

# Appendix I: Potential Data for a Cultural Framework

## 1 Official Data

The publicly available data that could potentially be considered for inclusion into the platform.

### 1.1 Available data in South Africa

This section discusses available data sources that already exist that can be utilised to produce a cultural Framework. The table below provides an overview of the data followed by a brief description of the data source. Typical sectors are provided as an example for each source that can be considered. Only data that is at least available on an annual basis are considered for the Framework. Accordingly, data from the following cannot be used:

- Large sample surveys;
- Income and expenditure;
- Living conditions survey; and
- Census and Non-profit institutions satellite account.

Table 3: Potential data sources that can be used in the CSA

| Survey/administrative data                              | Coverage                                                                                     | Frequency             | Demand or supply side data      | Conducted by whom | Classification        |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------|---------------------------------|-------------------|-----------------------|
| Quarterly Financial Statistics                          | + 5 000 large enterprises                                                                    | Quarterly             | Supply side                     | Stats SA          | SIC 1993 <sup>8</sup> |
| Quarterly Employment Statistics                         | 20 000 private and public enterprises in the formal non-agricultural sectors                 | Quarterly             | Demand side                     | Stats SA          | SIC 1993              |
| Annual Financial Statistics                             | 12 922 enterprises <sup>9</sup>                                                              | Annually              | Supply side                     | Stats SA          | SIC 1993,             |
| General household survey                                | 25 363 households                                                                            | Annually              | NA                              | Stats SA          | NA                    |
| Quarterly Labour Force Survey (QLFS)                    | + 30 000 dwellings                                                                           | Quarterly             | Employment/demand and           | Stats SA          | -                     |
| Tourism Satellite Accounts (TSA)                        | -                                                                                            | Annually              | Supply and demand               | Stats SA          | CPC <sup>10</sup>     |
| Capital expenditure by the public sector                | National; Provincial; Municipalities; Public Corporations; Higher education; Extra-Budgetary | Annually              | Supply                          | Stats SA          | SIC 1993              |
| Supply and Use Tables (SUT)                             | 62 industries by 104 products; 171 industries by 104 products                                | Annually Periodically | Industry supply and demand      | Stats SA          | SIC 1993, CPC         |
| Quarterly employment statistics                         | 20 000 formal non-agricultural business                                                      | Quarterly             |                                 | Stats SA          | SIC 1993              |
| Financial statistics of consolidated general government | -                                                                                            | Annually              | Supply                          | Stats SA          | -                     |
| National Treasury, Budget Vote data                     | Budgeted and actual expenditure data                                                         | Annually              | Supply                          | National Treasury | -                     |
| Trade data                                              | Approximately 5 300 at six-digit level                                                       | Monthly               | Import (demand) Export (supply) | SARS              | HS <sup>11</sup>      |

Source: Author's own compilation

<sup>8</sup> Standard Industrial Classification of all economic activities, 5th edition

<sup>9</sup> 2014 Annual Financial Statistics (AFS) - includes all large enterprises

<sup>10</sup> Central Product Classification (version 2)

<sup>11</sup> The Harmonised Commodity Description and Coding System generally referred to as "Harmonised System" or simply "HS" is a multipurpose international product nomenclature developed by the World Customs Organization (WCO).



## 1.2 Stats SA's Quarterly Financial Statistics

This survey covers a sample of approximately 5 000 enterprises (including all large enterprises) that are operating in the formal non-agricultural business sector and excludes financial intermediation, insurance, and government institutions. Results of the survey are used in compiling estimates of the GDP and its components. Potential sectors that can be considered are:

- SIC 882 Architectural, engineering and other technical activities.
- SIC 96 Recreational, cultural and sporting activities.

## 1.3 Stats SA's Quarterly Employment Statistics

The Quarterly Employment Statistics (QES) is a survey covering a sample of approximately 20 000 VAT registered private and public enterprises in the formal non-agricultural sector. The information is used as inputs to the GDP and to estimate key economic statistics on average monthly earnings that are mainly used for monitoring economic indicators of the SA economy. The data covers the number of employees and gross earnings. Potential sectors that could be useful are:

- SIC 882 Architectural, engineering and other technical activities.
- SIC 96 Recreational, cultural and sporting activities.

## 1.4 Stats SA's Annual Financial Statistics

The Annual Financial Statistics (AFS) provides supply data of cultural activities. The AFS is published by Stats SA on an annual basis in November each year, and it is used in the annual calculation of the GDP. The 2014 AFS is for example based on a sample of 12 922 enterprises that was drawn from the total enterprise population (that is obtained in cooperation with SARS). According to Stats SA, all enterprises are first stratified by the predominant type of activity (according to SIC codes) then by size, using turnover as a measure of size. All enterprises in the size group representing the largest enterprises according to turn over were selected; simply a census of large companies and not just a survey. These large enterprises account for approximately 41% of the total sample. For medium and small enterprises, samples are drawn by randomly selecting the allocated number of enterprises within these groups and each industry. The AFS data excludes agricultural activities, selected financial activities, and the general government. The 2014 AFS consists for example of 299 industries (290 disaggregated and nine aggregated). The AFS provides financial data on income items, inventories, expenditure items, profit/loss, tax and dividends and assets and liabilities. Typical sectors (or part thereof) that can be considered are:

- Photographic activities (SIC 8894);
- Dramatic arts, music and other arts activities (SIC 9614);
- Library and archives activities (SIC 9631);
- Museum activities and preservation of historical sites and buildings (SIC 9632);
- Botanical and zoological gardens and nature reserve activities (SIC 9633);
- Motion picture and video production and distribution (SIC 9611); and
- Sporting activities (SIC 9641).



## 1.5 Stats SA's General Household Survey (GHS)

The GHS presents the results of the survey conducted annually by Stats SA since 2002 of South African households. The survey collects information on a variety of subjects including education, health, the labour market, dwellings, access to services and facilities, transport, and quality of life. The survey replaced the October Household Survey which was launched in 1993 and was terminated in 1999. Potential data include:

- Radio ownership
- TV set
- Internet in a library/ community hall/Thusong centre

## 1.6 Stats SA's Quarterly Labour Force Survey

The QLFS is a household-based sample survey conducted by Stats SA. It collects data on the labour market activities of individuals aged 15 years and above who live in South Africa. The survey sample is of approximately 30 000 dwellings in which households reside. This data can provide insight into employment (Stats SA 2016b). Typical industries that can be considered include for example:

- Motion picture, radio, television, and other entertainment activities;
- Library, archives, museums, and other cultural activities; and
- Sporting and other recreational activities.

The survey also provides estimates on industry and occupation of the labour force.

## 1.7 South African Reserve Bank

The South African Reserve Bank's (SARB) provides information on CCIs in the following accounts:

- Final consumption expenditure by households according to COICOP classifications
- Consolidated General Government Expenditure
- Services, income and transfer receipts (balance of payments)

The specific items and the relevant codes are included in the tables below.

Table 4: Final consumption expenditure by households according to COICOP classifications

| Item                   | SARB code                    |
|------------------------|------------------------------|
| Recreation and culture | (R6373J or Y <sup>12</sup> ) |
| Total                  | (R6007J or Y)                |

Table 5: Consolidated General Government Expenditure

| Item                                               | SARB code |
|----------------------------------------------------|-----------|
| Recreation, culture and religion                   | (4377F)   |
| Total expenditure: Consolidated general government | (4386F)   |

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<sup>12</sup> South African Reserve Bank code



Table 6: Services, income and transfer receipts (balance of payments)

| Item                                                                                               | SARB code     |
|----------------------------------------------------------------------------------------------------|---------------|
| Personal, cultural and recreational services                                                       | (5783 J or Y) |
| Other business and miscellaneous services- advertising and market research services                | (5742 J or Y) |
| Other business and miscellaneous services- architectural, engineering and other technical services | (5743 J or Y) |
| Total services                                                                                     | (5002 J or Y) |

## 1.1 Stats SA's Tourism Satellite Accounts

The TSA (Stats SA 2016c) quantify cultural services as one of its 'characteristics products.' This is expressed in terms of domestic demand, international demand (exports), total domestic supply and tourism spending abroad (imports). The first five digits correspond to the CPC Version 2.0 code, and the sixth digit is used exclusively for the TSA.

Cultural services include:

- Performing arts
  - Performing arts facility operation services (96230.0);
  - Services of performing artists (96310.0).
- Museum and other cultural services
  - Museum services except for historical sites and buildings (96411.0);
  - Preservation services of historical sites and buildings (96412.0);
  - Botanical and zoological garden services (96421.0); and
  - Nature reserve services including wildlife preservation services (96422.0).

## 1.2 Stats SA's Capital Expenditure by the Public Sector (P9101)

This survey contains results of the capital expenditure by public sector institution and reflects only the aggregates of the institutions which responded to the survey. The survey covers the annual financial year and covers 41 national government departments, 124 provincial government departments, 278 local government institutions, 48 public corporations, 25 higher education institutions and 233 extra-budgetary accounts and funds. The Public Sector Classification Committee is responsible for the classification of all public entities.

The capital expenditure refers to any expenditure incurred in or incidental to the acquisition or improvement of land, buildings, engineering structures and machinery and equipment. The expenditure normally confers a lasting benefit and results in the acquisition of, or extends the life period of a fixed asset.

Capital expenditure includes spending on vehicles, office furniture and equipment, but excludes minor items that are generally regarded as being expandable even though in some instance their useful lives may extend beyond one year.

Below is an example of cultural related extra-budgetary capital expenditure.



Table 7: Example of Extra-budgetary capital expenditure

| No. | Name                                                                                          | Total Actual Capital expenditure |         |
|-----|-----------------------------------------------------------------------------------------------|----------------------------------|---------|
|     |                                                                                               | 2014                             | 2015    |
|     |                                                                                               | R'000                            |         |
| 4   | African Renaissance And International Cooperation Fund                                        | 0                                | 0       |
| 5   | Afrikaanse Taalmuseum                                                                         | 307                              | 66      |
| 10  | Albert Luthuli Museum                                                                         | 393                              | 197     |
| 11  | Armcor                                                                                        | 75 010                           | 24 050  |
| 12  | Artscape                                                                                      | 16 619                           | 1 895   |
| 19  | Cape Nature Conservation                                                                      | 12 771                           | 27 805  |
| 24  | Commission for the Protection of The Rights of Cultural, Religious and Linguistic Communities | 653                              | 1 190   |
| 40  | Cradle of Humankind                                                                           | 663                              | 0       |
| 42  | Culture, Arts, Tourism, Hospitality and Sport SETA                                            | 591                              | 906     |
| 43  | Dinokeng                                                                                      | 0                                | 0       |
| 52  | Eastern Cape Parks and Tourism Agency                                                         | 19 016                           | 33 409  |
| 53  | Eastern Cape Provincial Art and Culture Council                                               | 11                               | 2       |
| 57  | Engelenburg Art Collection                                                                    | 0                                | 0       |
| 61  | Ezemvelo KZN Wildlife                                                                         | 39 705                           | 57 413  |
| 64  | Film and Publication Board                                                                    | 2 339                            | 1 833   |
| 75  | Gauteng Film Commission                                                                       | 180                              | 282     |
| 78  | Gauteng Tourism Authority (Board)                                                             | 420                              | 667     |
| 83  | Greater St.Lucia Wetlands Park Authority (Isimangaliso)                                       | 5 143                            | 29 212  |
| 97  | SETT_ New Media Information and Comm Technologies SETA                                        | 1 334                            | 4 387   |
| 98  | Iziko - Museums of Cape Town                                                                  | 934                              | 1 582   |
| 100 | Kwazulu-Natal Tourism Board                                                                   | 428                              | 1 087   |
| 101 | Kwazulu-Natal Sharks Board                                                                    | 19 207                           | 5 868   |
| 106 | Limpopo Tourism and Parks Board                                                               | 19 284                           | 48 325  |
| 107 | Mabana Arts, Culture and Sport Foundation                                                     | 397                              | 1 040   |
| 118 | Mpumalanga Tourism and Parks Agency                                                           | 22 133                           | 50 074  |
| 119 | Msunduzi/Ncome Museum                                                                         | 242                              | 1 431   |
| 122 | Natal Museum                                                                                  | 522                              | 406     |
| 124 | National Arts Council of South Africa                                                         | 467                              | 563     |
| 133 | National Film and Video Foundation                                                            | 1 928                            | 4 210   |
| 138 | National Library of South Africa                                                              | 7 023                            | 2 234   |
| 142 | National Museum                                                                               | 1 802                            | 1 712   |
| 152 | Nelson Mandela Museum                                                                         | 208                              | 4       |
| 154 | North West Parks Board & Tourism                                                              | 10 384                           | 34 654  |
| 157 | Northern Cape Tourism Board                                                                   | 161                              | 81      |
| 158 | Northern Flagship Institution (Ditsong Museum)                                                | 2 697                            | 1 211   |
| 162 | Pan South African Language Board                                                              | 912                              | 148     |
| 164 | Performing Arts Centre of the Free State (PACOFS)                                             | 5 537                            | 5 099   |
| 183 | Robben Island Museum                                                                          | 1 380                            | 2 292   |
| 187 | South African Tourism Board                                                                   | 11 035                           | 10 140  |
| 197 | South African Heritage Resources Agency                                                       | 1 502                            | 643     |
| 199 | South African Library for the Blind                                                           | 183                              | 710     |
| 204 | South African National Biodiversity Institute                                                 | 24 599                           | 34 179  |
| 206 | South African National Parks                                                                  | 209 698                          | 313 702 |
| 215 | State Theatre, Pretoria                                                                       | 8 853                            | 10 812  |
| 225 | War Museum                                                                                    | 46                               | 283     |
| 228 | Western Cape Cultural Commission                                                              | 0                                | 0       |
| 230 | Western Cape Heritage                                                                         | 0                                | 0       |
| 232 | Western Cape Language Committee                                                               | 0                                | 0       |
| 234 | William Humphrey's Art Gallery                                                                | 1 746                            | 1 160   |
|     | Total of potential cultural capital expenditure                                               | 528 463                          | 716 964 |



| No. | Name                                | Total Actual Capital expenditure |            |
|-----|-------------------------------------|----------------------------------|------------|
|     |                                     | 2014                             | 2015       |
|     |                                     | R'000                            |            |
|     | Percentage of total extra-budgetary | 4.1%                             | 5.3%       |
|     | Total extra-budgetary               | 12 855 947                       | 13 402 479 |

Source: Own calculations from National Treasury publications

### 1.3 Stats SA's Supply and Use Tables

SUTs are the cornerstone of the SNA. SUTs provide a coordinating framework for checking both the accuracy and the consistency of the data contained in National Accounts. One of the many other uses of the SUTs is that they can be extended to Satellite Accounts (accounts linking the SNA with specific fields of enquiry). The intent of Satellite Accounts is to make apparent and to describe in more depth aspects that are hidden in the National Accounts framework or surface only in a limited number of points (Stats SA, 2014). Culture, like tourism, is not an industry and cannot be classified separately.

The supply table shows the source or the origin of the goods and services produced within the economy for a given year in a matrix format. The supply of goods and services is measured at basic prices, which is the preferred method of valuing output in the SNA. The basic price is the amount receivable by the producer from the purchaser for a unit of a good or service produced as output minus any tax payable plus any subsidy receivable on that unit as a consequence of its production or sale. Basic prices exclude any transport charges invoiced separately by the producer.

The use table displays the demand for various goods and services, which may be used as intermediate inputs (goods and services that are purchased by an industry from other industries or imported to produce its outputs) or for final consumption by households, government, etc. The SNA recommends that intermediate and final consumption expenditure be valued at purchasers' prices. The purchasers' price is the amount paid by the purchaser, excluding any deductible VAT or similar deductible tax, to take delivery of a unit of a good or service at the time and place required by the purchaser. The purchasers' price of a good includes any transport charges paid separately by the purchaser to take delivery at the required time and place (Stats SA 2016 a).

The SU-tables are available annually in a 64x104 product matrix and periodically available in a 171x104 matrix.

The SUT includes for example recreation, cultural, and sport activities.

### 1.4 Price Data

It is possible to create various price indices from Stats SA (P0141) data. These are collected using the COICOP classification system. The data are also available per province. Examples include:

- Recreation and culture (CPA09000);
- Recreational equipment (CPA09100);
- Recreational and cultural services (CPA09400); and
- Books, newspapers and stationery (CPA09500).



## 1.5 Trade Data

Trade data are collected as an administrative function. This data are categorised according to the HS. At the international level, the HS for classifying goods is a six-digit code system comprising approximately 5 300 articles or products descriptions that appear as headings and subheadings, arranged in 99 chapters and grouped in 21 sections.

This has certain advantages and disadvantages. It is very detailed making it easier to identify CCI products. It is used very often by economists and therefore there are several concordances that can assist in classifying products according to other groupings or classification systems (e.g. SIC). This will allow the calculation of ratios to determine market penetration by foreign suppliers and export propensities. Indices can be calculated from these ratios and these indices can be included in the South African CCI-framework.

Although countries are permitted to expand on the definitions, the six-digit code is internationally accepted making it possible to develop 'market share' indices of CCIs that can be included in the South African CCI-Framework. UNCTAD does convert the data to US dollars making comparison with other countries possible.

Unfortunately, the main purposes are to collect revenue and for trade policy (protection of industry). Therefore, some areas are very detailed while in other categories are very broad.

### 1.7.1 Goods Trade

SARS is the legislatively empowered governing entity for statistics on the importation and exportation of goods. SARS (and other foreign customs authorities) send their trade data to the UN. This data are made available to other UN agencies including UNCTAD. The export and import values are expressed in US dollars. This makes it possible to determine if South Africa's market share of trade is improving or not.

In addition, products, using the HS code, have been assigned to CCI domains. These are included in Appendix A.

### 1.7.2 Services Trade

Although CCI goods trade data are collected through SARS's customs and excise department as the goods leave or enter the country, service data are more problematic. Services trade data are collected by the SARB - Balance of Payment measurements that capture CCI services export and import data explicitly. UNCTAD's database on CCI service trade would therefore be useful starting place.

## 2 Other South African Data

There are several entities including private sector organisations (and clubs, organised business etc.), non-governmental organisations, and departments (including public entities and organs of state) at all three spheres of government that are involved in CCIs including CCI development, cultural promotion, heritage preservation or in some other way. These all entities collectively have a lot of information that should be included in a South African CCI-Framework. The problem is that the information is not collected according to any prescriptions and therefore is not always available in a format that can be used easily and incorporated into the proposed South African CCI-Framework. The information is sometimes only collected sporadically and may not be made



available timeously. It is therefore proposed that a database of all the data relevant for the domains and dimensions identified be compiled and that missing data be addressed in an acceptable scientific manner.

### 1.5.1 National Treasury

#### Budget Vote Data

These datasets provide information on government expenditure given the annual budget cycles. Vote 37 provides for example medium-term budgets for arts and culture. This includes for example expenditure on:

- National Language Services;
- Pan South African Language Board;
- CCI's Development;
- Performing Arts Institutions;
- National Film and Video Foundation;
- National Arts Council;
- Capital Works of Performing Arts Institutions;
- Heritage Promotion;
- National Archive Services;
- Heritage Institutions;
- National Library Services;
- Public Library Services;
- South African Heritage Resources Agency;
- South African Geographical Names Council; and
- National Heritage Council.

Similar data may be available at provincial and municipal level. This data from National Treasury and the other spheres of government, will only give an indication of budgetary allocations. Even though this dimension is vital, it is more important to understand what has been done with the funds that have been allocated. It is therefore critical that these public entities provide additional information that would add additional dimensions that in turn would be included in the South African CCI-framework.

#### Expenditure by national vote by Department (Table 4)

- Vote 37 Arts and Culture
- Vote 40 Sport and Recreation

#### Expenditure by economic classification (Table 4)

- Heritage assets
- Biological assets
- Land and subsoil assets
- Total payments for capital assets

#### Consolidated national, provincial and social security funds expenditure: functional classification (Table 6)

- Recreation and culture

#### Consolidated government expenditure: functional classification (Table 8)

- Recreation and culture



## Conditional grants to provinces<sup>13</sup>

- Community library services

## Public sector infrastructure update<sup>14</sup>

- Table D.7 Major infrastructure projects per sector

## Structure of the Government Accounts

- Table W2.1 List of public entities included in consolidation<sup>15</sup>

## 2.1 Additional Information

Each of these statutory bodies could provide useful information that could inform South Africa's CCI-Framework. These are indicated in the table below:

Table 8: Indicative information collected from organs of state

| Statutory body                                                         | Indicative data provided for the South African CCI-Framework (where possible subnational data must be provided)               |
|------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| National Language Services and Pan South African Language Board        | Number of publications (and readers) per language<br>Number of multilingual citizens                                          |
| Performing Arts Institutions                                           | Number of full or part-time students<br>Number of South African productions<br>Visitors to South African productions          |
| National Film and Video Foundation and the dti                         | Number of South African productions lodged with the foundation<br>Number and value of subsidies for South African productions |
| National Arts Council                                                  | Number and value of grants awarded<br>Output of grants                                                                        |
| Capital Works of Performing Arts Institutions                          | Value of CCI capital stock                                                                                                    |
| Heritage Promotion and Heritage Institutions                           | Number of museums<br>Number of local visitor                                                                                  |
| National Archive Services                                              | Number of documents preserved<br>Number of enquiries to access the documents                                                  |
| National Library Services and Public Library Services;                 | Number of libraries<br>Number of local visitors                                                                               |
| South African Heritage Resources Agency and National Heritage Council; | Number of sites proclaimed<br>Total number of sites<br>Number of visitors                                                     |
| South African Geographical Names Council                               | Number of names registered                                                                                                    |

Source: Own compilation

## 3 Information from Departments

### Festivals

South Africa has several cultural and arts festivals that are well established and contribute to economic development. Music is one of the key cultural industries identified in the 'Cultural Industrial Growth Strategy Report.' Dancing as part of the African way of life and has become a

<sup>13</sup><http://www.treasury.gov.za/documents/national%20budget/2019/review/BR%202019%20-%20Tables%20for%20chapter%206.xlsx>

<sup>14</sup><http://www.treasury.gov.za/documents/national%20budget/2019/review/BR%202019%20-%20Tables%20for%20Annexure%20D.xlsx>

<sup>15</sup><http://www.treasury.gov.za/documents/national%20budget/2019/review/BR%202019%20-%20Tables%20for%20Annexure%20W2.xlsx>



prime means of artistic expression, with dance companies expanding exploring new territory. South Africa also has a very rich variety of visual art. Prehistoric, ancient, and other indigenous art, as well as Western, Asian, and other contemporary art, has influenced the countries visual art.

Some unofficial data gathering takes place through various sub-sector rights collection agencies and industry associations that conduct member surveys, as well as through reporting on funding and incentives, such as the dti's film incentive.

## **Publications**

The International ISBN Agency is appointed by the International Organisation for Standardisation (ISO) as the registration authority for the ISBN system worldwide issues International Standard Book Numbers (ISBN). An ISBN is assigned to each edition and variation of a book. An indication of the number of ISBNs issued each year will give an idea of how many books are being written.

Alternatively, since section 6(2) (a) of Legal Deposit Act 1997 makes provision that five copies of every book published must be deposited at designated libraries, a list indicating the number of books (with broad Dewey classifications) will also give a similar indication. However, books may be foreign.

## **Films**

For films, videos and sound recordings, the requirements are similar to the legal deposit of books, except that the National Film, Video and Sound Archives (NFVSA)<sup>16</sup> receives a deposit copy instead. The South African government, through the dti, offers a package of incentives to promote its film production and post-production industry. The incentives consist:

- The Foreign Film and Television Production and Post-Production;
- The South African Film and Television Production and Co-Production incentive; and
- The South African Emerging Black Filmmakers incentive, a sub-programme of the South African Film and Television Production and Co-production Incentive (the dti, 2017).

Although these incentives may eventually fall away, they do provide a dimension for the CCI-Framework that must be included.

## **Patents**

The Companies and Intellectual Property Commission is responsible for granting patents in South Africa. This information will be particularly useful to indices concerning innovation.

## **Education & Training**

If creativity can be 'taught' then creative skills need to be encouraged from an early age and the adoption and development of these skills needs to be supported by national education systems. Department of Basic Education and the Department of Higher Education should provide

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<sup>16</sup> The NFVSA is a subdirectorate of the National Archives and Records Service of South Africa and has a broad mandate to collect audio-visual and related material which was made in or about South Africa.



information of the number of students enrolled in, and the number who graduate any CCI-related field.

## 4 Available Data Internationally

There is also data that is available internationally that can be used to compare South Africa's CCI performance to those of other countries and then to identify international best practice that South Africa can learn from.

### 4.1 UNCTAD

UNCTAD's data centre gives access to more than 150 time series covering a broad range of topics and built upon common rules and harmonised production processes. Most of the time series data covers long periods for almost all economies of the world as well as more than 150 ready-to-use analytical country groupings. Tables are regularly updated and classified by subject area (trade, investment, maritime transport, etc.) for easier navigation. Their data browser facilitates easy selection and reorganisation of data, the construction of bespoke tables or graphic presentations, as well as personalised functionalities and extraction options" (UNCTAD, 2017).

This data centre has a major heading for the creative economy that includes creative goods, creative services, and related industries. The data however only has trade data and trade indicators (for creative goods exports and imports for individual countries, geographical regions, and economic groupings) from 2003 to 2012. UNCTAD secretariat calculations, based on UN DESA Statistics Division, UN COMTRADE.

### 4.2 UNESCO

Other international data sources include:

- Cinema attendance by country<sup>17</sup>;
- Cinema statistics (UNESCO)<sup>18</sup>;
- Feature films (UNESCO)<sup>19</sup>; and
- UNESCO culture and communication statistics<sup>20</sup>.

Data are available on the themes of:

- Press;
- Libraries of institutions of tertiary education;
- National, other major non-specialised libraries, and public libraries;
- Book production;
- Films and cinemas;
- Museums and related institutions;
- Broadcasting; and
- Worldwideboxoffice.com<sup>21</sup>.

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<sup>17</sup> [www.nationmaster.com/graph/med\\_cin\\_att-media-cinema-attendance](http://www.nationmaster.com/graph/med_cin_att-media-cinema-attendance)

<sup>18</sup> <http://www.uis.unesco.org/Culture/Pages/movie-statistics.aspx>

<sup>19</sup> <http://www.uis.unesco.org/DataCentre/Pages/BrowseCulture.aspx#>

<sup>20</sup> [http://www.uis.unesco.org/ev.php?ID=5208\\_201&ID2=DO\\_TOPIC](http://www.uis.unesco.org/ev.php?ID=5208_201&ID2=DO_TOPIC)

<sup>21</sup> [www.worldwideboxoffice.com/index.cgi?order=worldwide&start=1800&finish=&keyword=](http://www.worldwideboxoffice.com/index.cgi?order=worldwide&start=1800&finish=&keyword=)



### 4.3 Comtrade and the World Integrated Trade Solution

The UN collects information on customs officials across the world to create a database of all international trade between nations. The World Integrated Trade Solution (WITS) augments this with other data. The World Bank, in collaboration with UNCTAD and in consultation with organisations such as ITC, United Nations Statistical Division (UNSD) and the WTO, developed the WITS. This software allows users to access and retrieve information on trade and tariffs. Below is list of international organisations that compile this data:

- UNSD's Commodity Trade (UN Comtrade) database contains merchandise trade exports and imports by detailed commodity and partner country data. Values are recorded in US dollars, along with a variety of quantity measures. The database includes information on more than 170 countries, and features statistics that have been reported to the UN since 1962. These statistics and data continue to be recorded according to internationally recognised trade and tariff classifications.
- UNCTAD's Trade Analysis Information System (TRAINS) contains information on imports, tariffs, para-tariffs and non-tariff measures. The data on tariffs, para-tariffs and non-tariff measures are available at the most detailed commodity level of the national tariffs (i.e. at the tariff line level). The data are recorded according to three internationally recognised trade and tariff classifications.
- The WTO's Integrated Data Base (IDB) contains imports by commodity and partner countries and tariffs at the most detailed commodity level of the national tariffs.
- The World Bank and the Centre for International Business, Tuck School of Business at Dartmouth College Global Preferential Trade Agreements Database provide information on preferential trade agreements (PTAs) around the world, including agreements that have not yet been notified to the WTO. This resource helps trade policy makers, research analysts, the academia, trade professionals and other individuals better understand PTAs.

This dataset can be used to determine what the cultural trade is between countries and allows South Africa to compare its performance with our countries. It can also be used to identify potential market gaps that can be used to encourage exporters and potential exporters to improve South Africa's trade performance.

## 5 Private Sources Data

### 5.1 South African Audience Research Foundation (SAARF)

According to their website "SAARF's main objective is to direct and publish media audience and product/brand research for the benefit of its stakeholders, thereby providing data for target marketing and a common currency for the buying and selling of media space and time. SAARF has thus the responsibility to measure the audiences of all traditional media such as newspapers, magazines, radio, television, cinema and out of home media. This is done by ensuring that the necessary joint industry research surveys are conducted every year to provide updated audience information for all traditional media (AMPS, RAMS, TAMS and OHMS)" (SAARF, no date). They collect data on:

- Magazine & newspaper readership;
- Cinema Trends;
- Internet Trends;
- Community Radio Listening (RAMS);
- Commercial Radio Listening (RAMS);



- TV Viewing (TAMS);
- Magazine Reading (AMPS);
- Newspaper Reading (AMPS);
- Cinema Attendance (AMPS);
- Out of Home Media (AMPS); and
- Products and Brands (Branded AMPS).

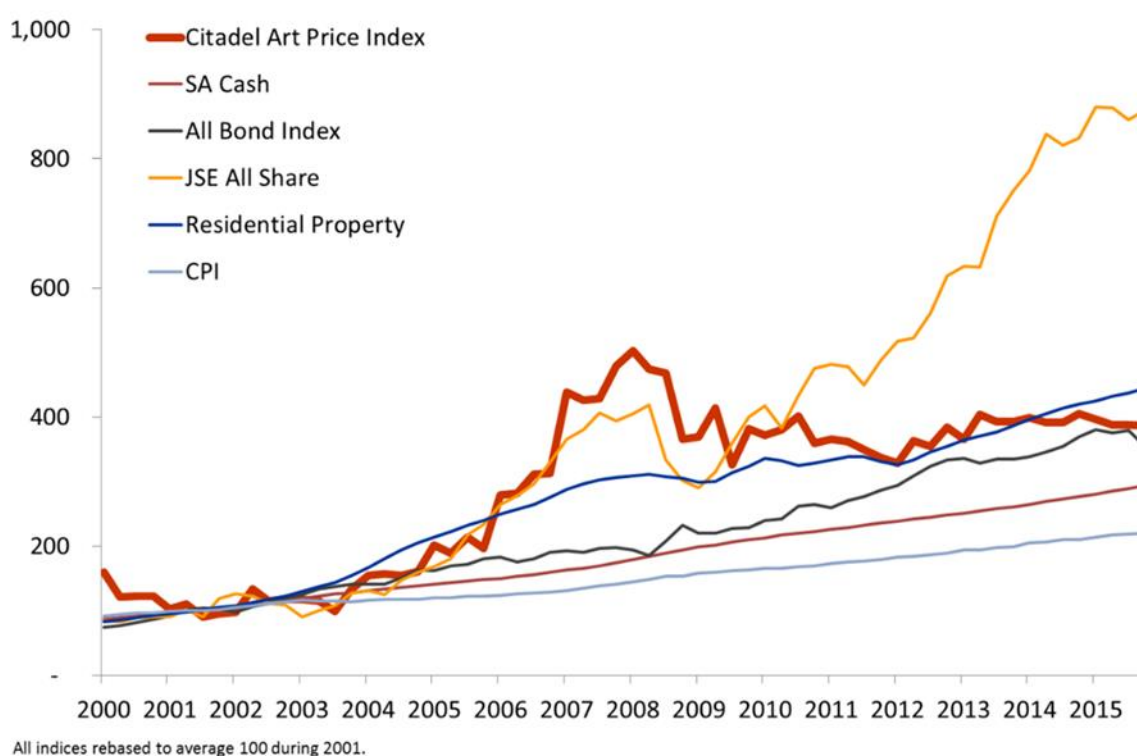
## 5.2 Art

There are many art clubs around South Africa. These need to be included in a database and dimensions such as membership number can be included in the CCI-Framework.

### The Citadel Art Price Index

The South African wealth management firm Citadel has developed a South African art price index and has been calculated back to 2000 using the hammer prices (that is, the prices at which lots are knocked down, before buyer's premium, tax or any other charges) provided by Actionvault of sales at what Citadel considered the six most reputable local auction houses – 5<sup>th</sup> Avenue Auctioneers, Ashbey's Galleries, Bernardi Auctioneers, Russell Kaplan Auctioneers, Strauss and Co and Stephan Welz and Co and Bonhams in London. Gallery sales are excluded, as not enough reliable information is available about gallery prices and volumes, but the index does cover not only paintings but also photography, sculpture and graphics. They use the same methodology of the Mei Moses index. Mark Read of the Everard Read Gallery criticise the index as it debases art that cannot be reduced to the level of stocks and shares" (VANSA 2017).

Figure 38: Citadel Art Price Index



Source: <https://www.citadel.co.za/>



## Subnational Data

Participation of communities, non-government organisations, small and medium scale enterprises and the private sector in policy formulation and decision-making, particularly at the local level, is essential to guarantee maximum benefits for sustainable economic and social development. To this end, stakeholders are encouraged to establish and strengthen broad networks which bring together different elements of society, and linkages with global and regional value chains. There are two international databases (World Input-Output Database (no date), UNCTAD (2015b) and the OECD (OECD, no date)) that can be used for international comparison.

