary exhibitions in the 'Groen Galery' as well as a new permanent exhibition of the builders of the Taalmonument. The ATM also has living exhibitions, namely the medicinal plants exhibition that are located in the gardens of the Taalmonument.

Education

As most educational programmes that were planned for 2020-21 had to be cancelled due to Covid-19, the educational division used this time to focus on preparing new, and updating current, educational programmes.

In 2021-22 various educational programmes could not be presented as the ATM has done in the past, but the staff went to various schools to present the programmes there. During the last quarter of the financial year, the ATM was able to host its educational programmes at the Taalmonument and Taalmuseum.

The programmes that the ATM presents to the groups are based on the curricula for the specific grades, which makes it an extension of the classroom.

Official sign off:

T Laing
Chief Financial Officer

Signature:



MJ Jonas
Director

Signature:



Approved by:

Adv JJ Meiring
Chairperson of the Council

Signature:



Mr Nathi Mthethwa, MP
Minister,
for and on behalf of the
Department of Sport, Arts and Culture

Signature:

