



MEDIA RELEASE

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AfroFlair Mzansi Fest: A Heritage Day Celebration of Music, Culture & Entrepreneurship in Soweto

Wednesday, September 24, 2025 | Soweto Equestrian Centre, Rockville | 10h00 – 19h00

Heritage Day 2025 will sparkle with a new cultural gem as Soweto welcomes the inaugural **AfroFlair Mzansi Festival** (Mzansi AfroFlair Fest), a vibrant celebration of African music, arts, food, and entrepreneurial flair.

Hosted on **Wednesday, 24 September 2025** at the historic **Soweto Equestrian Centre in Rockville**, the festival promises to blend **music, markets, and Mzansi soul** into one unforgettable day.

Powered by the **Department of Sports, Arts and Culture (DSAC)** through its flagship **Mzansi Golden Economy (MGE)** initiative, the AfroFlair Mzansi Festival is designed as more than just entertainment – it is a cultural and economic empowerment platform.

Attendees can look forward to **live performances from household names** including the ever-green Afro-pop band **Mafikizolo**, the award-winning Afro-soul singer **Zamajobe**, SA's beloved Afro-pop trio **Encore**, as well as an exclusive musical experience/ensemble featuring a mesmerising trio of performers, including the electrifying **Tubatsi**, rising Mzansi blues band **Sekenhand** – with the impeccable, high-energy Afro-jazz funk & African pop band **Shef & the Kitchen** in the lead.

To maintain the event's momentum ahead of the headline (live music) acts, Soweto's own DJing talents, **Refiloe Motsei (Jozi FM)** & Proteen BOG are also on the bill, alongside a bustling trade expo showcasing **local farmers, crafters, and township entrepreneurs**.

Driving Heritage Through Music, Markets, and Meaningful Impact

Festival founder **Georgina Lefifi** of Bonisiwe Consulting, says the vision is to create a proudly South African celebration that fuses creativity with economic opportunity:

“AfroFlair Mzansi Festival is more than a day of music and food – it is a tribute to the extraordinary creativity and entrepreneurial spirit that define our nation. Heritage Day is about who we are, and through this festival, we bring

together artisans, farmers, musicians, and small businesses to showcase the very best of Mzansi.

“It’s about creating sustainable platforms for local talent while paying homage to our shared cultural tapestry,” says Lefifi.

She adds: *“With the invaluable support of the DSAC’s **Mzansi Golden Economy**, we are positioning arts and culture as true drivers of economic growth & social cohesion. The festival will also generate over **200 temporary jobs** for local youth and women, while empowering township entrepreneurs with new markets and audiences.”*

Strategic SMME (Exhibition) Partner: Soweto Farmers Market Joins the Movement

Key to the festival’s success is a strategic partnership with the **Soweto Farmers Market**, renowned for empowering local farmers, crafters, and entrepreneurs.

Mbulelo Ntshatsha, co-founder of Soweto Farmers Market, expressed his excitement about the collaboration:

“We are thrilled to bring the Soweto Farmers Market spirit into AfroFlair Mzansi Festival. For us, this is not just an event – it’s an opportunity to connect township talent with broader markets on a day that celebrates our heritage.

Our mission has always been to drive progressive economic change by supporting kasipreneurs, farmers, and youth. Being part of this festival means more exposure for SMMEs and more opportunities for young people who need platforms to thrive,” says Ntshatsha.

Likewise, this unique partnership *serves as a powerful bridge between impact-driven individuals, businesses, and township talent – with Heritage Day as the perfect stage to amplify that vision!*

What to Expect at AfroFlair Mzansi Festival

- **Live Performances** by Mafikizolo, Zama Jobe, Shef & the Kitchen, Encore, Tubatsi & DJ Refiloe.
 - **Arts & Crafts Market** with handmade jewelry, pottery, home décor, fashion, and artisan products.
 - **Farmers' Showcase** with fresh produce, organic treats, and sustainable food stalls.
 - **Food Activations** featuring proudly South African dishes.
 - **Family Fun:** A picnic-friendly garden setting, kiddies' play area & guided horse rides courtesy of Soweto Equestrian Centre.
 - **All-day Market** under spring skies – music, crafts, and a true community vibe.
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Heritage Meets History: Why Soweto — Equestrian Centre?

Hosting the festival at **Soweto Equestrian Centre** – home to pioneering horseman **Enos Mafokate**, the first Black showjumper champion – is deeply symbolic.

Located in Rockville, Soweto, the venue stands at the crossroads of history and heritage, making it a powerful backdrop for a festival rooted in culture, resilience, and community.

“AfroFlair Mzansi Fest offers a charming midweek escape in the heart of Soweto as we gather to celebrate all things that make us proudly South African this Heritage Day,” says Lefifi.

Event Details

Date: Wednesday, 24 September 2025 (Heritage Day)

Time: 10h00 – 19h00

Venue: Soweto Equestrian Centre, 1679 Vundla & Lefatola, Rockville

Tickets: Available via Computicket | Kids R40 | Adults R80 (early bird), R120 at the gate

Parking: Free within the festival premises

What to bring: Camp chairs, cooler box (no glass bottles), sunscreen, hats & dancing shoes

About the Mzansi Golden Economy (MGE)

The **Mzansi Golden Economy** is a national strategy by DSAC to position arts, culture, and heritage as the “new gold” for South Africa – driving **job creation, economic growth, social cohesion, and cultural pride**.

By supporting festivals such as AfroFlair Mzansi Fest, the MGE initiative helps ensure that **local talent, entrepreneurs, and communities are uplifted and celebrated**.

MEDIA QUERIES

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