



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA

Mzansi Golden Economy (MGE)

Guidelines:
Criteria, Eligibility, Processes &
Systems

2015/2016 – 2016/2017

Version 1.0

ABBREVIATIONS AND DEFINITIONS

AFS	Audited Financial Statements
Co-financing	Project receiving funds from more than one source.
DAC	Department of Arts and Culture
Department	The Department of Arts & Culture
EOI	Expression of Interest
EPWP	Expanded Public Works Programme
GDP	Gross Domestic Product
M&E	Monitoring and Evaluation
MGE	Mzansi Golden Economy Strategy
MinMEC	Ministers and Members of the Executive (MEC)
MOU	Memorandum of Understanding
Multidisciplinary	With more than one genre/discipline (e.g music, theatre, dance, visual art, etc.)
NACISA	National Academy for the Creative Industries South Africa
NGO	Non-Government Organization
NPO	Non-Profit Organization
Output	End-product of efforts made/ activities undertaken
PAP	Public Art Programme
SA ID	South African Identity Document
Tranche	Division of payment into certain percentages of total amount.

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SECTION A

Mzansi Golden Economy (MGE) Overview

1. Overview

The Department of Arts and Culture (DAC) has embarked on a strategy to reposition the arts, culture and heritage sector as key players in government's programme of action for social cohesion, creation of sustainable jobs and ensuring social and economic development. To this end the Department convened a consultative conference on 14 and 15 April 2011 for arts, culture and heritage sector stakeholders to deliberate on various proposals to optimize the contribution of these sectors to these priorities and specifically to the New Growth Path.

Prior to the conference there was a review of development efforts to date, accompanied by consultations with key role players. The review and consultations were used to generate a high level problem statement, develop a strategy and make specific proposals, including new large scale interventions focusing on the creative and cultural industries. The Mzansi Golden Economy Strategy (MGE) was the outcome of these processes.

The strategy considers the arts, culture and heritage sector as the "new gold" which has the potential to increase economic growth and create jobs in South Africa (Business and Arts South Africa, 2012). The DAC has thus implemented MGE, which aims to enhance economic development and social cohesion for the country.

The purpose of MGE is to make strategic investments to optimize the economic benefit of the Arts in South Africa. By improving investment in key areas of the creative economy, it is anticipated that job creation and productivity will be enhanced and the sector's global competitiveness will be increased.

1.1 Objectives

The MGE objectives are:

- **Stimulate Demand:** the result will be the expansion of supply and work opportunities. The focus areas within this programme will consist of the Public Art Programme, Cultural Events, the Art Bank, and the Sourcing Enterprise.
- **Audience Development and Consumption:** Building on existing initiatives, the aim of this programme is to elevate projects into large scale national programme to develop audiences for the creative and cultural industries and increase consumption of the offerings of the arts, culture and heritage sector.
- **Building Heritage Resources:** Development of areas of heritage to change the colonial and apartheid bias of heritage exhibition and interpretation in the country. The three focus areas are Heritage Projects, the National Liberation Heritage Route and the Marine Heritage.

- **Information Gathering:** To collect evidence and analyze the performance of the arts, culture and heritage sector to inform policy shifts and guide future resource allocation.
- **Human Capital Development:** Focusing on the early identification and development of talent and influencing choice of career path. The focus areas include the Arts Education and National Cultural Industries Skills Academy.
- **Developing cultural entrepreneurs:** Focusing on the identification and development of the skills, products and services of the cultural entrepreneurs and the development of sustainable enterprises in the creative industries.

In implementing key programmes designed to obtain these objectives it is anticipated that the overall impact of the programme on the creative economy will be:

- Positioning the arts as a valuable contributor to economic growth and job creation
- Stimulating economic development
- Promote sustainability
- Raising the profile of South Africa as a destination for cultural consumers and increasing tourism (visitor) volume and spend
- Building the professional capacity of the sector
- Improving the production and dissemination of local content

1.2 Work Streams

There are ten work streams that comprise the MGE programme.

Objective	MGE Work Streams
Audience development & consumption	<ul style="list-style-type: none"> • Cultural events • Touring ventures • Cultural Precincts • Artists in schools
Stimulate demand	<ul style="list-style-type: none"> • Public Art • Art Bank • Mzansi Golden Market • Identified legacy projects
Human capital development	<ul style="list-style-type: none"> • Cultural Industries National Academy of South Africa(NACISA) •
Research & statistics	<ul style="list-style-type: none"> • Cultural observatory

Only 3 of these work streams: **Cultural Events**, **Public Art** and **Touring Ventures**, each dealing with flexible financing provided through direct grants to beneficiaries are described in this document.

1.3 Summary of Application Process

The MGE open call process has two different application processes; one for grants below R100,000 in value and one for grants above R100,000. The aim of this dual process is to ensure rapid review and approval of small projects to ensure that MGE financing is responsive to sector needs.

Note that the same forms are utilized for both processes.

1.3.1 Process for Grant Applications below R100,000 in value

The table below provides an overview of application review and decision processes.

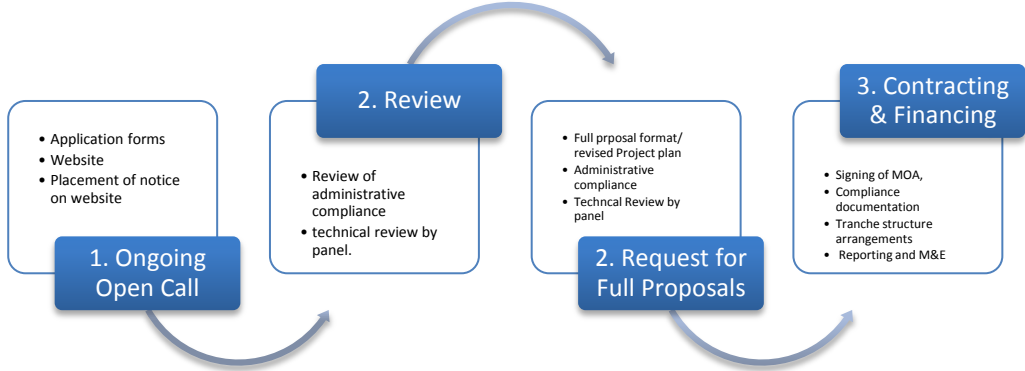
Process	Applications Below R100,000 in value
<ul style="list-style-type: none"> Application Process 	
<ul style="list-style-type: none"> Evaluation Process: 14 day process 	
<ul style="list-style-type: none"> Outcome 	<p>Successful applicants notified and contracting arrangements made with applicants able to meet compliance requirements.</p>

1.3.2 Process for Grant Applications above R100,000 in value

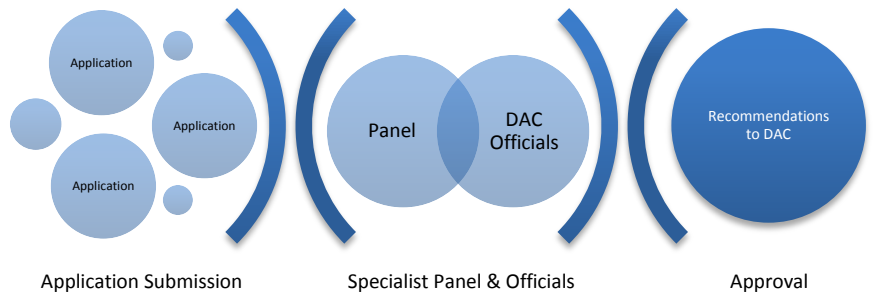
The table below provides an overview of application review and decision processes.

Process Applications above R100,000 in value

• *Application Process*



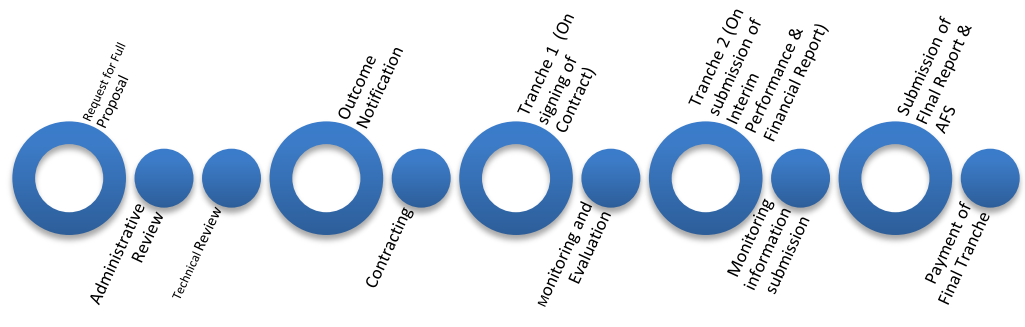
• *Evaluation Process*



• *Outcome*

Successful applications contacted

• *Financing & Contracting Process*



SECTION B

PROGRAMME OVERVIEW

2. Cultural Events

The cultural events work stream supports large and small scale local, regional and national events that promote the arts, culture and heritage and that contribute to local economic development, job creation and the development of audiences. The specific objectives of the work stream are to:

- To upscale existing events and festivals allowing increased diversity of cultural offerings, enhanced quality of productions, extension of event timeframes.
- To support projects with obvious economic and social benefit for the location.
- To increase the audience and exposure that each production receives which will in turn increase the number of jobs created, livelihoods supported and income generated through the events.
- To enhance the social cohesion in the country by promoting diversity of content and audiences in the specific the location of the project.
- To increase the up skilling opportunities of for creative practitioners and communities.

2.1 Annual Live Events for Young Artists

A new component of the Cultural Events work stream is the, solicitation of proposals specifically for the development of annual live events programmes that provide market access opportunities for young artists in a specific locality. These programmes must provide platforms for young artists to develop audiences, access industry stakeholders and opportunities to further develop their careers in any sector or genre. The tracking and reporting on the progress of the artists must be a component of the proposal.

2.2 National Flagship Projects

National Flagship Projects are identified projects within the Department's programmes that have an impact on a national level and support the mandate and objectives of the Department. ***They are supported at the discretion of the Department on a three-year renewable basis.***

2.3 Provincial Flagship Projects

As per the decision of MinMEC, each province nominated 2 regionally based cultural events including projects supported by the discretion of the Executives. Confirmed annually with each province, these events are supported on a one-year renewable basis.

3. Touring Ventures & Market Access Work stream/programme

The Touring Ventures programme aims to support broader, cost-effective opportunities for the nation's cultural output to be viewed, participated in and enjoyed within South Africa and abroad. The objectives are:

- To increase the audience and exposure that each production receives which will in turn increase jobs created, livelihoods supported and income generated through the events.
- To enhance the social cohesion in the country by promoting diversity of content and audiences in the specific the location of the project.
- To increase the up skilling opportunities of for creative practitioners and communities.
- To support the national, provincial and local government, cultural institutions, cultural agencies, arts groupings and individual arts practitioners in a reciprocal and sustainable approach to touring.
- The development of new audiences for existing work development
- Creating market access through annual programmes aimed at the development and promotion of young artists.

3.1 Digital and Social Media Platforms/Domains

A new component of the touring venture and market access work stream will be provide support for the formatting of existing products and services for the digital domain. Small grants will be made available to access the technology and expertise to convert the existing product or service into the relevant digital format ,e.g You Tube, Kindle etc.

3.2 Touring Ventures: DAC Institutions

Annually, DAC public entities will be invited to submit applications for existing productions/exhibitions to tour nationally or internationally and to host annual live events programmes for the development of young artists. This closed call will be made only to relevant performing arts and heritage institutions that:

- Have submitted proposals that meet the objectives of the touring venture programme.
- Have effective governance structures in place.
- Are meeting performance expectations outlined in the annual Shareholders' Compact between the entity and the DAC.

- Have the capacity to implement the programme.

4. Public Art Program (PAP)

The DAC will use PAP to assist local organizations that are operating in the Public Art environment and to provide opportunities for creative arts practitioners, organizations and government to showcase creativity in public space, either on a permanent or temporary basis.

The aim of the grant funding is to enable the creative arts sector to stabilize and consolidate, providing access to work and experience, build capacity, transfer skills and create linkages to support infrastructure (e.g. urban renewal project & parks), Expanded Public Works Program (EPWP), enhance quality of life, support heritage and tourism.

The aim of the work stream is to:

- Advocate for and change perceptions of the arts at all levels
- Promote participation in and enjoyment of the arts at community level
- Promote partnerships the long term (through co-financing models)
- Reduce dependency on government's financial assistance and encourage the development of a sustainable the arts, culture and heritage sector.
- Encourage the inclusion of cultural matters in urban planning frameworks, the inclusion of the sector in planning processes and accountability to communities and stakeholders by the sector.
- Stimulate local economic activities that contribute to local and regional economies.

5. Miscellaneous Arts Projects

This category makes provision of limited investments in the costs of high impact small projects, productions and community cultural groups not accommodated in any of the above work-streams, particularly theatre, dance and craft. Similar to the other programmes, these productions or projects must clearly demonstrate the fulfillment of MGE objectives as indicated in the above work-streams.

These projects will be considered only on the basis of careful and detailed motivation outlining the reasons for the application to the MGE programme. Note that training programmes will only be considered under specific circumstances.

SECTION C

CRITERIA

6. Applicable Criteria to all applicants:

<ul style="list-style-type: none"> <i>Administrative</i> 	<p>This is a knock out criteria. Any application that does not meet the basic administrative criteria will be immediately rejected.</p>	<p>See information on Eligibility and Administrative Criteria</p>
<ul style="list-style-type: none"> <i>Creative : Innovation & Competitiveness</i> 	<ul style="list-style-type: none"> Quality of the arts and cultural programme content Artistic vision of the project Distinctiveness of the proposed project in the context of comparable activities in the proposed locality and province 	<p>20%</p>
<ul style="list-style-type: none"> <i>Job Creation & Economic Development</i> 	<ul style="list-style-type: none"> The number of jobs/work opportunities created The cost per job/work opportunity Extent to which women, youth and people with disabilities enjoy a share of employment Potential benefit to the town regarding tourism and other possible benefits 	<p>20%</p>
<ul style="list-style-type: none"> <i>Market Development</i> 	<ul style="list-style-type: none"> Extent to which the event will extend the market potential of participants through, for example, the presence of local and international festival directors, promoters etc. 	<p>20%</p>
<ul style="list-style-type: none"> <i>Audience Development</i> 	<ul style="list-style-type: none"> Current audience profile and audience targets based on projections of a success grant award 	<p>20%</p>
<ul style="list-style-type: none"> <i>Social Cohesion</i> 	<ul style="list-style-type: none"> Diversity of programming, content and audiences Alignment to Social Cohesion Charter objectives The extent to which communities are integrated and involved in the project Level of public access to the project 	<p>10%</p>
<ul style="list-style-type: none"> <i>Partnerships & Co-financing</i> 	<ul style="list-style-type: none"> Applications with confirmed partnerships will be an added advantage. 	<p>10%</p>

Note: Applications should not exceed 15 pages including the application form. Additional information will be requested, if required.

6.1 Cultural Events application

Objectives	<ul style="list-style-type: none"> • To support diverse arts events which are geographically spread throughout a calendar period • To develop and maintain arts audiences • To support local economic development and job creation imperatives
Target Events	<ul style="list-style-type: none"> • The following events will be considered for support: <ul style="list-style-type: none"> ○ Sector/Genre specific Festivals and events ○ Multidisciplinary festivals and events ○ Film Festivals ○ Visual Arts fairs, exhibitions, festivals and events ○ Performing Arts: Dance, theatre, poetry, comedy performances, events and festivals ○ Literary festivals and events ○ Heritage exhibitions and events • The development of annual market access and development programmes for young artists: <ul style="list-style-type: none"> ○ Hosting of live events platforms that specifically promote the products and services of young local artists ○ Creating mechanisms for local artists to create audiences for their work and be identified by relevant industry stakeholders for further investment/development ○ Programme can be genre or sector specific or multi-disciplinary ○ Mechanisms to track and report on progress must be implemented : DAC will provide assistance
Eligibility	See Section 3: Standard Requirements
Grant Threshold	<i>The maximum available grant is R 2 Million per grant per beneficiary. The grant amount will be awarded at the discretion of the Department of Arts and Culture (DAC).</i>

6.2 Touring Ventures application

Objectives	<ul style="list-style-type: none"> • Showcase and promote diverse South African based productions, exhibitions, designs and innovation related to the arts, culture and heritage sector to new audiences • To facilitate cultural products touring provincially, nationally and or internationally to provide longer term employment opportunities for artists, audience development and to develop new markets
Target ventures	<ul style="list-style-type: none"> • Existing productions and exhibitions including: <ul style="list-style-type: none"> ○ Touring productions: theatre, dance, poetry performance, film, comedy performances. ○ Multidisciplinary exhibitions: visual arts, design, film, craft, literature.

	<ul style="list-style-type: none"> Existing products and services that will be formatted to access markets in the digital domain:
Eligibility	See Section 3: Standard Requirements and the specific terms and conditions pertaining to travel in support of professional development and conference participation.
Grant Threshold	<i>The maximum available grant is R 1 Million per grant per beneficiary. The grant amount will be awarded at the discretion of the National Department of Arts and Culture (DAC).</i>

Note:

Small grants will be made available from the Touring Ventures fund for international invitations for professional development, skills training and conference participation. Please see the detailed terms and conditions of this support in the Terms and Conditions document, uploaded separately.

The cost of new productions/exhibitions/ will not be covered by Touring Ventures grants. Costs for rehearsals and regrouping the exhibition will be considered.

6.3 Public Art application

Objectives	<ul style="list-style-type: none"> To support diverse arts events which are geographically spread throughout a calendar period. To develop and maintain arts audiences. To support local economic development and job creation imperatives. To beautify and promote the use of public space. To promote involvement in the arts by the general public.
Target Projects	<ul style="list-style-type: none"> All public art projects.
Grant Threshold	<i>The maximum available grant is R 1 Million per grant per beneficiary. The grant amount will be awarded at the discretion of the National Department of Arts and Culture (DAC).</i>

SECTION D

STANDARD REQUIREMENTS

7.1. Eligibility

- This call is open to all tax compliant South African arts, culture and heritage organizations and enterprises that have independent legal status i.e. are registered as a Non-Profit Company, a Public Limited Company.
- Compliant eligible South African citizens: individual artists, who are legally able to enter into contractual relations, may also apply.
- No beneficiary will be awarded two DAC grants simultaneously, regardless of the size of the grant, sourced from any DAC programme, in any given year. Organizations must declare any other involvement with DAC.
- Only one application per organization/company/individual in one financial year is allowed.
- Preference will be given to projects that are co-financed or part-financed or have any other form of partnerships depending on the total budget and the scale of the project. Proof of such commitment must be provided.

7.2. Administrative Criteria

The following will lead to automatic **disqualification**:

- Provision of dishonest and inaccurate information.
- Incomplete submission of Application Form, Proposal and/or Compliance Documentation.
- Submission of applications that do not adhere to the format and length guidelines established.
- Failure to disclose any conflicts of interest.
- Failure to disclose any funding secured for the project being applied for and/or any current working being undertaken for the DAC.
- Project timeframe falls outside of stated funding timeframes.

- Requested funds exceeding the stated maximum thresholds of the individual open calls.
- Late submission of any and all documentation.
- Applications submitted by fax and/or email.

Take Note of the following:

- *DAC awards funds at its discretion and grants may be awarded below the stated thresholds.*
- *Requests for Film Production funds should be directed to the National Film and Video Foundation (NFVF) and DTI’s Emerging Black Filmmakers Incentives*
- *Guidelines will be reviewed annually for the improvement of the process*
- *This application process will not consider Touring Venture projects for the UK Season, China Season or Russia Season. Separate processes will be followed to solicit projects for these platforms.*

7.3 Funding Timeframes & Cycle

Support will be provided to projects that are to be implemented from April 2015 to March 2016.

The call will be open throughout the year, with periodic reviews as outlined in Section 7.

Projects will **not be** supported retrospectively. Project activities should not commence prior to the grant commitment and signing of the necessary contractual documentation.

7.4 Compliance Documentation

The following documentation will be required at the 3rd phase depending on the type of applicant, if your application is recommended and you are formally requested to send a **revised proposal with budget break down**:

Private/Public Companies (PTY limited)	Non-Profit organization (NGO’S, Trusts)	Individual application
1. Certified copy of SA ID;	1. Certified copy of SA ID;	1. Certified copy of SA ID;
2. Original valid tax clearance certificate;	2. Original valid tax clearance certificate;	2. Curriculum Vitae;
3. Original 3 months bank	3. Original 3 months bank	3. A letter of reference;

Private/Public Companies (PTY limited)	Non-Profit organization (NGO'S, Trusts)	Individual application
<p>statements;</p> <p>4. Company profile;</p> <p>5. Proof of co-financing or part-financing depending on the amount requested and the total budget of the project;</p> <p>6. Information on the Board of Directors of the company;</p> <p>7. Letter from the beneficiary governing structure providing the full name and identity number of the individual empowered to enter into contracts (Letter of Authority).</p>	<p>statements;</p> <p>4. Company profile;</p> <p>5. Proof of co-financing or part-financing depending on the amount requested and the total budget of the project;</p> <p>6. Information on the Board of Directors of the company;</p> <p>7. Letter from the beneficiary governing structure providing the full name and identity number of the individual empowered to enter into contracts (Letter of Authority).</p>	<p>4. Proof of banking details from your banking institution;</p> <p>5. Examples of your previous works in the form of photographs, brochures or other printed materials, if you have any;</p> <p>6. Proof of co-financing or part-financing depending on the amount requested and the total budget of the project.</p>

7.5 Submission of applications

Form A – should be submitted as part of the application: available online at the DAC website (www.dac.gov.za).

Note: Only posted and hand delivered applications will be accepted.

Emailed or faxed applications **will not** be accepted.

SECTION E

PROCESSING OF APPLICATIONS

8. Adjudication Process

Step 1: Preliminary Review

DAC officials will conduct a preliminary review of each application to ensure compliance with the administrative criteria. Should the application be disqualified for any administrative reason, the submission will not be submitted to Step 2, however a full list of all received applications will be tabled during the review process at Step 2.

A list of all applications received and the amounts requested will be posted on the DAC website.

Step 2: Making the decision

A panel of experts has been appointed, comprising DAC funding institutions and officials to evaluate the applications based on the merits and criteria of each funding instrument.

The panel will review applications a minimum of four times a year as follows:

- In mid-February 2015
- In mid-June 2015
- In mid-September 2015
- In mid-February 2016

All proposals received by the end of the preceding month will be reviewed.

No urgent applications will be considered.

The recommendations of the panel for all projects will be tabled for the approval by the relevant delegated official of the Department of Arts and Culture.

For grants below R100,000 an internal panel of DAC officials will be convened and recommendations will be referred to the relevant delegated official. Grant review and notifications will be done within 14 days.

Grants are awarded at the discretion of the Department, informed by the criteria, panel recommendations and available budgets in any given year.

Step 3: Notification

The Department will communicate the decision and the conditions of awarding the grants in writing. Lists of successful and unsuccessful beneficiaries will be placed on the DAC website at www.dac.gov.za

Step 4: Submission of a Full Proposal/revised Project Plan and Documentation

After the grant approval letter is received, prospective beneficiaries will have 7 working days to submit a full proposal/revised Project Plan as would be directed by the Department, with a full budget breakdown based on the approved budget.

The proposal must be accompanied by compliance documents as outlined on table 3.4.

A grant **can only** be considered awarded once a formal letter addressed to the beneficiary has been received and the necessary documentation has been submitted.

The submitted proposal and supporting documentation will be reviewed by the Department to establish organizational competence as follows:

- Evidence of financial stability, track record of implementation and accountability.
- Evidence of a clear mandate and competent administration and governance.
- Evidence of other sources of support/sponsorship, (such as: financial support from audiences, donations, gifts, in-kind from the private sector, and funds from other levels of government).
- Own income sources and fundraising/resourcing strategy.
- Marketing and promotional plans to fully maximize audience potential.

This step will not be required for grants less than R100,000.

Step 5: Contracting & Payment

Correspondence in Step 3 and the submission of the detailed project plan in Step 4 will be followed by the drafting of a Memorandum of Understanding

(MOU) based on a standard template signing an Agreement that will outline contractual arrangements with the beneficiary.

The MOU outlines the tranche structure of the grant, and the obligations of both parties. Note that there are obligations on the beneficiary with regard to DAC branding, reporting and monitoring and evaluation.

Note that any changes to the contractual agreement that arise during the grant period must be negotiated with the Department of Arts and Culture. Any tranche structure amendments will require the signing of an addendum.

For **payment** to be effected, it is essential that:

- All contractual obligations relevant to the payment have been fulfilled.

Final tranche payments will only be made once **all contractual obligations** have been met.

A standardized reporting format will be provided.

Note: *that the submission of Annual Financial Statements for large grants received by relevant companies and non-profit organizations is non-negotiable.*

(mzansi golden economy: guidelines November 2014)