

DRAFT IMPLEMENTATION STRATEGY FOR THE CHARTER FOR AFRICAN CULTURAL RENAISSANCE

Section 1: The Implementation Strategy

	Obligations	Article	Policy Alignment	Strategic Intervention	Indicators	Duration	Departments
1	ECONOMIC IMPERATIVE						
1.1.	Support cultural development through financial incentives	22	<p>Mzansi Golden Economy & Overview of the Strategy Summit: administrative plans</p> <p>National Development Plan 2030, pg. 36: incentivising commercial distribution networks to distribute and/or host art.</p> <p>National Development Plan, Chapter 3, pg. 35: Government to incentivise the private sector through tax breaks to set up mentoring programmes; established small enterprises should be offered wage subsidies to take on apprentices and to offer youth placements.</p> <p>DTI Film Incentive and Co-Production agreements signed between South Africa and many European countries to promote the production of film and television.</p>	<p>a) The Charter Committee (see below) will meet with the Department of Trade and Industry and other Government Departments and agencies to ensure that needs of the cultural and creative industries are accommodated in the National Development Plan and Industrial Policy Action Plan.</p> <p>b) Advocacy about the range of incentives available at all levels of government and in all departments which may not be specific but are applicable to the arts, culture and heritage sector and the creative industries.</p>	Revised Funding Model implemented	<p>Short Term</p> <p>Long Term</p>	<p>Arts and Culture</p> <p>Economics</p> <p>Development</p> <p>National Treasury</p> <p>Trade and Industry</p>
1.2.	Stimulate artistic creation through national funds	22	<p>National Craft Sector Development Programme</p> <p>National Liberation Heritage Route</p>	<p>a) Review of the White Paper on Arts, Culture and Heritage, specifically to ensure that funding is articulated in a coherent system.</p>	Approval of the reviewed White Paper on arts, culture and	Short term	<p>Arts and Culture</p> <p>Trade and Industry</p>

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			<p>Mzansi's Golden Economy Strategy</p> <p>The National Skills Development Framework: CATHSSETA and the National Skills Fund</p> <p>National Arts Council Act, 7: distributes at least 75% of the funds they receive in support of the arts</p> <p>National Film and Video Fund</p> <p>National Heritage Council</p> <p>Business and Arts South Africa</p> <p>Arts and Culture Trust</p> <p>International and private sector funding sponsorship</p>	<p>b) Accelerate the implementation of the Mzansi Golden Economy Strategy specifically Cultural Precincts, the Art Bank, Art in Public Spaces and the Touring Venture.</p> <p>c) Develop targeted customised sector programmes for creative industries beyond craft and film.</p>	heritage	<p>Short term</p> <p>Medium term</p>	
1.3.	Providing tax exemption	22	<p>Convention on the Protection and Promotion of the Diversity of Cultural Expressions pg. 2: is ratified by South Africa</p> <p>South African tax law recognises Public Benefit Organisations which are exempt from a range of tax requirements.</p>	<p>a) Conduct a feasibility study on the benefits of tax deductible donations to the private sector and private donors for the arts</p> <p>b) Review the tariffs applying to cultural goods and services</p>	<p>Approved mechanism for tax exemptions for cultural goods and services</p>	<p>Medium term</p> <p>Medium term</p>	<p>Arts and Culture</p> <p>Economic Development</p> <p>International Relations and Cooperation</p> <p>National Treasury</p> <p>Social Development</p>
1.4	Enact inter-African laws and regulations guaranteeing the	24	<p>South Africa has authors' associations such as ANFASA and DALRO and a registered trade</p>	<p>a) Lead the cultural and creative industry impetus of Intellectual Property System in the context of the broader African</p>	Inclusive Policy and Legislative framework on the	Medium term	<p>Arts and Culture</p> <p>Social Development</p> <p>Presidency</p>

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	protection of copyright		<p>Union, the Creative Workers' Union</p> <p>AIRCO and other copyright collection agencies</p> <p>Copyright review Commission</p> <p>Needle time</p> <p>SA ratified the SADC Protocol Culture Information Sport. Article 16, pg17: State Parties shall ensure that international obligations regarding the protection of copyright and neighbouring rights are honoured.</p>	<p>conversations taking place</p> <p>b) Develop policy instruments to recognise the role and status of artists such as in the review of the White Paper on Arts, Culture and Heritage</p>	protection of copyrights for creative sector.	Medium term	<p>Communications</p> <p>Social Development</p> <p>Labour</p>
2	POLITICAL IMPERATIVES						
2.1.	Respect for national and regional identities and cultural rights of minorities	4	<p>Use of Official Languages Bill (B23 – 2011): Aim to elevate the status and advance the use of historically marginalised official languages of South Africa</p> <p>Promote active participation by stakeholders in sport and recreation activities with special emphasis on women, children and persons with disabilities</p> <p>PANSALB is an institution created to develop and promote language in SA and continentally</p> <p>Constitution of South Africa</p>	<p>a) Implement the social cohesion strategy.</p> <p>b) Participate in Pan African Platforms for engagement, awareness and education.</p>	<p>Progress reports on the implementation</p> <p>A number of platforms created</p>	Short term	<p>Arts and Culture</p> <p>Cooperative Governance</p> <p>Justice and Correctional Services</p>

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2.2.	Promote African identities	6	<p>Mzansi's Golden Economy & Overview of the Strategy Summit, pg. 38: Sports & Tourism Exchange conference & exhibition created intergenerational social dialogue platform</p> <p>Overview of the Strategy Summit, pg. 30: "artists in residence" programme and NACISA</p> <p>Draft national Policy on South African Living Heritage, pg. 13: Sustaining and promoting South African forms of living heritage can help promote positive African identity within a globalising world.</p> <p>Support for Pan African platforms such as MOSHITO to provide opportunities for engagement, exchange and trade</p> <p>On-going participation in platforms promoting African creativity and innovation such as SIAO, festivals, conferences and other platforms</p>	<p>a) Implement the social cohesion strategy.</p> <p>b) Host provincial summits.</p>	<p>Progress report on the implementation</p>	<p>Medium term</p> <p>Medium term</p>	<p>Arts and Culture</p> <p>Communications</p> <p>Cooperative Governance and Traditional Affairs</p> <p>Economic Development</p> <p>Social Development</p>
2.3.	Establish ties with African Diaspora	32	<p>New Growth Path: Framework, pg. 56: SA to undertake initiatives to strengthen SADC and connect it with the East African Community and COMESA.</p> <p>Africa Diaspora Conference</p>	<p>a) Participate in the African Union's African Diaspora Plan of Action to strengthen ties with the African diaspora worldwide in the areas of culture, education, science and technology.</p> <p>b) Facilitate the exportation of cultural and creative industry goods and services by working with the Department of Trade and</p>	<p>Number of participation in African Diaspora initiatives.</p> <p>Mechanism for incentive programme for</p>	<p>Medium term</p> <p>Medium term</p>	<p>Arts and Culture</p> <p>Basic Education</p> <p>Higher Education and Training</p> <p>Economic Development</p> <p>Science and Technology</p>

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				Industry to ensure that the export incentive programme includes the cultural and creative industries.	creative industries		Social development
3	SOCIAL IMPERATIVE						
3.1.	Promote freedom of expression and cultural democracy	3	Mzansi's golden economy All cultural institutions The Constitution of the Republic of South Africa enshrines freedom of expression and the arts as foundations in the Bill of Rights The principles of the White Paper on Arts, Culture and Heritage and mandates of all funding agencies reflect this right	a) Support existing Pan African platforms for engagement that promote exchange and dialogue such as the Arterial Network through hosting of joint meetings, conferences and seminars.	Number of platforms supported	Medium term	Arts and Culture Presidency Communications Basic Education Higher Education and Training
3.2	Introduction of human rights in education programmes	10	South African Constitution enshrines these rights which are also reflected in the White Paper on Arts, Culture and Heritage Local and Digital Content Development Strategy	a) Promote universal principles of human rights in education at all levels through a partnership with the Department of Basic Education and using commemorative days to promote these universal principles.	Approved mechanism to promote universal principles of human rights	Long term	Arts and Culture Presidency Communications
3.3	Recognizing cultural expressions by the youth	13	National Youth Policy includes the youth's right to cultural expression National Youth Development Agency (NYDA) established with the mandate to promote youth development	a) Develop a national arts development programme for the youth incorporating the resources of all cultural, educational and development agencies	A number of national arts development youth programmes	Medium term	Arts and Culture Presidency Cooperative Governance and Traditional Affairs Social Development Tourism
3.4	Improve professional training for creative artists	17	DAC, Heritage Sector Human Resource Development Strategy 2015, pg. 8: ensure that education and training delivery are integrated	a) Support existing programmes and create where necessary new programmes in education and training intuitions that provide professional	A number of programmes for arts education and training	Long term	Arts and Culture Trade and Industry Basic Education Higher Education

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			<p>with skills demand and utilization in the sector</p> <p>The National Skills Development Framework: CATHSSETA and the National Skills Fund</p> <p>Academic education is provided at all tertiary education institutions in South Africa</p>	<p>tuition in contemporary and indigenous art forms in disciplines</p>			<p>and Training Social Development</p>
3.5	Encourage the use of information and communication	20	Mzansi's Golden Economy	a) Use all forms of media (broadcast, internet, social media) to promote the arts, disseminate information, educate consumers and create arts programming in support of this.	A number of platform to encourage the use of mass media	Long term	Arts and Culture Communications
3.6	Prepare and implement reforms for the introduction of African languages in the education curriculum	23	<p>Pan South African Language Board</p> <p>White Paper on Arts, Culture and Heritage: Act No 59 of 1995 and the Language Task Group (LANGTAG)</p> <p>Social Cohesion Strategy, pg38: Mechanisms for monitoring link to cultural observatory centre</p> <p>Use of Official Languages Bill (B23 – 2011): Aim to elevate the status and advance the use of historically marginalised official languages of South Africa</p> <p>The South African education curriculum provides for education in a range of South African languages</p>	a) Incorporate tuition of Swahili in the education system at all levels in response to the adoption of Swahili as the 4 th official language of the African Union.	Policy and Legislative framework to incorporate the use of African languages	Long term	<p>Arts and Culture Science and Technology Social Development Presidency Basic Education Communications Cooperative Governance and Traditional Affairs</p>

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			<p>The National Language Service actively develops terminology for South African languages to ensure that the language systems are updated in accordance with developments in broader society</p> <p>Constitution of the Republic of South Africa promote and create conditions for the development and use of all official languages</p>				
4	CULTURAL IMPERATIVES						
4.1.	Reconstruction of historical memory and conscience of Africa and African Diaspora	7	<p>The White Paper on Arts, Culture and Heritage</p> <p>Legacy projects initiated to promote, protect and preserve aspects of South African heritage oppressed and/or destroyed under Apartheid</p> <p>Draft National Policy on South African Living Heritage, pg. 12: practise and promote their heritage in a changing environment, not as imposed rigid principles.</p> <p>Mzansi Golden Economy Strategy Report, 2012, pg.13:National Liberation Heritage Route</p> <p>South African Heritage Resources Act and South African Heritage</p>	a) Promote the General History of African to schools in multiple languages and encourage its use in the curriculum.	Policies and legislation to use the General History of Africa in schools	Long term	Arts and Culture Social Development Basic Education

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			Resources Agency, and provincial counterparts, established to project and promote tangible heritage				
4.2	Build the capacity of the cultural sector and stakeholders	12	<p>White Paper on Arts, Culture and Heritage</p> <p>Funding institutions for the arts, heritage and film and video provide support to a wide range of programmes, festivals etc which build the capacity of the sector, as well as bursaries for education and training</p> <p>The National Skills Development Framework: CATHSSETA and the National Skills Fund</p> <p>Academic education is provided at all tertiary education institutions in South Africa</p> <p>MGE cultural events programme designed to support festivals as tools for access, opportunity and audience development.</p>	<p>a) Facilitate participation of artists in Pan African platforms.</p> <p>b) Support existing programmes designed to improve the capacity of the sector in the field of entrepreneurship, administration and management</p>	<p>A number a participation in Pan African platform</p> <p>A number of initiatives to improve capacity in the culture sector</p>	<p>Short term</p> <p>Medium term</p>	Arts and Culture Higher Education and Training International Relations and Cooperation
4.3	End illicit traffic of African cultural property	26	<p>Heritage Sector Human Resources Development Strategy 2015, pg. 25: International Centre for the Study of the Preservation and Restoration of Cultural Property</p> <p>South Africa is signatory to the Convention for the Fight Against Illicit Trafficking of Cultural Property (the Hague Convention)</p>	a) Resource existing forums such as the National Forum for the Law Enforcement of Heritage related matters set up to support the end to the pillage and illicit traffic of African cultural property	Mechanisms to resource forums for the law enforcement of illicit traffic of African property	Medium term	Arts and Culture Tourism International Relations and Cooperaton

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			of 1954 (as amended in 1970) A Forum for the Protection of Cultural Property has been created including SAHRA, the NHC, DAC, SARS (Customs), Interpol and SAPS has been established				
4.4	Ensure that archives and other historical records are returned	27	3rd AU Ministers of Arts and Culture Conference, pg. 8: The Road to Independence Project involving South Africa, Tanzania, Comoros and Zimbabwe	<ul style="list-style-type: none"> a) Develop a registry of identified cultural objects belonging to South Africa. b) Establish digital sharing agreements to compensate for the inaccessibility of cultural property outside of borders. 	Approved registry of cultural objects	<ul style="list-style-type: none"> Long term Long term 	Arts and Culture Presidency International Relations and Cooperation
4.5	Establish inter-African cultural co-operation	31	<p>Social Cohesion summits</p> <p>Framework for Action: 3rd PAN – African Cultural Congress, August 2012 states that AU member states should popularise their cultural policies to encourage participation in implementation</p> <p>South Africa hosts the MOSHITO music conference annually</p>	<ul style="list-style-type: none"> a) Participate regularly in African showcases and explore the feasibility of new African showcases locally and our artists participating in African showcases on the continent 	A number of participation in African showcases	Medium term	Arts and Culture Higher Education and Training Science and Technology

*Durations: Short (4 years), Medium (8 years), Long Term (10 years and more).

Section 2: Management of the Implementation Strategy

5. Monitoring and Evaluation Mechanisms

- 5.1. It is recommended that a committee be established to monitor the progress of this implementation plan, do advocacy work about the Charter for African Cultural Renaissance, establish partnerships and report on progress. The Committee should be called the Charter Committee.
 - 5.1.1. The Implementation plan identifies the areas that Government needs to address to ensure that South Africa is fully compliant with the Charter for African Cultural Renaissance. The Charter Committee will monitor the progress in closing these gaps, monitor and report on this not only to the African Union but to all relevant government departments.
 - 5.1.2. The Charter Committee will be cognisant of resource constraints both human and financial. The Charter Committee will assess the areas of greatest urgency and assess appropriate resource allocation to address these areas. This will assist the agencies, institutions and departments in determining the timelines, resource allocations and personnel requirements for the Medium Term Expenditure Framework cycle 2014.
 - 5.1.3. It is proposed that the Department of Arts and Culture take a lead in establishing this Charter Committee with representation from its core institutions and other relevant government departments.
 - 5.1.4. The Charter Committee will identify champions for the Charter for African Cultural Renaissance in relevant departments and encourage regular annual reporting from all departments against the Implementation Plan for a comprehensive four yearly report to Cabinet. It will collate such evidence for its regular reports to relevant Clusters and to the African Union.
 - 5.1.5. The Charter Committee undertakes to deliver a comprehensive report on the implementation of the Charter for African Cultural Renaissance to Cabinet every four years.
- 5.2. The Implementation Strategy indicates a timeline for those areas which involve new efforts by government. Areas which require strengthening can be focused on within current and future budgetary frameworks in the normal course of departmental work while new areas can be accommodated in future cycles of the Medium Term Expenditure Framework.