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# ASSITEJ ZIMBABWE

ZIMBABWE ASSOCIATION OF THEATRE FOR CHILDREN AND YOUNG PEOPLE  
(ZATCYP)

## PROJECT PROPOSAL FOR THE ZATCYP 7<sup>TH</sup> NATIONAL CHILDREN'S THEATRE FESTIVAL

HWANGE 19 - 23 JULY 2000

### CONTACT PERSONS

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## **1. Introduction**

The Zimbabwe Association of Theatre for Children and Young People (ZATCYP) was formed in 1992 with the aim and mission of promoting and improving the quality of performances for, with and by children. It is also the Zimbabwe Centre of Assitej International, an international organisation which brings together groups, individuals and organisations interested and committed to the development of theatre for children and young people, and the Zimbabwe Centre of the International Amateur Theatre Association (IATA/AITA). By membership of these two Associations, ZATCYP is part of an international alliance of children's and youth theatre practitioners all over the world. Assitej International recognises the right of all children to enrichment through the arts. It is a culturally unifying voice promoting equality, peace, education and cultural and racial harmony. ZATCYP's activities are coordinated by Dr Robert McLaren, the Chairperson, and Mr N. Takawira, the Field Training Officer.

## **ZATCYP'S VISION**

ZATCYP's vision is to facilitate the development of a national, child and young people centred theatre organisation that is self-sustaining, member-driven and member empowering. The organisation aims at communicating and advocating children's and young people's issues in partnership with other child and young people-centred organisations in order to develop the full well-being and growth of children, free from all political, cultural, racial, religious and gender discrimination.

## **MISSION STATEMENT**

ZATCYP strives to:

- ❖ Develop and promote theatre for children and young people professionally as well as to unite individuals, professional theatre workers and organisations working with children and young people through workshops, festivals, research, publications, documentation, seminars, symposia, fundraising and income-generating activities in Zimbabwe, regionally and internationally.
- ❖ Protect the rights of children, young people and others working for the development of children and young people's theatre.
- ❖ Put children and young people in focus in creating, commenting, informing, entertaining and educating through a popular medium the issues that they themselves experience.
- ❖ Bring together and foster networking on a national and regional basis for individuals and bodies involved in the theatre for children and young people.

## **2. CHILDREN'S THEATRE FESTIVALS**

Since its inception, ZATCYP has organised a children's theatre festival each year. These festivals have been a learning experience, with each building on the previous one, and culminating in the 1<sup>st</sup> International Children's Theatre Festival held in August 1997, in Mutare.

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## Lessons Learnt

Although there were many problems faced in organising for the first ever international Theatre festival in Zimbabwe, there were many exciting experiences and many lessons learnt. The most significant of these was the creation of opportunities for theatre groups in the region to share the same platform and learn from each other, networking for possible cultural exchanges, and generally appreciating each other's cultural creativity in a non competitive spirit.

Locally, the Mutare festival was a practical example of the immense capacity of Zimbabweans from different parts of the country when working together for a common and specific purpose. The local organising committee over the nine months of preparation, developed skills they could never have developed without the festival. For the general public in Mutare, particularly the children, the festival played an excellent role in building an audience for live theatre. ZATCYP believes that providing such opportunities is one effective way of creating a community that appreciates quality theatrical productions, and values theatre for children and young people.

## 3. PROJECT OBJECTIVES

### 3.1 Development Objectives

To help promote and popularise theatre for children and young people in Zimbabwe at national level.

### 3.2 Immediate Objectives

- To provide good quality theatrical entertainment to children in Zimbabwe.
- To expose children's performing groups to the cultural market through these festivals.
- To provide opportunities for Zimbabwean children's theatre people to share the stage with other from inside and outside Zimbabwe, and so to provide opportunities for cultural exchanges.
- To create fundraising opportunities for participating groups.

### 3.3 Indicators

The achievement of the above objectives will be realised through the following activities which will be used as indicators of the programme's success:

#### Conceptual

- Selection by the Festivals Subcommittee of good quality, well-balanced participating groups representing the wide variety of performing arts in the respective regions.
- Creation and effective operation and coordination of regional festival committees.
- Organisation of Audience building events around festival venues.
- Instituting of an effective Fundraising strategy.

- Organising venues for accommodation and performances.

### **Operational**

- ◆ Coordination of travel arrangements for groups from both in and outside the respective regions.
- ◆ Coordination of a programme that gives opportunities for groups to mix and perform together and share skills in a workshop situation.

### **Communications**

- ✓ The Secretariat will work closely with the Regional festivals committees and the National Executive Committee to produce publicity material such as brochures, posters, pamphlets, banners, leaflets, programme, etc. They will also conduct interviews on radio, television and newspaper to publicise the festival well in advance.

## **4. RESOURCE REQUIREMENTS**

The successful execution of projects with such overarching national effects requires the investment of significant human and material resources which ZATCYP cannot sustain. Towards achieving the necessary human resource support, ZATCYP has established a National festival committee made up of personalities from diverse backgrounds, and will create Subcommittees responsible for the key areas of Hospitality and Accommodation, Transportation, Venues, Marketing, Publicity, and Fund Raising in respective regions.

## **BUDGET**

The overall budget of the regional festivals has been broken down into specific items. It is projected that each regional festival will take a maximum of three days and a maximum of 12 children's and youth groups.

## **BENEFITS TO SPONSORS**

The Association makes a commitment that all the organisations/companies which will support the festivals will receive maximum publicity. All the posters, banners, fliers, brochures and the programme will contain their logo and slogans. That will also be contained on all the press coverage. The organisations/companies are welcome to suggest how they want us to give them maximum mileage in terms of publicity.

### **Budget**

This budget covers all the 10 festivals in bulk. However this can be broken down on request.