The Gauteng Region:
Culture, cultural diversity and the creative economy

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UNESCO DIALOGUE
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Gauteng – developing into a global city region
Policy for creative industries – a national focus

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

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

Skills of youth and human capital development
Arts education & training is critical to youth development

Cultural Policy and strategy frameworks
Artists and artistic creation creative industries natural and cultural heritage creative expression and dialogue

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

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

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

Total Distribution by Province

Province

%
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
## Policy Implications of Broad Arts Support

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<th>Social and developmental objectives</th>
<th>Economic viability and profitability objectives</th>
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<td>Database, inventories of cultural assets</td>
<td>Mapping, data statistics</td>
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<tr>
<td>Support for artists and arts</td>
<td>SMME business, job creation, development finance</td>
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<td>Benevolent fund or social insurance for artists</td>
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<td>Conservation of tangible and intangible cultural heritage</td>
<td>Expansions of digital capacity and know-how</td>
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<td>Education and training of creative workers and artists in artistic &amp; creative expression and organizational development</td>
<td>Market development, both domestic and export sector Education and training of creative workers in enterprises and arts and culture management</td>
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<td>Appreciation of art forms and of cultural heritage</td>
<td>Industry assistance (both direct and indirect)</td>
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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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7th March 2006

Prepared by Department of Sport, Arts, Culture and Recreations, Gauteng Provincial Government
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
Gauteng Global City Region

- International Carnival Conference
- Moshito Music Market
- Gauteng Jazz Orchestra
- FIFA 2010
- IFACCA 2009
- Pan African Craft Market
- SOCCEREX
- FNB Dance Umbrella
- Live music in venues around Gauteng
Lesson 1: Collaborate across departments and spheres – accept limitations of A&C departments, see interventions as government-wide
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
Most loved projects & events

Branding
Advocacy
Evidence

Can’t do it all
Quick wins
Long term strategy
Phasing in Programmes

Where are we now and what programmes will make the biggest difference? Are we in a position to make an informed decision?
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
Lesson 3: Develop sectoral expertise within government but pay attention to the whole of the cultural & creative sector.
Departmental Capacity

Department of Sports, Arts, Culture and Recreation

Cultural Affairs

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

Creative Industries
- Economic & developmental objectives from survivalist to established (job creation, income generation, market readiness)
- Support GDS & GCR

Part of the same value chain

Creative Clusters & Communities

Performing arts, Music & Dance Industries

Visual arts, craft & design industries

Key mechanism:

Creative Industries (2010, Soccerex, IFACCA, mapping)

Economic & developmental objectives from survivalist to established (job creation, income generation, market readiness)

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

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.

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


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

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**Creative Industry Value Chain**

From artist to commercial product

*Non linear and not necessary to pass through all stages!*

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Key points for the promotion and preservation of our cultural diversity

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Support for SMEs

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Government funding & regulation

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Education and training
Lesson 4: Government’s role: facilitate not implement

Gauteng Jazz Orchestra

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

Supporting organisation & key event