The background of the cover features a close-up of a wooden carving of a person's face on the left and a hand holding a beaded necklace in the center. The text is overlaid on the right side of the image.

Consuming Culture: **MARKETING NAMIBIA'S CULTURAL TOURISM PRODUCTS**



MDG  **F**

MDG ACHIEVEMENT FUND

MUSEUM MATTERS

The Newsletter of the Museums Association of Namibia

MAY
2012
Nº 21



Inside

**Why young people don't visit
Museums in Namibia**

**& Raising Heritage
Awareness in Namibia**

SAMA Conference

REGIONAL MUSEUM DEVELOPMENT

Newsflash:

Namibia's first Medical Museum
under development

EXTRA

★ Preparing for Heritage Week, what to expect, inside!

membership form

Please indicate the category of membership that you wish to apply for: (Mark with an x)

Please note: Annual membership of MAN runs from 1st January to 31st December.

Individual **N\$120.00**

Associate **N\$200.00**

Institution **N\$400.00**

Name:

Postal Address:

Telephone:

Fax:

Email:

Membership fees may be paid in cash, by cheque or postal order. Cheques should be made out to the “Museums Association of Namibia” and posted to:

P.O.Box 147, Windhoek. If you require any information please contact our Operations Manager, Ms. Naitsikile Iizyenda on Tel: +264 61 302236

Please note our new email address: museums@iway.na

Museum Matters

Museum Matters is published biannually by the Museums Association of Namibia and is intended to inform members about our past and future activities. It is also a platform for sharing ideas and experiences. MAN members are encouraged to submit articles and suggestions to help us improve Museum Matters for you.

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Museum Matters

From the Chairperson's Desk



Ms Stella Imalwa - Chairperson

As Namibians our heritage is our birthright. We have an amazing opportunity to own, experience, learn about our tangible and intangible heritage - the gifts that we have inherited from past generations of Namibians and we have the duty to preserve our heritage and pass it on to future generations. Our heritage is so rich and diverse and includes buildings, monuments, landscapes, books, works of art, artifacts, folklore, traditions, language, indigenous knowledge and culturally performances and the biodiversity of our plants and animals. Namibia is truly blessed by the cultural and natural heritage that is the legacy of our ancestors.

As the Chairperson of the Museums Association of Namibia I believe that museums have a central role in helping Namibians to appreciate our heritage and to become active participants in campaigns to protect and preserve our natural and cultural resources. It is for this reason that the Museums

Association of Namibia would like all its members to become actively involved in organizing events as part of Namibia's Heritage Week. The week will be organized this year from 24th-30th September with the slogan 'I Love My Culture'. Let us all embrace this opportunity to raise the profile of our museums and heritage institutions in the community and to invite Namibians and other visitors to join us in celebrating our diverse heritage. Just as it is the combination of different colours of paint that make a painting beautiful, it is our different cultures that make Namibia so beautiful.

The Museums Association of Namibia and its partners have, since independence, been carrying out its mandate of promoting the meaningful use of our member institutions in Namibia to impart knowledge and sensitising its members on their responsibilities and role in national development. In its efforts, the office

and its elected representatives have managed to establish, maintain and strengthen relations between all institutions concerned with the study, practice, preservation, protection and dissemination and promotion of our national heritage be it in cultural, natural heritages. The Museums Association of Namibia has a huge responsibility to support its members and facilitate regional museum development and we are very happy to report that the Ministry of Youth, National Service, Sports and Culture has provided us with a significant increase in our grant-in-aid for the 2012-2013 financial year and I would like to take this opportunity to thank the Ministry for their support.

I can report that with the huge mission entrusted on MAN, we have managed to use the national and external support provided to us by our national and international partners and associates to ensure that Namibian museums are developed and improved professionally and to implement as far as possible the requests of our members as laid out in our rolling Three Year Development Plan. We have a system for appraising new museum projects and strive to support those that are currently under development and that join MAN as 'associate' members. Our ongoing priorities include facilitating training opportunities and workshops for our members, collection development, museum marketing and ensuring museums have the necessary equipment to conserve and document their collections and to communicate effectively.

I would also like to take this opportunity to highlight some of the major projects that MAN has been involved with and which have been made possible due to external funding. Support from the Embassy of Finland has enabled us to manage three

projects which will help to document and preserve the tangible and intangible heritage of northern Namibia. Nakambale Museum, a community-based museum which relies on its own income to sustain its activities is being supported through the development of its products and the provision of a business plan to help it ensure the long term sustainability of the museum. The second project involves the renovation of a building that housed the old Finnish Mission Hospital at Onandjokwe. Once the renovations are complete we hope that our members will assist in the creation of Namibia's first Medical Museum which will be housed in the building. Finally a team are collecting the oral history of the Hon. Toivo ya Toivo - a good example of the importance of building our collections. The recordings and transcripts are being deposited at the National Archives of Namibia and will form the basis for a biographical publication. Another major source of external funding over the last financial year was the MDG-F Programme for Sustainable Cultural Tourism supported by the Spanish and Namibian Governments. The funds enabled us to work with the Ministry of Environment and Tourism and United Nations Environment Programme to produce the Heritage Handbook and Saving our Heritage for Our Children booklets. We also worked with the International Labour Organisation and Ministry of Trade and Industry to produce Consuming Culture, a report on the market for cultural tourism in Namibia. Funds were also received through UN-Habitat to support the development of Phase One of the Munyondo gwaKapande Cultural Village. MAN was also able to facilitate an exhibition and catalogue about Marginalised Communities in Namibia that was

facilitated by the Office of the Prime Minister and the International Labour Organisation. We hope that we will continue to be able to source external funding to help us achieve more and provide more to our members! One of the exciting developments for this year is that the International Committee of Museums of Ethnology have decided to hold their Annual Conference in Namibia with papers that will explore the relationship between ethnographic displays in cultural villages and museums and source communities. The Conference will provide a great opportunity to showcase Namibia's cultural heritage and museum sector to an international museum audience as participants will be visiting local museums and sites during the conference and in a short post-Conference tour.

As a new financial year starts for the museum sector I would like to take this opportunity to share some of my dreams a little for the future development of the museum sector.

Firstly, I hope that this year we will be able to increase the maximum size of grants that we can provide to member institutions that successfully compete for Regional Museum Development Grants. Secondly, I hope that we will be able to locate a sponsor who will be willing to provide support to enable us to re-launch the popular School Clubs and Museums Exhibition (SCAMX). Thirdly, we should make it a priority to resurrect MAN's website. Fourthly, I would like to see MAN providing more internships for young people to provide them with experience and training and locating scholarships to enable more museum curators to receive professional training. Fifthly, I would like MAN to produce more marketing materials for our members. Sixthly, I would like to see MAN produce new mobile exhibitions for circulation in Namibia to enable

museums to attract repeat visitors and attract new audiences. Seventhly, I hope that MAN will find a way to obtain transport so that it can effectively monitor and evaluate the projects we are supporting through RMD grants and, finally, I hope that we will find ways to increase our staff compliment so that MAN can further expand its services and improve the availability of staff to assist our members. Whilst my wish list is long and ambitious I always like to remember the words of Bennett Kangumu, a speaker at one of our AGMs several years ago, who told us that 'If it can be dreamed, it can be built'.

What are you planning for Heritage Week 2012?

Heritage Week has been gradually growing in size over the last few years and the Museums Association of Namibia would like to encourage every member museum to plan an event or programme of activities to take place during heritage week. Activities could include a new or temporary exhibition, a cultural performance, lectures, film shows or a day with special educational activities for local schools. The only limit is our imagination. MAN will distribute promotional material in advance of Heritage Week which we hope members will distribute and display in their regions to ensure that the week is visible throughout Namibia.

Heritage Week this year will be organised by a Working Group representing a wide range of stakeholders - including museums, heritage sites and the tourism sector. It has been, provisionally, proposed that Heritage Week should take place on 24th-30th September this year in order to coincide with World Tourism Day (27th September). The link will provide an excellent opportunity to market our cultural heritage attractions and to build stronger co-operation with partners in the tourism sector.

The Working Group has proposed that the slogan for this year's Heritage Week should be 'I Love My Culture' or 'We Love Our Culture' so that we focus particularly on our living culture and the ways in which it connects with our heritage sites, parks and wildlife and the objects that we preserve in our museums. The Museums Association of Namibia is planning to develop a range of publicity materials that will be distributed to all our members in advance of Heritage Week.

Regional Museum Development Grants 2012

Regional Museum Development Grants in recent years have been small, but as a number of new community-based museum projects are currently being developed it was argued at last year's AGM that the scale of grants should be increased so that the grants can be used to provide a meaningful contribution to the creation of new museums (with an emphasis on community-based projects) or the transformation of existing museums through the development of new displays or programmes of activities. However, the Regional Museums Development Grants remained frozen at a current total amount of N\$120,000.00 as the MAN grant-in-aid did not increase. However, we hope that the news that we will have an increased grant in this financial year may enable us to increase the size of our grants this year.

During last year's Annual Planning Workshop the Advisory Committee recommended that priority should be given to proposals that enhance the computer and internet capacity of a museum or help develop its collections. This year 10 member museums/institutions were awarded Regional Museum Development Grants. The recipients are: Nakambale Museum and Rest Camp, Ombalantu Baobab Tree Heritage Centre, Gobabis Museum, Onandjokwe Medical Museum, Kavango Museum, Arts Association Heritage Trust, Gobabeb Training and Research Centre, Helvi Mpingana Kondombolo Cultural Village, Namibia Scientific Society and the Namibia Underwater Federation - Marine Archaeology Section

The Regional Museums Development Grant Committee also formally adopted the following guidelines to assist with the award of grants:

Guidelines for the Award of Regional Museum Development Grants

1. Associate members applying for grants should have been positively evaluated by MAN before they can be considered for a grant.
2. The RMDG Sub-Committee should strive to use at least half its annual grants to support initiatives that are likely to lead to the establishment of new museums.
3. Members applying for grants to cover funding in priority areas will be given grants (Priority areas are those areas recommended by the Advisory Committee, e.g. computer and internet capacity, exhibition development etc). However, funding will not be limited to the areas recommended.
4. Institutional and Associate Members will not be eligible for an RMD Grant if they have not provided full narrative and financial reports on previous grants received and provided proof of insurance for equipment purchased.
5. Preference will normally be given to applicants who did not receive an RMD Grant in the previous financial year.
6. Applicants must be fully paid up members of the Museums Association of Namibia for the calendar year for which the application is made.
7. The RMD Grant Committee will consider the strength of the motivation provided by an applicant and whether they have provided quotations or a sufficient explanation for the requested budget.

If insufficient evidence is provided it is likely that the RMD Grant Sub-Committee will reduce the amount requested.

8. Regional Museum Development Grants will not cover the everyday running costs of museums e.g. phone bill, electricity, staff salaries
9. Grants awarded may not exceed N\$20,000.00 per applicant but in order to distribute more grants and help with the development of more museums grants may be reduced in size.
10. Grant money cannot be used for any purpose other than that stipulated in the contract between MAN and the recipient without the written permission of MAN's Executive Committee.

National Heritage Council Launches Web Site

The National Heritage Council officially launched its new web site at a small function held at NICE restaurant on Friday, 20th May, 2012. The site will provide a very useful resource for MAN members as it contains information about 'national heritage places' across Namibia and a list of the type of classifications that are used in the documentation of sites. The web site will also be used as a platform where news about forthcoming events relevant to the heritage sector can be announced and advertised. The site also includes an interactive section as the National Heritage Council has established a link to its Facebook page where heritage

Professionals will be able to engage in dialogue with members of the public and involve the public in assisting with the identification and documentation of Namibia's heritage [*The Museums Association of Namibia would also like to develop a Facebook page and would like to find a technologically minded member who would like to volunteer to help set up and administer a page for us!*].

Prof Alphaia Wright, the Director of the Regional UNESCO Cluster Office, speaking at the launch highlighted the importance for the sector of engaging with new media to reach out to a wider international audience and of making better use of the possibilities that were being created by new technology.



Launch of the National Heritage Council Website



National Heritage Council Website

Ms Esther Moombolah-Goagoses, speaking on behalf of the Hon. Kazenambo Kazenambo, Minister of Youth, National Service, Sports and Council, stressed the importance of heritage for economic development in Namibia and the promotion of our national identity. Ms Moombolah-Goagoses also highlighted the importance that the Ministry places on the involvement of the community in the preservation of Namibia's heritage.

Check out the National Heritage Council's new web site at:

www.nhc-nam.org

Consuming Culture

The Museums Association of Namibia has, in partnership with the International Labour Organisation, produced a report for the Ministry of Trade and Industry that examines the potential market for cultural tourism in Namibia. The report has been produced as part of the MDG-F Programme for Sustainable Cultural Tourism in Namibia. In his foreword, Hon Kazenambo Kazenambo, whose heads the lead Ministry on the Programme argues that 'there is considerable potential to develop our cultural industries as tourism products'. The report includes a set of twenty recommendations for the effective marketing of cultural tourism to increase visitor numbers to cultural heritage attractions, such as museums. Copies of the report will be distributed to all institutional members of MAN.

Funding from the Embassy of Finland

MAN was approached to manage 3 projects funded by the Embassy of Finland through the Fund for Local Cooperation. The projects are being conducted over a two year period under the title 'Promoting and Preserving the Cultural Heritage of Northern Namibia'. A signing ceremony where an agreement between the Museums Association of Namibia and the Embassy of Finland was signed, took place on 8th July, 2011. The three projects are,

- Renovations to the Nakambale Museum and the development of a business management plan.
- Renovations to the first building at Ondandjokwe Hospital to create the Ondandjokwe Medical Museum and the production of an exhibition and picture book to commemorate the centenary of the hospital.
- The research and writing of the biography of Andimba Toivo ya Toivo

New Construction at Nakambale Museum

Nakambale Museum and Rest Camp received funds to cover the costs of the upgrading and improvement of its traditional homestead at Olukonda. The huts in the traditional homestead had collapsed due to the excessive rain that had been received during the previous rainy season in early 2011.

Although Nakambale Museum had opted to keep everything in the homestead purely traditional, it was agreed to build the walls of the new huts with cement and then plaster the outside and the inside walls with clay to maintain an authentic traditional appearance.

This would be easier and cheaper to maintain as when the clay washes off, it can be replaced easily. Mahangu stalks and grass bundles were also used for thatching the roofs as these last longer. It was further suggested to put doors in each hut made with the ribs of palm leaves so that crawling insects are kept out. All the furnishings in the hut will be made from palm leaves and ribs (doors, beds, mats for the beds and floors).



Representatives from the Museums Association of Namibia and the Nakambale Museum and Rest Camp

Nakambale Museum and Rest Camp during renovations



The project is also seeking to do an evaluation of Nakambale Museum as a business, as being a community-based enterprise, does not receive any support from local or regional government. Discussions have been taking place about the possibility of developing a joint venture with a partner from the tourism sector.

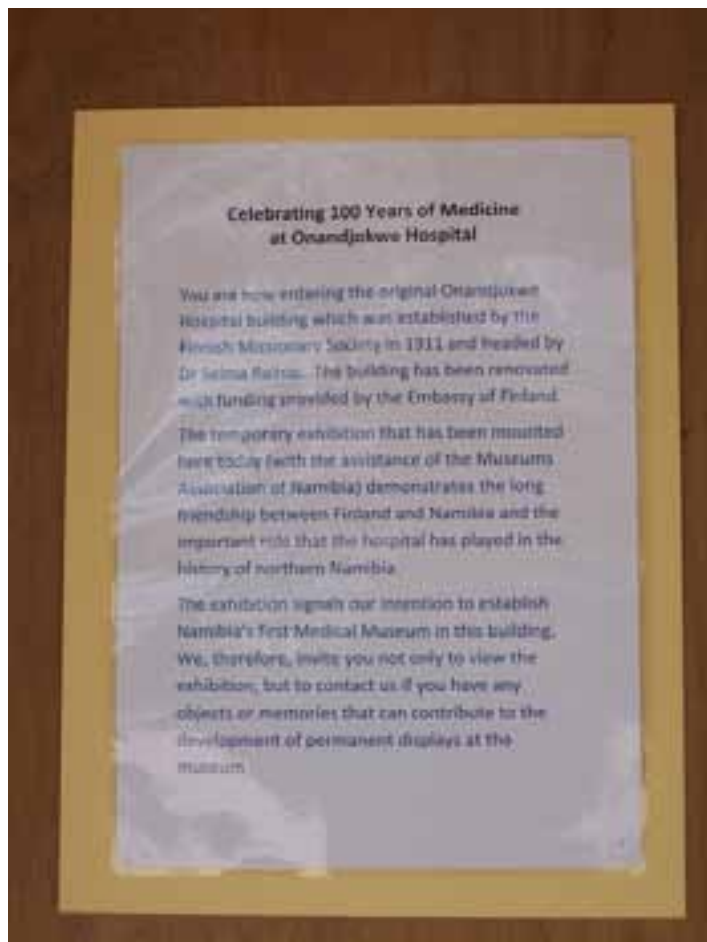
Celebrating 100 years of Medicine at Onandjokwe Hospital

The Onandjokwe Hospital, situated at Oniipa in Northern Namibia is the third largest hospital in the country. It was established in 1908 by Finnish doctor Selma Rainio who delivered hundreds of babies (many mothers named their children after the female doctor and this helps to explain why there are so many 'Selmas' in the north today).

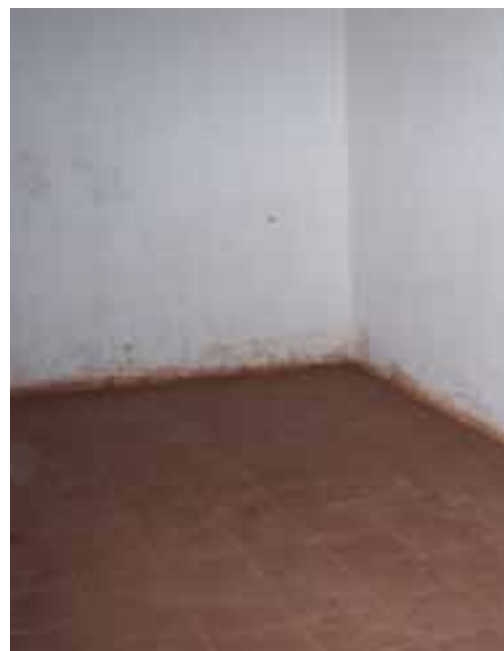
The Museums Association of Namibia is assisting with the development of a new medical museum at the hospital. Because of MAN's commitment towards development of new and existing museums, Ms Naitsi Iizyenda and Ms Napandulwe Shiweda travelled to Onandjokwe to assist with the creation and mounting of a temporary exhibition at the Medical Museum, to mark the centenary of the hospital. The centenary celebrations took place on the 24th September 2011.

The proposed museum will be housed in the original hospital building that functioned as both the first hospital and Selma Rainio's residence when it was established. The building consists of five gallery spaces that are currently under renovation. For the centenary celebration a photographic exhibition depicting the history of the hospital, its establishment and development,

the nurses and doctors who were employed at the hospital and the activities that have taken place there, was created. The Rev. Julius Mtuleni has played a major role in gathering photographs and artifacts from former staff and patients of the hospital. A team has been working hard on the restoration of the old building with Jarmo and Elise Lehtinen, in particular, assisting with the supervision of the construction work and the financial management of the project.



The introductory text at the entrance to the temporary exhibition



The building currently being renovated to house the medical museum and staff offices



A section of the temporary anniversary exhibition

The centenary exhibition was seen as an opportunity to obtain more information about the history of the hospital. A notice board was mounted in the first gallery so that people who had information about the people in the photographs could write it on a piece of paper and stick it on the board, providing further information for the development of the permanent exhibition. A few artefacts were provided by the nurses' training school and these were displayed accordingly.

The Centenary was officially opened by the Minister of Health, Hon. Richard Kamwi and was well attended by both local and foreign dignitaries as well as former Finnish nurses and doctors who were employed by the hospital during its 100 years. The Museums Association of Namibia has agreed to facilitate a planning workshop later this year for stakeholders to develop the collections and displays of the proposed medical museum.

Work on Biography of Toivo ya Toivo

Hon. Andimba Toivo yaToivo is, at 87 years old, one of the most significant founding members of the nationalist movement in Namibia. The project is a good example of the Museums Association of Namibia's belief that museums should be actively involved in the business of 'collecting' and building their collections and this includes the documentation of important oral histories that will be able to contribute to future exhibitions. The project will record and collate a collection of interviews and gather documentary evidence relating to his life with the immediate goals of creating a collection that will be used to write a popular biography. A set of 27 tapes of interviews conducted by Ms Ellen Namhila with Hon Toivo ya Toivo have been deposited at the National Archives of Namibia and already constitute an important historical archive with further interviews and archival research to still be conducted. Ms Namhila carried out oral interviews with Hon. ya Toivo in Windhoek and at his village in northern Namibia.

Ms Erica Ndalikokule transcribed all 27 tapes of the interviews with Toivo ya Toivo and copies of a complete transcript of 426 pages has been deposited at the National Archives of Namibia and with the Museums Association Namibia.

Dr Napandulwe Shiweda was selected by the team to edit the transcripts of interviews conducted with Hon. Toivo ya Toivo. The work entails identifying gaps and highlighting contradictions and repetitions that exist and compiling a chronological storyline from the interviews. Mr Werner Hillebrecht is working on the raw chapters and has also produced an additional report detailing existing published and archival sources. Mr Phanuel Kaapama will review and edit the finished text, consolidate all potential gaps and make recommendations. The project is an important initiative and MAN feels that it presents a challenge to all our member museums to reflect on the extent to which they are actively collecting new material that they anticipate will be of historical or scientific interest to their community in the future.



Andiba Toivo ya Toivo

Photography for Namibian Museums

The Museums Association of Namibia, with the support of the National Arts Council of Namibia, conducted a two day training workshop in November, 2011 on 'Photography for Namibian Museums'. The workshop was facilitated by two professional photographers, Ms Leigh Daniz and Mr Leitago Narib, who taught a group of eighteen museum workers.

The aim of the workshop was to train museum workers to take more professional photographs of the objects in their care for cataloguing and conservation purposes, but also to increase their confidence to use photography to document events taking place in the local community and to produce portraits of people interviewed by museum workers. The workshop gave advice about the type of photographic equipment that a museum should buy and covered subjects such as the use of lighting and the composition of a good photograph. Participants were also warned about some of the most common mistakes that are made by photographers. The workshop took place at the Lake Oanob Resort near to Rehoboth and participants took full advantage of the beautiful light and landscape to take thousands of photographs.



Workshop participants



Photography workshop



Photography workshop - working with natural light

A selection of each person's photographs were projected on to a screen and reviewed to enable people to learn from their mistakes. Participants were also excited to receive a special presentation from UNESCO about the work of the organisation and its particular support for the development of cultural industries. The workshop was intense, but all those who attended were very enthusiastic about what they had learned and eager to try out their new skills.

The Museums Association of Namibia would like to continue to encouraging

member museums to write proposals for regional museum development grants to obtain cameras and lighting equipment (the deadline for the next annual round of applications is 31st January, 2013). The Museums Association of Namibia aims to ensure that all the museums in Namibia have the equipment they need to catalogue existing items in their collection and to enable them to fulfil their important role as the constant collectors and guardians of the memories of their communities.

Documentation of Traditional Craft Workers

As a follow-up project to the Photography Training Workshop the Museums Association of Namibia is encouraging museum curators to document traditional craft workers in their region. The aim will be to take photographs and collect biographical information that can enable museums to create small exhibitions that will feature some of the work done by traditional craft workers in their region. As we have limited funding our idea was to start the project in two regions where we have museum partners that already actively market locally made products.

In the Omusati Region the project will initially work with Ombalantu Baobab Heritage Centre and the Uukwaluudhi Royal Homestead. Nakambale Museum and the Helvi Mpingane Kondombolo Cultural Village will be our partners on the project in Oshikoto Region.

We two regions will be used as pilot projects with an initial awareness-raising campaign based on the distribution of posters and postcards requesting people to provide MAN with the contact details of local craftspeople. We will then work with the local curators and a photographer to document the work of some of those identified so that small exhibitions can be created for display at the participating museums. The Museums Association of Namibia hopes that, if the project is successful, it will be possible to extend it to other regions of the country.

Inclusive Museums - Ms Naitsikile Iizyenda

The Fourth International Conference on the Inclusive Museum took place from the 30th June - 3rd July 2011 at the University of the Witwatersrand, Johannesburg South Africa. The concept of the 'Inclusive Museum' programme is that communities should be actively involved in the management of museums and the design of new exhibitions so that museums serve their communities more effectively and reflect their interests.

Generous support from the Getty Foundation, enabled ICOM to sponsor 15 delegates from the Southern African museum and heritage community to attend the conference. The following delegates attended; Mr. Lovemore Chances Mazibuko (Malawi); Mr. Simao Souindoula (Angola); Ms. Winnie Winani Kgwatalala (Botswana); Mr. Jesmael Mataga (Lesotho); Mr. Ram Racheya Deoraz (Mauritius); Ms. Naitsikile Iizyenda (Namibia); Mr. Paul Msemwa (Tanzania); Mr. George Mudenda (Zambia); Mr. Fidelity Phiri (Zambia); Mr. Terry Nyambe (Zambia); Mr. Farai Mudododzi Chabata (Zimbabwe); Ms. Lilian Chaonwa (Zimbabwe); Ms. Beryl Ondiek (Seychelles); Dr. Rudo Sithole (Secretary General, Africom, Kenya); Ms. Rooksana Omar (President, Icom South Africa). Members of ICOM who wished to obtain support to attend the Conference had to submit a written review of the museum sector in their country and this was used as the criteria for the selection of participants from the region. The participation of Southern African representatives was an opportunity for colleagues to network with international participants from a range of different academic fields.

The conference was preceded by a one day workshop dedicated to the Southern African representatives to allow them to discuss issues challenging the development of museums within the region. The workshop encouraged the creation of a stronger professional network for the participants and the inclusion of African experts on international, academic platforms. A concern, however, is that the workshop itself was not facilitated by an African expert nor was there any involvement or participation from the Southern African colleagues in the organizing of the programme for the workshop. As a result the workshop was not very interactive, practical and lacked discussion on issues relevant to our museums and heritage institutions. Instead, we were introduced to projects of the Smithsonian Institute in Washington, which were interesting and with enough resources we could adapt them to integrate into our museum programmes.

However, do African Museums not have successful initiatives that we can benchmark and adapt? Southern African countries share similar histories and often communities are shared across borders. Speaking to my colleagues during the conference, we were able to exchange some interesting and innovative projects on which we could collaborate but often there was not enough time to fully engage with them as the conference programme was packed with presentations and activities.

After the workshop participants took a walk over Nelson Mandela Bridge to the Newtown Cultural precinct where the Workers Museum is situated. The Workers Museum is situated at the site where migrant workers travelling to Johannesburg in search of work were housed. The

old compound has been restored and converted into a museum focusing on the story of migration and contract labour. This museum was of special interest to me as the Museums Association of Namibia is currently involved in a similar project. A proposal has been made to preserve and restore the buildings at the entrance to the old migrant workers' compound in Walvis Bay. The museum would provide an account of the particular role of the compound in a historical workers' strike in 1971/72, but also a wider account of the regional migrant workers network that fundamentally shaped Namibia politically, economically, socially and culturally. Representatives working on the project in Namibia had previously visited the Workers Museum in Newton, Johannesburg to learn and engage in ways in which the project might be developed.

The South African Breweries World of Beer Museum is also situated in Newton. The museum is a private, corporate initiative that belongs to the South African Breweries and tells the story of beer and beer brewing in South Africa. The museum is expansive, high tech and interactive. Although Namibia has its own brewery producing its own beer, the Namibian brewery does not have a museum, although perhaps it has its own archive. It would be interesting to trace the history of beer brewing in Namibia.

The conference provided an opportunity to hear some interesting presentations and to exchange ideas during the talking circles that were centred on different streams. As a developing country Namibia's heritage industry is fast expanding. There have been many new developments especially in the area of cultural tourism. The conference provided a

platform to network with other professionals from the region and make collaborative partnerships with international heritage organizations that have similar on-going projects. The Southern African delegates were able to make a 5 min presentation on issues pertaining to museums within their countries. Though this time was not nearly enough to sufficiently discuss all the relevant issues I was able to provide a brief overview on the museum sector in Namibia and the new developments taking place in our heritage industry. In addition, I was able to share ideas about some of our more successful projects such as the School Clubs and Museums Exhibition Competition, the annual event dedicated to involving young people in museum and heritage development and the Heritage Hunt, the involvement of local communities in the identification of heritage place. These are projects that have managed to make museums more educational and inclusive in Namibia.

It was not new to hear the challenges facing African Museums, the most common of course being the lack of financial and human resources that are available to fully develop museums into inclusive institutions. In addition, even with the relaxation of restriction of movement within the region there has not been enough regional cooperation among heritage institutions in Southern Africa. The lack of cooperation is further aggravated by the failure of the SADCAMM. However, the attempt by SADC countries to launch a new association SADC-HA (the South African Development Community Heritage Association is looking to address the issue of cross-border partnerships and develop an effective network of heritage professionals with the region.

The museum sector in Southern

Africa has shared concerns and overlapping collections that transcend national boundaries. In order to achieve success in developing partnerships we will need to address our needs as a museum community. We were able to discuss some practical ways in which our museum community could create collaborative partnerships.

Professional exchanges. In 2009, two staff members from the Military Museum (Okahandja, Namibia) undertook an internship to the South African National Museum of Military History. They were able to learn about ways in which to preserve their artillery and discovered some armaments that were used during Namibia's Liberation struggle. The colleagues in Angola are currently establishing a Military Museum and would like to benefit from a partnership with their southern neighbours.

Regional Mailing List. Through the SADC-HA Task Team our colleagues from Botswana are currently creating a mailing list of Southern African Heritage Professionals. This mailing list will be a platform to share ideas and keep each other inform about what's happening in our respective countries.

Develop trans-border exhibitions. Mobile exhibitions are important educational tools that are cost effective and can create awareness to a much wider public than permanent exhibitions in museums. With our shared histories and communities, we would like to develop exhibitions that can travel across the regions.

The Museums Association of Namibia is seeking innovative ways to meet the dual challenge of tracking and supporting new museum

development in Namibia and transforming older museums to feature new and more inclusive and interactive displays. In our effort to improve the local development of our museums we want to forge stronger partnerships with museums and heritage organizations across Southern Africa to creating museums that are not only educational resources but also platforms for provoking thinking and producing tangible results.

Planning for the New Gobabis Museum

Whilst coming under the direct management of the Municipality and moving to its new premises, the Gobabis Museum has yet to officially open to the public as the curator, Ms Cito-Simana, is busy developing new exhibitions and collecting artifacts from the residents of Gobabis. The Operations Manager and the Project Planning and Training Officer visited Gobabis in September 2011 to assist the curator with exhibition development for a permanent display for the museum and to propose the establishment of an Advisory Committee.

The newly established Gobabis Museum Advisory Committee held its first meeting in October 2012 and those present adopted the proposed exhibition plan. MAN staff attended the meeting accompanied by Mr Gunter von Schumann. It was decided that a date for the official opening would be decided upon at the next advisory committee meeting after more work on the exhibition had been completed. The Museums Association of Namibia also provided the Gobabis Museum with enlarged copies of key historical photographs of the town to be used in the new exhibition and took the opportunity

to photograph several of the local heritage sites.

Development of Skeleton Exhibition Plan for the City of Windhoek Museum

The City of Windhoek is an urban cosmopolitan. It has a rich blend of traditional European architecture combined with both traditional and modern African culture and lifestyle. Windhoek, Namibia's capital city is centrally located and it is easy to see how the migration from the thirteen regions has created a relaxed and harmonious atmosphere that reflects Namibia's rich cultural diversity.

The first recorded settlements were established because of the hot springs in the area and today the city has an estimated population of approximately 350,000 inhabitants. The proposed City of Windhoek Museum will reflect this cultural vibrancy through an overview of the history of Windhoek, but also provide a showcase for local economic enterprises and cultural events as well as providing a guide to the natural features that distinguish the city. The museum will, thus, provide an educational and recreational resource for both foreign and local visitors.



Dr. Z. Ngavorue was one of those who shared their memories of the Old Location

The Old Location Reunion

The City of Windhoek held a reunion for former residents of the old location. One of the objectives of the reunion was to encourage former residents from the old location to bring objects and photographs and share memories and donate these to the proposed City of Windhoek Museum so that the community is directly involved in the creation of the new museum.



One of the key principles followed by the Municipality in the development of the museum has been the involvement of the community with the Museums Association of Namibia facilitating two workshops to develop the new museums storyline and exhibition plan. The first included former residents of the Old Location, whilst the second reflected the views and concerns of stakeholders concerned about the environment. The City of Windhoek Museum will have a number of roles. It will need to reflect the memory and identity of Windhoek to build civic pride, provide an educational resource (especially for learners), provide a forum for information-sharing and a space for reflection on issues of concern to the public and contribute to the development of the city. The displays are being designed to be effective in communicating messages and engaging their audience in thought and dialogue. The museum's exhibitions will compliment and add value to Windhoek's existing cultural landscape by providing an original and imaginative visitor attraction for the city.

The museum will consist of seven galleries and it is proposed that each gallery should focus on a different theme. The seven themes that were initially proposed are:

- 1) Wild Windhoek: Biodiversity in the City
- 2) An Audio-visual room
- 3) Windhoek Today
- 4) What's New? The Temporary Exhibition Gallery and
- 5) Pre-colonial Windhoek and the German Colonial Period
- 6) The Reception and curio shop (including a display on the building's history)
- 7) New Perspectives on the Old Locations: Re-location and the creation of Katutura and Khomasdal

A number of other, less formal, exhibition spaces will be available in spaces in the building such as the porch, cafe and reception area. As renovations are still underway, the final allocation of space will be decided by the curatorial team.

The recommended themes for the different gallery spaces will enable the museum to reflect the history of the city that is so strongly visible in the architecture of the city and the memories of its residents. However it will also enable the City of Windhoek to showcase new developments and the work of its different departments through a dynamic programme of temporary exhibitions. The museum will also enable the city to promote public appreciation of our natural environment and to encourage greater public support for the environmental initiatives of the City of Windhoek, the Government and local environmental organisations.

Conference in Namibia on Cultural Villages

The International Committee of Museums of Ethnography will be holding its annual Conference at the Safari Court Hotel in Windhoek on 12th-14th September, 2012. The theme of the Conference will be 'Commodifying Culture? Cultural Villages and Living Museums'. The call for papers for the Conference has provided a clear explanation of the focus of the Conference: 'Museums are increasingly conscious that many artifacts should not simply be displayed as art. Objects need to be contextualised within the framework of the intangible cultural heritage that provides them with meaning. Ethnographic exhibitions and museums strive to present a context

that adds depth to the 'reading' of an object and to reflect the dynamic nature of culture. In Namibia and other countries there has been much debate about the best way to 'preserve' and 'display' culture since it is such a fundamental aspect of a community's identity. How should museums reflect cultural diversity in a way that preserves tradition, but also recognizes the dynamism of living cultures?

On the one hand, museums have sought to develop new exhibitions that have moved beyond the static presentation of objects in glass cabinets using audio-visuals to show the vibrancy of cultural heritage. These new forms of representation also showcase 'living tradition' and aspects of continuity and change within traditional rituals, dance, music and oration.

However, another approach presents an alternative format for the preservation and preservation of intangible cultural heritage (in particular). One of the major developments which has transformed the traveler's experience of communities they encounter have been initiatives to create spaces where communities 'speak for themselves' and provide musical performances and craft demonstrations to visitors. The initiatives have often labeled themselves as 'Cultural Villages' or 'Living Museums'. The formula has many variations; critics complain that people at these centres are turned into exhibits, while advocates argue the opposite - that such centres empower communities and provide them with the opportunity to present and preserve their own intangible cultural heritage. The issue also raises questions about the relationship between Museums of Ethnology and the communities that they represent. The Conference is a unique opportunity to engage with museum

professionals from around the world and the Museums Association of Namibia is currently exploring ways to enable interested members to attend the three day Conference. A number of cultural villages have been created or are planned in Namibia and the Conference will provide an opportunity to learn from the international experiences and concerns of others. If you are interested in presenting a paper or attending the Conference you should contact the MAN office.

Raising Heritage Awareness in Namibia

‘There is a ‘Native American’ saying that ‘We do not inherit the earth from our ancestors, we borrow it from our children’. Namibia has beautiful landscapes and incredible cultural diversity which combine to give our country its unique and special identity. However, unless we all act as responsible guardians of our resources our natural environment may be destroyed and important historical sites and cultural knowledge may be forgotten. ‘The quote comes from the introduction to a booklet called ‘Saving Our Heritage For Our Children’ which has been produced as part of a package of ‘heritage awareness’ raising materials produced by the Museums Association of Namibia with the help of a focus group of stakeholders concerned with the conservation of our natural heritage and the preservation of our cultural heritage.

The booklets provide a summary of a larger reference tool, The Heritage Handbook, and have been translated into six local languages: Afrikaans, Khoekhoegowab, OshiNdonga, OtjiHerero, Rukwangali and SiLozi. The Handbook is being distributed to stakeholders, including museums, and

will help provide an overview of the national and international measures that are in place to protect our heritage.



ICME Conference on Cultural Villages

The Heritage Handbook is consciously divided into two sections covering ‘natural’ and ‘cultural’ heritage to encourage people to be more aware of the ways in which nature and culture connect. The Museums Association of Namibia believes that the Handbook will encourage museums to take a more pro-active role in their communities as the ‘bodyguards’ of our heritage.

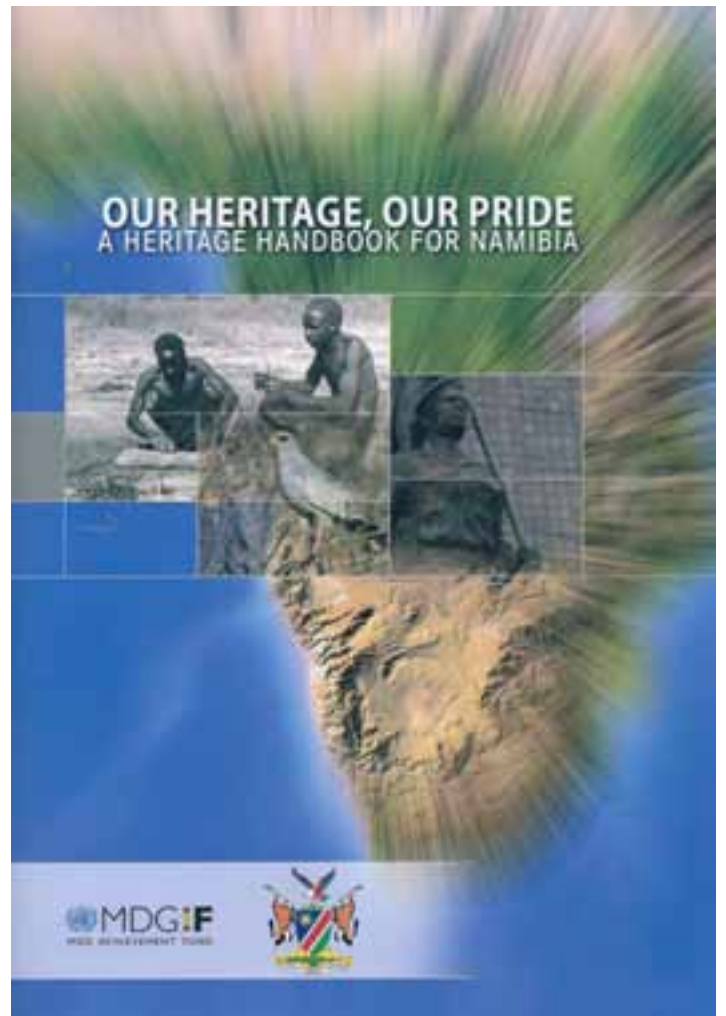
The handbook and booklets have been published by the Ministry of Environment and Tourism in partnership with the United Nations Environment Programme as part of the MDG-F Programme for Sustainable Cultural Tourism in Namibia.

In addition the funding will support the promotion of Heritage Week in Namibia as a means of encouraging Namibians to visit value and celebrate our natural and cultural heritage through the creation of publicity materials including posters to promote Heritage Week 2012.

The booklets were launched by the Honourable Netumbo Nandi-Ndaitwah, Minister of Environment and Tourism, in Windhoek on Friday, 30th March, 2012. At the launch the Minister emphasised the point that cultural tourism has the potential to play an important role in economic development. Mr Patrick Simataa representing the Ministry of Youth, National Service, Sports and Culture also spoke at the event, emphasising the importance of collaboration between the two Ministries in order to protect Namibia’s heritage and develop cultural and heritage tourism.



Hon. Ndeitwa- at the launch of the booklet



Heritage Awareness



Saving Our Heritage

SAMA Conference 2011 - Ms Antoinette Mostert (Walvis Bay Museum)

The 74th Conference of one of our sister organisations, the South African Museums Association (SAMA), was held on the 25th-27th October 2011 at the Ditsong National Cultural History Museum in Pretoria. MAN agreed to sponsor one member to represent MAN at the Conference and Ms Antoinette Mostert, the curator of the Walvis Bay Museum, was the successful applicant, whilst the City of Windhoek and Military Museum increased the Namibian presence at the Conference. Ms Mostert has provided a short report on the Conference. The theme of the Conference was, "Objects telling a story" from which a variety of ideas was discussed. The main idea of the conference centred around the debate about the relevance of museums in a post-colonial era. Discussions focussed on the new approaches that can be adopted to allow for social cohesion, relevance, economic viability, and encourage community involvement in museums. A variety of guest speakers delivered short papers on a variety of subjects. Time was also allocated for questions and discussion after each presentation. The central concerns of the Conference were efficiently summarised in the presentations delivered by the President of SAMA and the keynote address by the Director of the World Heritage Fund and I will summarise their speeches.

Welcoming speech by Mr. Ishmael Mbhokodo, President of SAMA

Heritage practitioners are tasked with the preservation of heritage. Therefore the celebration of Heritage Day in South

Africa recognises the role that museums play in society. Because it is a repository of collections there should be new approaches to systems of heritage preservation. New strategies should be developed in how we can preserve and protect our unique heritage. Education plays an important role. Role players should construct and engage in a platform to exchange ideas and new ways doing things. Intellectuals should share information and engage in effective management of heritage resources through new efforts.

A major issue of concern is the link between museums and memory and the development of social projects that can effectively involve local communities in their local museum. Technology also provides museums with an opportunity to redefine themselves. Therefore museums should intensify new approaches to raising museum awareness among the public. Walt Disney's view of heritage preservation was quoted: 'Heritage, ideas, codes and standards are preserved and diminished by how we exchange ideas and feelings'. The effective reflection of ideas and emotions are important if a museum is to achieve one of its primary educational goals – communication with the public.

Reference was made to the colonial conquest of Africa which influenced the state of affairs in African museums by referring to the fact that many African objects are still exhibited in foreign museums with captions that drain them of their original meaning and cultural context. Museum professionals are challenged with the task of reconstructing their history and heritage. Museums as 'spaces of memory' have a responsibility to play a vital role in preserving the collective memory of the communities they serve. So local museums should have a plan to ensure that the collecting and documenting of local history is an active and ongoing process [that is why MAN encourages

every institutional member to have, at least, a good quality camera]. Mr Mbhokodo argued that museums should be able to show objects of value as one of the central attractions of a museum is its ability to enable visitors to see something 'authentic' in the real thing. Scientific exploration should also be an ongoing process in the process of knowledge production and partnerships between museums and universities can help to strengthen public awareness of this role. Finally, he argued that cultural history museums should portray human development without compromise, providing a platform to present and explore issues of concern to society.

Keynote address of Dr. Webber Ndoro, Director of the World Heritage Fund

In his keynote speech, Dr Ndoro highlighted the current trend in Southern Africa for museums to be supplemented by cultural villages as reminders of the African identity, the impact of colonialism and Christianity and indigenous Africa culture. References were also made to the influence of religion, in particular Islam, on African heritage. The development of museums in African countries throughout history was influenced by socio-political developments, in particular the colonial conquest and the struggle for independence. The conflicts during these political eras have led to different concepts of a museum and what needs to be preserved. The Rwandan genocide exemplified the way in which political events can impact on the ways in which societies decide to remember the past. The current global economic recession has also had an impact on the nature of heritage development in Africa.

The pattern of colonialism in Africa with different territories being colonised

by different European countries also influenced the form that early museums took in Africa. The British, who occupied many African countries, had an obsession with archaeology and ethnology while the Portuguese were less interested in preservation. During the colonial period in many African countries artefacts were exported, rather than exhibited. The post-colonial challenge has been the transformation of museums to have the interest of Africans on the continent as their core function. However, Africa has a living culture. So some academics have argued that, in the post colonial era, the European concept of museums is no longer relevant.

Questions were raised as to whether heritage practitioners have done enough to preserve our living heritage? How do we define museums in our respective culture? Do we have words to describe museums in our languages and cultures? There is no singular culture in Africa, as the continent is blessed with immense cultural diversity. This poses a challenge in the heritage sector in that a large amount of knowledge is still not documented.

The collections in most African museums were first researched and documented by European researchers. Hence the national museums of most African countries tend to display a collection of certain ethnic groups that were considered of interest (or at risk of 'extinction') by European anthropologists and ethnologists. As a result the majority of museums are still very Eurocentric. African objects are integrated into displays to reflect a ceremonial and symbolic meaning, rather than integrated into a historical account of a region. The African demographic pattern is constantly changing and museums have, generally, failed to portray the changing influences on African cultures over time. The management of our heritage resources

is strongly influenced by past and present political agendas. As a result, many museums have not kept pace with the ever changing cultural environment and still portray the same stereotypes about African cultures as being static and unchanging.

Another challenge is that museums are operating under certain limitations, such as certain negative perceptions of museums that prevail. Despite demographic changes there are still many histories that are not portrayed in museums. Instead individual stories that have been documented after the post independence era are displayed as representing the whole nation. Museums should reflect on the extent to which they reflect the history and interests of the communities that they serve in the exhibitions that they create.

Crucially, most museums still continue to target foreign tourists as their primary audience and do not attract the local community. In addition, museums are too heavily depended on foreign support and donor funding. Consequently, the donors that fund new exhibitions determine how museums will be perceived and what should be preserved and displayed. Exhibitions, for example, still tend to show the 'traditional' way of life of San communities and to exclude recent changes in their social environment. Another example given was the Marabastad exhibition in the National Culture History Ditsong Museum, the Conference venue. This display does not represent the complexity of life at that time and the cultural development of township life was ignored. South Africa is now embarking on a new focus to redefine museums and develop economic strategies to make museums more viable. The Department of Arts and Culture has looked into the redistribution of museums in South Africa in terms of funding, which will in turn lead to job

creation and entrepreneurship. Families and friends should be active participants in preserving the collective memory of their community. As Alpha Konare, the former President of Mali, was quoted as saying, "We must think careful of the most suitable way to preserve our heritage."

Empowering Marginalised Communities

The Office of the Prime Minister (OPM) has developed an exhibition and catalogue that focuses on 'marginalised communities' in Namibia being communities that had experienced a particular history of land loss and social discrimination. In Namibia the term has, so far, been used to apply to the San, Ovaherero and Nama communities. The development of the materials was facilitated by the Museums Association of Namibia with funding provided by the International Labour Organisation. Two consultants, Mr Goodman Gwasira and Dr Ute Dieckmann, worked on the exhibition and catalogue in consultation with the San Development Division of OPM. The exhibition focuses on the activities that have been done by the Division and will compliment the mobile exhibition on the San that has been developed by the National Museum of Namibia. Any museum interested in a temporary loan of the exhibition should contact the **San Development Division:**

Tel: 061-2879111.

Why young people don't visit museums in Namibia - Ms Limba Mupetami

[Ms Mupetami is a media studies student at UNAM who has worked as an intern with the Museums Association of Namibia]

Museums are known as institutions that preserve art, objects and sculptures for the betterment of society. The idea of museums is to enlighten and inspire visitors through exhibits, guided tours, lectures and cultural programmes. Many people visit museums when they travel to new places to learn about the history and culture of that place or to learn about the plants and wildlife that they will see. However, in Namibia, most of my friends have never visited a museum, unless they were taken there on a school trip. I decided that it would be useful to ask young people why they did not think of visiting their local museum.

Michelle, a second year Media Studies student at the University of Namibia, said, 'I was not raised with the culture of visiting museums, and growing up, I still do not go. Not because I am not interested in visiting them, but just because I would rather visit a place that is being marketed very well as something I would like to see. So I think the answer is that people do visit museums, only it becomes really boring to go to the same place all the time to see the same thing. Maybe museums should invest in survival tactics that involve plugging into things that connect to current trends or appeal to the youth. Because being a young person I will rush somewhere if there was a bit of entertainment provided'. Michelle makes the point that there is not enough marketing material aimed at young Namibians to encourage their interest in their heritage, and also that museums should do some research about what interests young people so that their

exhibitions can be made more appealing to young people.

School trips are one way in which young people can be introduced to museums.

The schools competition that MAN used to hold every year got young people involved in making exhibitions and created a lot of interest in museums as it empowered young people to get involved in researching and making displays. However, the competition has not run since 2010 due to a lack of funding. Unless there are activities that get young people involved with museums they are likely to remain with negative perceptions of museums. Trevor, a learner at A. Shipena Secondary School said, 'My school hardly provides out of class activities, and we do not get taught about the importance of museums because the idea I have of it is that it is a place for storing old things. But I would like to go and visit one very soon'. Whilst museums may be places that contain old things, those artefacts can be used to provide new debates and ideas.

I believe that there are many reasons why one should visit a museum. One important point to me is that we should be involved with museums as they can contain objects and memories that help us to be proud of our culture. As the saying goes 'you can't know where you are going, if you have no idea where you came from'. Museums preserve heritage for future generations to tap into for inspiration. It is and should be a well respected institution and I would like to see the Ministry of Education giving support to enable more schools to be involved with their local museum or to visit museums in other regions so that we learn more about the different regions of our country. A museum is a place that preserves the facts and testimonies of a nation's history, an influential person's life and achievements are displayed as well as cultures of different regions.

†I wish more local people would visit

museums, especially those ones that need community support. Daily we mostly get foreigners and people from overseas. It is disappointing because young people would rather go and pay money to watch a movie that teaches them little to nothing than get involved in their local museum. If our museum does not have displays that we find interesting than why don't we get involved to help? Museums can contain stories about events based on real testimonies about historical events and authentic objects. Research shows that museums help student visitors remember information longer than they do by staring at dry, boring textbooks.



Ombalantu t-shirt

The Curator's Toolbox: Visitor Books and Surveys

Whilst many Namibian museums have a visitors' book that they use to monitor visitor numbers the Museums Association of Namibia would like to encourage our museums to also invite visitors to complete a Visitors Survey.

We have therefore created a short and simple visitor's survey that will be distributed to members or which you can photocopy from the newsletter. We would like our members to encourage their visitors to complete the form (we recommend that you have a box at reception where people can leave their completed form). The visitor's survey will be a tool that will help you in two ways. It will provide

you with information about your visitors that will help you to market your museum more effectively and it will also help you to improve your museum. The first part of the Visitors Survey will help you to get a better idea of who visits your museum and compliment the information that you can obtain from analysing your Visitors Book. At the end of each month you should look at the forms that have been completed and record the information. Knowing your audience profile can help you to decide how best to market your museum to reach those who are interested in the museum, but can also help you make plans to encourage new audiences to visit the museum. For example, if the museum does not attract young people

then perhaps you can create an exhibition space that will show displays produced by local schools (that will encourage learners and their families to visit). Apart from the increased insight that a Visitors' Survey can provide into your market it can also help you improve the service that you provide. Our museums provide a service to the communities that use them, so it is important to provide an opportunity for visitors to give their opinions as to what they like best or ideas about how the museum could be made better. Visitors might also have suggestions about new exhibitions that the museum could develop. The Visitor Survey will transform visitors into active participants in the development of the museum.

Namibian Museums Visitor Survey (Please tick your choice)

1. Personal Details

Age: under 18 ☐ 18 -35 ☐ 36-59 ☐ 60+ ☐

Gender: Female ☐ Male ☐

Nationality _____

Ethnicity _____

2. How did you learn about our Museum?

Website ☐ Poster/Leaflet ☐ Friends/Family ☐ Media ☐

Other _____

3. Which are your MAIN reasons for visiting the museum today?

Something to do in spare time ☐

For an event, activity or workshop ☐

Something to interest the children ☐

See an exhibition or display ☐

See what the museum has to offer ☐

Hobbies/outside interests ☐

For nostalgia (past memories) ☐

Tourist/day trip visit ☐

For family or local history ☐

Other, please write below _____

4. Who did you come with to the museum today?

On your own ☐

Society or community group ☐

With a partner ☐

In a school/college group ☐

With member(s) of your family ☐

In a tour group ☐

With a friend(s) ☐

Other, please write below _____

5. HOW GOOD did you think the following museum services were during YOUR PRESENT VISIT ?

	Excellent	Good	Adequate	Poor	Very Poor
Content of exhibitions/displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout of the museum/signs to places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of reading exhibit labels/descriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities/activities for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hands on" exhibits to touch/try out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop/Sale of souvenirs (if available)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What new topic would you like to see added to the museum displays?

7. What was your favourite exhibit in the museum?

8. Overall museum experience

Excellent ☐ Good ☐ Adequate ☐ Poor ☐ Don't know ☐

9. What improvements would you like to see in the museum?

10. Other comments (if any)

Munyondo gwaKapande Committee 2012



Mr Tuhafeni Pessa, Chairperson of the Munyondo gwaKapande Cultural Village on a site visit with colleagues from the Kavango Regional Council