



STEYTLERVILLE FAMILY
CRESTS-
CELEBRATING OUR HERITAGE

The Facts : Steytlerville

Population:4728 (district)

Local Economy: Agricultural activities

Average Income per household:R19250.00 p/m

Unemployment rate:62%

Dependent on social or other grants:77.9%households

Completed high school:0.1%

Have some secondary schooling:0.1%

Passed matric 2014:1 from 32 matriculants

Age of first pregnancy:15

Number of shebeens: 12

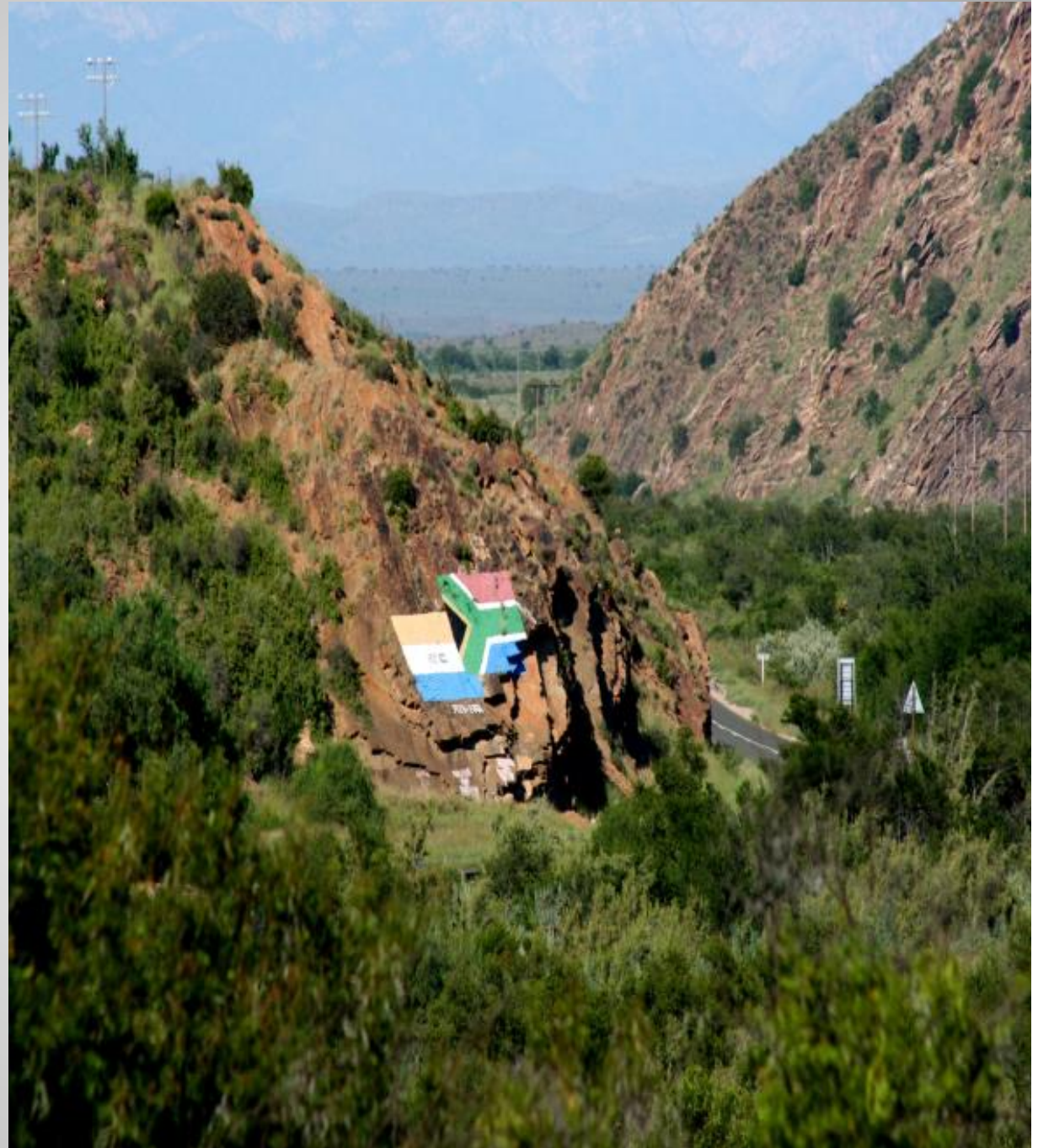
Number of churches : 30



The project

Where did it start?

- Dr George Craven and the old national flag in Steytlerville
- Adding the other national flags in the Valley of Flags.





THE OLD AND THE NEW

The Valley of Flags: Noorspoort



So why a Family flag project?

- To create a sense of family cohesion and awareness .
- Create a sense of ownership of place.
- Cultivate a sense of pride and dignity
- To mend the social divide in the town.
- Create a tourism attraction that is unique in the Karoo.
- To build an economically viable job creation opportunity centred around the flags



Where to start??

Challenges

- Sponsorship
- Very small CBD
- No municipal or government budget
- No tourism association
- Public scepticism
- Buy in needed from local community
- Very little information about local population groups
- Available and willing hands to perform the mandate.





Where would we find finance for the project?

Answer: The R327!

How did we finance the project?

- Raised money with the cycle race to buy and move the telephone poles.
- Encouraged those who could to pay their own costs :R1500.00 per pole.
- Applied and received money from Dept. of Sport and Recreation for previously disadvantaged families.
- Received Municipal support for some families.



Information Gathering

- Visited nominated families to gather as much information as possible.
- European families normally had their family crest or family data
- Xhosa families :Used info gathered about clans with assistance of the Natural History Museum in Grahamstown.
- Coloured families: Designed own crests from info gathered.















THE TOWN IS ADORNED!

22.05.2013

Challenges going forward:

- Maintaining the flags.
- Completing the family crests
- Adding value to the concept
- Finding sustainable sponsorship