CONNECTING BUSINESS TO ART & ART TO BUSINESS

WHO ARE WE?

•Founded in 1997 as a joint initiative of the Department of Arts and Culture and the corporate sector

•Part of a strategy to secure greater involvement in the arts from businesses operating within South Africa.

•Established as a section 21 company

•Accountable to stakeholders – government, corporate members and to the arts community

•Business and Arts South Africa is constituted in terms of the Companies Act and is registered as a public benefit organisation.

•Currently 160 members

BUSINESS AND ARTS SOUTH AFRICA

VISION

To attract corporate sector support for the arts and culture, whether financial or in kind, and to lift the profile of the arts and artists within South Africa

MISSION

To promote mutually beneficial, equitable, and sustainable business arts partnerships that will, over the long term, benefit the broader community

STRATEGY 2009-2010

1. Restructuring Internal Organisation

2. Grow Institutional Marketing and Value of organization for members

3. Grow equitable partnerships between business and the arts (ongoing)

4. Diversify Funding Model - 2010

Restructuring of Internal Organization

- HR Consultant appointed to Scope Terrain and restructure positions
- Staff KPA's
- Staff growth trajectory
- Formal HR Policy Document
- Staff Training
- Appointment of W Cape Representative (KZN, EC)
- Appointment of Marketing and Operations Manager
- Creation of an ongoing Internship program
- Pro Bono HR
- Pro Bono Legal Advice

Grow Institutional Marketing and Value for members

•Appointment of Marketing and Operations Manager

•Monthly eBulletin for members

•Regular Email support for Arts organizations

•Events and Networking

•Research

• Media Support

•Bespoke Service

•Advocacy

•Best Case Seminars

•Awards

•Artslink/ Bizcomm Press Releases

•Re launch of website – ability to update internally on a daily basis, Twitter and the blog

Value for stakeholders

•Supporting Grants Scheme

•Special Projects
- BASA Basics
- NAF, Moshito, SATI

•Business Day BASA Awards, supported by Anglo American

• Barloworld Mentorship Programme (33 mentors)

•BMI Artstrack Research
- Currently engaging with other research projects

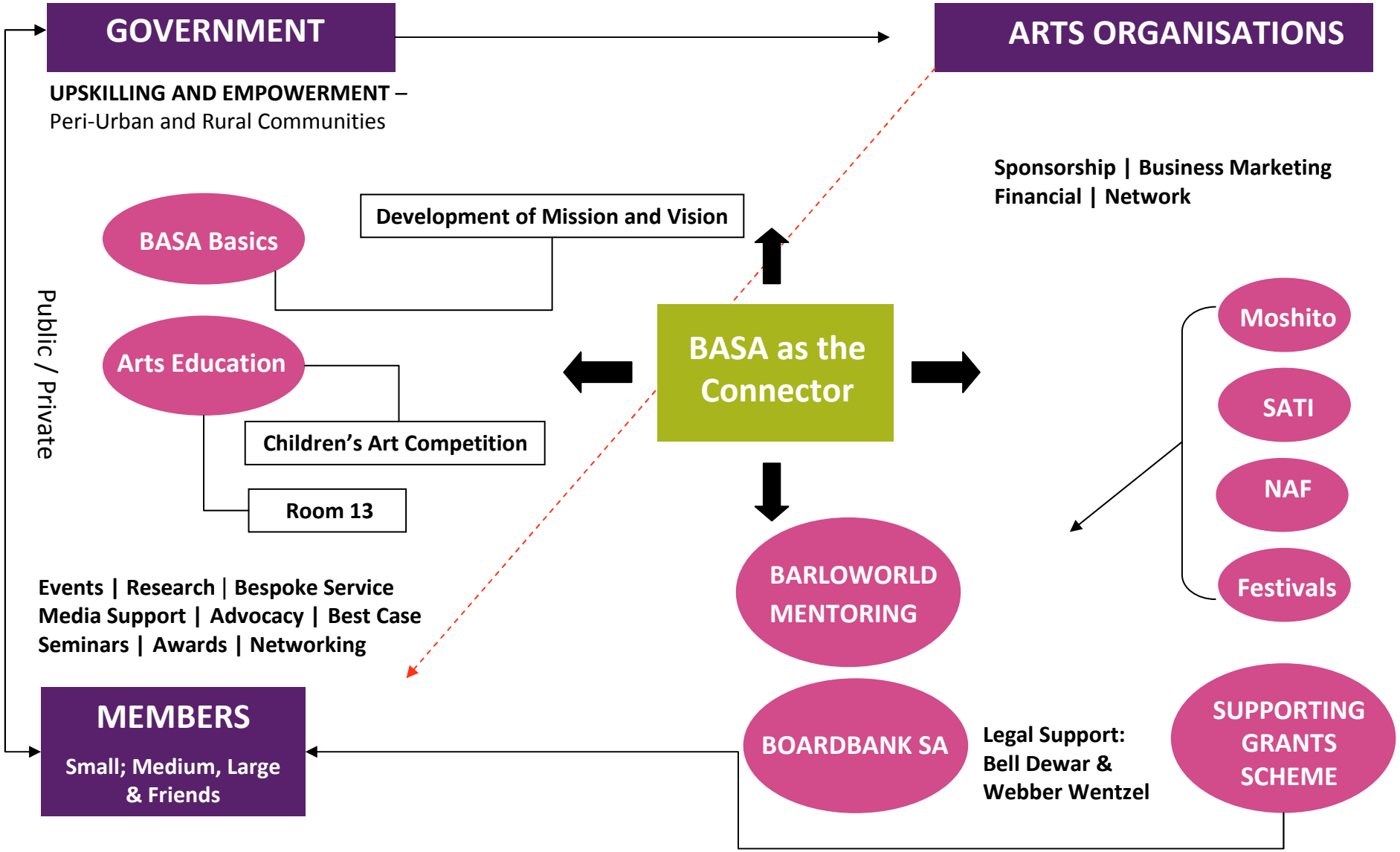
•Empowerdex Board Bank SA

•Best Case Seminars and its bespoke consulting service

•Advocacy

•Business and Arts South Africa continues to drive change in corporate sector thinking.

FROM SEED TO STRENGTH TO SUSTAINABILITY



Diversify Funding Structure

- Government
- Small Business
- Small to Medium Business
- Medium Business
- Large Business
- Friends of BASA
- Bespoke Consultancy

BUSINESS AND ARTS SOUTH AFRICA
011 832 3039
info@basa.co.za
www.basa.co.za

BUSINESS AND ARTS SOUTH AFRICA