Objectives of the Cultural Observatory

PRIMARY OBJECTIVE
• To advance research in the field of cultural information systems

SECONDARY OBJECTIVES
Objective #1
• developing information networks
• enhancing collaborative research projects

Objective #2
• Function as a holistic repository, collector and developer of knowledge, information
• Present evidence concerning the content, structure and dynamics of the sector

Ultimately contributing to employment and sustainable development.
Objectives of the Research Agenda

- Define research requirements
- Define individual research agenda items required to address the research requirements of the industry
- Determine the alignment of proposed research agenda items with strategic and policy imperatives

- 15 High Level Requirements
- 94 Agenda Items
- Increase from original 48 items
Research Agenda

Research Requirement
• Create an academic and philosophical base to inform the interventions
• Develop the capability to reflect and contribute to changing philosophical and social science discourses
• Ensure world-class academic and intellectual debates, and exchange of ideas in these terrains.
• Provide national, African and international perspectives in keeping with the metaphorical and applied notions of a cultural observatory.
• Identify and conceptualize changing nature of cultural and creative activities and enterprises in globalizing environments.
• Interact with differing concepts and notions of cultural observatories.

Agenda items
• 1.1 Comparative international analysis of Cultural Observatories
• 1.2 Hosting international meta-theoretical debates about culture and creative industries
• 1.3 Synthesize new approaches and trends within the cultural and creative space
• 1.4 Analyse the changing narratives pertaining to culture and creative industries.
• 1.5 Document the extent of the available Body of Knowledge pertaining to the Cultural and Creative Industries
• 1.6 Analyse the degree of alignment between the “humanities” and “science” within the Cultural and Creative Industry.
• 1.7 Analyse and determine the roles of the sacred and the public within the Cultural and Creative Industry.
Research Agenda

Research Requirement

• The research requirement is for the development of an integrated platform where various databases can be consolidated.

Agenda items

• 2.1 Develop and host an Interactive Culture and Creative Industries Consolidated Database Platform.
• 2.2 Develop a consolidated data base for funding proposals and feedback on proposals.
• 2.3 Develop an integrated database pertaining to sources of funding and technical support available to the Cultural and Creative Sector.
• 2.4 Research and Determine best practices and standards for data base management in the Cultural and Creative Sector.
• 2.5 Develop a working paper on the use of open data.
• 2.6 Analyse why funding proposals fail within the Cultural and Creative Industry and make recommendations as to how these issues can be addressed.
Research Agenda

Research Requirement

- There appears to be limited accurate data available regarding the span and scope of government spending within the cultural and creative industry sector.
- Furthermore, it would appear that cultural and creative industry products are not accurately and consistently classified in existing product indexes, which makes it difficult to accurately determine spending levels within the cultural and creative industry.
- The research need is therefore to develop an accurate Cultural and Creative product index which can in turn be used to accurately determine levels of government spending within this economic sector.

Agenda items

- 3.1 Develop a South African Cultural and Creative Industries Product Index (SACCIP).
- 3.2 Develop a Status Report on Levels of Government spending in the Creative and Cultural Sector utilizing the proposed South African Cultural and Creative Industries Product Index.
- 3.4 Determine the potential impact of access to government infrastructure in advancing the development of the South African Cultural and Creative Industry.
- 3.5 Develop a decentralized funding model customized to the implementation realities of rural areas.
- 3.6 Develop a standardize funding model for provincial and local government spheres.
Research Agenda

Research Requirement

• Currently limited reliable data exists pertaining to the size, profile, location and contribution levels of both creative industries and particularly creative audiences.

Agenda items

• 4.1 Determine the size, profile, location and contribution levels of creative industries and audiences to the cultural and creative sector.
• 4.2 Determine the role of cultural and creative industries in countering de-industrialisation within the South African Spatial Economy.
• 4.3 Determine the role of cultural and creative industries in the regeneration of urban and rural spaces and economies.
• 4.4 Determine the impact of identity and place-making in creating and enabling environment for the development of cultural and creative industries.
• 4.5 Research the alternative forms of expression and entertainment in the arts and what youth are doing to redefine the arts and culture space they occupy; and determine how this is fundamentally changing the arts environment.
• 4.6 Determine the viability of social security elements for the arts
**Research Agenda**

**Research Requirement**

- Currently limited reliable data exists pertaining to the size, profile, location and contribution levels of both creative industries and particularly creative audiences.

**Agenda items**

- 4.7 Determine how city cultures and regional cultures articulate with the Cultural and Creative Industries
- 4.8 Develop a working paper on the understanding of regions and local economies within the Cultural and Creative Industry
- 4.9 Develop a working paper that focusses on defining culture through the lens of ethnicity
- 4.10 Conduct a skills audit and develop a skills development plan that would assist in increasing the competitive and comparative advantages of the South African Cultural and Creative Industry.
- 4.11 Determine the capacity and future requirements of municipalities in order to advance the development of the South African Cultural and Creative Industry.
Research Agenda

Research Requirement

• Objectively determine and track the economic contribution of cultural and creative industries to the South African Economy.

Agenda items

• 5.1 Determine the Contribution of Creative and Cultural Industries to the South African Economy.
• 5.2 Develop an economic input-output model (or GCE model) pertaining to the Cultural and Creative Industry.
• 5.3 Develop a proposed clustering model for the Cultural and Creative Industry.
• 5.4 Determine the regional, continental and global impact of the South African Cultural and Creative Industry.
• 5.5 Mapping studies of South African Cultural and Creative Industries.
Research Requirement

• 5.6 Monitoring and Evaluation of Cultural and Creative Industries interventions funded by DAC.
• 5.7 Study to determine the current and future contribution towards sustainable development and environmental sustainability in line with COP21.
• 5.8 Conduct a comparative study between the formal and informal elements of the South African Cultural and Creative Industries and determine the policy and implementation implications for the various sectors.
• 5.9 Determine how art works and creative outputs generate monetary value
• 5.10 Determine the viability of professionalising the Cultural and Creative Industry.

• 5.11 Identify best-practices that would assist in the effective and efficient commercialisation of indigenous knowledge systems within the South African Cultural and Creative Industry.
• 5.12 Determine minimum occupational and labour standards for the South African Cultural and Creative Industries.
• 5.13 Determine the “state of creatives” in South Africa that would assist in the identification of needs and requirements of creatives within the Cultural and Creative Industry.
• 5.14 Create a mechanism to measure economic derivatives for marginalised cultural groups.
• 5.15 Quantify the levels of social security provided by the Cultural and Creative Industry.
Research Agenda

Research Requirement

- Determine the role, nature and impact of innovation and disruptive technologies in advancing the development of the South African Creative and Cultural Industry

Agenda items

- 6.1 Determine the role of Innovation in advancing the development of the South African Creative and Cultural Industry
- 6.2 Define and determine the requirements to establish a “culture of innovation” and the ingredients required to make such a culture to thrive.
- 6.3 Identify support mechanism that are required to drive innovation.
- 6.4 Draft a Position Paper on the role of social media and networking in advancing the development of the Cultural and Creative Industry.
Research Agenda

Research Requirement

• Very limited data is available regarding the value of Intellectual Property of the Cultural and Creative Industry for both policy and implementation purposes.

Agenda items

• 7.1 Determine the value of Intellectual Property in the South African Economy.

• 7.2 Develop a strategic and Policy Framework for protecting and expanding the value of Intellectual Property within the South African Cultural and Creative Industry.

• 7.3 Determine best practice for managing Intellectual Property Rights within the context of a Developing Countries.

• 7.4 Develop a working paper on the role and inclusion of indigenous knowledge systems within the context of Intellectual Property Rights.

• 7.5 Develop and understanding of modern day patronage systems within the arts and creative industries and its role in developing Intellectual Property.
Research Agenda

Research Requirement
• Data is required to determine the current and potential impact of cultural and creative education on learners and economic growth and competitiveness.

Agenda items
• 8.1 Determine the impact of cultural and creative education on learners and determine its potential contribution towards increasing the competitiveness of the South African economy.
• 8.2 Determine how Arts, Cultural and Heritage can be advanced within the South African education system.
Research Agenda

Research Requirement

• Currently social cohesion as an outcome of the Medium Terms Strategic Framework (MTSF) is being measured by 88 indicators across 13 National Departments.

Agenda items

• 9.1 Develop a Social Cohesion Statistical Index
• 9.2 Determine the degree of cultural diversity in South Africa, as set out in the UNESCO guidelines (Technical Paper 6, 2011) for the measurement of the “diversity of cultural expressions”
• 9.3 Research requirements for deracialising the cultural and creative space.
• 9.4 Conduct research on the need to decolonizing cultural and creative institutions, curriculums and public spaces whilst considering local influence.
• 9.5 Determine the role of Social cohesion in driving the Cultural and Creative Industry, by focussing on place-making, and the develop multilingualism.
• 9.6 Determine the impact of how social cohesion can increase collaborations, increase capacity and insights within the Cultural and Creative Industry.
• 9.7 Determine how access to information can change social cohesion as oppose to only serving a central ideology.
• 9.8 Determine how access to resources can advance social cohesion.
Research Agenda

Research Requirement

• South Africa is a signatory to an international agreement which requires it to develop a response that would increase the collaboration of libraries on the African continent.

Agenda items

• 10.1 Develop a proposed AU Library Integration Protocol
• 10.2 Develop an AU Library Status Report and supporting Policy and Implementation Framework pertaining to achieving continental library integration and cooperation.
• 10.3 Articulate a continental view of libraries and the possible integration of libraries across the continent
• 10.4 Determine the requirements for ensuring that outputs are produced based on existing protocols and agreements that are in place.
• 10.5 Determine the feasibility of establishing an All African or Pan African University or Library.
• 10.6 Determine the acquisition rates for language.
• 10.7 Determine the requirements to collate and provide universal access to archival platforms
Research Agenda

Research Requirement

- Currently a number of highly significant cultural and historical artefacts pertaining to South African history are located abroad

Agenda items

- 11.1 Develop a catalogue of significant artefacts which should be returned to South Africa.
- 11.2 Determine the status quo of artefacts and what still needs to be done to access and preserve them.
- 11.3 Determine the requirements for global, regional, national, provincial, local and municipal level alignment pertaining artefacts.
- 11.4 Catalogue corporate archives and private collections.
- 11.5 Determine a standard naming convention for artefacts and cataloguing of artefact to assist in determining where they are located.
- 11.6 Define best practice regarding the precedents and requirements for returning artefacts.
- 11.7 Determine best practice in archiving and the development of appropriate templates to support such a process.
- 11.8 Catalogue all government acquisitions.
- 11.9 Document the value of artefacts without putting objects at risk.
- 11.10 Identify protocols to manage high risk collections and information.
Research Agenda

Research Requirement
• Currently, a number of highly significant cultural and historical artefacts pertaining to South African history are located abroad.

Agenda items
• 12.1 Develop and maintain a digitised and hard copy repository of all relevant international agreements, protocols and policy documents.
• 12.2 Conduct a policy review with the purpose of ensuring optimal policy and strategic alignment.
• 12.3 Develop a Macro Policy Framework for the Cultural and Creative Industry in South Africa.
• 12.4 Determine levels of compliance by Provincial and Local Government with national policy and legislative prescripts pertaining to the development of the South African Cultural and Creative Industry.
Research Agenda

Research Requirement

• Data and knowledge associated with Living Human Treasures (LHT) is under threat of not being secured for future generations.

• In order to develop focused high-impact international engagements with multi- and bi-lateral partners a detailed analysis of relevant trends and potential growth and collaboration points within the cultural and creative industry has been developed.

Agenda items

• 13.2 Develop and populate a Consolidated National Living Human Treasure Database.

• 13.3 Develop methods and platforms that would allow communities, civil society and all spheres of government to identify potential LHT that could be considered for inclusion onto the database.

• 14.1 Develop Cultural and Creative Industry Country Briefings to inform Cultural Diplomacy efforts aimed at accelerating economic development.

• 14.2 Develop a baseline paper on the role of Cultural Diplomacy within the broader Foreign Policy portfolio and identify possible Cultural Diplomacy mechanisms that could support the practice of Cultural Diplomacy.

• 14.3 Develop a mechanism that would be able to track and share data pertaining to developments within the Global Cultural and Creative Industries.
**Research Agenda**

**Research Requirement**
- CCI labour markets (employment, training & skills, earnings, transformation).

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**Agenda items**

- **15.1** Define the scope and size of the labour market in the creative industries.
- **15.2** Develop a skills profile and development framework within the cultural and creative industries.
- **15.3** Determine empowerment and transformation levels within the cultural and creative industries.
- **15.4** Determine existing levels of current policies, and institutional levels of government support to the creative and cultural industries.
Research Requirement

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THANK YOU!

MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY