



arts & culture

Department:  
Arts and Culture  
REPUBLIC OF SOUTH AFRICA

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Mr F Nyathela  
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Email: [NyathelaF@saroadies.co.za](mailto:NyathelaF@saroadies.co.za)

**RE: RESPONSE TO SOUTH AFRICAN BACKSTAGE SKILLS ACADEMY**

The e-mails received from SARA requesting clarity on the DAC's response to the request to support two international consultants to conduct a feasibility study into a South African Back Stage Academy refers.

In our previous correspondence dated 23/07/2016 on the above mentioned matter, the Department indicated that it will not support the project, due to need to locate such an initiative within the broader context of a skills audit that the Department was planning in support of the Live Events Technical and Production Services sector strategy. The strategy itself indicates that the human capital environment of the sector requires further analysis to inform future policies, programmes and projects. It is thus essential to map the current skills development environment in the country, as well as forecast short, medium and long term skills need to inform a skills strategy for the sector that a dedicated institution, such as an academy, could implement.

The tender for the study was advertised as prescribed by government procurement processes, and the proposals are currently under consideration. It is anticipated that the research will start in early 2017. As a stakeholder in the sector, SARA will be consulted by the appointed team.

Warm regards

VUSITHEMBA NDIMA  
ACTING DIRECTOR-GENERAL  
DATE: 14/12/2016





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15/07/2016 10:00:00  
15/07/2016 10:00:00

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Email: [NyathelaF@saroadies.co.za](mailto:NyathelaF@saroadies.co.za)

**RE: SOUTH AFRICAN BACKSTAGE SKILLS ACADEMY**

Reference is made to the proposal by the United Kingdom based Semperior Ltd and Backstage Academy, to deliver a bespoke solution to set up a South African Backstage Skills Academy as recommended at the 2015 SARA Live Events Conference.

As per the discussions with Mr Charles Mabaso, the DAC will not support the project as proposed at this time. The Department of Arts and Culture is currently implementing the Events Technical and Production Services sector strategy as part of its sector development interventions. As you know the strategy was drafted last year with significant input from the sector. The strategy outlines various work streams designed as mechanisms that provide a framework in responding to the various needs identified through previous research, consultations and proposals received from the sector. This framework will assist in maximising the impact of interventions and to avoid making interventions in the sector that are not informed by comprehensive consultation with sector stakeholders.

In this regard, the sector strategy has provided a guideline on how these will be followed through. In implementing the strategy, the DAC will initiate a comprehensive feasibility study in 2016/17 to inform programmes aimed to develop the human resources in the sector.

We would appreciate your participation and support for the process and will keep SARA and other stakeholders in the sector apprised periodically of developments in this regard

Warm regards

VUSITHEMBA NDIMA

ACTING DIRECTOR-GENERAL

DATE: 23/07/2016





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Dear Freddie,

**RE: MEETING REQUEST**

Greetings

I refer to your request for a meeting with Mr John Botham OBE and Dr Andrian Brooks. I am pleased to confirm that the meeting will be held on Monday 16<sup>th</sup> May 2016 at 12:00 noon.

We will extend the invite to relevant colleagues to attend the presentation.

**Venue:** Department of Arts and Culture

Kingdley Centre 481

Church Street, Arcadia

2<sup>nd</sup> Floor

With kind regard and best wishes.

Mr. Charles Mabaso

Chief Director Cultural Development

Date

10/05/16





### ***Making the Vision Happen***

#### **Building Capacity for the South Africa Government to enable the implementation of the Skills Project**

A proposal by Semperior Ltd and Backstage Academy. to deliver a bespoke solution to set up a South African Backstage Skills Academy.

*This would build the capacity of the South Africa Ministerial Staff to train all relevant staff in live events, leadership and self review over the chosen period of time. It would also enable the South Africa Ministerial Staff to fast track their Main Hub and Regional Centres for Live Events Production Academy in respect of:*

- ***Budget***
- ***Building plans***
- ***Staffing***
- ***Management of the Centres***
- ***Resourcing the Centre***

Dear Sir

Semperior Ltd and Backstage Academy. are pleased to submit the following Proposal to provide International Education Consultancy for the Skills Project in South Africa

Semperior Ltd and Backstage Academy. has the resources, capacity and experience to deliver the following sub components for this exciting project:

- **Academy Mapping & Implementation**
- **Capacity Building for self sufficiency**
- **In-Service Staff Training Program to deliver student training**
- **Ongoing assessment and evaluation**

You will see from the excellent and impressive profiles of the Senior team, that our wealth of experience in leading exciting and innovative, national and international projects is second to none. We are well placed to commission other highly skilled professionals from the education development sector.

**Semperior Ltd.** is a dynamic UK based consultancy helping private and public sector develop skills based academies fit for the future, we have designed projects for The British Library, London where we established digital research areas and entertainment areas for students and guests. Other projects include The NCU Gambia; Joondalup Hotel, Perth, Nottingham City School and Student Portal as well as embedding the latest technology into a number of schools, colleges and universities in the UK.

Our expertise: we specialise in school, college and university technology advice and training and helping to plan your building to reflect 21st century



South Africa and the Southern Region could become the destination of choice for lucrative events bringing in huge revenue.

### Types of Live Events

#### Global Sports Events

- Athletics
- Football
- Rugby
- Golf
- Motorsport

#### Music Events

- Concerts
- Festivals

#### Business Events

- **Conferences** are popular and important business events. Everything about the event management of academic, medical and business conferences
- **Seminars** educational events for the training of managers and employees. Most seminars are not comparable with boring lectures. Interactivity is core!
- **Meetings** are common business events in large companies, perfect to discuss operational and financial strategies
- **Team Building Events** a key to develop and motivate teams in companies and divisions. Everything about the planning of professional team building events
- **Trade Shows** exhibitions where companies can present and demonstrate their latest products. A professional presentation is crucial
- **Business Dinners** a long-standing corporate tradition to conclude fiscal years, celebrate new milestones or to get in contact with key customers
- **Sports Events** Those events aim to acquire new customers, to increase customer loyalty or to motivate employees
- **Product Launches** are critical for the successful market introduction of some products. A perfect product presentation might also increase the media coverage
- **VIP Events** are used to increase customer loyalty. Professional planners organizing VIP events that ultimately increase your revenues
- **Trade Fairs** are a great opportunity to present your latest products to customers and business partners.

All of these events would be possible with a skilled workforce to organise and run them

Please do not hesitate to contact us for further clarification

Thank you for your consideration.

**John Botham**

**Adrian Brooks**

## The Programme and Cost of Programme. Year 1

Please note the daily cost of each main consultant will be £750 per day this discounted price reflects our commitment to the South African Roadies Association (SARA) and the young people of South Africa. All other consultants used will be charged at £500 per day.

In addition there will be flight and hotel costs as well as receipted out of pocket expenses.

Work Schedule	Personnel	Days	Cost
<b>Preparatory Input-March/April/May 2016</b> 3 days per month UK work-to complete the Business Plan 5 days in South Africa (inc. travel), for Keynote lectures and Workshops at the upcoming Live Event Technical & Production Conference-LETPC 2016. This would include meetings with the Ministry and key stake holders to further discuss: <ol style="list-style-type: none"> <li>1. Sites (Main and satellites)</li> <li>2. Course content</li> <li>3. Student numbers marketing strategies</li> <li>4. IT strategy</li> </ol>	John Botham Adrian Brooks John Botham Adrian Brooks	6 6 5 5	£6750 £6750 £3750 £3750
<b>Joint Preparation in UK/SA-June/July</b> 3 days each consultant per month (June, July) Preparatory work on: <ol style="list-style-type: none"> <li>1. Sites Identification and refurbishment</li> <li>2. Course content (Teaching and validation)</li> <li>3. Student numbers (Entry and assessment)</li> <li>4. IT strategy identify partner for all IT</li> </ol>	John Botham Adrian Brooks	6 6	£6750 £6750
<b>Second Visit-August/Sept</b> 5 days in South Africa (inc. travel), to review progress and identify any problems and their solutions, meet with key stake holders	John Botham Adrian Brooks	5 5	£3750 £3750
<b>Joint Preparation in UK/SA-Oct/Nov</b> 3 days each consultant per month	John Botham	6	£6750

*keynote right down to his participation in the panel sessions John gave an informed if sometimes thought provoking opinion and John certainly met the brief he was given.*

*It is rare to find someone with both the hands-on teaching skills and the commercial experience that John has had and I certainly can't wait to work with him again on another event in the future.*

Rhona Greenhill

Project Director

Alarming Events Ltd

Conference Producer/Director for Fairs and Exhibitions, GESS and GEF events in Dubai

