
Media release

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Freedom Park welcomes its new CEO

Today Freedom Park welcomes its new Chief Executive Officer, Mr Fana Jiyane.

Mr Jiyane joins Freedom Park as its new head after the former CEO's retirement at the end of March 2011.

With intimate knowledge and hands-on experience when it comes to the management of heritage sites, Mr Jiyane's background includes serving as CEO for both the Cradle of Humankind World Heritage Site as well as Dinokeng.

"Today marks a new chapter for Freedom Park. We are indeed fortunate to have a man with Mr Jiyane's vast experience and keen insight into heritage destination management at the helm," says Ms Shirley Mabusela, Chairperson of Freedom Park's Council. "Mr Jiyane offers a unique combination of strategic management, economic development, tourism and research skills. The council, management and staff are looking forward to taking Freedom Park to new heights under his strategic direction, thus ensuring that we continue to flourish as one of South Africa's heritage destinations of choice."

Mr Jiyane graduated with an Honours degree from the University of Witwatersrand, after which he obtained a Masters degree in philosophy from the Institute of Development Studies at the University of Sussex. He started his career as an Economics Lecturer at Khanya College, where he later held an Executive Director position.

He subsequently joined the Department of Agriculture, Conservation and Environment as Chief Director in Protected Area Management.

Mr Jiyane's background in heritage destination management includes a seven year stint as Programme Manager and later Chief Operations Officer for the Cradle of Humankind World Heritage Site and Dinokeng. He was subsequently appointed as Chief Executive Officer of these two institutions, a position he held until recently.

This has indeed been an eventful quarter for Freedom Park. With construction of the onsite office building completed during the previous quarter, the Freedom Park staff moved into the new state-of-the-art office building at the end of September 2011.

The office building is located next to //hapo, Freedom Park's museum that will tell the story of Southern Africa dating back 3.6 billion years. Construction on the exterior of //hapo has already been completed and the museum will open to the public in the second quarter of 2012.

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