



***Culture, cultural diversity and
the creative economy***



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UNESCO DIALOGUE

NOV 2007



***Gauteng –
developing into a
global city region***



Policy for creative industries – a national focus



CREATIVE SOUTH AFRICA

A strategy for realising the potential of the Cultural Industries

A REPORT TO THE DEPARTMENT OF ARTS, CULTURE,
SCIENCE AND TECHNOLOGY

BY

THE CULTURAL STRATEGY GROUP
NOVEMBER 1998

The report was commissioned by DACST to research the cultural industries and to propose strategies for their growth and development. The report does not necessarily reflect the views of the Department or the Ministry of Arts, Culture, Science and Technology but will be used to inform future policy formulation.

Creative South Africa

1



arts and culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



the dti

DEPARTMENT:
TRADE AND INDUSTRY
SOUTH AFRICA

- Cultural Industry Growth Strategy – CIGS - 1997



- DTI 2006 Customised Sector Programmes: Film and Craft
- Music export council (SAMEX)



The Gauteng Provincial Creative Industries Development Framework



Presentation to Creative
Industries Summit, Carnival City

7th March 2006

Prepared by Department of Sport, Arts, Culture and Recreation, Gauteng
Provincial Government



Attractive Communities

Creative industries attract knowledge workers to cities placing cities & regions on new hierarchy of urban competitiveness

Tourism Market

Culture is a key component to attracting tourists & offering a quality experience especially during times of big events such as the Olympics

Skills of youth and human capital development

Arts education & training is critical to youth development

Community revitalisation

Arts and culture activities are catalysts and make a difference to crime, health, employment and education in poor communities

The benefit of creative industry programmes and projects for the provincial economy

Cultural Policy and strategy frameworks

Artists and artistic creation
creative industries
natural and cultural heritage
creative expression and dialogue

Identity, values & creativity

Culture and arts do not only contribute facilities & quality of life but has a multi-faceted power that needs recognition

Cities, towns and rural areas

Cultural facilities, projects and activities regenerate areas



Creative Industries Development Framework for Gauteng

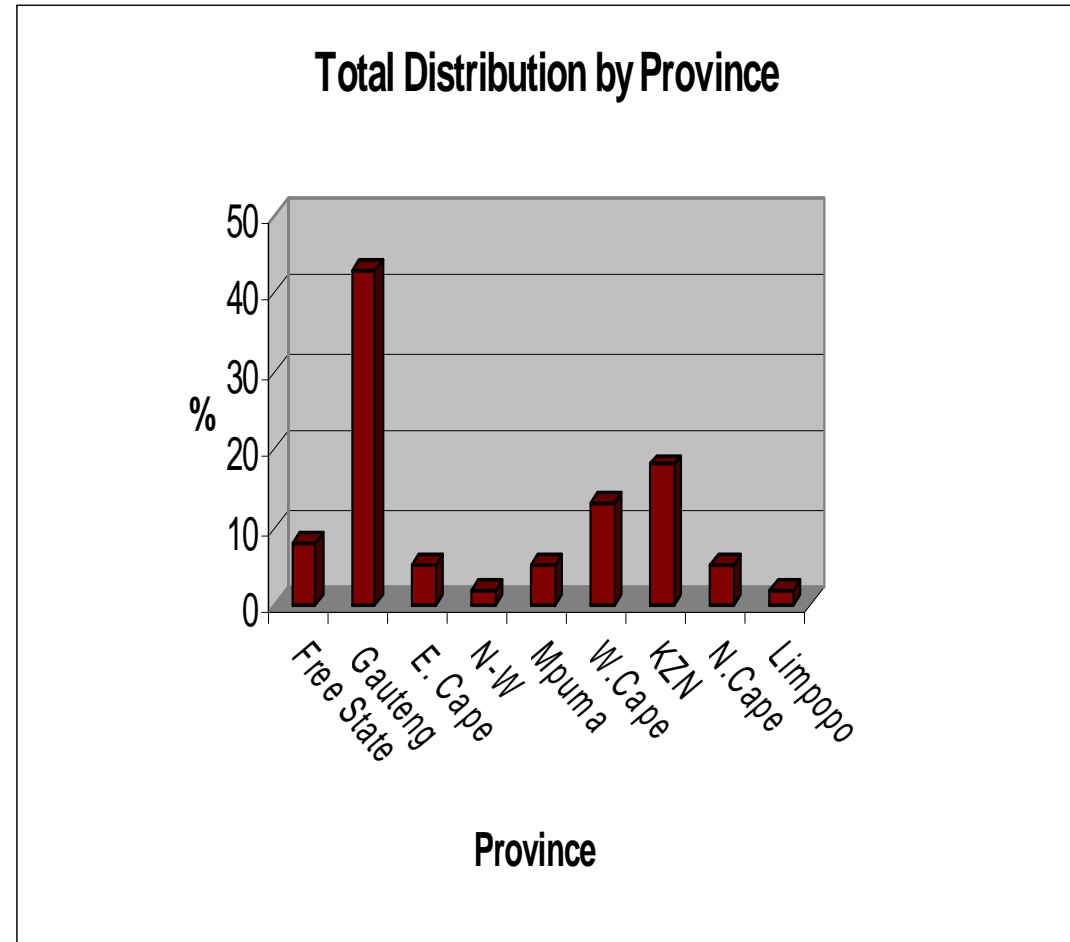
- Creative Industries Development Framework developed in 2005
- Consultation and adoption in March 2006: Creative Industries Summit
- Key elements
 - Cultural assets in Gauteng (infrastructure, organisations, companies, events, leadership)
 - Promotion of social and developmental objectives as well as cultural and economic
 - Framework is focused on 4 elements



1. Creative workers
2. Creative clusters
3. Creative communities
4. Creative sectors



Creative industries in Gauteng



Gauteng context

- Gauteng global city region
 - Integrated economic region with shared development path – to address challenges of poverty, underdevelopment and unemployment
 - CIDF to give weight and substance to the GCR concept through focus on
 - International and national conferences, events/ festivals and concerts
 - Good live SA music in great venues
 - Excellent South African traditional and contemporary dance & theatre in safe accessible venues throughout the province
 - Viable cultural organisations with programmes around Gauteng
 - Thriving creative enterprises serving both the local and international markets
 - All through coordination and collaboration with local municipalities and with other departments in the provincial government



Programmes designed and implemented

1. Creative sectors

- Mapping of all creative industries (with British Council support and international expertise)
- Music Industry
 - Live circuit & tourism: Jazz in taverns (10-15)
 - Moshito support – the only African Music Market Conference and Exhibition event
 - Kippies (Jazz club) renovation and operational support
- Craft Industry
 - Audit of craft assets in the province (producers, suppliers, service)
 - Craft development hub (urban and rural in Gauteng) with DTI
 - Gauteng crafters at exhibitions (local and intl)
 - Product development for Soccerex and 2010 with TEP
- Dance and performing arts
 - FNB dance umbrella
 - Support groups to Grahamstown
 - Contemporary Dance Centre for rehearsal, residency programmes, and master classes



2. Creative clusters

Carnival with troupes from communities

Tourism cultural packages

International Carnival Conference



3. Creative communities

- Community cultural planning – community arts centers (participation through 40 hubs around Gauteng - upgrade of facilities; dance and theatre programmes)
- Traditional music and dance programmes in hostels



4. Creative Workers

- Grant in aid:
increased from
R2ml in 2003/4 –
R3ml in 2004/5 to
R5ml in 2005/6 and
R6.5 for 2006/7 and
+- R7.5 ml for
2008/9.
- 10 Road shows to
outline the
objectives of the
CIDF and the
purpose of the
funding
- Work with GEP



Work with Economics Department's Enterprise Propeller GEP for user friendly referral system for creative enterprises to apply for financial and business development support



Sophisticated policy, resources and finance: but ...

Policy Implications of Broad Arts Support	
Social and developmental objectives	Economic viability and profitability objectives
Database, inventories of cultural assets	Mapping, data statistics
Support for artists and arts	SMME business, job creation, development finance
Benevolent fund or social insurance for artists	IPR, Copyright legislation and enforcement
Conservation of tangible and intangible cultural heritage	Expansions of digital capacity and know-how
Education and training of creative workers and artists in artistic & creative expression and organizational development	Market development, both domestic and export sector Education and training of creative workers in enterprises and arts and culture management
Appreciation of art forms and of cultural heritage	Industry assistance (both direct and indirect)



Joburg



Ekurhuleni
METROPOLITAN MUNICIPALITY



CITY OF TSHWANE

"we are the same"



Gauteng and the creative economy

Yet another hook?

Poverty alleviation

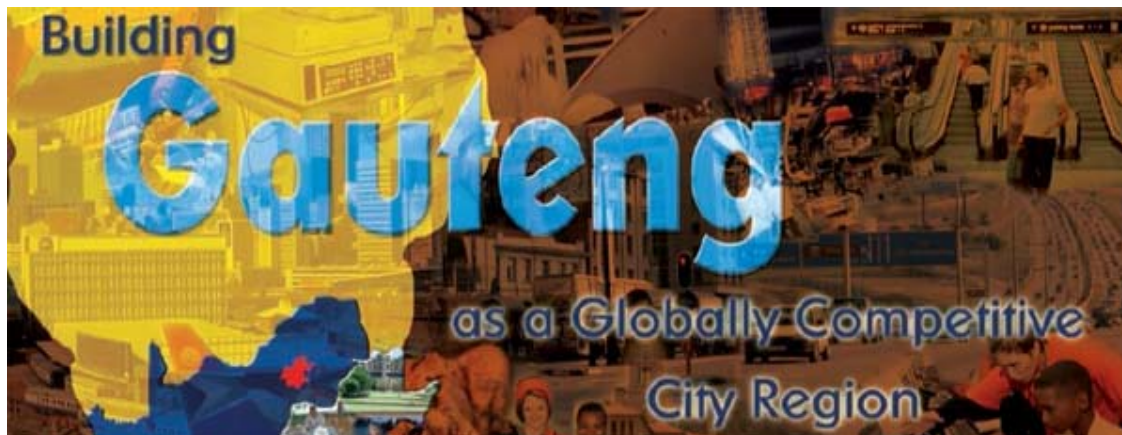
Urban regeneration

SMEs

Community development

Jobs

tourism



The Gauteng Provincial
Creative Industries
Development Framework

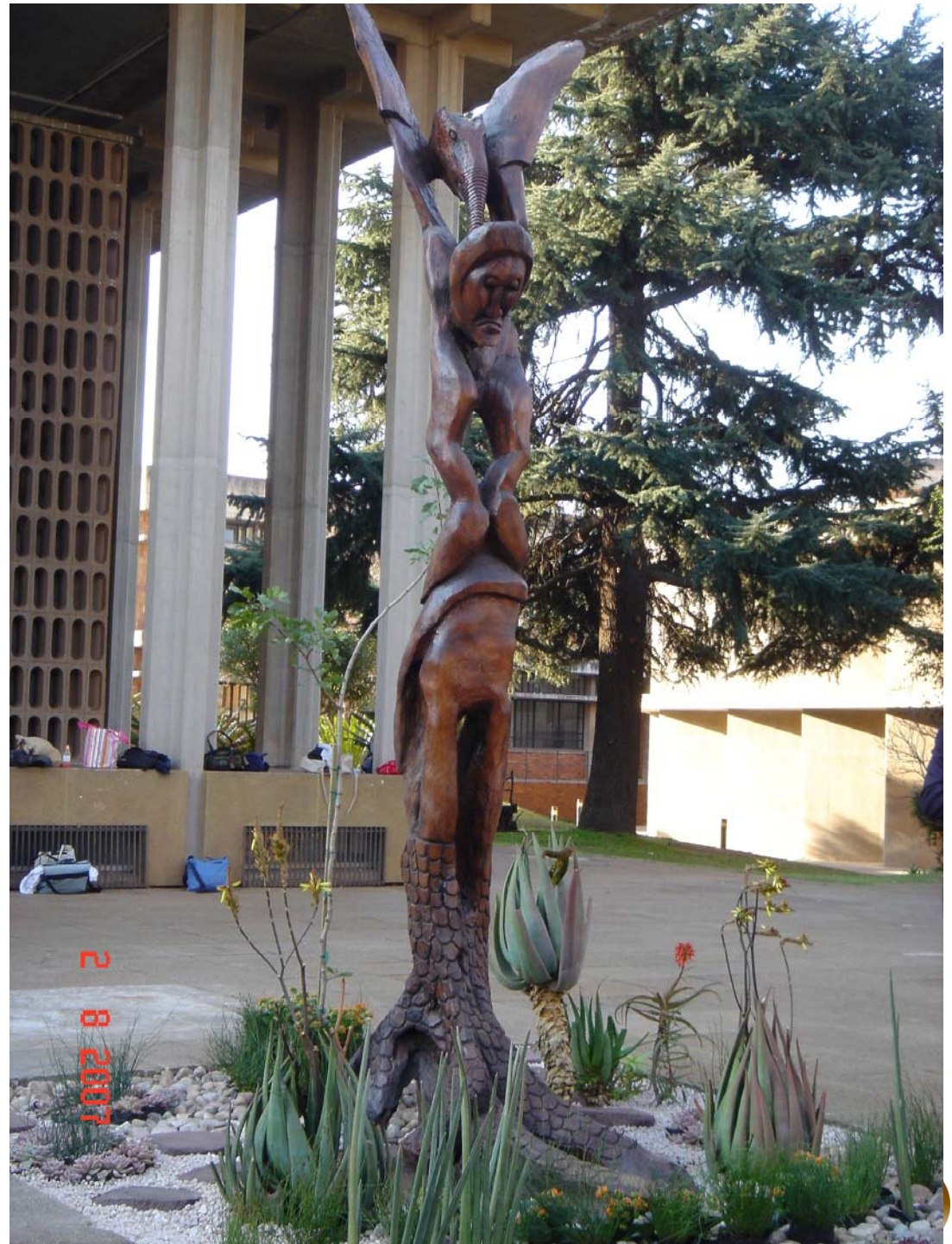
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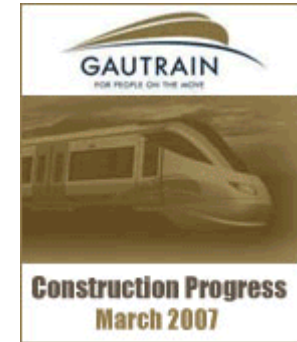
New Opportunities

- International carnival conference (March 2008)
- Soccerex (November 2007/8/9)
- IFACCA 4th World Summit 2009
- 2010 World Cup
- Jazz orchestra –design and implement
- Opera company – design and implement
- Moshito support
- Craft Development Hub – as pilot for DTI Craft strategy
- Pan African Craft Faire (every other year)
- Contemporary Dance Centre
- Business support in partnership with GEP for creative enterprises
- GACC more aligned to CIDF
- Carnival





Lesson 1: Collaborate across departments and spheres – accept limitations of A&C departments, see interventions as government-wide



media | advertising | publishing | printing | packaging | sector education training authority



Collaboration across government and between agencies

- Developed detailed project plans and collaborate with other departments to seek integrated final plans around
 - Programmes
 - Sites, buildings
 - Information technology
 - Exhibitions
 - Product Design, Packaging and Marketing
 - Setting up business
 - Tax compliance
 - Budgeting and financial admin
 - Identify the experts/ trainers/ professionals
 - for the creative sector
 - Education and training
 - Urban design
 - Organizational development
 - Programme design
 - Research and policy support
 - Monitoring and evaluation

Key mechanism to achieve this:

Inter-departmental committees

Sectoral based forums – eg Craft forum with municipal managers, tourism and GEP



Managing (down and up)

- Clear programmes/ business plans
- Detailed project plans and timelines
- Clear budgeting for each phase of the project
- If ad hoc requests need to evaluate what are implications, expected outcomes and budgetary implications
- Flexibility to take on new programmes but within limits of accountability for programmes
- Develop divisional expertise for clear support, speeches, advocacy and programme design
- Provide support, evidence and documentation to the politicians for programmes which are not progressive and require sensitive response

Key mechanism to achieve this:

Training and on-going learning for government officials in cultural policy, project management, budgeting, programme design, marketing, communication and organizational development





MOVING INTO DANCE MOPHATONG

Lesson 3: Develop sectoral expertise within government but pay attention to the whole of the cultural & creative sector



Key mechanism:

Departmental Capacity

Creative Arts
Showcasing/ performance
Social & developmental objectives
Talent identification, new work & Artist development
Support GDS and GCR

Department of Sports, Arts, Recreation Cultural Affairs

Creative Industries (2010, Soccerex, IFACCA, mapping)
Economic & developmental objectives from survivalist to established (job creation, income generation, market readiness)
support GDS & GCR

Creative Arts

Part of the same value chain

Creative Industries

**Creative workers:
Grant in Aid**

Creative Clusters & Communities

Performing arts, Music & Dance Industries

Visual arts, craft & design industries



Key points for the promotion and preservation of our cultural diversity

1. BEGINNINGS – the IDEA!: Rich heritage inspires artists, composers, writers, visual artists, lyricist, musicians, choreographers, producers, designers, scriptwriters, broadcasting Commissioners, financiers and funders

Education and training

2. PRODUCTION: Production studio, recording studio, home studio, dance studio, dancers, musicians, crafters, Casting and Crewing Agencies, Financiers, Production Companies, Post-Production Facilities, Equipment and Facility Suppliers, Make-up, Set Designers, technical support

Support for SMEs

Government funding & regulation

Creative Industry Value Chain

From artist to commercial product

Non linear and not necessary to pass through all stages!

5. AUDIENCE RECEPTION: Art critics, art and culture journalists, trade journals, Festival commentary, awards, and academies

4. DELIVERY MECHANISMS: Markets, galleries, museums, public sties, Exhibitors, retail stores, broadcasters, cinemas, video retail/ rental, TV, live performance, Festivals

3. CIRCULATION/ DISTRIBUTION: Agents, artist managers, exhibitors, broadcasters, mobile units, distributors, markets, impresarios, supporting legislation (IPR, IKS)

Legislation



**Lesson 4:
Government's
role: facilitate not
implement**

Gauteng Jazz Orchestra

Gauteng Craft and Design Centre



Gauteng dance centre

GCI

Gauteng Creative Industries Co-operative LTD

A Co-operative of crafters for the crafters of Gauteng

Key Mechanism:
Public-private partnerships
Dedicated agencies
Contract management

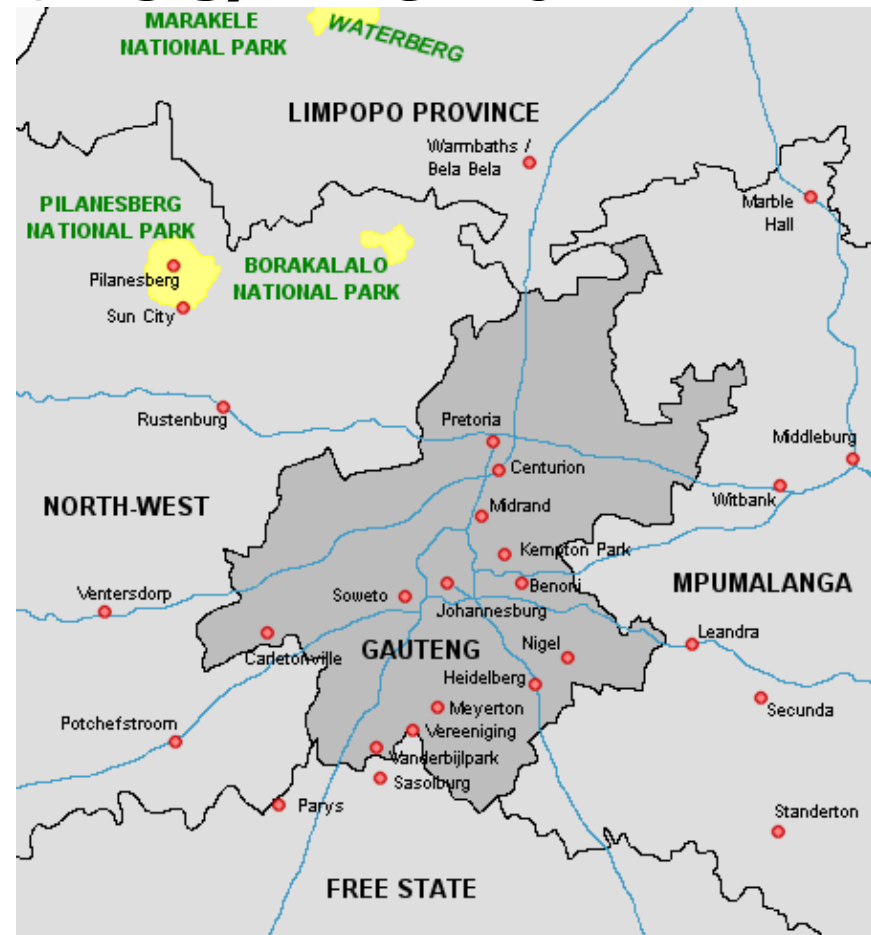


Lesson 5: Consider broader than responsible area: surrounding provinces/ national/ continent/ developing countries/ world

Expect pull to successful regions & neighbourhoods within Gauteng

Plan for this ...

- Infrastructure
 - Events
 - Programmes
- Supporting institutions
 - Funding
 - Incentives



Lesson 6: Enhance what exists – don't go after fashion

Creative entrepreneurs

spaces and places

skills and expertise



organisations and companies



Supporting organisation & key event



MOSHITO
Africa's only music market
combining conference,
exhibition and performance





Avril Joffe
South Africa

CAJ – culture, arts and jobs

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Moving into
Dance, MIO, Peter
Mtombeni

