



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



NELSON MANDELA
UNIVERSITY



South African Cultural Observatory

4th Engagement Colloquium
29 October 2018



University of Fort Hare
Together in Excellence



RHODES UNIVERSITY
Where leaders learn



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

What is the creative economy?

The “creative economy” looks at the relationship between creativity and economics, leading to a growing understanding of the nature of the relationship between the two and the ability to create wealth and extensive social value.

It's an evolving concept based on creative assets potentially generating economic growth and development.

- It can foster income generation, job creation and expert earnings while promoting social cohesion, cultural diversity and human development
- It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives
- It is a set of knowledgebase economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy.
- It is a feasible development option calling for innovative, multidisciplinary policy responses and inter-ministerial action

Wide variety of work using diverse research methods: Some examples from SACO 1

Measuring the value of culture

Intrinsic cultural values

- Unique value of culture itself
- The aim of production in the first place
- “Art for art’s sake”
- For example: to entertain, delight, explain, explore, challenge, question, make meaning, enhance national pride & identity, educate ...
- Measured by: Social surveys; opinion questions; Willingness to pay; quality of life; historical analysis

Instrumental values

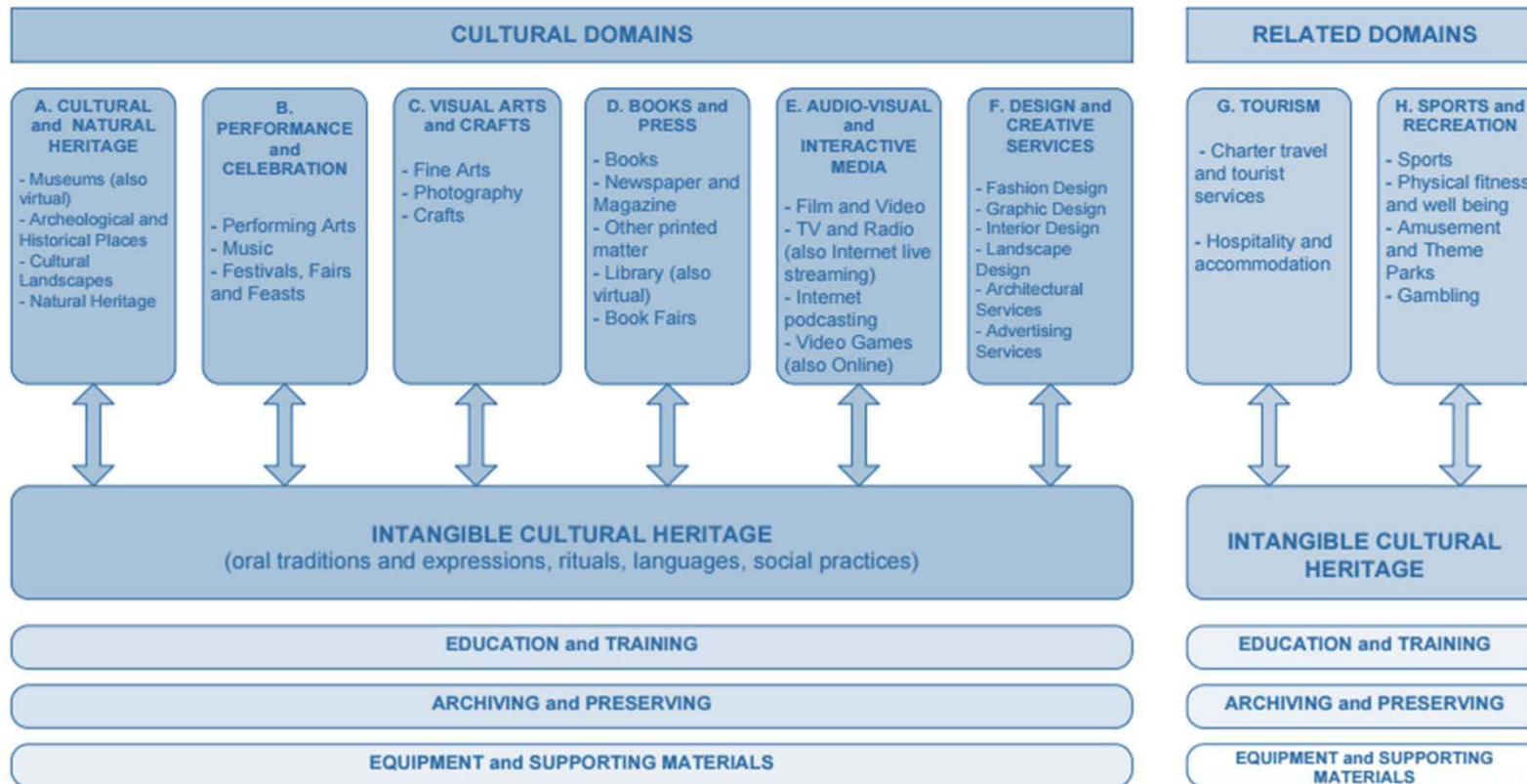
- May not be unique to culture
- Not the primary purpose of cultural production
- For example: tourist spending leading to economic growth & development; job creation; infrastructure investment; “image” enhancement ...
- Measured by: Economic impact

Investment in
Cultural Capital
(Flow)

Stock of Cultural
Capital

Depreciation of
Cultural Capital
(Flow)

Defining the creative sector



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY



Cultural Festivals and Events



Antrobus,
Seaman &
Snowball



FAQS	DOWNLOAD	GET STARTED
<small>The South African Festival Economic Impact Calculator (SAFEC) is only view to use - provided you have all the right information available. However, that does not mean you won't have questions. Download the FAQ document to answer your most pressing questions.</small>	<small>Download the full guide to the SAFEC to walk you through the process. Learn about what economic impact measures, how to determine attendee numbers and spending patterns, your spending and the total Economic Impact and Multiplier. Also get templates for surveys to use at events.</small>	<small>Everything you need to get started is outlined in the SAFEC guide - remember to have all the required facts and figures so that you can input in quick and easy. Click here to start updating your data and getting your impact results.</small>
CLICK HERE	CLICK HERE	CLICK HERE

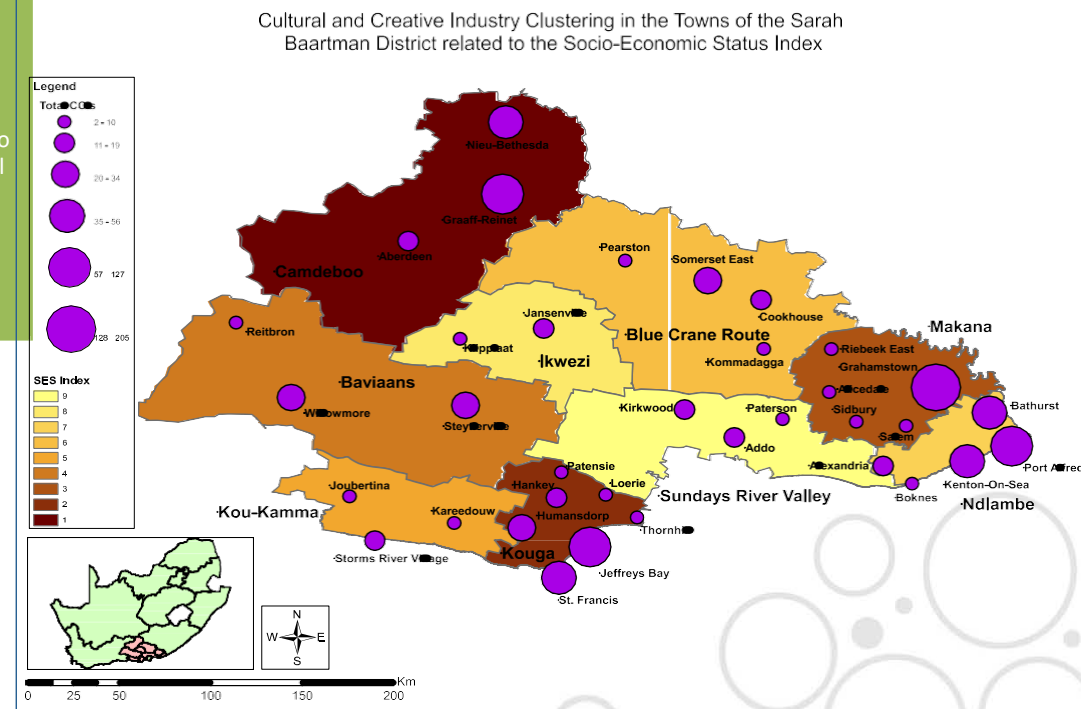
MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

Cultural mapping and regional culture policy

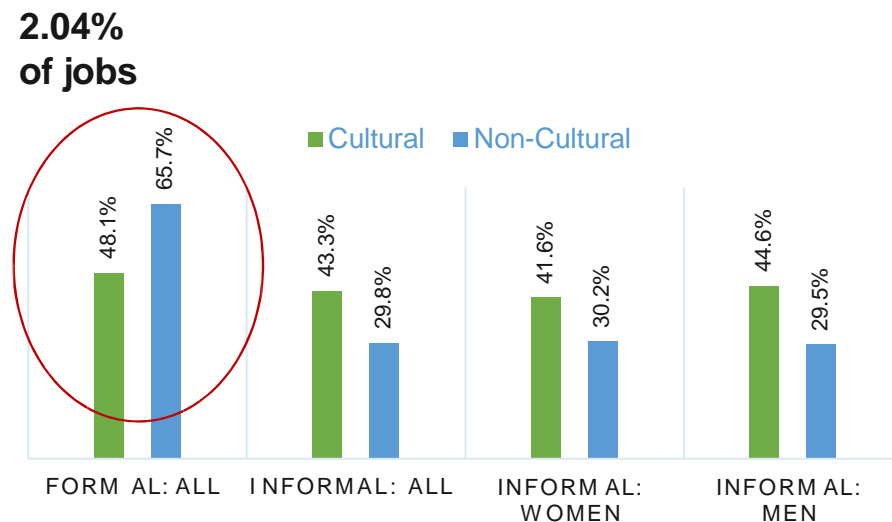
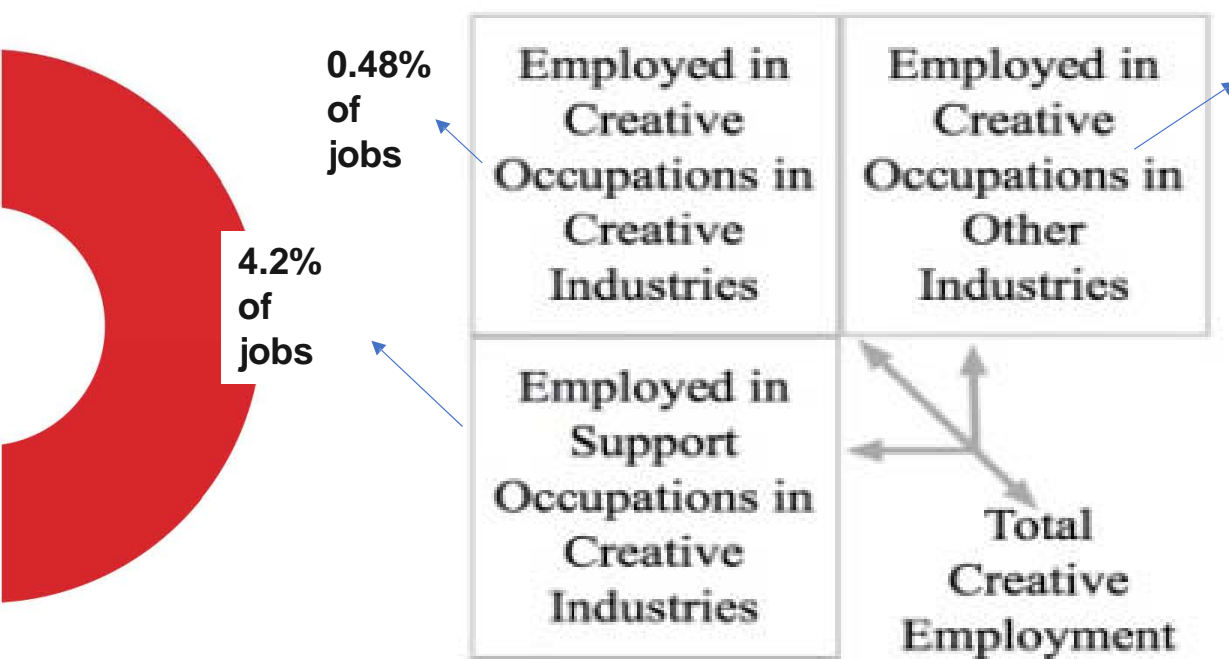


Guidelines for Developing Effective Regional Cultural Policy


Drummond, Ndhlovu & Snowball



Working in the cultural & creative sector



Source: SA Cultural Observatory Mapping Study, 2018 (Hadisi & Snowball)

 6.72% of jobs

The impact of intellectual property in the (micro) creative industries: Shweshwe in South Africa

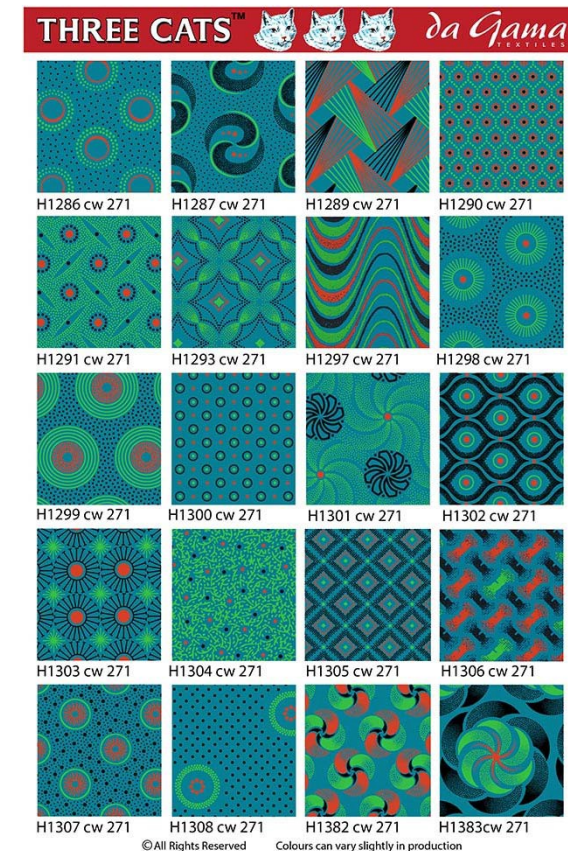


In addition to direct production and sales, Shweshwe is used as an input by more than **5000 small businesses** in SA, which are associated with **10 to 12 thousand jobs**.

- The import of ready-made “fake” Shweshwe garments, especially those that also copy the back stamp, thus will impact negatively the SMMEs and jobs in the sector.

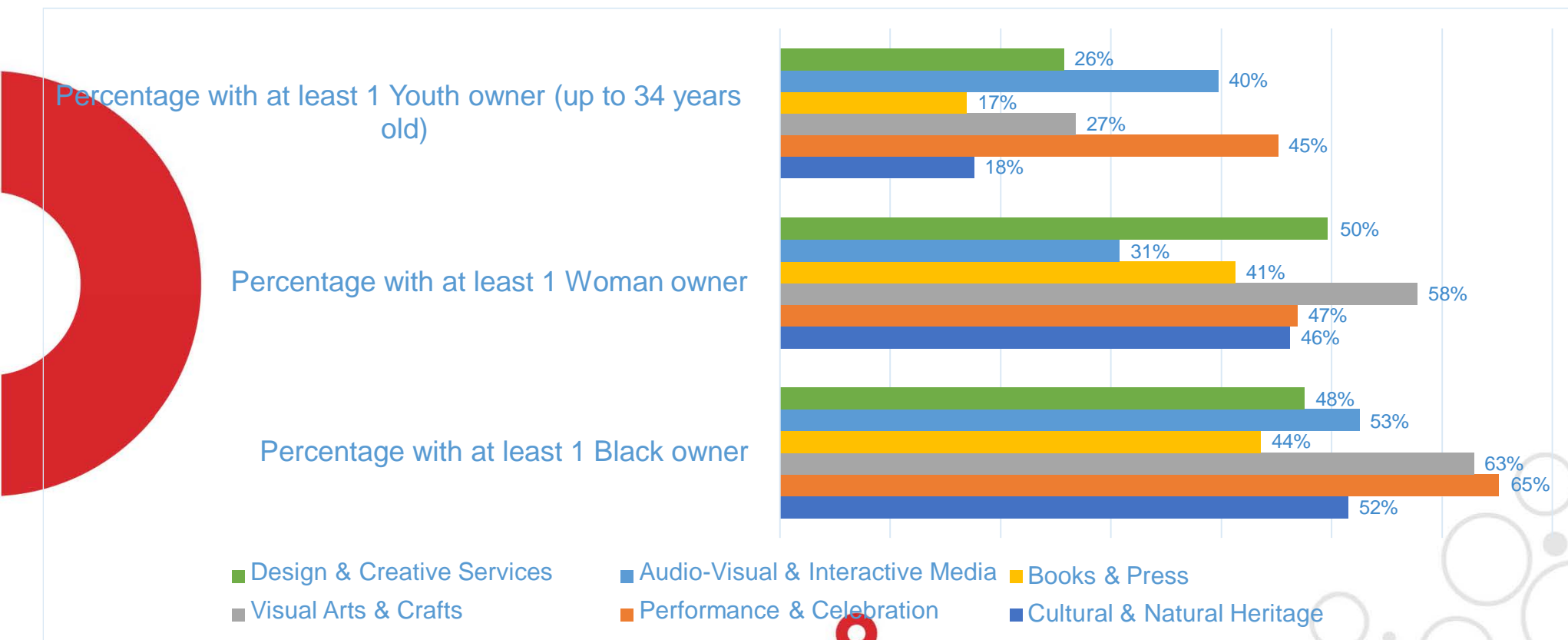


Mapuma & Snowball



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Transformation & the creative sector



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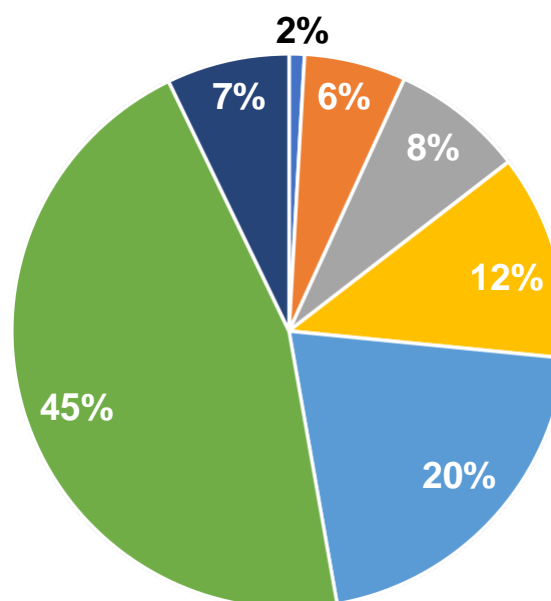
Collins, Tarentaal & Snowball

National level statistics & policy

1.7% of GDP (2016)

CCI growth rate of 4.9% (2011-2016) compared to 1.6% for whole economy

Fastest growth rate in Domains E & F

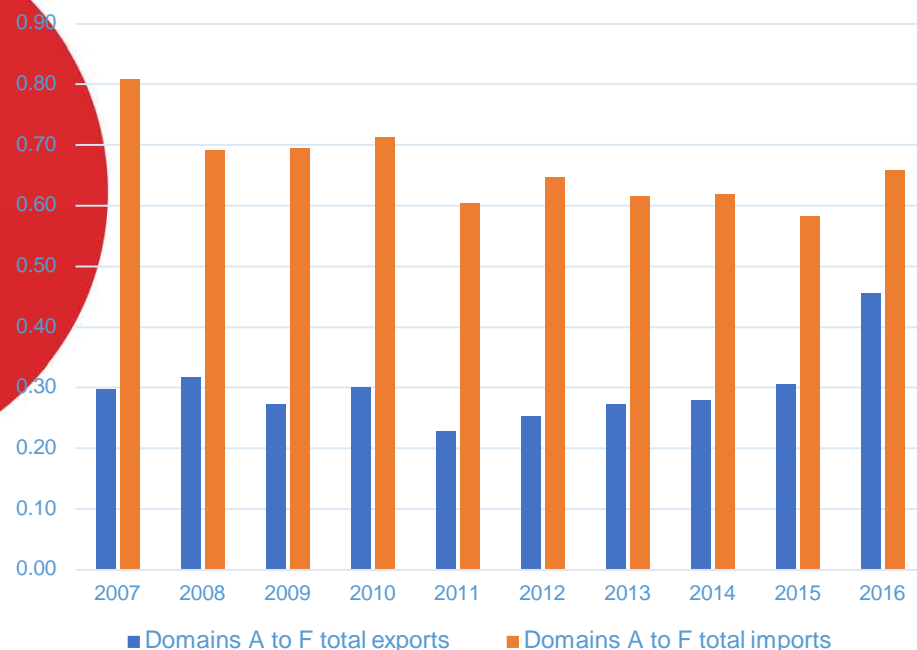


- A. Cultural & Natural Heritage
- B. Performance & Celebration
- C. Visual Arts & Crafts
- D. Books & Press
- E. Audio-Visual & Interactive Media
- F. Design & Creative Services
- G. Cultural education

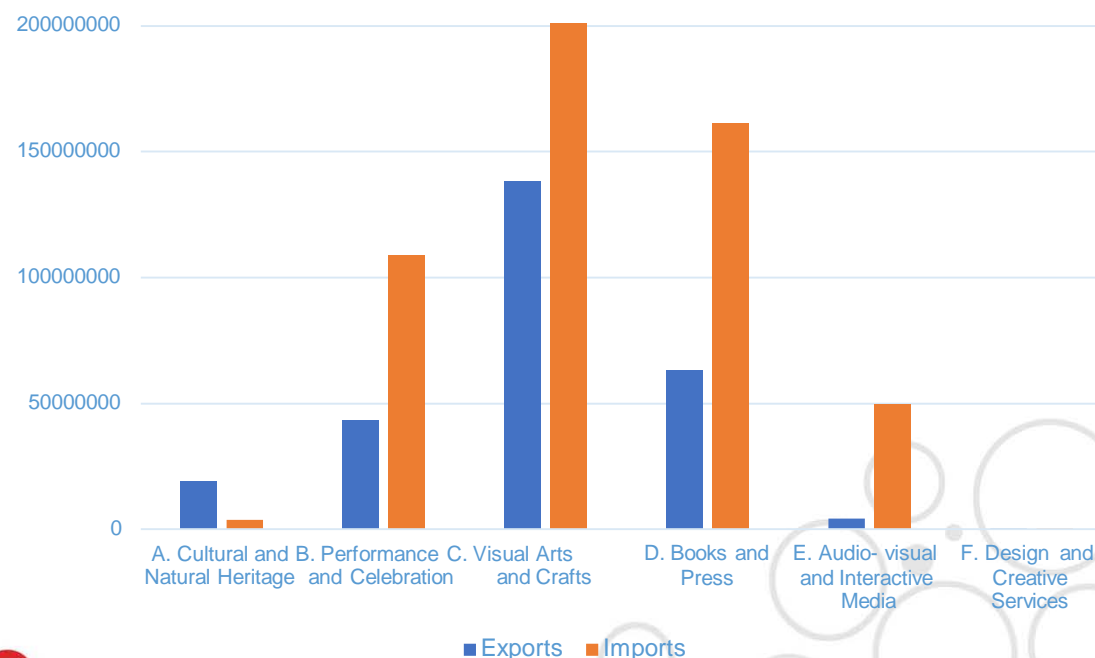
Source: SA Cultural Observatory Mapping Study, 2018

International Trade in Cultural Goods

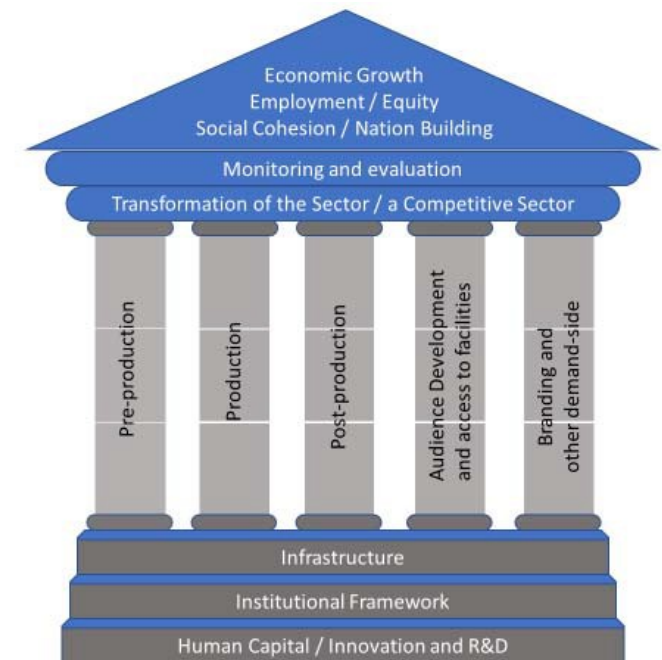
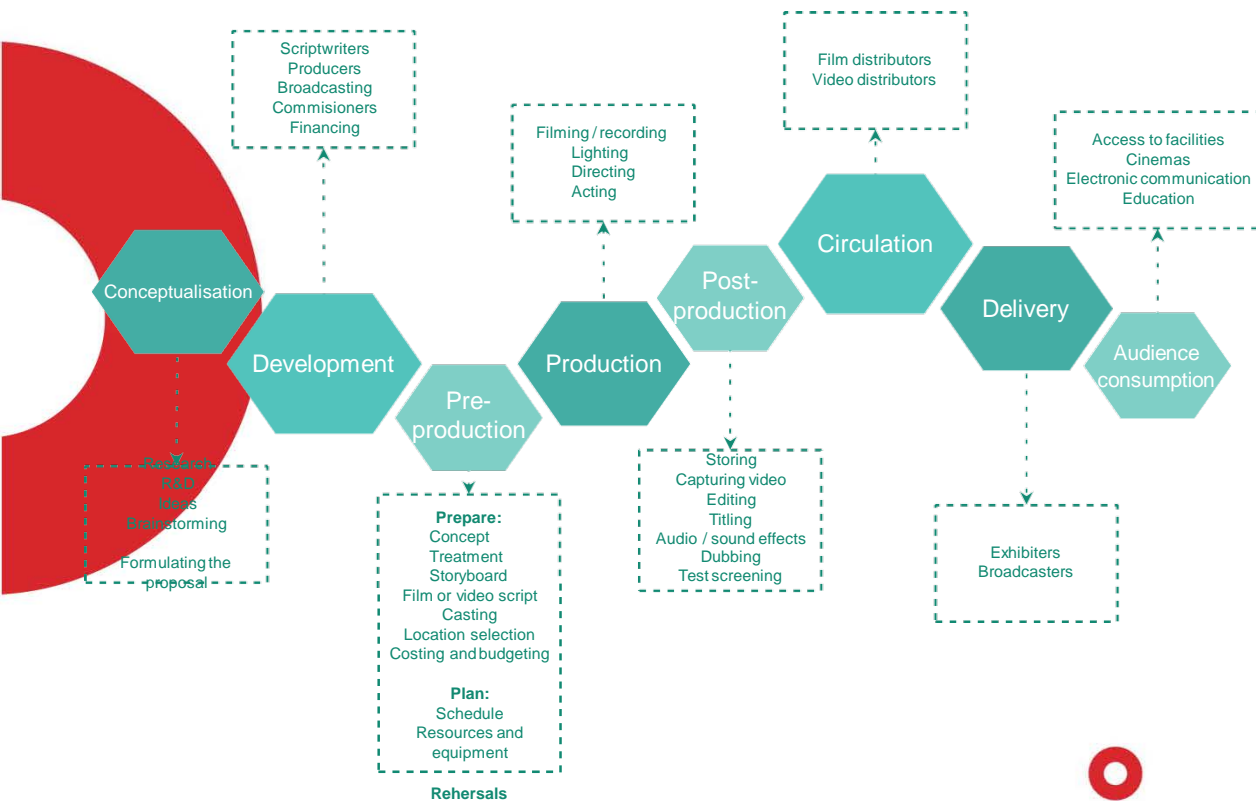
Cultural Goods Exports and Imports Shares



Exports and Imports by Domain (US \$) 2014-2016 averages



Film & Television Strategy for SA

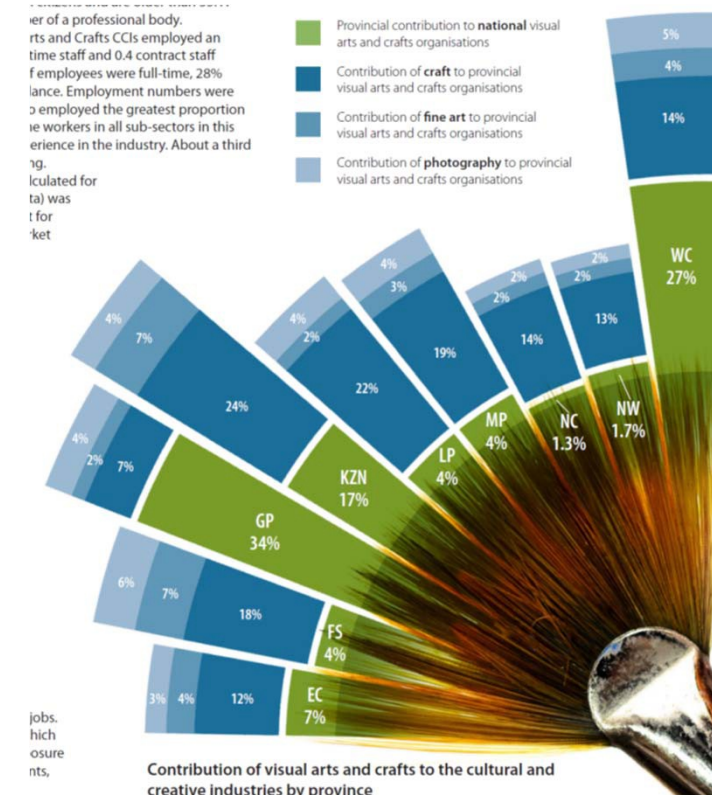
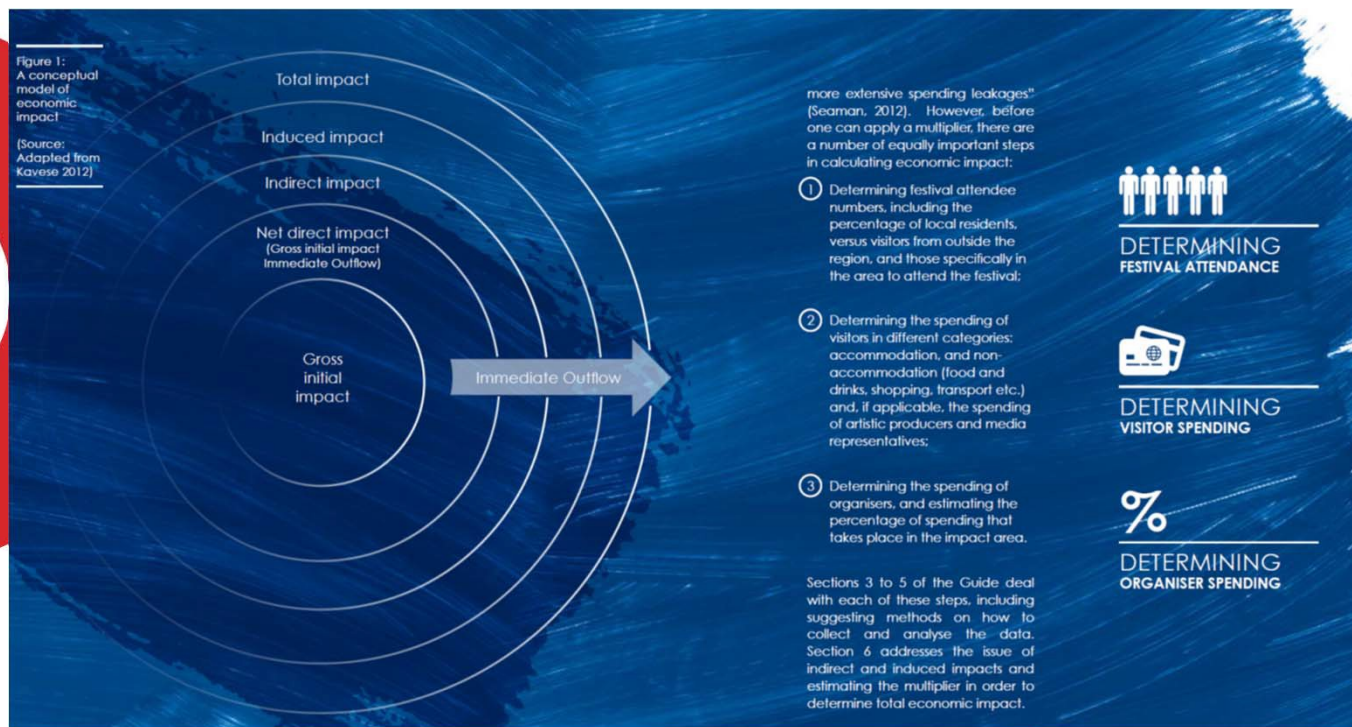


MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

Gouws, Snowball, Vermeulen, Ndhlovu, Shelver

Communicating results

• Workshops & Infographics



Lutshaba, Garman, Antrobus & Snowball

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Interested? Next steps



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How can you get
involved in SACO?

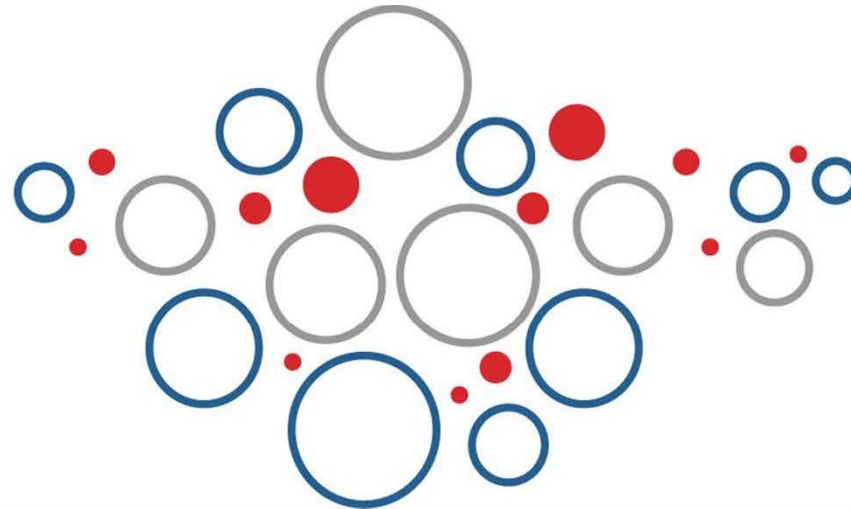


What does SACO fund?

- Each output is different, and has different funding requirements, so the budget is negotiated. It could include funding for:
 - Research assistants (students)
 - Consulting time (academics & other researchers)
 - Fieldwork costs (travel, data collection & capture, specialist equipment and databases etc.)
- SACO does *not* fund ACH events or groups: it is primarily based on research and capacity building (training workshops).

What to do next?

- Communicate your interest: Contact Unathi Lutshaba (SACO Executive Director)
unathi.lutshaba@mandela.ac.za
- Tell us about your interests, expertise, past and current research, postgrad students.
- Read the SACO research agenda to see where you could fit in;
- Think about the policy relevant output (report/tool) or capacity development (short-course/workshop) that you could develop.



THANK YOU!

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