

***MULTIMEDIA  
OPERATIONAL  
FRAMEWORK***

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## 1. INTRODUCTION

*Increasingly across the globe, culture and the creative industries in particular are being recognized as key components of national economic development strategies. Cultural industries has significant potential and value in its contribution to the economic and social development, cultural products have become part and parcel of strategies for tourism, social and economic development of most nations.*

*In addition the creative industries are a powerful vehicle for transformation, they have the potential to provide employment for a large number of people and can also represents the legacy and heritage of our people. The purpose of this Directorate is to develop the following sectors within the cultural industries contributing towards the above-mentioned elements:*

### 1.1 SECTORS: *Audiovisual* *Design* *Visual Arts*

*in line with the department's vision: develop; promote & preserve. Further it is to contribute to:*

- *Ascellerated ( ASGISA): bridging the gap 2<sup>nd</sup> ( informal marginalized, semiskilled & unskilled sectors) and the first economy (formal)*
- *JIPSA*
- *Growing the second economy*
- *skills development*

*Note: the words Cultural industries/Creative industries and industry & sector are used interchangeably, but having the same meaning .*

## **2. VISION**

- *To have a South African creative industry that has a thriving culture of film, design and visual arts, development that is supported by various stakeholders internally and internationally.*
- *To develop the multimedia sectors as an instrument for cultural expression, social cohesion and nation building.*
- *To transform and grow the multimedia sectors to be the recognizable economic contributors in the country.*

## **3. MISSION STATEMENT**

- *To harness the economic potential of the multimedia sectors for job/wealth creation, poverty reduction, development of SMME's, and job creation*
- *Generate innovative and creative human capital*
- *Enhance collaborative approach with the public and the private sector*

## **4. KEY STAKEHOLDERS**

### **4.1 External**

- *NGO's*
- *Artists and individuals*
- *Industry bodies*
- *Corporate and business sector*
- *Industry professional organisations*
- *Learning institutions*
- *Commercial enterprises*
- *Industry institutions*
- *Industry initiatives*

#### 4.2 *Internal*

- *The Department of Arts and Culture*
- *Relevant Government department : DTI ;DoC; DME;DIRC (former DFA); Ded*
- *Government Institutions*
- *Provincial departments*

### 5. **POLICY POSITION**

**Audio Visual:** *Since the Film Development Strategy was launched in 1996 and the National Film and Video Foundation (NFVF) as the Statutory Body established in 1999 ,it has become apparent that policy needs to be reviewed in the light of all the achievements in the past eleven years to suit the current issues and context in the industry. The DAC policy review summit will be held during the 2009/2010 fiscal year.*

**Design:** *Design is a fairly new area for DAC and as a result was not included in the Cultural Industry Growth Strategy (CGIS) report that was conducted in 1999. A preliminary qualitative research was commissioned into the design industry, the report was submitted in 2007. Recommendations will be tabled to Top management and DAC's intention is to hold a Policy Indaba that will involve all design stakeholders to contribute on the way forward and consolidate this process with the DAC policy review process. This process will guide future design strategies and programme.*

**Visual Arts:** *There currently exists no policy for the Visual Arts sector, this means there are no coordinated national strategies and programs for artists. The sector is currently fragmented. Artists organize themselves around the activities of commercial galleries etc. who in many instances facilitate international exposure for their resident artists in commercial galleries abroad. DAC will soon commission a research study that will inform the policy position on the visual arts sector.*

## 6. **COLLABORATIONS AND PARTNERSHIPS**

### 6.1 **Other government departments**

#### **Audio Visual**

- *Department of Communication (DOC) – Partner in Broadcasting issues*
- *Department of Trade and Industry (DTI) – Partner in the rebate scheme for the foreign films, marketing &, promotion of SA films and artist in attendance of international events’ issues of copywrite.*
- *Department Of Education (DOE) – Partner on Film Education matters.*

#### **Design**

*DAC enters in collaborations with other governmental departments with design sectors or design related competencies such as:*

- *DOE – Partner on Design education*
- *DME – Partner on Jewellery design*
- *DTI – Partner on textile, fashion and imports/exports*
- *GCIS – Partners on graphic design*
- *DST – partner on technology project s*

#### **Visual Arts**

*DAC enters into partnerships with sector related organizations such as the Visual Arts Network of South Africa in order to present projects such as the conference of visual arts. Other partnerships include the art and Ubuntu Trust, the Cape Africa project. The Department has two declared associated institutions that are responsible for the collection and conservation of our visual arts heritage namely:*

- *The South African national Gallery (IZIKO museums of Cape Town) and the William Humphrey’s Art Gallery in Kimberley.*
- *Other institutions under the Cultural Institutions Act, 1999 that falls under DAC and that has visual arts collections are: Cultural History Museum (Northern Flagship Institution), the Oliewenhuis Art Gallery (National*

*Museum), the Engelenburg House Collection and the Robben Island Museum.*

## **6.2 ORGANIZATIONS/INSTITUTIONS**

**Audiovisual: National Film and Video Foundation (NFVF)**, - *Statutory Body for film development- The NFVF was established specifically to develop the film industry that includes among others: funding, marketing and promotion of the film sector, proposals and funding applications are handled by the organisation.*

### **Industrial Development Corporation of South Africa Ltd (IDC)**

- *The IDC is a self -financing, National Development Finance Institution (DFI). Its main mandate is to promote economic growth and industrial development in South Africa.*
- *The Corporation also supports the film industry based on a specific criteria, available on their website.*

**Design:** *DAC has long term partnerships with organisations that promote design and related design fields. At the moment there are 3 partnerships with organisations that are independent:*

- *Sanlam South African Fashion Week (SSAFW) – partnering on the developmental programs: Fashion Fusion (fusing fashion, textile, jewellery and crafts with crafters from 9 provinces); DAC Seminar (covers various topics on the business of Fashion) and the DAC Pavillion (exhibiting products from the Fashion Fusion and the 9 provinces)*
- *Design Indaba – integrated approach to address all the design disciplines.*
- *Decorex – collaborating on interior design initiatives.*
- *South African Bureau of Standards (SABS): on promotion of the design sector.*

**Visual Arts:** *DAC engages with artists organizations on visual arts projects that are of national interests. There also cooperation with private companies with art collections such as SASOL; MTN, ABSA etc. The cooperation is mainly to assist with the safeguarding of our national estate and the protection of South African artworks.*

### ***National Arts Council (NAC)***

*NAC is a statutory body established by the Department to support the various disciplines in the arts.*

- *The NAC 's funding focus is on arts projects of national significance.*
- *The NAC also offers bursaries to arts students who wants to study at tertiary level*

### **6.3 INDUSTRY BODIES**

#### ***Audiovisual***

*The film industry has approximately over 30 industry bodies representing various disciplines. The South African Screen Federation (SASFED) was established a year ago representing most film organizations. From time to time DAC liaises with all bodies and industry initiatives and may facilitate between industry; relevant government departments; NFVF; provinces; and international relations mentioned above.*

#### ***Design***

*There are various design bodies representing different disciplines in design. DAC partners with most industry bodies; industry initiatives .e.g. Interior designers guild, jewellery design association.*

*DAC has collaborated with Design South Africa to host the Design Week in 2001. Close working relations with the CSIR (Design unit) and the South African Bureau of Standards Design Institute*

#### ***Visual Arts***

*Two national non-governmental bodies exists namely the **Visual Arts Network of South Africa (VANSA)** and the **South African National Association for Visual Artists (SANAVA)**. Both these organizations work towards international exposure of their members. SANAVA manages an artist residency program in Paris, France called *Cite des Internationales des Arts*. This is a flat in Paris owned and managed by SANAVA where artists can go and work for 3 months.*

## **6.4 Industry initiatives**

### **Audiovisual**

- *There exists local and international film festivals, to offer local filmmakers a platform to contest, and market their repertoires at a global level.*
- *International Film Festivals being:*

### **FESPACO**

*Pan-African Film and Television Festival of Ouagadougou (FESPACO) is the largest African film festival, held once in two years in Burkina Faso. Cannes*

*A prestigious yearly film festival held in France yearly around the May month.*

***Toronto:** The Toronto International Film Festival is considered the premiere film festival in North America. The festival is held in Canada. **Venice:** The Venice Film Festival, which began in 1932, is the oldest film festival held in Italy yearly. The*

*Southern African International Film Festival and Television known as **Sithengi-** held yearly in Cape Town is an annual market, held in conjunction with the Cape Town World Cinema Festival*

### **National film festivals**

#### *I. Durban*

*Durban Film Festival is an annual film festival held in Durban yearly*

#### *II. Mafikeng*

*The North-West Film Festival is an annual film festival held in Mafikeng yearly.*

#### *III. West Victoria*

*The Northern-Cape host a film festival to promote local film makers in West Victoria*

### **Design**

*The DAC has participated at a number of both local and international platforms that highlight the value of design.*

- *Sanlam South African Fashion Week (SSAFW).*
- *African Fashion International.*

- *Design Indaba* – integrated approach to address all the design disciplines.
- *Decorex* – collaborating on interior design initiative on interior design initiatives.
- *St Etienne Biennale international design conférence France*
- *Uganda Fashion Week*
- *Africa day organised by the SA Embassy in Cameroon.*

### **Visual Arts**

*In VA, projects such as Cape Africa, the Trinity Session etc are working to popularize the visual arts in local communities and to create links with Africa and the Diaspora. There are invitations to several international events but due to a lack of funding participation seldom realizes.*

## **6.5 ARTISTS**

### **Audiovisual**

*DAC liaises with film-makers, and business people in the industry mainly through the NFVF. DAC also make provision to reach out to artists in provinces other than Gauteng, Western Cape, and Kwa-Zulu Natal through Provincial Departments. Co-Production Treaties signed gives local filmmakers a platform to collaborate in co-productions and to also contest at prestigious film festivals.*

### **Design**

*Various designers and artists collaborating on the fusion project and other design projects.*

### **Visual Arts**

*Some visual artists function as individuals with links and relationships with private galleries, some belong to the art organizations mentioned in this document. It is not often that artists liaise or are in contact with DAC unless when there is an urgent request for assistance e.g. support for international participation.*

## 7. **POSITION ON FUNDING AND INDUSTRY SUPPORT**

*DAC is not a funding body, due to the establishment of statutory bodies responsible for both the Arts and Film. Funds are allocated to these institutions by DAC.*

### **Audio Visual:**

- *The National Film and video Foundation (NFVF) was established specifically to develop the film industry that includes among others: funding, marketing and promotion of the film and*
- *Proposals and funding applications are to be directed to the organisation.*
- *DAC may from time to time enter into national collaborations and partnership with programs that fulfill government imperatives.*
- *Business Arts South Africa (BASA)'s primary aim is to promote and encourage mutually beneficial and sustainable business-arts partnerships that will, in the long term benefit the community at large.*

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### **NFVF CONTACT DETAILS**

#### **Physical Address:**

87 Central Street  
Houghton  
2198  
Johannesburg

**Tel:** +27 11 483 0880

[www.nfvf.co.za](http://www.nfvf.co.za)

### **BUSINESS AND ARTS SOUTH AFRICA (BASA)**

#### **Business and Arts South Africa (BASA)**

3rd Floor, The Mills,  
66 Carr Street (corner Quinn),  
Newtown

PO Box 42865

***Design:***

*Among the arts National Arts Council (NAC) is meant to also fund the design sector. Accessing NAC funding has been difficult in the past for designers, even to get scholarships for courses that are not offered in South Africa.*

*DAC to engage more in private Public Partnerships that serves the mandate of the department. Support and partnership with projects tha are developmental and nurturing to young designers. A strategy on industry support will be devised once the design policy is consolidated.*

***Visual Arts***

*Since the establishment of the NAC, there has been a lack of support from the NAC for the sector and international participation. In many instances the invitations to attend international events, reach participants that have been chosen by the organizers of the event, at a very late stage. These applications can not be considered by the NAC as they work according to their deadlines and cut off dates for applications. Although the NAC criteria does provide for the funding of artists and exhibitions, very seldom funds are allocated for the sector.*

*Private sponsorships are mostly limited to competitions and corporate collections.*

***National Arts Council (NAC)***

- The NAC 's funding focus is on arts projects of national significance.*
- The NAC also offers bursaries to arts students who wants to study at tertiary level.*

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<b>Physical Address</b> 66 MARGARET MCINGANA STREET

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*DAC*

*DAC may do ad hoc funding of some aspects in the industry only if it is partnership and addressing the objectives of DAC.*

*DAC may engage private public partnerships that serves the mandate of the department, like Hothouse Film and Television School and Monash University, who partnered with DAC for training and skills development for youth in the field of film and television.*

**8. MINISTERIAL PROJECTS**

*Every year the Minister announces special projects within various units that he would like to see achieved over and above DAC's main and governmental plans. These projects are then incorporated on to the program of action by the Branches in the departments. The projects may vary from Heritage, Language to either of the Cultural Industries sectors.*

**9. INTERNATIONAL RELATIONS**

*Audiovisual*

### *Co-production treaties*

*DAC creates markets for local filmmakers to collaborate with international renowned filmmakers. This exchange promotes skills development, training, marketing of South African films globally to increase distribution channels and exhibition possibilities. DAC has Cultural Agreements with other countries, where cultural exchange activities between South Africa and that country may include the audiovisual sector e.g Film weeks.*

### **Design**

*DAC engages in collaborations:*

- *on international conferences and biennales*
- *on exchange programs that involve international and continental designers.e.g:*
- *Dutch matchmaking project, design practitioners from both countries do residence in the other country.*

### **Visual Arts**

*Many of the organizers of the international events directly invite artists to participate. This is of concern to DAC as in many instances the same individuals get re-invited. Therefore the new upcoming artists do not get the opportunity to showcase their talent in these events. Some of the international links are:*

- *Privately funded commercial exhibitions abroad.*
- *Curatorship training and skills development abroad.*
- *Participation in Biennials and exhibitions on behalf of the DAC*

*Occasionally DAC may support artists. A Marketing strategy is being developed on how artists should be supported.*

## **8. SKILLS DEVELOPMENT**

*Training in the sector is formal and informal, with formal training linked to the Universities and Colleges for Higher Education. Informal training is mainly in community centres and artists studios. Training abroad in the discipline in some residency programs do exist and there is constant exchange with foreign countries. Occasionally there will be independent sector initiatives, activities and*

*projects. DAC provides opportunities through the Cultural Agreements signed with various countries.*

## **9. MARKETING**

*A marketing strategy is integral in all programs. Marketing can be done through all the communication mediums to reach the majority of people depending on the scale and the time frame of the particular program or project.*

*Marketing in design can be done through:*

- *the education awareness campaign that can be the vehicle to relay the mandate of the Department and what the department does to assist young designers*
- *partnering with private companies to do issue based design projects that tackle social design and addresses problems in communities through the medium of design*
- *Hosting design dialogues in all design disciplines to engage design stakeholders to make input into the design strategy.*

*(operational framework MM 03.07)*