



William Humphreys  
Art Gallery

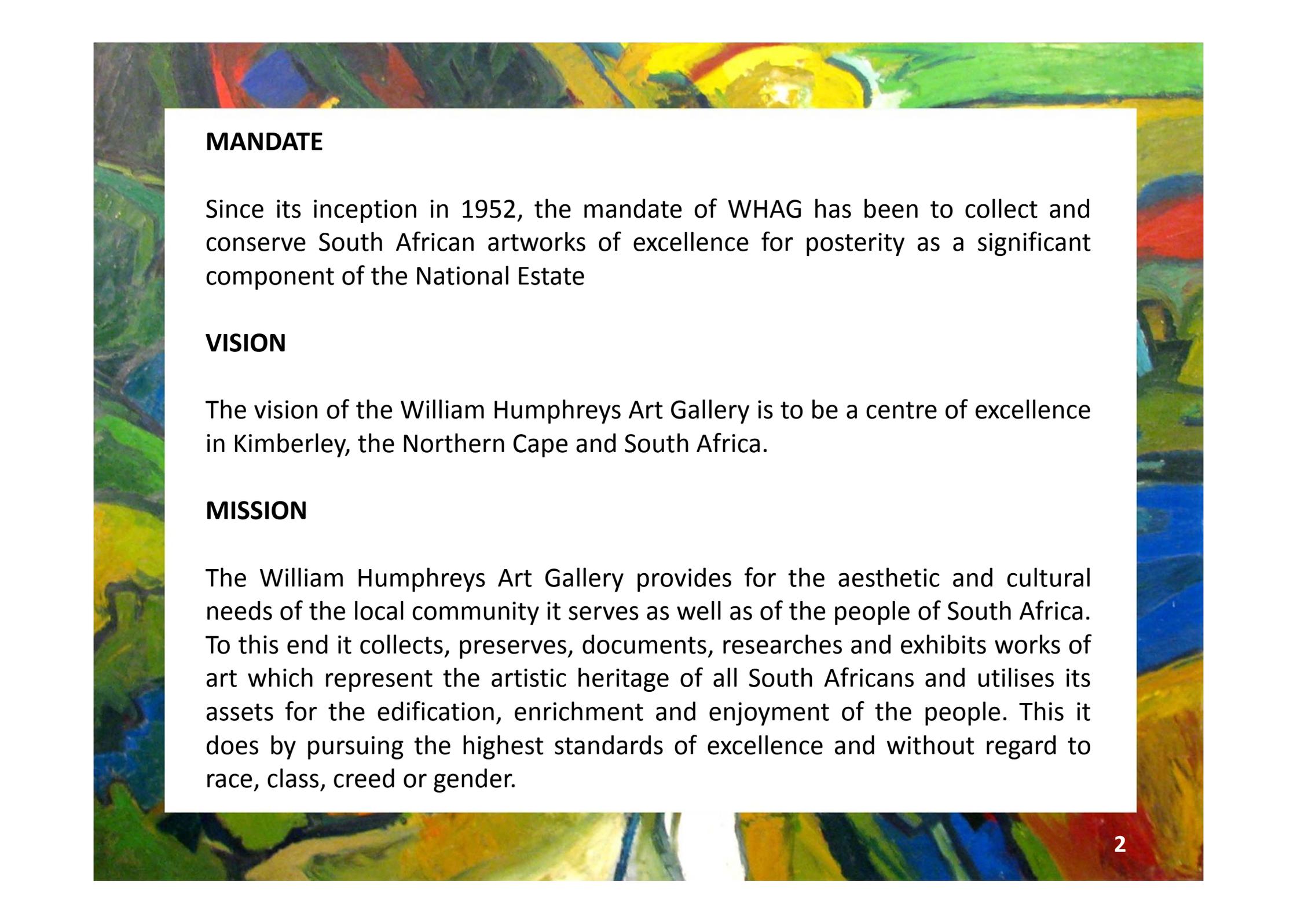


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an agency of the  
Department of Arts and Culture

Strategic Plan  
2015/16 – 2020/21

ISBN 978-0-620-64130-2



## **MANDATE**

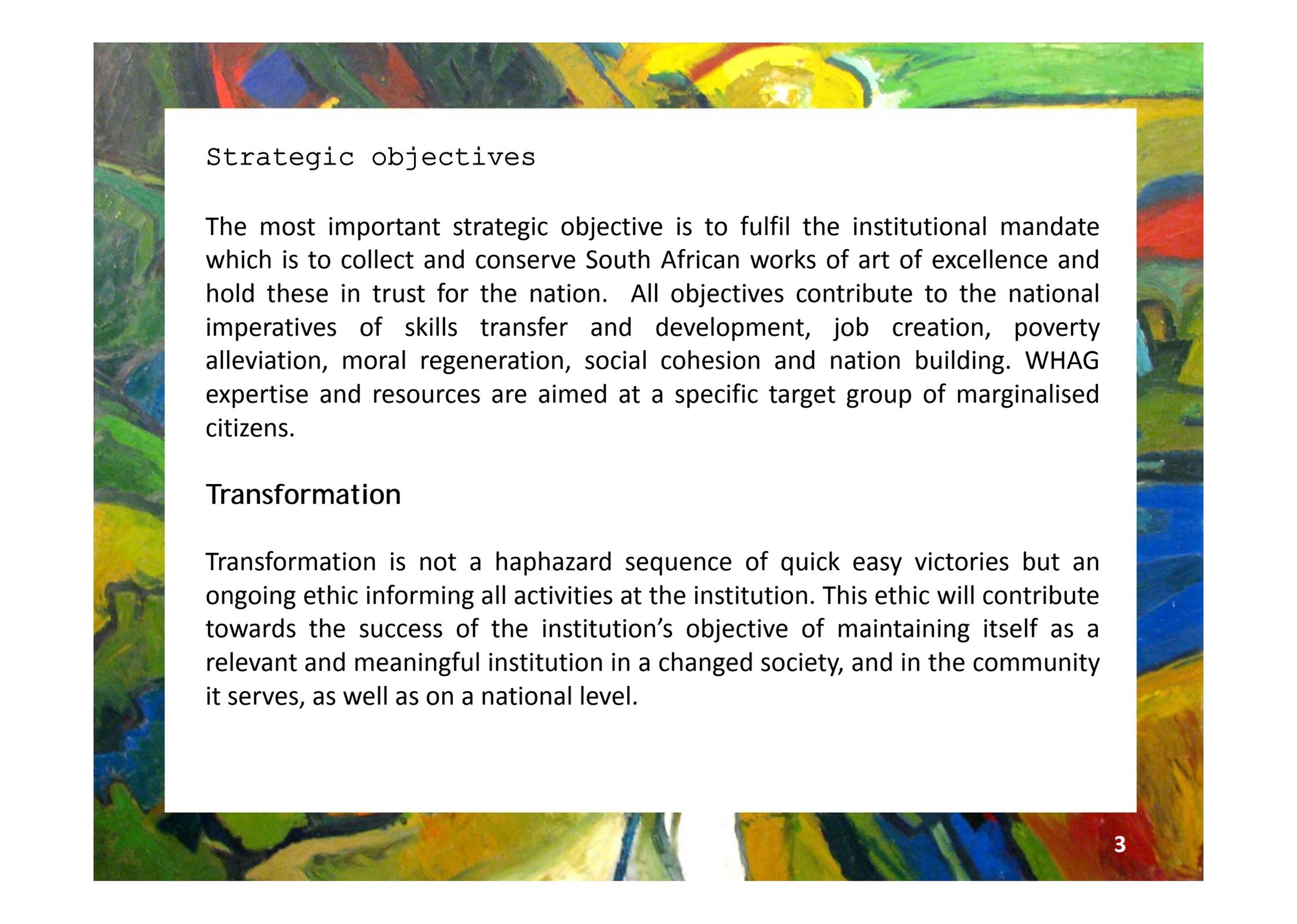
Since its inception in 1952, the mandate of WHAG has been to collect and conserve South African artworks of excellence for posterity as a significant component of the National Estate

## **VISION**

The vision of the William Humphreys Art Gallery is to be a centre of excellence in Kimberley, the Northern Cape and South Africa.

## **MISSION**

The William Humphreys Art Gallery provides for the aesthetic and cultural needs of the local community it serves as well as of the people of South Africa. To this end it collects, preserves, documents, researches and exhibits works of art which represent the artistic heritage of all South Africans and utilises its assets for the edification, enrichment and enjoyment of the people. This it does by pursuing the highest standards of excellence and without regard to race, class, creed or gender.

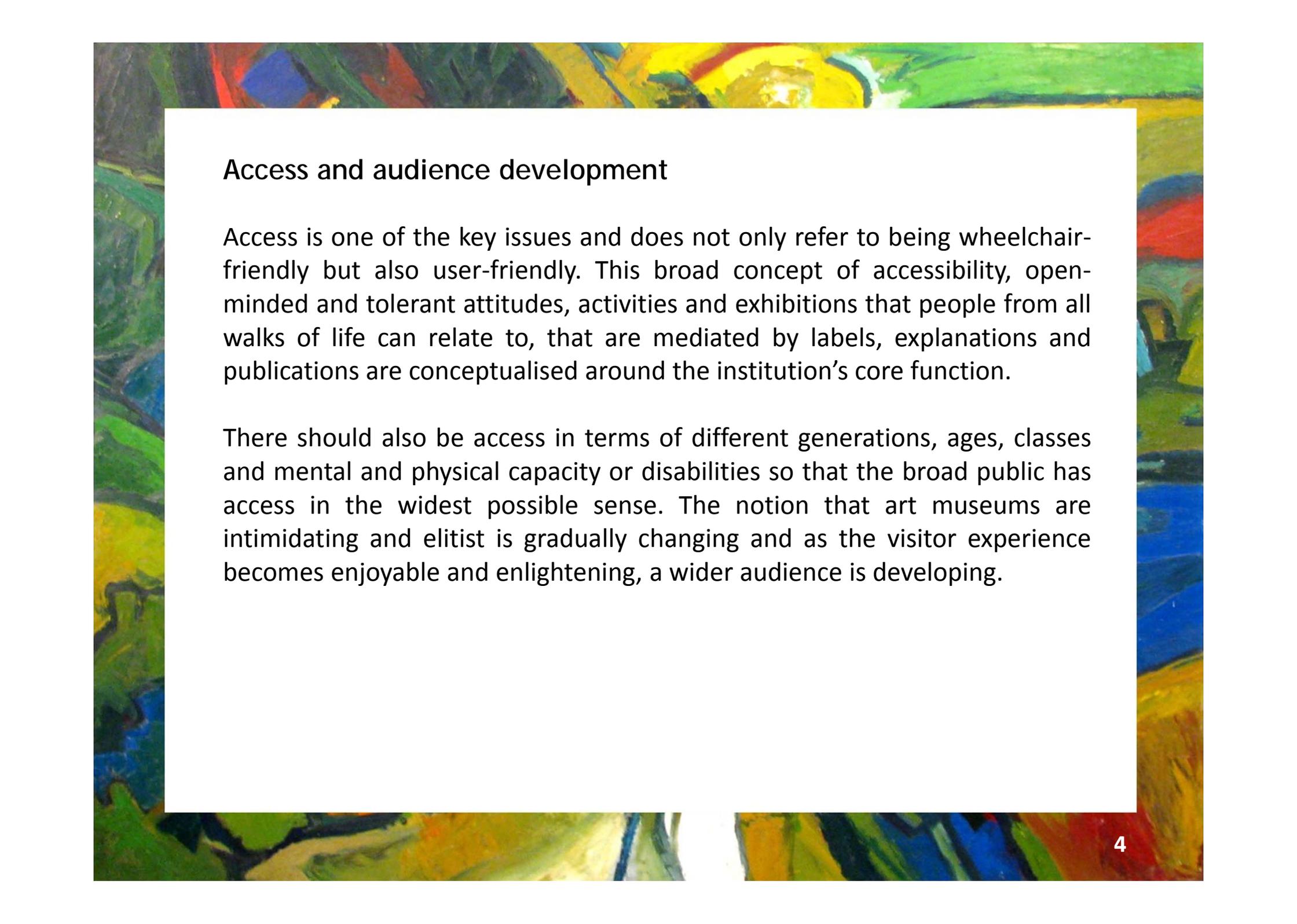


## Strategic objectives

The most important strategic objective is to fulfil the institutional mandate which is to collect and conserve South African works of art of excellence and hold these in trust for the nation. All objectives contribute to the national imperatives of skills transfer and development, job creation, poverty alleviation, moral regeneration, social cohesion and nation building. WHAG expertise and resources are aimed at a specific target group of marginalised citizens.

## Transformation

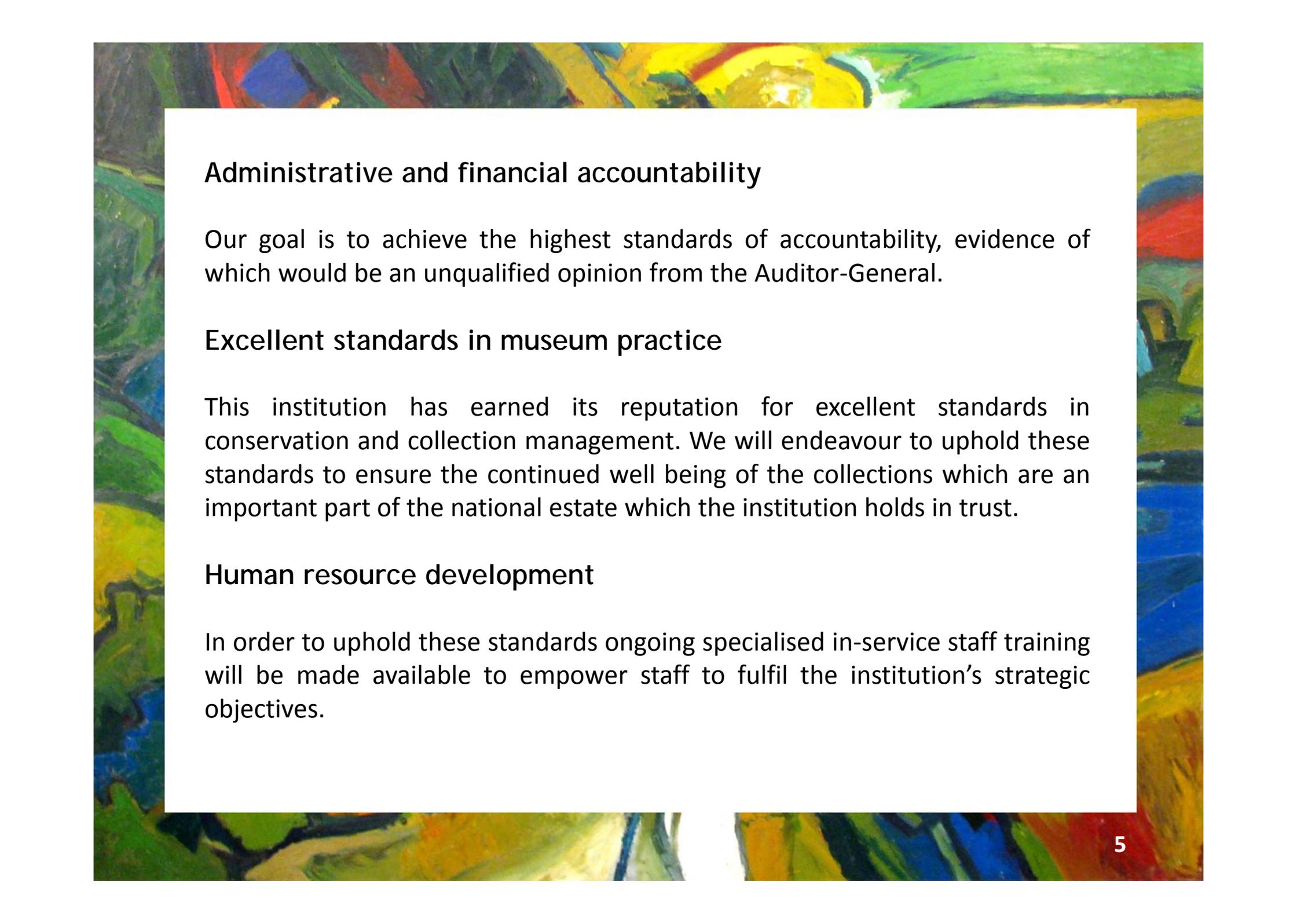
Transformation is not a haphazard sequence of quick easy victories but an ongoing ethic informing all activities at the institution. This ethic will contribute towards the success of the institution's objective of maintaining itself as a relevant and meaningful institution in a changed society, and in the community it serves, as well as on a national level.



## Access and audience development

Access is one of the key issues and does not only refer to being wheelchair-friendly but also user-friendly. This broad concept of accessibility, open-minded and tolerant attitudes, activities and exhibitions that people from all walks of life can relate to, that are mediated by labels, explanations and publications are conceptualised around the institution's core function.

There should also be access in terms of different generations, ages, classes and mental and physical capacity or disabilities so that the broad public has access in the widest possible sense. The notion that art museums are intimidating and elitist is gradually changing and as the visitor experience becomes enjoyable and enlightening, a wider audience is developing.

An abstract painting with vibrant colors like yellow, green, blue, and red, featuring thick brushstrokes and a textured surface. The painting is visible in the background and on the sides of the slide.

## **Administrative and financial accountability**

Our goal is to achieve the highest standards of accountability, evidence of which would be an unqualified opinion from the Auditor-General.

## **Excellent standards in museum practice**

This institution has earned its reputation for excellent standards in conservation and collection management. We will endeavour to uphold these standards to ensure the continued well being of the collections which are an important part of the national estate which the institution holds in trust.

## **Human resource development**

In order to uphold these standards ongoing specialised in-service staff training will be made available to empower staff to fulfil the institution's strategic objectives.



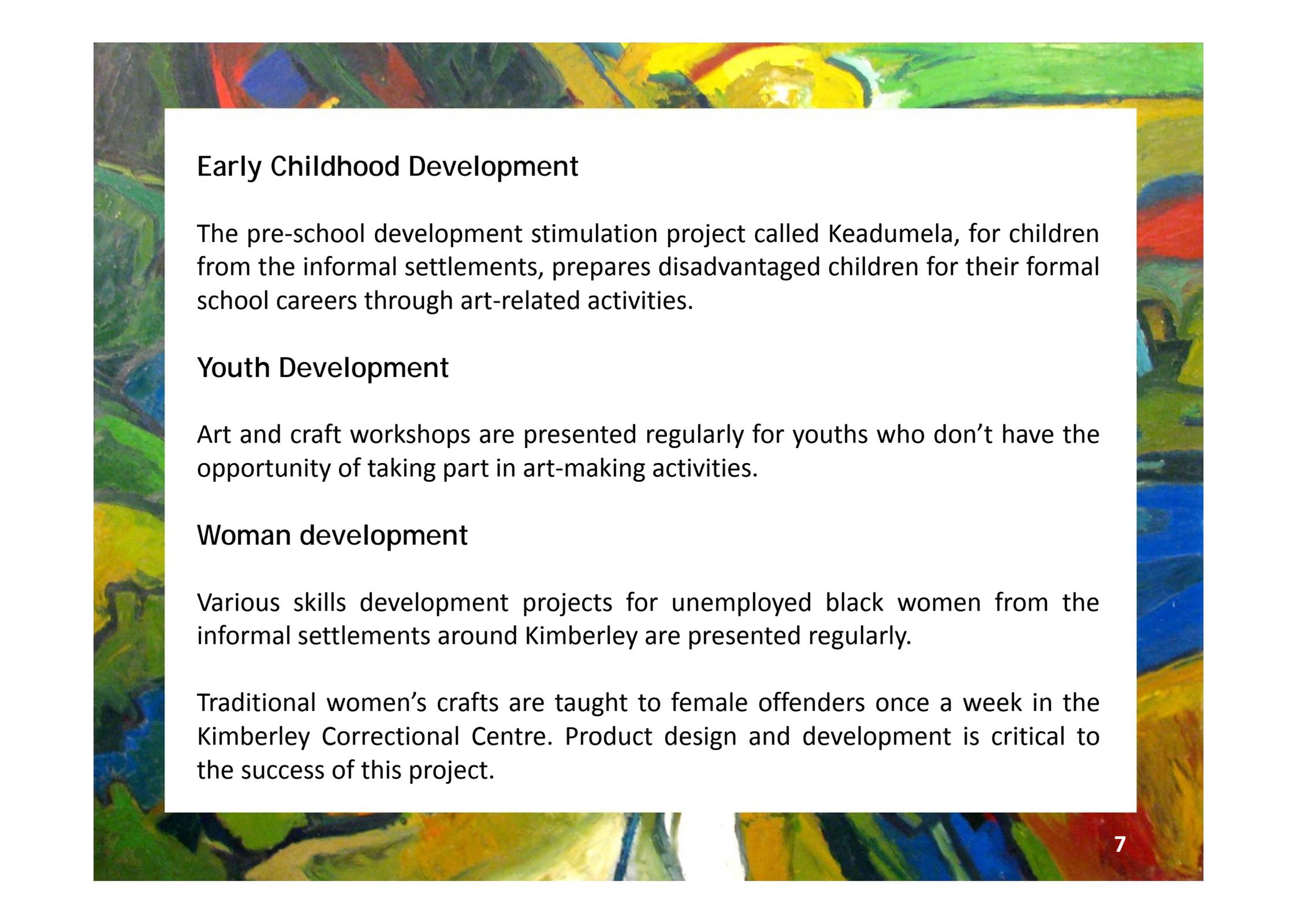
## Collections and exhibitions

The imbalances that existed in the collections as a result of our history have begun to shrink as a result of the past years purchasing policy and we will continue to work towards this end.

The transformation of the exhibitions will follow automatically with the acquisition of works of art by black artists that have previously been ignored or neglected, as well as the acquisition of contemporary works by all South African artists.

## Education

The institution will continue to offer support to teachers and learners with the Arts and Culture curriculum. To this end school principals are constantly invited to make use of the institution's facilities for site visits, activities that include worksheets and projects, reference library, film screenings and lectures. The Sol Plaatje University has added a new dimension to our education programme and a strong relationship with SPU will benefit all stakeholders.

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## Early Childhood Development

The pre-school development stimulation project called Keadumela, for children from the informal settlements, prepares disadvantaged children for their formal school careers through art-related activities.

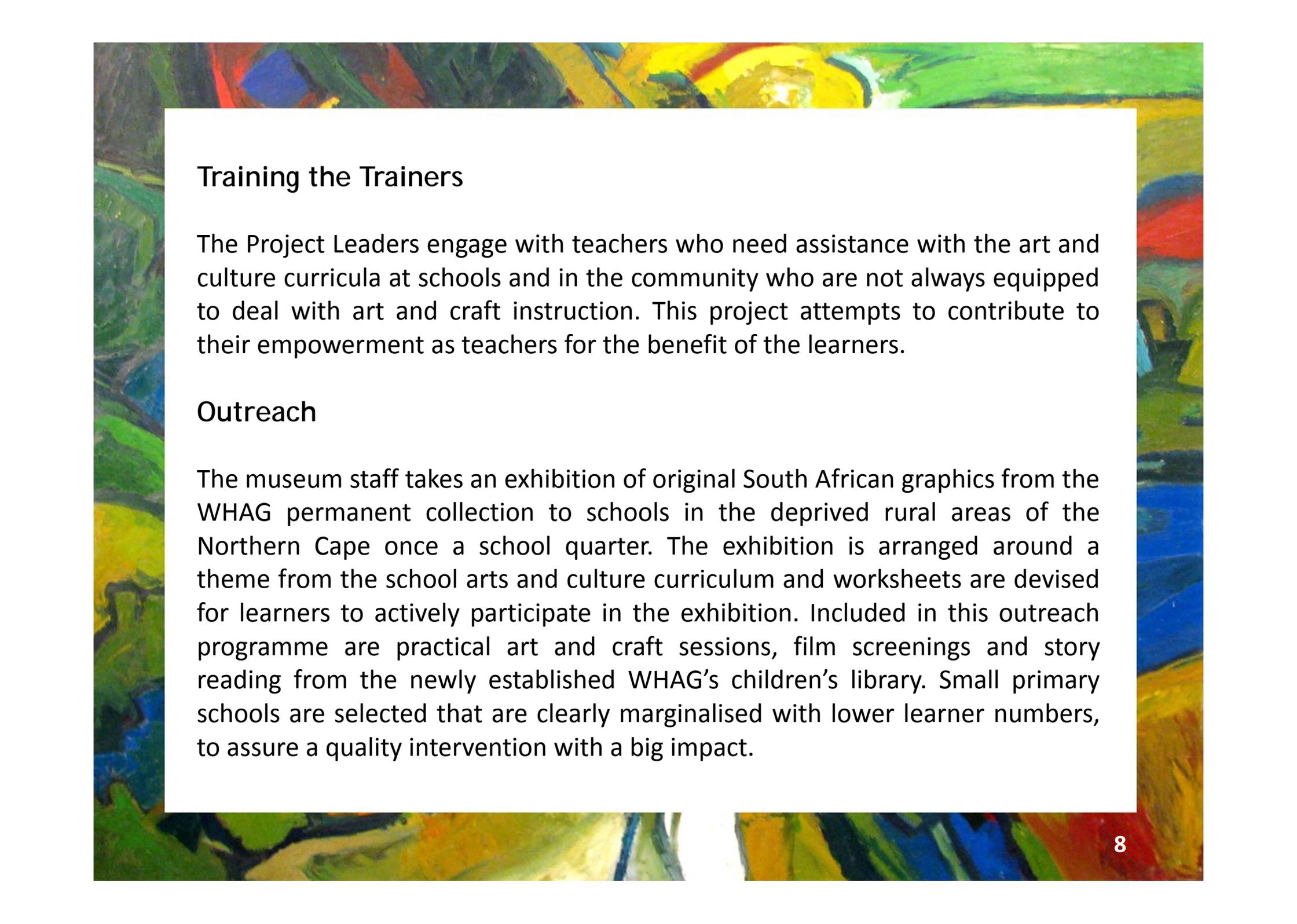
## Youth Development

Art and craft workshops are presented regularly for youths who don't have the opportunity of taking part in art-making activities.

## Woman development

Various skills development projects for unemployed black women from the informal settlements around Kimberley are presented regularly.

Traditional women's crafts are taught to female offenders once a week in the Kimberley Correctional Centre. Product design and development is critical to the success of this project.

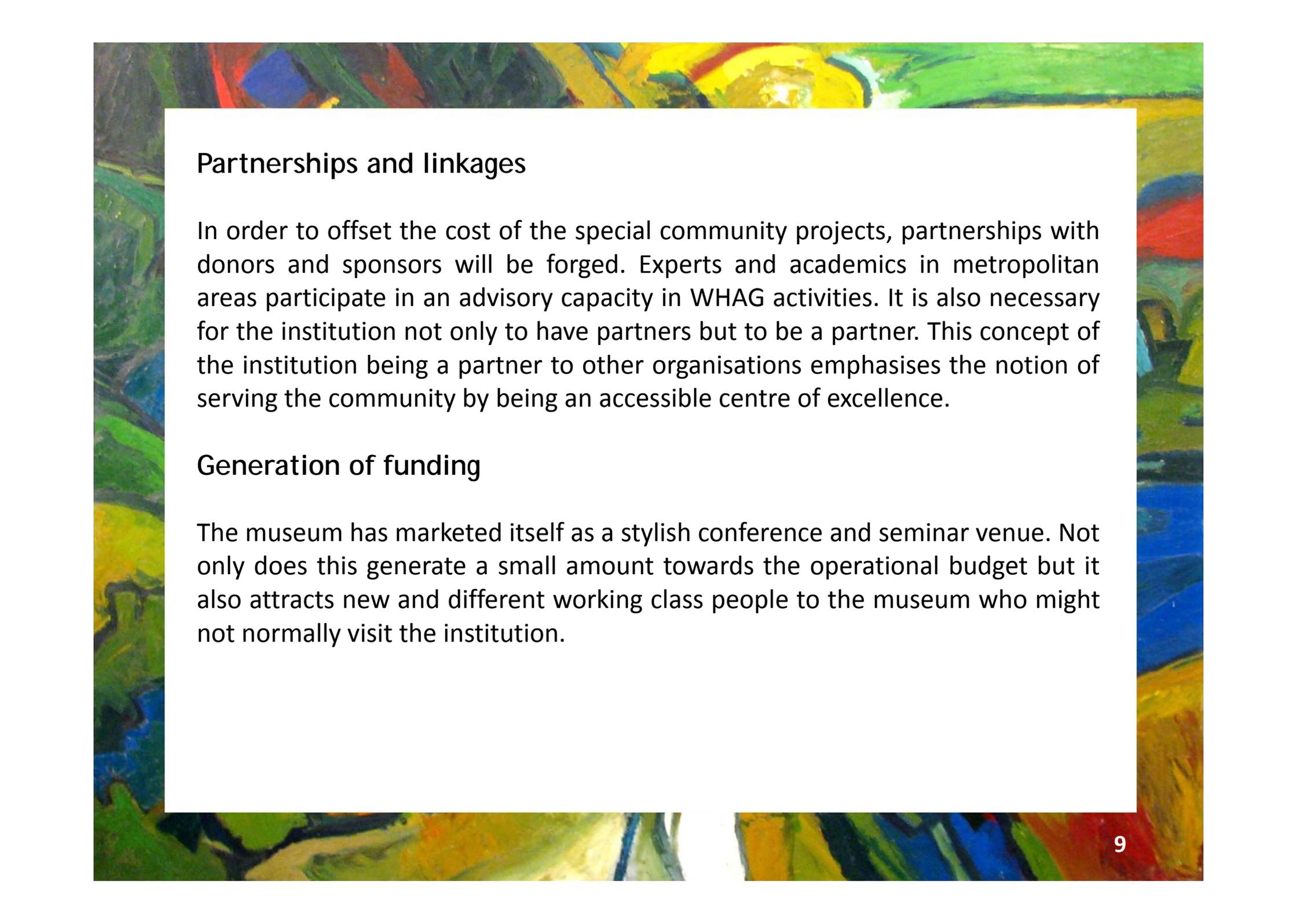


## Training the Trainers

The Project Leaders engage with teachers who need assistance with the art and culture curricula at schools and in the community who are not always equipped to deal with art and craft instruction. This project attempts to contribute to their empowerment as teachers for the benefit of the learners.

## Outreach

The museum staff takes an exhibition of original South African graphics from the WHAG permanent collection to schools in the deprived rural areas of the Northern Cape once a school quarter. The exhibition is arranged around a theme from the school arts and culture curriculum and worksheets are devised for learners to actively participate in the exhibition. Included in this outreach programme are practical art and craft sessions, film screenings and story reading from the newly established WHAG's children's library. Small primary schools are selected that are clearly marginalised with lower learner numbers, to assure a quality intervention with a big impact.

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## Partnerships and linkages

In order to offset the cost of the special community projects, partnerships with donors and sponsors will be forged. Experts and academics in metropolitan areas participate in an advisory capacity in WHAG activities. It is also necessary for the institution not only to have partners but to be a partner. This concept of the institution being a partner to other organisations emphasises the notion of serving the community by being an accessible centre of excellence.

## Generation of funding

The museum has marketed itself as a stylish conference and seminar venue. Not only does this generate a small amount towards the operational budget but it also attracts new and different working class people to the museum who might not normally visit the institution.



William Humphreys  
Art Gallery



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# Annual Performance Plan 2017/18

## Audit Outcomes

After a long history of unqualified and clear audit reports, in recent years the William Humphreys Art Gallery (WHAG) has received three qualifications from the Auditor-General all in respect of GRAP 103. This was as a result of donated heritage assets having been recorded at nil in the Annual Financial Statements. Historically, the purchase price has been recorded and as a result of financial constraints, WHAG has been unable to have the valuations as per GRAP 103 performed for those donated items. DAC has ring-marked funding to have these valuations performed, but the opinion for the 2016/17 financial year will be qualified again. This is beyond our scope of control. We will endeavour to have this situation corrected in the 2017/18 financial year after receipt of the DAC funding.

Furthermore, in the 2015/16 financial year WHAG received an emphasis of matter relating to irregular expenditure. This was in fact not irregular nor unauthorised, as all the SCM prescripts and National Treasury instruction notes were followed.

## Audit Outcomes

All other strategic objectives as defined in the Annual Performance Plans, have been achieved. The transformation of the collection and the outreach and public engagement programmes have been particularly successful.



Hutchinson Primary, 372 km SW of Kimberley

## Expenditure estimates

|                           | Audited outcome |           | Revised estimate | Medium-term expenditure |           |         |
|---------------------------|-----------------|-----------|------------------|-------------------------|-----------|---------|
|                           | 2014/2015       | 2015/2016 | 2016/2017        | 2017/2018               | 2018/2019 | 2019/20 |
| For the entity as a whole |                 |           |                  |                         |           |         |
| Administration            | 3 305           | 2 602     | 3 862            | 4 747                   | 4 030     | 4 256   |
| Business Development      | 1 098           | 1 366     | 1 528            | 1 654                   | 1 760     | 1 859   |
| Public Engagement         | 1 177           | 1 170     | 1 246            | 1 419                   | 1 502     | 1 586   |
| Subtotal                  | 5 580           | 5 138     | 6 636            | 7 820                   | 7 292     | 7 700   |

Since the tabling of this Annual Performance Plan, DAC has adjusted the allocation with funds ring-marked for valuations of heritage assets for compliance with GRAP 103, and additional funding for the payment of municipal services which will now be paid directly to the municipality by the entity. The baseline grant remains as per the APP tabled in Parliament.

Relating expenditure trends to outcome oriented goals

The baseline grant for the 2017/2018 financial year is R6 892 000.

The core function operating expenses are calculated in percentages against the baseline grant as follows:

|                           |        |
|---------------------------|--------|
| Compensation of Employees | 53.75% |
| Art Purchases             | 15.45% |
| Insurance                 | 3.16%  |

The balance of expenditure relates to procurement of goods and services and compliance with legislation.

Administration  
Business Development  
Public Engagement

## Administration

In spite of the fact that there are serious constraints with regard to the size of the establishment at the institution, compliance with the legislative prescripts in terms of the Public Finance Management Act and National Treasury Regulations is under control.

However, the accounting standards and audit requirements have become so technical that a specialist consultant's services have to be obtained to assist.

It is obvious that the Auditor-General's audit plan does not fit small entities and the cost of this audit in relation to the allocation is unreasonable. There is a serious problem with the fees charged by the Auditor-General. For the 2015/16 financial year the audit fee was R451 940 for a total expenditure of R6 643 788. The Gallery paid 1% of total expenditure, R75 739 (6.9%) as per the Public Audit Act and the balance from this year as well as some previous years remains unresolved in spite of communication from the Minister of Finance that the AG should perform the rest of the audit on a pro-bono basis.

## Business Development

The core business of the William Humphreys Art Gallery is to collect, conserve and celebrate the country's artistic heritage. To this end significant and rare works of art by black artists not previously represented in the collection or by those poorly represented will be sought.

Artworks by new younger contemporary artists from all race and gender groups must also be sought in order not to create new imbalances.

The budget for purchasing artworks for the 2017/18 financial year is R1 260 000. This is 15.45% of the baseline grant.



Henrietta Ngako

## Public Engagement

### **Exhibitions**

24 Exhibitions will be presented during the course of the year, which include historic exhibitions, temporary loan exhibitions, rotating exhibitions from the permanent collection and outreach exhibitions. However, historically, we have always over-achieved on this target.

### **Special community projects**

- Keadumela – Early Childhood Development

The pre-school children from the desperately poor settlements in and around Kimberley are at a huge disadvantage when they begin their formal school careers. This project aims to equip them for a successful school career by stimulating their skills development through art and craft related activities and educational worksheets.



Public Engagement - continued

- WHAG Ubuntu Arts and Crafts Workshops – Youth and Women development including female offenders held in terms of the Criminal Procedures Act - teaching art and crafting skills.
- Mentally handicapped adults from Yonder, a Kimberley institution that cares for these special people, have been attending art and craft workshops on a weekly basis for a number of years. This will continue.
- The project presenting craft workshops for female offenders at the Kimberley Prison has been running since 2003 with many offenders reaping the benefits of the project. The primary purpose of the project is to teach the offenders skills with which they can earn a living in the informal sector once they are released from the correctional system. However, it is significant to note that one of the most encouraging spin-offs of the project has been the rebuilding of self esteem and human dignity of the offenders which reinforces the notion that this project can contribute to moral regeneration and therefore successful rehabilitation of the offenders into society once they have served their sentences.

Public Engagement - continued

- Education – WHAG Reference Library

The library remains a valuable resource for school learners and students taking art as a subject. The Sol Plaatje University students also have access to the WHAG reference library and this valuable relationship with SPU grows in significance year after year. Kimberley Art Centre learners attend their Visual Culture Studies classes in the Gallery exhibition wings, using resources from the reference library as well. Special viewings of specific artworks included in the school syllabus are regularly requested by the teachers.

- A new initiative at WHAG is the establishment of a children's leisure reading library. Recent statistics reveal a bleak picture. Of the country's more than 25 000 schools, only 11 percent have functional libraries. Of the country's 15 million households, around half have not a single book in them. This means that many millions of children and young people are growing up without access to books which could supplement their basic education and expand their lives. WHAG plans to take children's books on outreach into the rural Northern Cape and encourage the love of reading at an early age.

- WHAG Film

Film is an important visual arts medium and a monthly programme of screenings is presented. Literature set-work films for school groups are screened on request and taken into the rural areas with the outreach exhibitions and children's library.





WHAG is serious about making a difference to marginalised children in the Northern Cape

Thank

You