



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA

NELSON MANDELA
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south african **cultural observatory**



**MEASURING & VALUING SOUTH AFRICA'S
CULTURAL & CREATIVE ECONOMY**



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Expert meeting on Creative Economy:
South African Strategy on Arts, Culture and
Heritage (including CCIs)

28 October 2019



Historic overview

- Apartheid (pre-1994)
- Early Arts Culture and Heritage policies (1996 White Paper)
- Mzansi Golden Economy
- Current (2017) White Paper

Pre-1994

- Apartheid
 - Arts and culture dispensation still largely reflects the apartheid era in
 - the distribution of skills,
 - access to public resources,
 - geographical location of arts infrastructure and the governance,
 - management and staffing of publicly-funded arts institutions.
 - Two official languages
- Global North focus (supporting mainly white population):
 - Orchestra
 - Four state funded theatres

1996 White Paper on ACH

- Values:
 - Access to, participation in, and enjoyment of the arts, cultural expression, and the preservation of one's heritage are basic human rights; they are not luxuries, nor are they privileges as we have generally been led to believe.
- The Bill of Rights of the Constitution states:
 - Everyone has the right to freedom of expression, which includes ... freedom of artistic creativity ... (paragraph 16)
 - Everyone has the right to use the language and to participate in the cultural life of their choice ... (paragraph 30)
- Arts and culture were expected to play a healing role after apartheid through promoting reconciliation

Government's role:

- No government can legislate creativity into effect.
- Government should:
 - ensure that its resources are used equitably so that impediments to expression are removed,
 - that the social and political climate are conducive to self-expression, and
 - that the arts, culture and heritage allow the full diversity of our people to be expressed in a framework of equity which is committed to redressing past imbalances and facilitating the development of all of its people.



- The following institutional framework was enacted:
 - A National Arts Council of South Africa
 - A National Film and Video Foundation
 - A National Heritage Council with
 - Museums,
 - Monuments,
 - Heraldry,
 - Place Names and
 - Archives divisions
 - A National Libraries and Information Council
 - Ditsong and Iziko Museums of South Africa
 - Public-private sector partnerships
 - Business and Arts South Africa (BSA), and
 - The Arts & Culture Trust (ACT).
 - Geographic place names

Mzansi Golden Economy

- Some of the projects:
 - Cultural Events,
 - Sourcing Enterprise,
 - Public Art,
 - Touring Ventures,
 - Art Bank,
 - National Cultural Industries Skills Academy, and
 - Cultural Observatory.



Revised 1996 White Paper on ACH

- Controversial about the way forward
- Process started in 2015
- Four drafts with 4th draft awaiting approval
- Vision:
 - Be a leading creative and innovative African society in which the full range of artistic forms, diverse cultural practices, heritage, and knowledge traditions and technologies are harnessed for sustainable development and cultural inclusion to the benefit of all who live in South Africa.

Revised 1996 White Paper on ACH

- Revised 1996 White Paper on ACH is aligned to the National Development Plan: Vision 2030
 - Eliminate poverty and reduce inequality by 2030
 - Recognises the importance of social cohesion - expand on this through the importance of arts and culture and the impact cultural industries
 - Development of the economy through job creation through the advance of CCIs and the Mzansi Golden Economy
 - Sustainable development
- Integrate African ACH into South African policies
 - Retain colonial ACH but support and develop African ACH

Revised 1996 White Paper on ACH

- Proposed new ACH policies:
 - Establish national Theatre, Dance, Orchestral companies with youth components each resident in province with cross-subsidised by national, provincial and metro funding.
 - Incentive schemes for development of artists, studios and music venues
 - Maintaining and developing art galleries and museums
 - Protection of Intellectual Property
 - Multilingual publishing
 - Community ACH (through community art centres and other facilities and resources)
 - Events
 - Protection of art, cultural and heritage practitioners
 - Human resource development 

Revised 1996 White Paper on ACH

- Development of cultural and creative industries (CCI)
 - Debate about the intrinsic and extrinsic value of ACH
 - Need for transformation
 - Education and skills development for both basic education and higher education
 - Enterprise development including export development
 - Art Bank
 - Digital economy
 - Local content
 - Enhancing the CCIs in urban development
 - Funding mechanisms
 - Incubators

Revised 1996 White Paper on ACH

- Governance
 - Role allocation and intergovernmental cooperation
 - Three spheres
 - Inter department
 - PPPs
 - Cultural diplomacy and international cooperation
 - Principles of Ubuntu
 - government-to-government
 - institution(s)-to-institution(s)
 - EG SACO and other observatories
 - individuals and groups of arts, culture and heritage practitioners
 - Consolidation of institutions
 - National Art and Audio-Visual Council of South Africa
 - National Heritage Council of South Africa
 - South African Book Development Council
 - South African National Institute for African Art, Culture and Heritage
- Monitoring and evaluation



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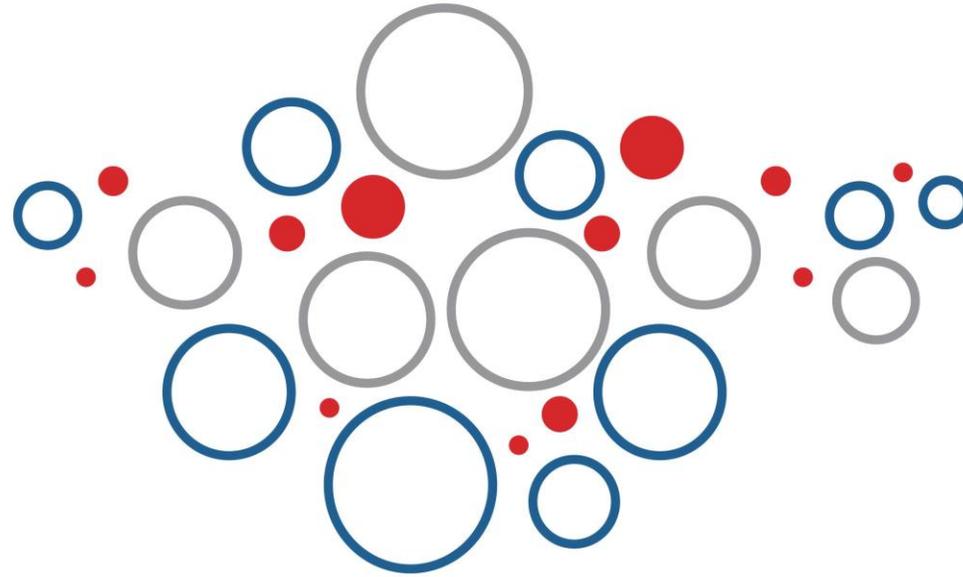
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THANK YOU!

