



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

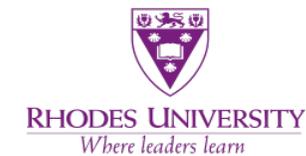


NELSON MANDELA
UNIVERSITY



SACO PESP Orientation Programme

August / September 2021



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

Welcome to the SACO PESP



CONGRATULATIONS on being selected to participate in this **Presidential Employment Stimulus Programme (PESP)**, hosted by the South African Cultural Observatory (SACO) and the Department of Sport, Arts and Culture (DSAC).

According to the Minister of Sport, Arts and Culture, Mr Nathi Mthethwa the budget allocation for the PESP, “was designed to act as an aggressive injection of income into the creative economy and to assist practitioners and their projects as well as companies that incurred losses during the COVID-19 lockdown period”.

For this programme, SACO is working closely with DSAC, to reach out to individual artists and have developed a programme aimed at supporting, developing and training 800 artists and 100 unemployed graduates, whose ability to earn an income is impacted by Covid-19.

SACO PESP Objectives

The objective of the programme is to bridge the gap between market related skills and artistic expression, allowing artists to market their artworks professionally and expand their business opportunities by:

- Establishing a national, interactive mentorship programme, using the 100 graduates, who are skilled in Marketing, Business Development, Communication, Public Relations and Management.
- Delivering relevant training to participants to support the above objective.
- Dispersing a monthly stipend of R6500 per month for 4 months, to all 900 participants'



Role Players



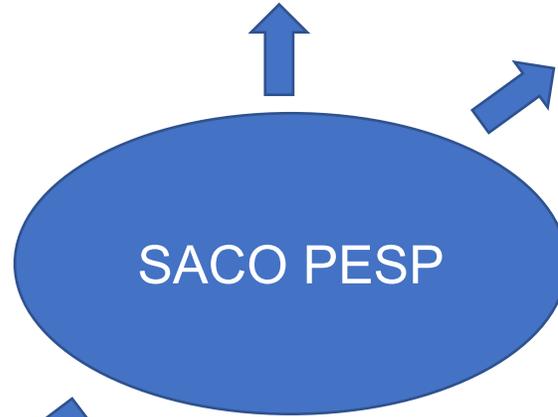
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*The SACO is hosted by
Nelson Mandela University*



*SACO has procured
the services of
Harambee to support
the delivery of the
project.*

Harambee is a not-for-profit social enterprise with extensive experience building solutions to solve the global youth unemployment challenge.

Harambee provides the platform which supports SAYouth, the National Pathway Manager, which has been initiated through the Presidential Youth Employment Intervention.

This platform aims to ensure that all opportunities in South Africa are aggregated and made visible to all young South Africans who are part of the SAYouth Network.

Terms and Conditions of Participation

The **Participation Agreement**, signed by everyone during the registration process outlined the terms and conditions of the programme. Here is a reminder of the key expectations in order to participate and receive your monthly stipend:

- The **PARTICIPANT**:
- Will be **obliged to use the funds paid in the form of a monthly stipend, to ensure they are able to access the online platforms where virtual training will take place. (i.e. Have sufficient data at all times in order to participate in the programme)**
- Will be obliged to **use the funds** paid in the form of a monthly stipend **to make necessary travel arrangements** to ensure they are able to access the online platforms where virtual training will take place.
- Will ensure **access to a device with an on-line connection** to allow participation in the training and mentoring programme.
- Will ensure **access to a computer** with an on-line connection to allow completion and submission of tasks by email.
- Will provide an **active email address** and for the duration of the programme will check it daily in order to note and respond, where required, to programme related information disseminated by SACO, NMU or any of their third party suppliers.



- Will **reside in a province outside of KwaZulu Natal, Gauteng or the Western Cape** and should their situation change, this should be communicated immediately to SACO in writing.
- Will **only embark on the SACO PESP, if** the intention of the PARTICIPANT is to **commit for the full four-month duration of the programme**. Should the PARTICIPANTS situation change, this should be communicated immediately to SACO in writing
- Will embark on the SACO PESP on the understanding that **all training and communication will be in English**.
- Agrees that their **intellectual property**, in the form of tasks submitted during the course of the programme and their contact details, **will be shared within SACO and the suppliers to the SACO PESP** in order to complete the verification process, follow up on task submissions and develop the National, Interactive, Mentorship Programme which PARTICIPANTS will be part of.

The stipend that the **PARTICIPANT** will receive:

in respect of their **participation in the training** and mentoring programme and **successful completion and submission of tasks**, is R6500.00 (six thousand five hundred Rand) per month for a maximum of four months.

*****Should your situation change or you are unable to meet these obligations at any time during the course of the four month programme, you are required to inform SACO immediately.*****

SACO reserves the right to withhold stipend payments for the following reasons:

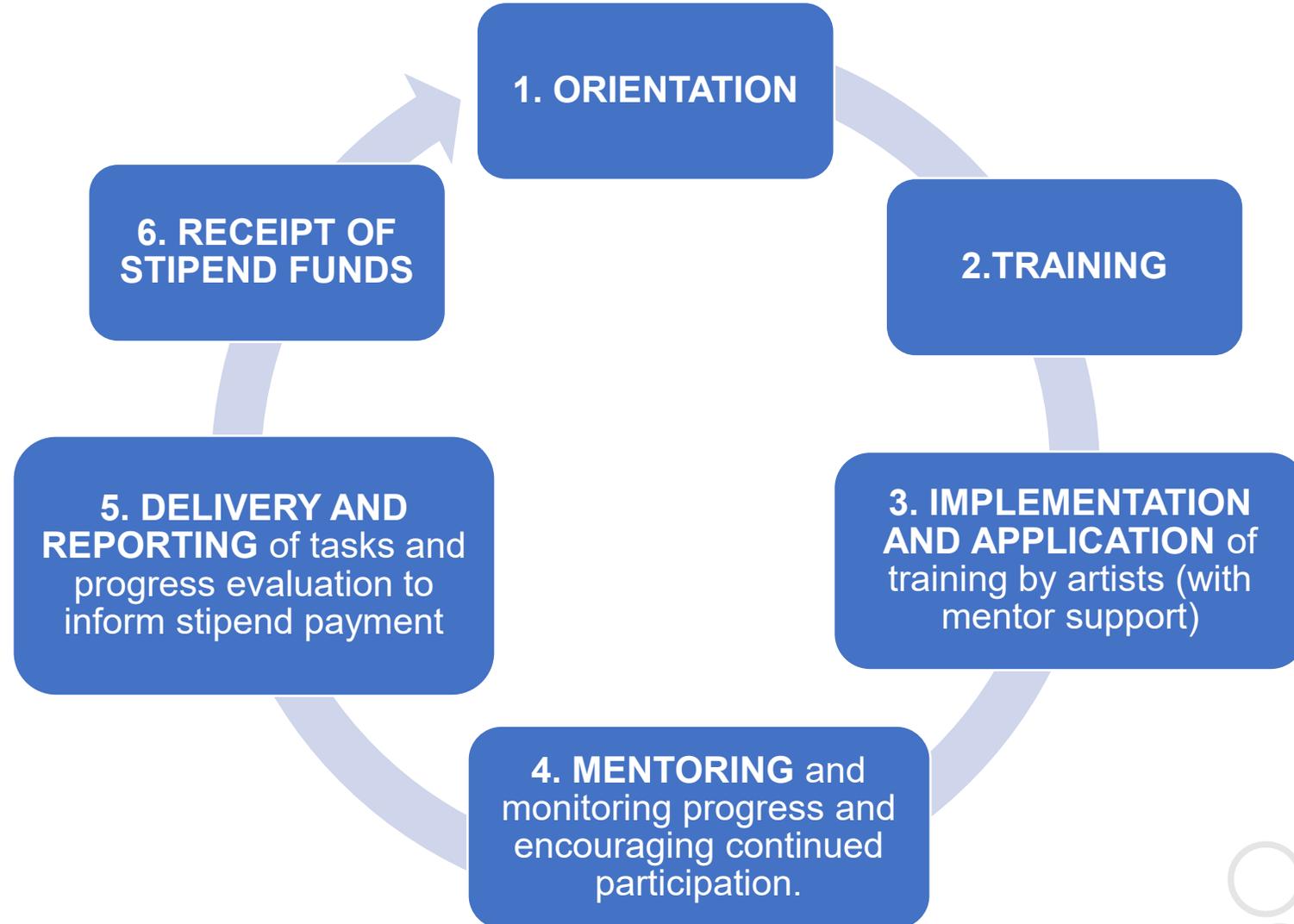
- An artist/mentor does not attend the scheduled training without previously excusing themselves.
- An artist/mentor does not attend the scheduled meetings with their mentorship team and has been uncontactable.
- An artist/mentor does not deliver the task (on time) – this refers to the formal programme tasks which will be included in the portfolio of evidence.
- An artist/mentor does not meet the obligations agreed to in the participant agreement as outlined in the previous 2 slides.

Should an artist/mentor, for whatever reason (e.g. fall ill / find alterve a change in circumstance which prevents participation in the programme) be unable to fulfil any obligation they have committed to, during the course of this four-month programme, this should be communicated to SACO immediately.

PLEASE NOTE: * Doctors letters will be required to excuse a participant from scheduled programme
* Insufficient Data/ wifi access will NOT be accepted as a reason for non-participation.



SACO PESP Programme Cycle



2. Training

Attendance of training is compulsory for all participants.

Training is divided into **7 modules** and is designed to feed into the **development of a business plan** for each of the artists.

The aim of the training programme is for each artist to have the opportunity to:

- Evaluate each area of their business
- Be trained in each area and understand the options available for improvement
- Have support from their mentors, to apply the training they have received, and develop the areas of their business where required.

The **KEY OBJECTIVE** of the training is for each Artist to leave the programme with a completed business plan, which outlines all aspects of their business and what they need to achieve or further develop / enhance it, to ensure its sustainability and a future income.



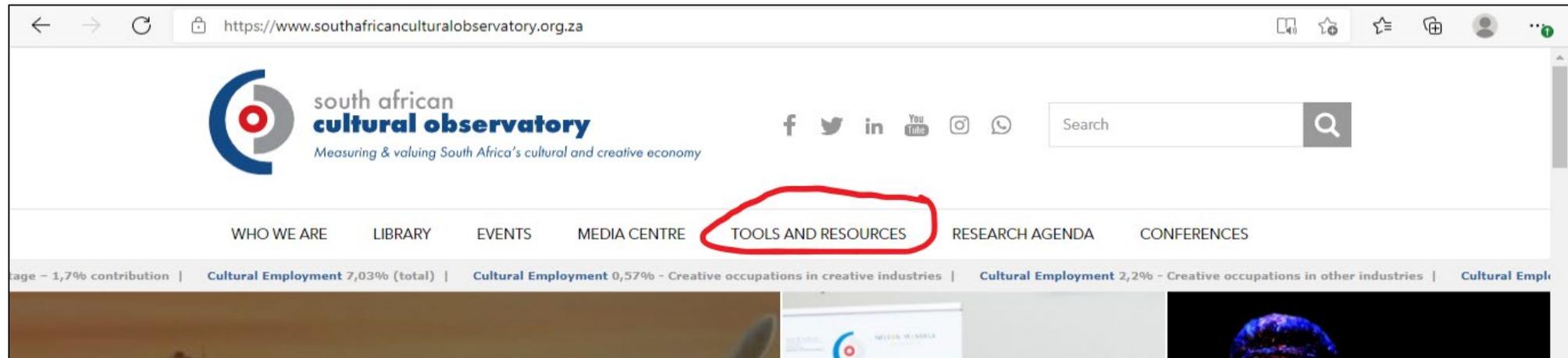
Training Programme Delivery Dates



Monday 13/09/2021	Training session 1.1	SACO
10:00am	Business Model Canvas Introduction	
Friday 17/09/2021	Training session 1.2	Ms Tsitsi Gwatiringa
10:00am	Business Management	
Wednesday 22/09/2021	Training session 2	Mr Bradley van der Ross
10:00am	Finance (1)	
Wednesday 29/09/2021	Training session 3	Ms Amy Shelver
10:00am	Brand Management	
Wednesday 06/10/2021	Training session 4	Ms Reuann Smith
10:00am	PR, Media Relations and Communications	
Wednesday 13/10/2021	Training session 5	Ms Amy Shelver
10:00am	Marketing	
Wednesday 20/10/2021	Training session 6	Mr Bradley van der Ross
10:00am	Finance 2	
Wednesday 27/10/2021	Training session 7	Ms Nombuso Shange
10:00am	Copyright and other legislatives	
Wednesday 03/11/2021	Training session 8	Dr Andre Gouws
10:00am	Export Awareness and Finance (3)	

Access to training materials and tools

- Each of the seven modules will be delivered in a single training session of approximately 2 hours and will include a Q and A session.
- The Finance module, will however be delivered over several shorter sessions to allow for a more practical application of the training during each of the sessions.
- Training presenters will be contactable by the SACO Mentorship Manager, should there be specific questions escalated by Mentors on behalf of the Artists which were not covered in the Q & A.
- Training sessions will be recorded and these, along with all tools and templates used during the training, will be recorded and will be available under the PESP tab, via the Resources and Tools section of the SACO website to allow artists and mentors to re-cap following the completion of each training session.



3. Responsibilities of an Artist –

implementation of training in the development of a business plan

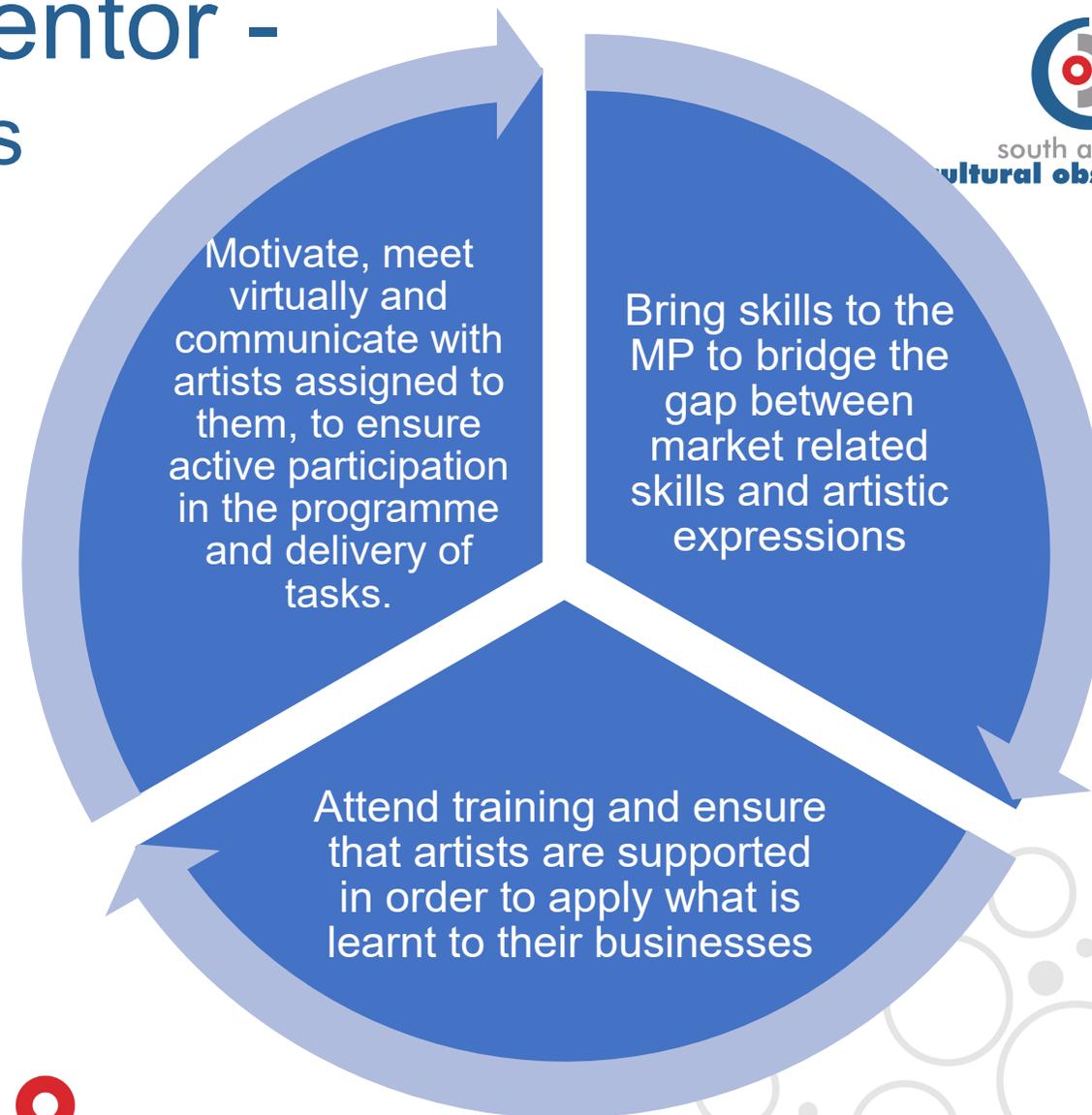
800 Artists, finding ways to market their art more professionally and new ways to generate business through the development of a Business Plan



4. Responsibilities of a Mentor -

providing support for artists to implement training received and develop a business plan

100 Mentors (graduates with business and marketing qualifications) supporting Artists in their efforts to identify opportunities for their business.



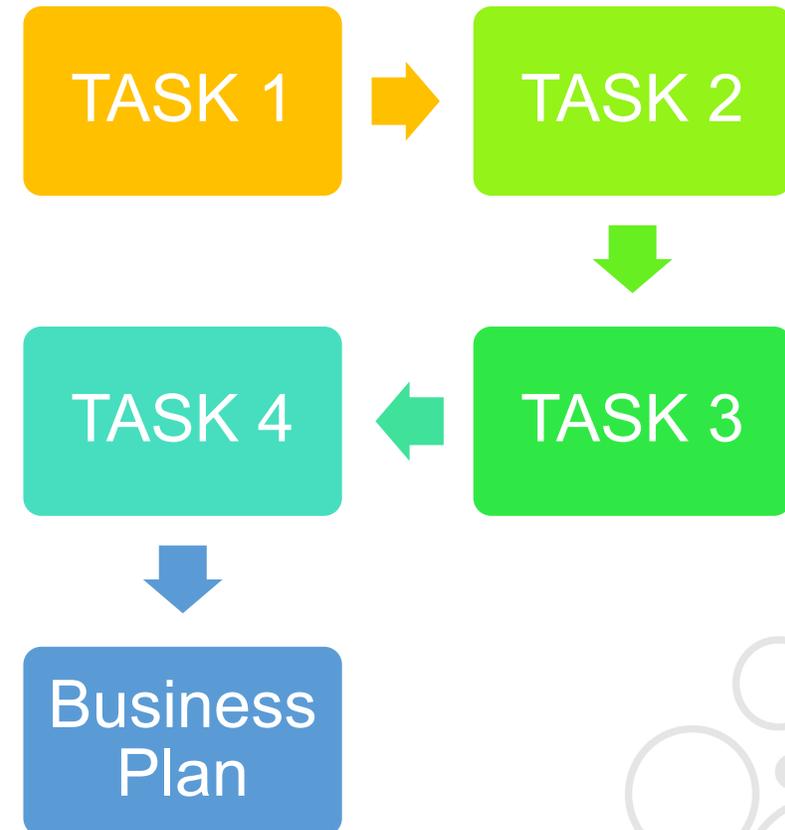
5. Delivery and Reporting

ALL PARTICIPANTS will be required to attend all training sessions and deliver a series of tasks during the course of the programme.

Artists will be evaluated on the delivery of these tasks and mentors will be evaluated on the support given to artists to enable the successful delivery of these tasks through their reporting.

Each completed task will feed into the development of the business plan.

The business plan delivered by each artist, will outline their way forward, to market their artworks professionally and expand their business opportunities



Tasks and Delivery Deadlines

	TASK 1	TASK 2	TASK 3	TASK 4
Due date	Thursday 16/09/21	Tuesday 05/10/21	Tuesday 02/11/21	Tuesday 30/11/21
Task Outline	Executive Summary and Business Model Canvas Exercise	SWOT Analysis and outline of identified marketing opportunities	DRAFT Business Plan	FINAL Business Plan

Participation in the programme is subject to the terms and conditions outlined for all participants in the Participant Agreement Contract accepted prior to commencing the programme.

*Participation and **completion of tasks directly informs payment of stipend funds** for participants.*

Participants who fail to submit their completed tasks will not qualify for payment.



6. Stipend Payments

	1 st Stipend (partial payment)	1 st Stipend (balance payment)	2 nd Stipend	3 rd Stipend	4 th Stipend
Pay date	WC Monday 06/09/21	Monday 27/09/21	Monday 25/10/21	Monday 22/11/21	Wednesday 15/12/21
Amount	R1500	R5000	R6500	R6500	R6500

Participation in the programme and payment of stipend funds, is strictly subject to the terms and conditions outlined for all participants in the Participant Agreement Contract accepted prior to commencing the programme.

Attendance of training and completion of tasks directly informs payment of stipend funds for all participants.

Participants who fail to attend the training and/or submit their completed tasks will not qualify for payment.



Who to contact for assistance

Call Centre: 0800 72 72 72

Email: customer@harambee.co.za



If you have not received your stipend on the date it was due to be paid

If you have any changes to the personal and banking details provided during registration.

If you are having trouble uploading documents to the Document Management System

HARAMBEE

Support and Help Desk

(All general queries / for technical assistance)

SACO PESP Mentorship Programme Management Team

MENTORS

All programme related queries should be raised directly with your assigned Mentor(s)

If you have a query your assigned mentors are unable to assist you with.

If there is an issue that would directly affect your receipt of stipend funds.

If you are no longer able to participate in the programme

SACO MP Team: 041 504 4928/4931

Email: info@sacomentorship.co.za

WhatsApp: 0786115193

What happens next?

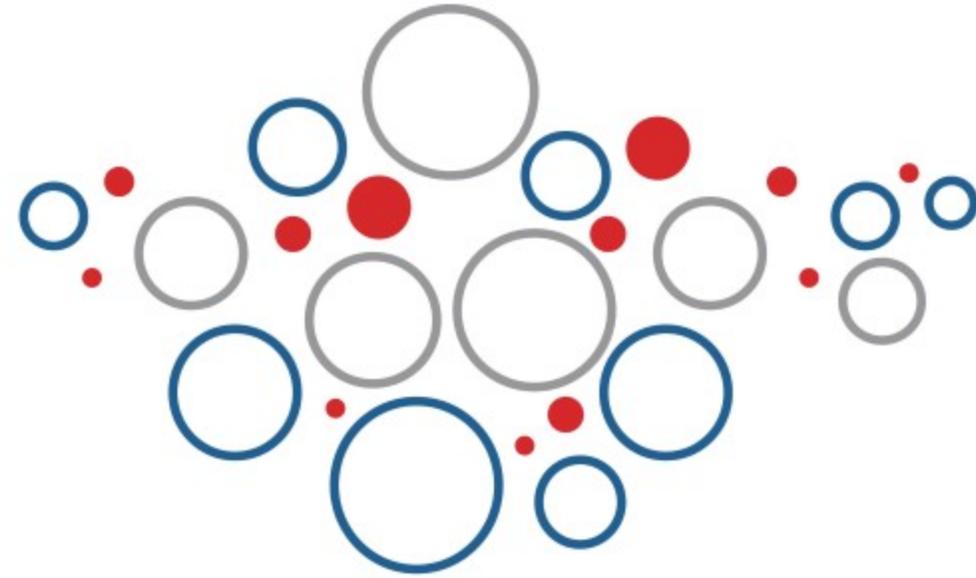
- Those of you who have attended this Orientation session and have been verified (by submitting your documents and contracts), will be eligible to receive the first part-payment of stipend funds on our next payment run.

Those of you that have attended today, but are still in the process of being verified, will be included in a later payment run once verification is complete.

- **Mentors**, by now, you would have attended an introduction to the mentorship programme on either Monday 6th or Wednesday 8th September, which outlined your role in supporting the Artists during the course of the programme.
- **Artists and Mentors**, please look out for further communication regarding the first scheduled sessions with between Artists and Mentors, to take place on Friday 10th September. You will receive a link to attend the session via SMS. (This session is compulsory)
- The **training programme will commence on the Monday 13th September** at 10:00am.

Attendance of all scheduled orientation, training and mentorship sessions is compulsory and informs the payment of stipend funds for participants.

Participants who fail to submit their completed tasks or attend scheduled virtual training and mentorship sessions, will not qualify for payment.



THANK YOU!

