


arts & culture  
Department  
Arts and Culture  
REPUBLIC OF SOUTH AFRICA

## Arts, Culture, Promotion and Development: Key Projects 2015/2016

DDG: Arts, Culture, Promotion and Development

DATE: 16 March 2015

LAYING THE FOUNDATION FOR GREATNESS



## Background

- The Arts, Culture, Promotion and Development Branch encompasses two Chief Directorates:
  - The National Language Service
  - Cultural Development
- The strategic goals are:
  - A transformed, coherent and development-focused Sector
  - Nation building through effective social cohesion programme implementation in arts, culture and language
  - A productive, diverse and inclusive ACH Sector
  - A professional and capacitated ACH Sector
- The Branch also supports the work of 9 public entities including:
  - The Performing Arts Institutions
  - Three development agencies
  - PanSALB

LAYING THE FOUNDATION FOR GREATNESS



## National Language Service: Key Programmes & Projects

- **Language Bursary Programme**
  - The objectives of the project is to develop human capacity in languages to enable ensure that there are qualified language practitioners in the country and to support the implementation of the Use of Official Languages Act
  - In 2014/15, 522 students were provided with bursaries administered by universities across the country
  - In 2015/16, the first year of a new 3 year cycle, 6 universities are participating with the aim of supporting 320 bursaries . As has been the case since 2014/15, the bursaries will support post graduate study and studies in Sign Language
- **Ongoing language service programmes**
  - Translation and editing
  - Terminology development

LAYING THE FOUNDATION FOR GREATNESS



## National Language Service: Key Programmes & Projects

- **Strengthening the regulation of language practitioners**
  - Finalising the regulations for the National Language Practitioners Council Act
- **Human Language Technologies**
  - **Autshumato Translation Software:**
    - The objective of the project is to develop a software system that facilitate machine translation as part of the broader efforts to ensure the use of all official languages and facilitate the implementation of Act
    - In 2014/15, the development of the machine translation system for English-Xitsonga was completed
    - In 2015/16 the project will develop a translation web-service, collect English-Setswana aligned text data for development of machine-translation system and training workshops to translators in the use of end-user software will be hosted.

LAYING THE FOUNDATION FOR GREATNESS



## National Language Service: Key Programmes & Projects

- **Human Language Technologies**
  - **Lwazi Multilingual Speech Technologies:**
    - The objective of the project is to develop text-to-speech systems to make literature accessible to people who cannot access written material (e.g. because they are blind, have dyslexia, etc)
    - In 2014/15, the technical specifications report for the system; interim technical report, scientific publications and laboratory tests was completed.
    - In 2015/16 the project will develop and deploy text-to-speech systems for isiXhosa, isiZulu, English and Afrikaans specifically focused on the membership of the SA National Library for the Blind in this phase.

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

- **Local content, community and market development**
  - **MGM**
    - The objective of the project is to create an online portal for the sourcing of artistic good and services, to facilitate government procurement but also access to other markets
    - In 2013/14 and 2014/15 the system architecture was developed and piloted and
    - In 2015/16 the project will be fully operational, allowing artists to create web profiles which will be promoted within government and the wider market place. In addition, a loyalty programme will be developed to enhance the platform.
  - **Cultural Events**
    - The objective of the programme is to support cultural events providing catalytic local economic development, market and audience development opportunities for the sector.
    - In 2014/15 116 events were supported
    - In 2015/16 22 national and regional events will continue to be supported, and open call proposal will be administered an announced quarterly for requests above R100,000 and every 2 weeks for requests below R100,000

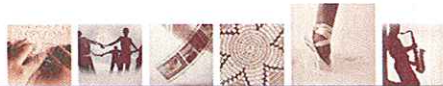
LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

- **Touring ventures (local)**
  - The objective of the programme is to support the touring of existing local content domestically to build markets for the arts.
  - In 2014/15 6 performing arts institution touring ventures were supported, 31 open call local ventures were supported.
  - In 2015/16 open call proposals will be administered an announced quarterly for requests above R100,000 and every 2 weeks for requests below R100,000.
- **Public art**
  - The objective of the programme is to create opportunity for artists to engage in public spaces and also to beautify public spaces.
  - In 2014/15 9 provincially identified public art projects were supported, and 64 public arts projects were supported through the open call.
  - In 2015/16 open call proposals will be administered an announced quarterly for requests above R100,000 and every 2 weeks for requests below R100,000 and 9 provincially identified projects will continue to be supported.

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

- **Art Bank**
  - The objective of the programme is create a collection of works by South African visual artists at all levels and create a mechanism for the renting of these works by government and other interested parties.
  - In 2014/15 a study was concluded to make recommendations on the optimal model for the Art Bank, identify institutional mechanisms and to develop key policies such as those guiding the acquisition of art works. The National Museum in Bloemfontein has been identified as the host institution.
  - In 2015/16 there will be a national call for submission, the procurement of art works, the hosting of a launch exhibition and the marketing of the services of the Art Bank to government and other clients.
- **Community Arts Development Programme and Artists in Schools**
  - The objective of the programme is to create communities arts programming across the country, refurbish existing centres and develop new centres, with a focus on rural and township areas.
  - In 2014/15 9 provincial community arts programmes were supported through provincial community arts networks, and the process of consultation of a community arts policy was initiated and 240 artists were placed in schools.
  - In 2015/16 300 artists will be placed in schools and the refurbishment of 5 centres based on an audit conducted in the previous financial year will be initiated and the initiation of 100 community arts programme

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

- **Developing new audio visual products that celebrate liberation struggle heroes**
  - As a new area of work in 2015/16 a local content fund has been created to support the development of films and/or documentaries on liberation heroes in line with the MTSF targets
- **Sector partnerships**
  - CCIFSA – support provided to create a representative structure for the arts
  - AIRCO – support provide to assist musicians in the creation of music videos as a promotional item
  - Design Indaba – support provided for the Emerging Creatives programme as part of the Design Indaba
  - MOSHITO – support provided for the annual hosting of the MOSHITO Music Conference, Live Music Showcase and Expo
  - South African Roadies Association – support provided for international programme which provides work experience to SARA trainees
- **Programmes for the promotion of reading and writing**
  - National Book Week – support provided for the hosting of the annual advocacy programme for reading and locally published works
  - South African Literary Awards – support provided for the hosting of the annual awards that recognise established and new South African authors
  - Participation in and support for book fairs and conferences– annually participation in fairs such as the Cape Town Book Fair is supported

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

- **International market development**
  - **Touring ventures (international)**
    - The objective of the programme is to support the touring of existing local content internationally to build markets for the arts.
    - In 2014/15, 10 open call international ventures were supported.
    - In 2015/16 open call proposals will be administered an announced quarterly for requests above R100,000 and every 2 weeks for requests below R100,000.
  - **Venice Biennale**
    - The SA Pavilion at the 56<sup>th</sup> Venice Biennale will be opened in May 2015 and closed in November 2015, and a request for proposals for the 2016 Architectural Biennale will be made

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

### International market development

#### Seasons and cultural weeks

- The objective of the seasons is to build cultural and economic ties with key international counterparts, and promote cultural diplomacy
- In 2014/15 the UK and China Seasons were initiated.
- In 2015/16 the UK and China Seasons will be concluded and plans for a BRICS Season and Russian Season will be concluded. A cultural week in Argentina will be hosted.

#### Africa Month

- The objective of the programme is to strengthen cultural, social, economic and political ties with countries on the continent and to celebrate the role of the AU and Agenda 2063 in Africa's development
- In May 2015 the inaugural Africa Month platform will be hosted with projects hosted across the country

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

### Capacity building

#### NACISA

- The objective of NACISA is to create a framework to support centres of excellence in the training and development of artists
- In 2014/15 the concept was revised line with new priorities
- In 2015/16 training programmes aligned to the NACISA concept will be initiated

#### Incubators

- The objective of the programme is to support the professional development of young artists and the development of new local content
- In 2014/15 concept was developed and a call for proposals made amongst DAC performing arts institutions, and a design incubator in partnership with the SABS design institute was created
- In 2015/16, 8 incubator programmes will be piloted, and a small venture capital fund provide catalytic seed funding for identified initiatives. Linked to the incubators, a number of master classes focussing on particular elements of cultural production will be hosted

LAYING THE FOUNDATION FOR GREATNESS



## Cultural Development: Key Programmes & Projects

- Access to information

- The Cultural Observatory

- The objective of the Observatory is to collect, collate and distribute information in a systematic way to enhance the knowledge resources of the creative industries in South Africa.
    - In 2014/15, a 3 year tender was awarded to Nelson Mandela Bay University for hosting of the Observatory and a benchmark national mapping study was completed,
    - In 2015/16 The Observatory will develop a 5 year research agenda to guide future research projects, initiate research against the 5 year agenda and disseminate information through publications, workshops and conferences. Further the Observatory will conduct ongoing monitoring and evaluation of identified MGE work streams and projects.

LAYING THE FOUNDATION FOR GREATNESS



THANK YOU

LAYING THE FOUNDATION FOR GREATNESS



