



BEYOND THE 2010 FIFA WORLD CUP



arts and culture

Department
Arts and Culture
REPUBLIC OF SOUTH AFRICA

What we set out to achieve

An African World Cup

Ensure that the World Cup was a truly African event with participation across various platforms from the whole continent
That South Africa was a gateway to the continent

National symbols popularization

As the custodians of our national symbols, social cohesion and nation building we set out to amplify the campaigns around getting the nation excited and enthused.

We set out to educate South Africans on the protocols of our national flag and anthem and popularize them in the main, but also take the opportunity to educate about our other national symbols

MY2010 School Adventure

Planting seeds of good citizenship not just to our country but to the continent and the world at large

To use the platform to market the arts and use it as a tool for learners who were not football inclined to also get involved and be excited about the world cup

Arts and Culture Programme

To use the arts to encourage the appreciation and education of our diversity as a nation

To ensure both visitors and our locals enjoy the wide ranging spectrum of our arts and culture

To create economic and development opportunities for our artists and to present an opportunity for the development of partnerships

To take arts to the people in rural communities

Legacy Projects

Capacitate as per the respective needs art centres and art institutions so they continue to deliver world class productions for the economic development of the artist and the community at large

The African World Cup

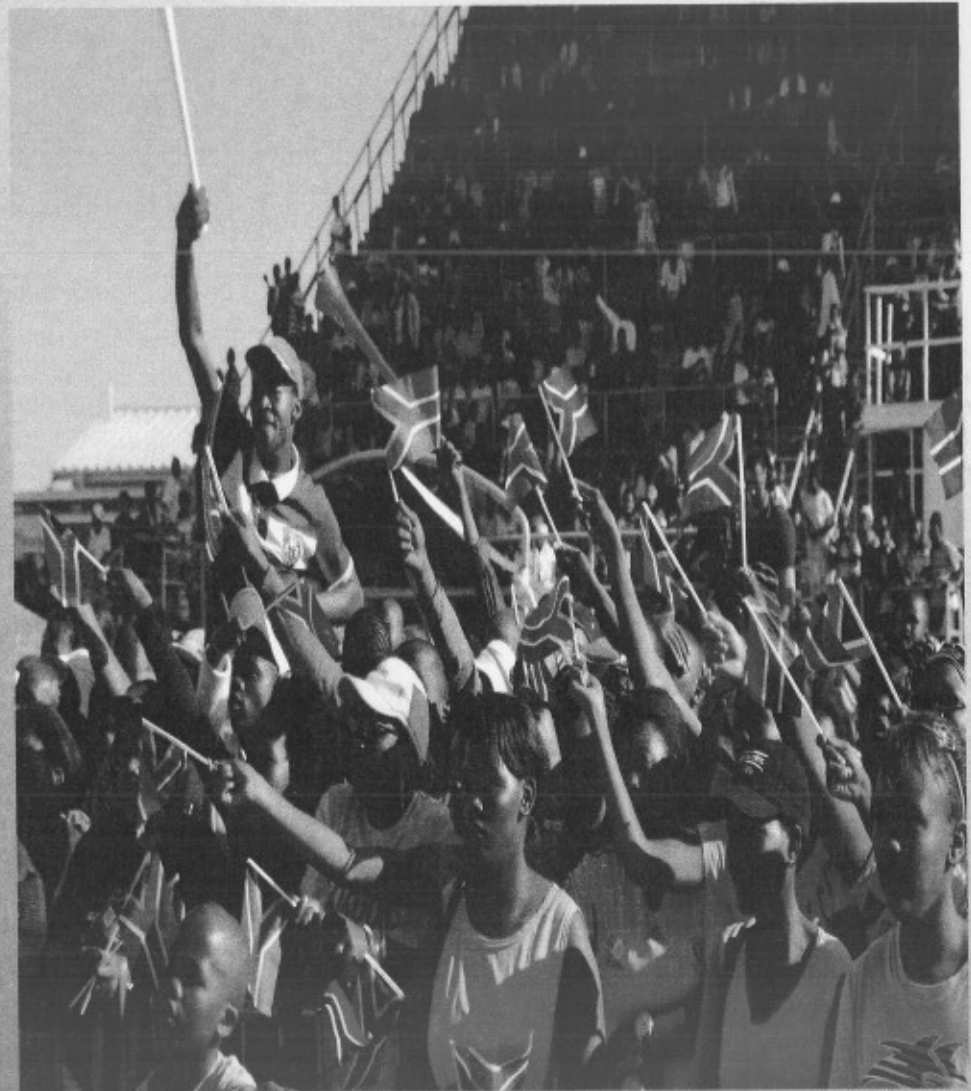
- The continent was eager to participate across the platforms presented to them. This was truly the continent's time to shine
 - When properly and sufficiently engaged countries responded positively to our invitation and did their country proud when they were on our soil
 - Participation with countries was done under our bilateral agreements, this bodes well for future projects between countries and has extended the span of areas of opportunity and areas of growth
 - Windy brow came to life as a Pan African Centre of the Arts, we saw our brothers and sisters from the continent and South Africans able to enjoy themselves and interact in this space throughout the world cup
- **Post World cup projects - recommendations:**
 - **Artists exchange programme with the State theatre**
 - **Theatre productions exchange programme also with the State Theatre**
 - **Windy brow to be reinvented as the Pan African Centre of the arts**

African countries the DAC hosted: Ghana, Nigeria, Algeria, Zimbabwe, Mozambique, Lesotho, Swaziland, Botswana, Namibia, Cameroon, Ivory Coast



National symbols popularization

- We did well to maximise and align campaigns with other stakeholders eg. Fly the Flag for Football campaign
- **We have a lot more that unites us than divides us.** A common focus of ensuring a superb world cup saw great coordination and partnership between government , civil society groups, business and individuals around issues of nation building. The driving forces of the collaboration should be lifted so as to infuse it into our day to day life long after the world cup.
- A common goal that cuts across our difference is the need and desire for a prosperous and peaceful country
- Our education campaign did well to begin the process of educating South Africans about our national symbols.
- Efforts will continue to deepen the root of love, understanding, tolerance and peace displayed by South African during the tournament
- Post World Cup programme - recommendations
 - National symbols passport (an educational booklet) to be distributed to the public and schools
 - An active media campaign to get South Africa talking about our National symbols, what they mean, how they came about etc etc
 - A flag in every school programme intensified



The Arts and Culture Programme

- A great number of development artists welcomed the opportunity to take to the stage at PVAs
- The opportunity for artists to tell the South African story was given and shows such as 'A Tribute to OR Tambo', 'Ma Brr', the musical, 'The Rivonia Trial' and 'Conversations with Mandela and Luthuli' were performed to sold out shows
- A good number of our artists benefited financially from our participation in the world cup programme
- The disabled community was engaged and allowed to fully participate and be a part of this spectacular event. The strong presence of our political and senior principles at events in rural communities was well received. We took the World Cup to the people and they were eternally grateful. (we received a goat as a token of appreciation)
- The mandate of the department was promoted and people were educated about the many area we are responsible for
- **Post World Cup Programmes- recommendations:**
 - Mobile theatre productions to tour our rural communities, staging plays in community halls, multi purpose centres
 - Mobile exhibitions to also tour our rural communities and or be stage in our community art centres
 - The Pan African Craft Exhibition to tour from province to province
 - Commission an impact study of the World Cup in the arts and craft market

MY2010 School Adventure



A great opportunity to engage and build relationships with education and arts and culture structures on the ground. We found communities ready to assist and spread our messages

A private public partnership model will be best to carry this project forward. A concerted effort to be made to strike such a partnership so the arts have a place as an economic driver in our country

- Post World Cup programme:
 - An annual art competition, for 2011 using branding material from the 2010 FIFA World cup to make items that can be sold
 - Proceeds to go towards capacitating a school based art programme
 - Regular National symbols presentations to schools
 - Incorporation of a syllabus of good citizenship

