



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



NELSON MANDELA
UNIVERSITY



South African Cultural Observatory

4th Engagement Colloquium
29 October 2018



University of Fort Hare
Together in Excellence



RHODES UNIVERSITY
Where leaders learn



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

What is the creative economy?



The “creative economy” looks at the relationship between creativity and economics, leading to a growing understanding of the nature of the relationship between the two and the ability to create wealth and extensive social value.

Its an evolving concept based on creative assets potentially generating economic growth and development.

- It can foster income generation, job creation and expert earnings while promoting social cohesion, cultural diversity and human development
- It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives
- It is a set of knowledgebase economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy.
- It is a feasible development option calling for innovative, multidisciplinary policy responses and inter-ministerial action

Wide variety of work using diverse research methods: Some examples from SACO 1

Measuring the value of culture

Intrinsic cultural values

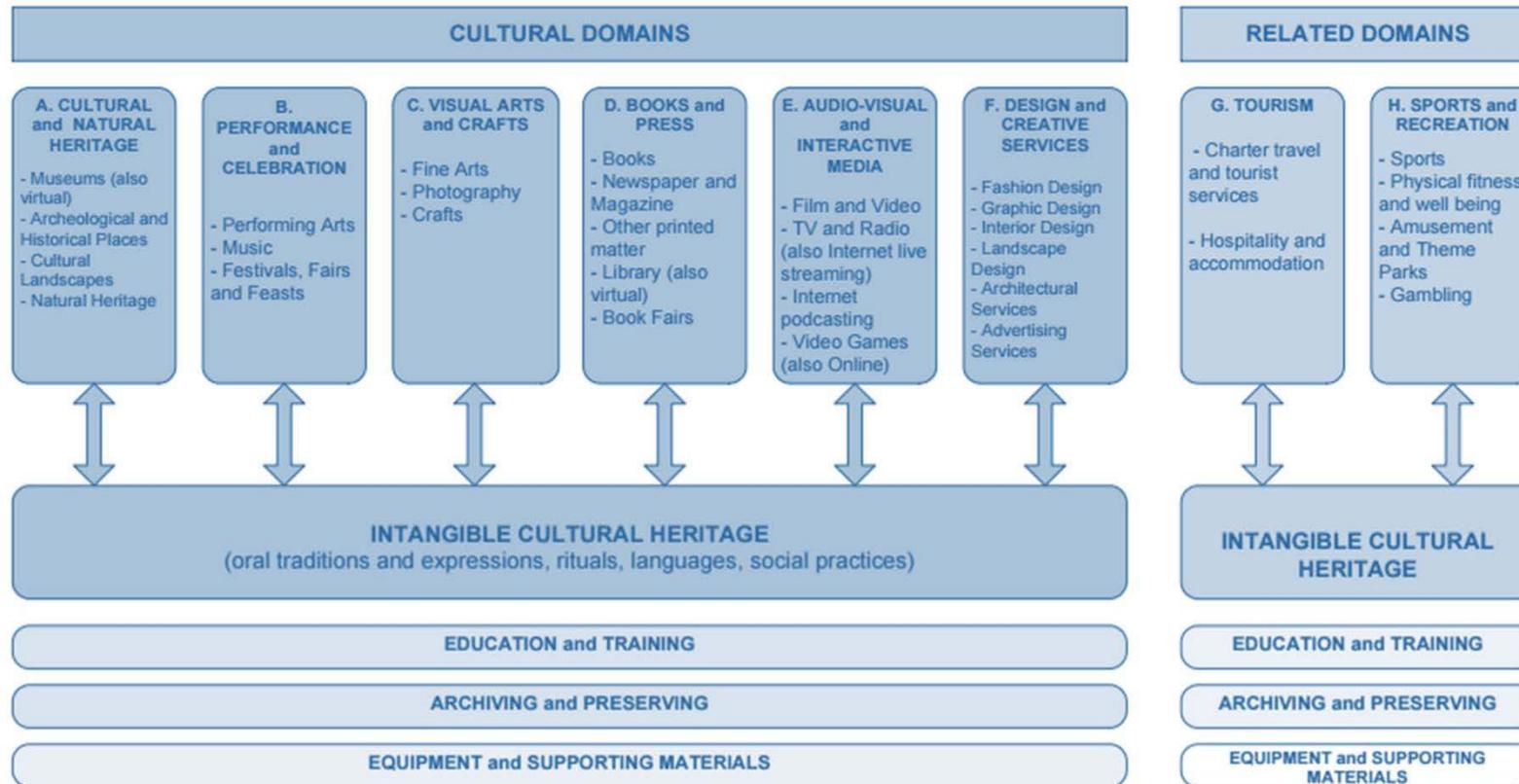
- Unique value of culture itself
- The aim of production in the first place
- “Art for art’s sake”
- For example: to entertain, delight, explain, explore, challenge, question, make meaning, enhance national pride & identity, educate ...
- Measured by: Social surveys; opinion questions; Willingness to pay; quality of life; historical analysis

Instrumental values

- May not be unique to culture
- Not the primary purpose of cultural production
- For example: tourist spending leading to economic growth & development; job creation; infrastructure investment; “image” enhancement ...
- Measured by: Economic impact

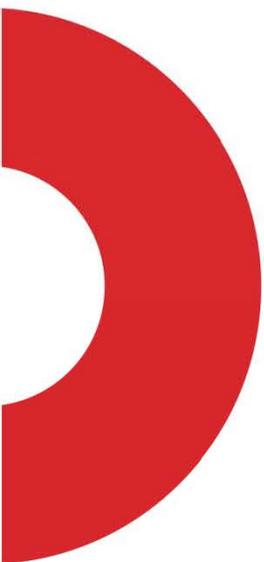


Defining the creative sector





Cultural Festivals and Events



Antrobus,
Seaman &
Snowball



FAQS
The South African Festivals Economic Impact Calculator (SAFEC) is only available in one - provided you have all the right information available. However, that does not mean you won't have questions. Download the FAQ document to answer your most pressing questions.
[CLICK HERE](#)

DOWNLOAD
Download the full guide to the SAFEC to walk you through the process. Learn about what economic impact measures, how to determine alternative numbers and spending patterns, your spending and the Total Economic Impact and Multiplier. Also get templates for surveys to use in events.
[CLICK HERE](#)

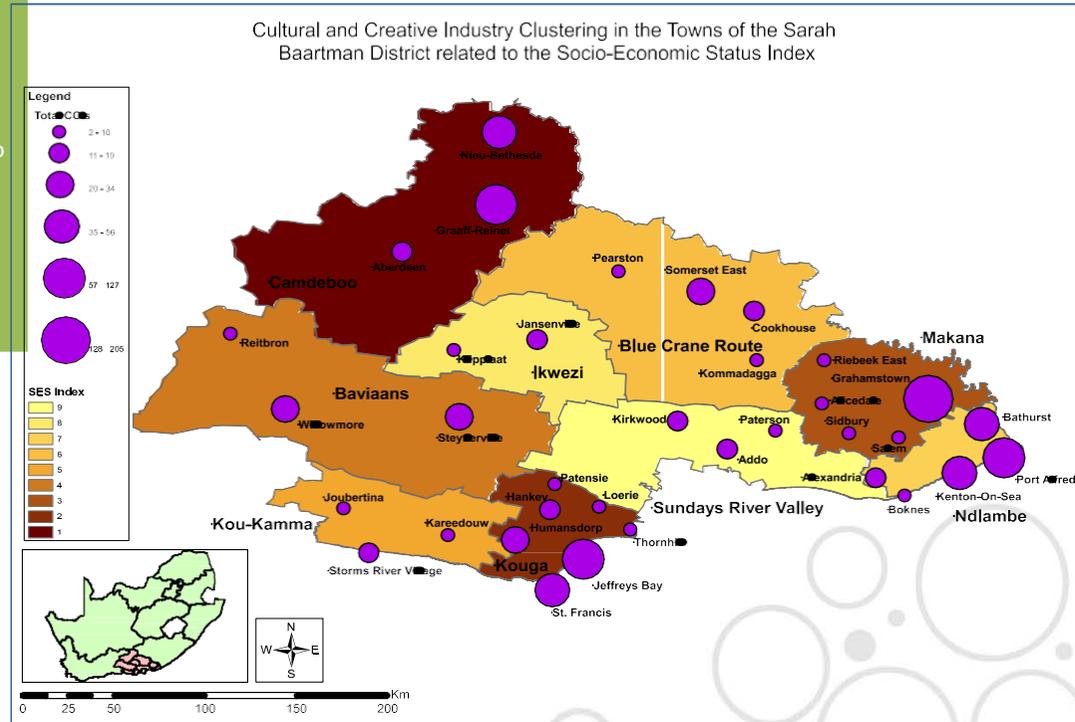
GET STARTED
Everything you need to get started is outlined in the SAFEC guide - remember to have all the required facts and figures on hand so that input is quick and easy. Click here to start uploading your data and getting your impact results.
[CLICK HERE](#)

Cultural mapping and regional culture policy

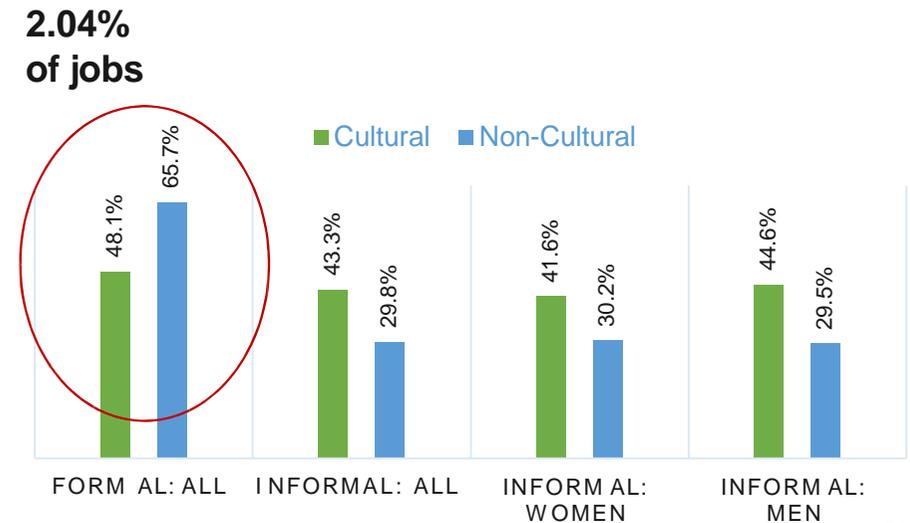
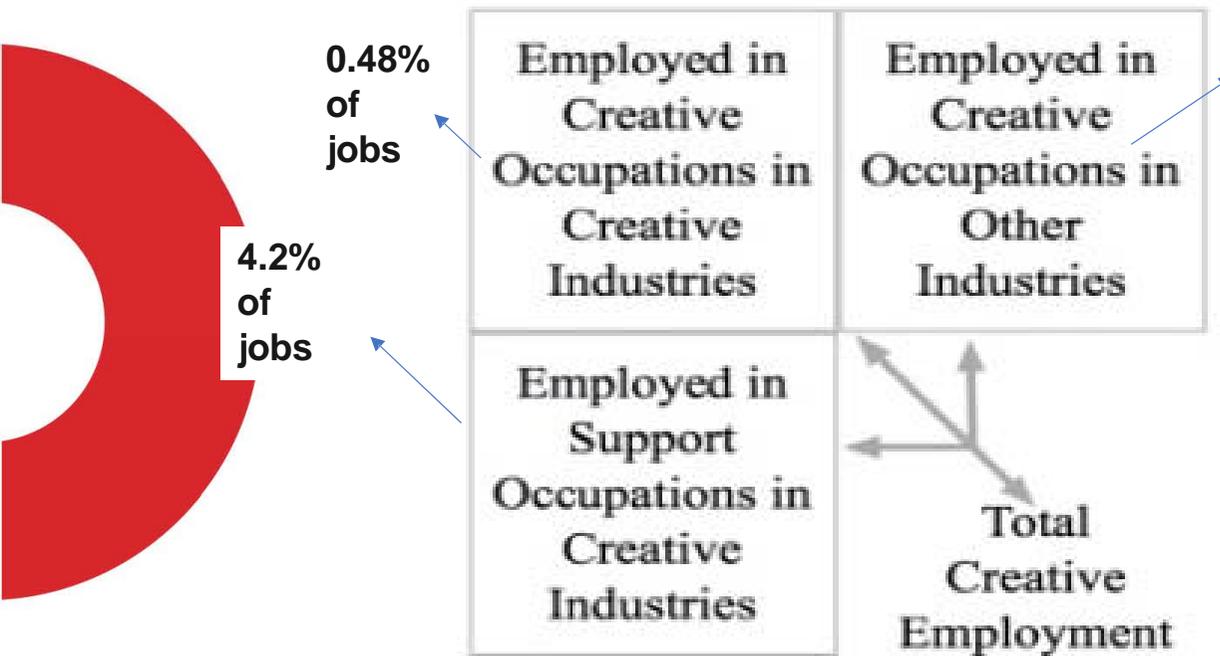
- 01 Identification of what resources are present (including human resources, soft and hard infrastructure)
- 02 Identification of clusters
- 03 Analysis of CCI labour markets and ownership patterns
- 04 Opportunities and challenges from the point of view of CCIs and other key stakeholders
- 05 Alignment of regional policy aims with provincial and national policy objectives
- 06 Design and implementation of a regional cultural policy

Guidelines for Developing Effective Regional Cultural Policy

Drummond, Ndhlovu & Snowball



Working in the cultural & creative sector



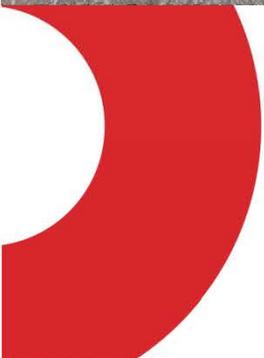
Source: SA Cultural Observatory Mapping Study, 2018 (Hadisi & Snowball)

The impact of intellectual property in the (micro) creative industries: Shweshwe in South Africa

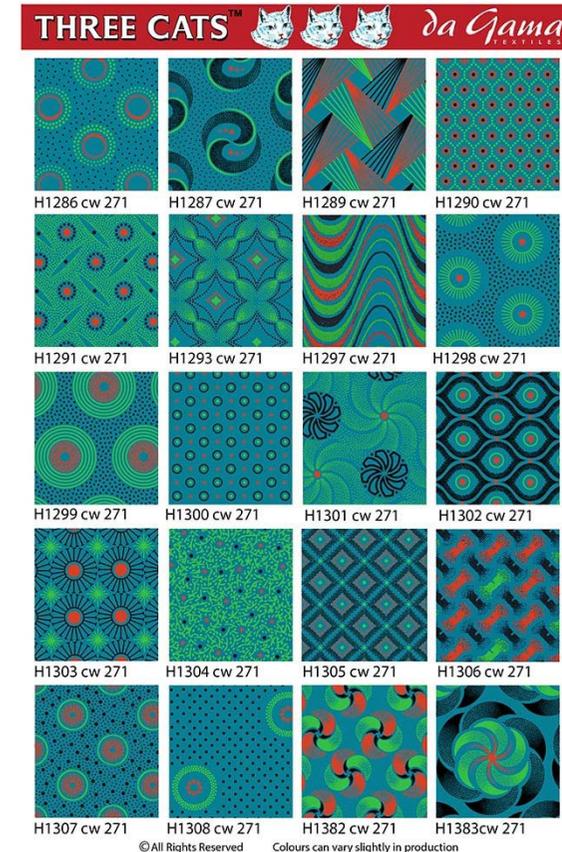


In addition to direct production and sales, Shweshwe is used as an input by more than **5000 small businesses** in SA, which are associated with **10 to 12 thousand jobs**.

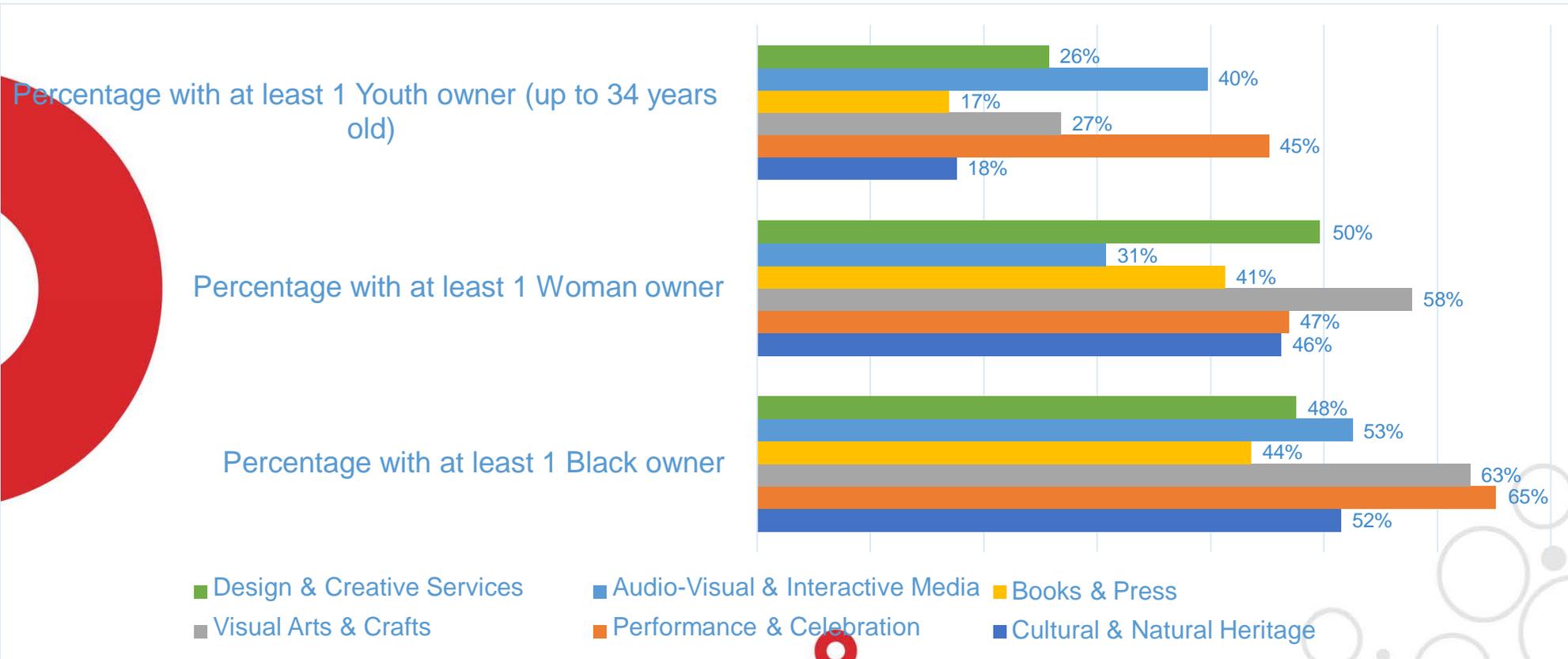
- The import of ready-made “fake” Shweshwe garments, especially those that also copy the back stamp, thus will impact negatively the SMMEs and jobs in the sector.



Mapuma & Snowball



Transformation & the creative sector

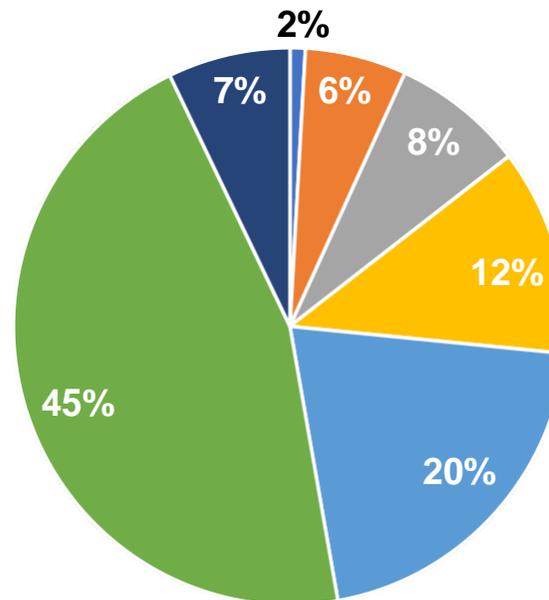


National level statistics & policy

1.7% of GDP (2016)

CCI growth rate of 4.9% (2011-2016) compared to 1.6% for whole economy

Fastest growth rate in Domains E & F

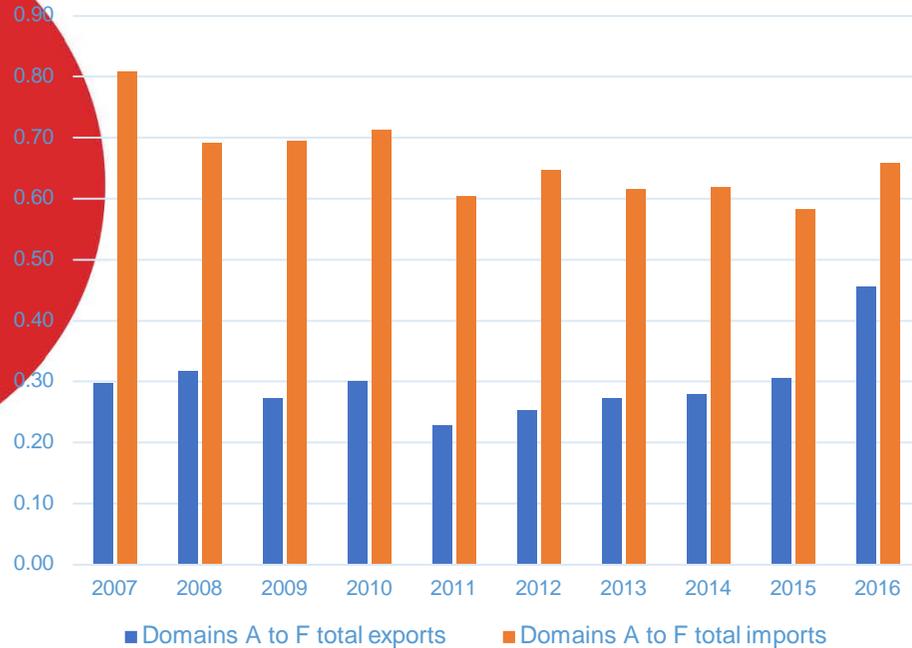


- A. Cultural & Natural Heritage
- B. Performance & Celebration
- C. Visual Arts & Crafts
- D. Books & Press
- E. Audio-Visual & Interactive Media
- F. Design & Creative Services
- G. Cultural education

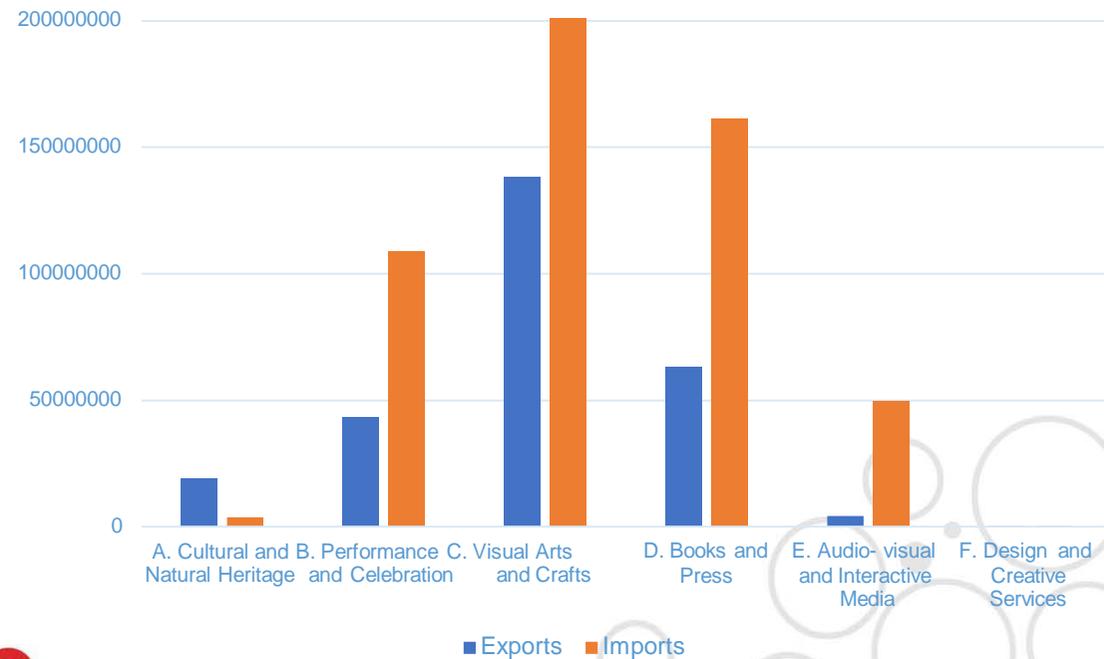
Source: SA Cultural Observatory Mapping Study, 2018

International Trade in Cultural Goods

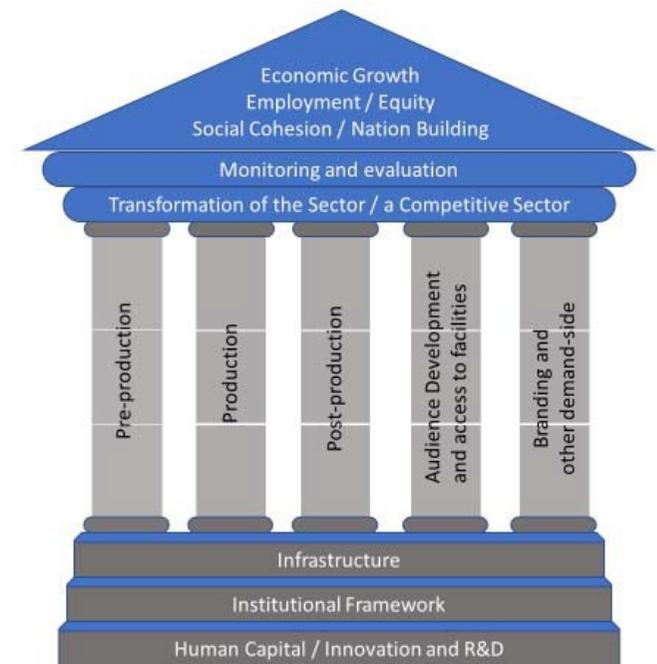
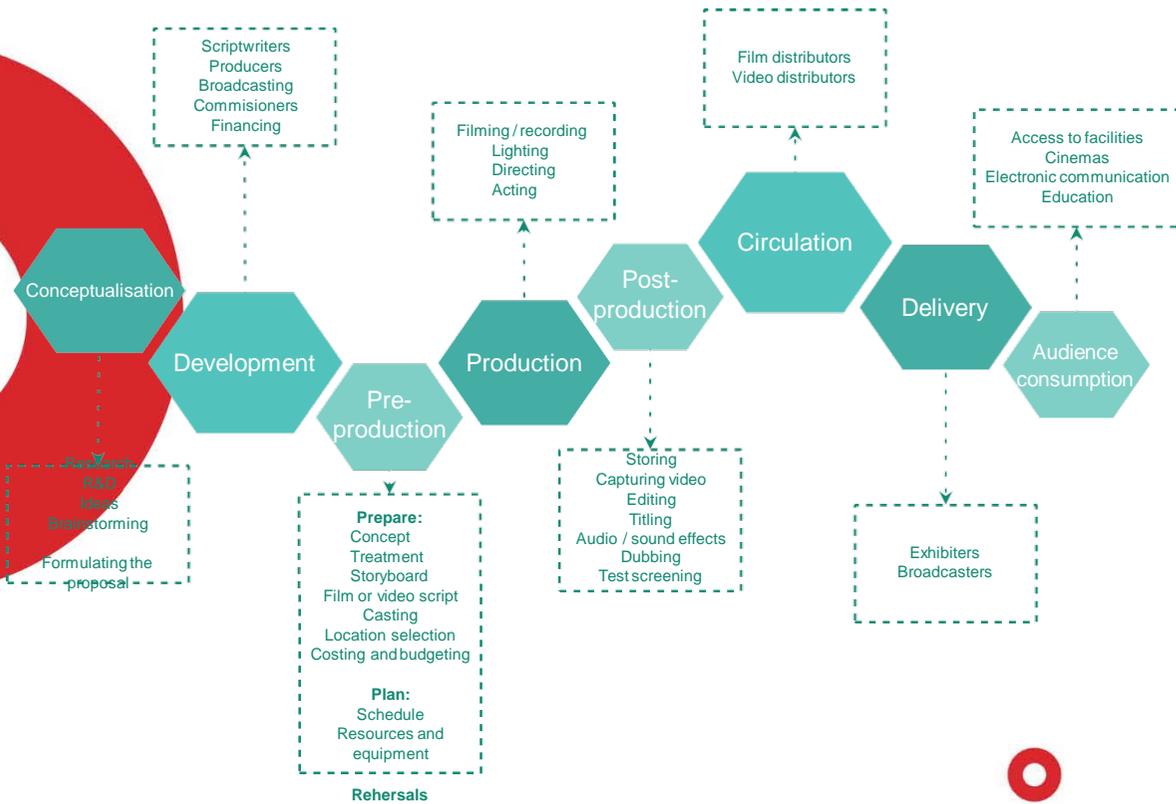
Cultural Goods Exports and Imports Shares



Exports and Imports by Domain (US \$) 2014-2016 averages



Film & Television Strategy for SA

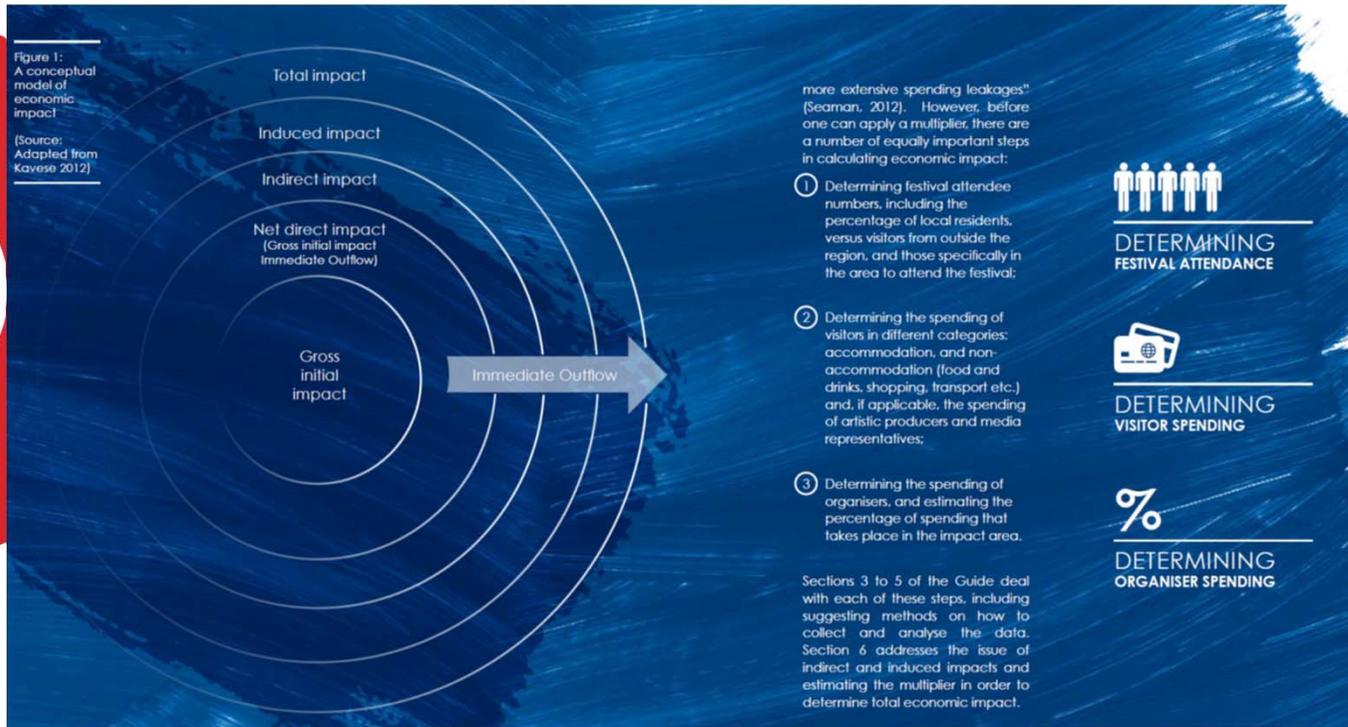


MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

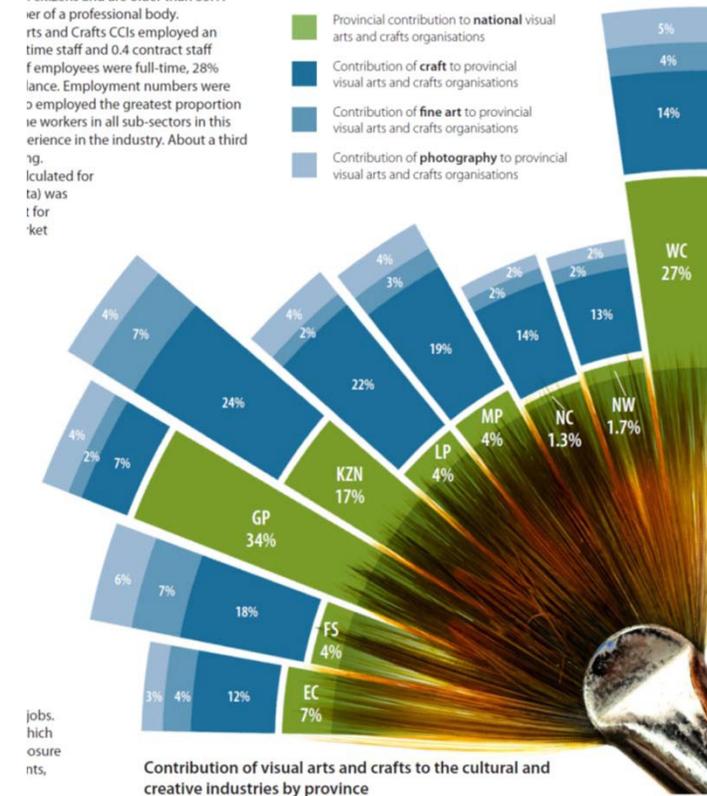
Gouws, Snowball, Vermeulen, Ndhlovu, Shelver

Communicating results

- Workshops & Infographics



...er of a professional body, arts and Crafts CCIs employed an time staff and 0.4 contract staff employees were full-time, 28% lance. Employment numbers were > employed the greatest proportion ie workers in all sub-sectors in this erience in the industry. About a third ng. lculated for ta) was t for 'ket

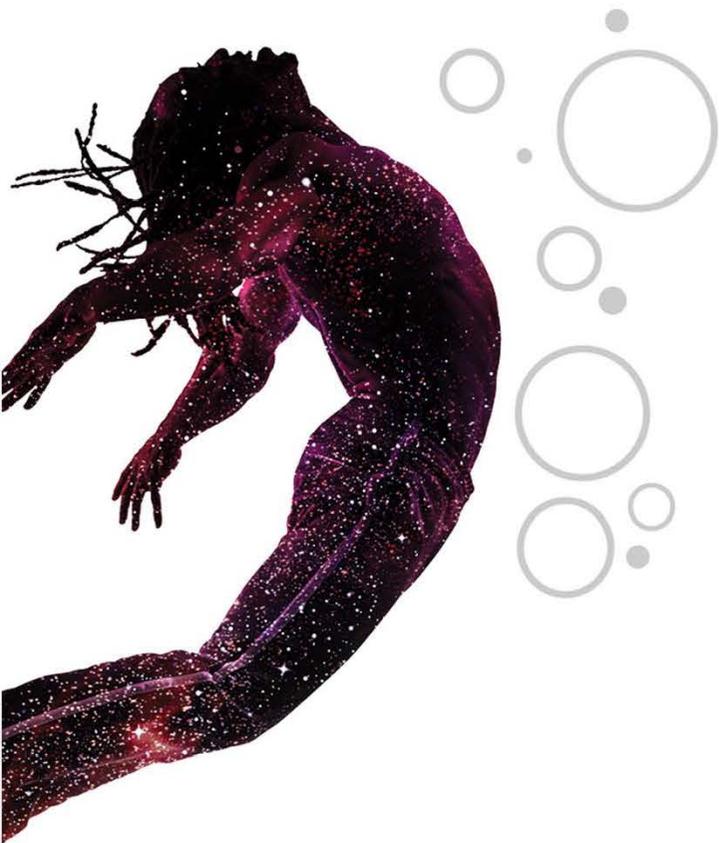


Lutshaba, Garman, Antrobus & Snowball

Interested? Next steps



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY



How can you get involved in SACO?



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

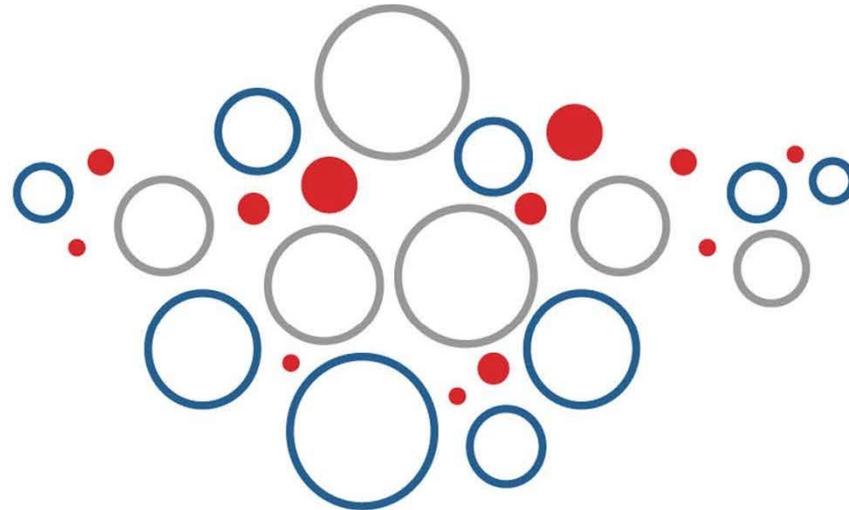
What does SACO fund?

- Each output is different, and has different funding requirements, so the budget is negotiated. It could include funding for:
 - Research assistants (students)
 - Consulting time (academics & other researchers)
 - Fieldwork costs (travel, data collection & capture, specialist equipment and databases etc.)
- SACO does *not* fund ACH events or groups: it is primarily based on research and capacity building (training workshops).



What to do next?

- Communicate your interest: Contact Unathi Lutshaba (SACO Executive Director) unathi.lutshaba@mandela.ac.za
- Tell us about your interests, expertise, past and current research, postgrad students.
- Read the SACO research agenda to see where you could fit in;
- Think about the policy relevant output (report/tool) or capacity development (short-course/workshop) that you could develop.



THANK YOU!

0

MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY



www.southafricanculturalobservatory.co.za



@SACulturalObservatory



<https://www.linkedin.com/company-beta/10581051/>



@SACulturalObs

T: +27 41 504 4930

E: info@southafricanculturalobservatory.co.za

21-23 Donkin Street, Central, Port Elizabeth, 6000, Eastern Cape, South Africa

