Research Agenda

16 May 2016

South African Cultural Observatory

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
48 Agenda 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

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

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 utilising the proposed South African Cultural and Creative Industries Product Index.

- 3.3 Develop Cultural Satellite Accounts, based on the existing South African Framework for Cultural Statistics.

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

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.

- 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

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

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

Research Agenda

- ## Research Requirement

- ## Agenda Items

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

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.

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.

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

Research Agenda

- ## Research Requirement

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

  - Ensure **alignment in policy and strategy** across the cultural and creative sector

  - In order to track and ensure the implementation **international agreements** (both bi- and multi-lateral) and protocols in an effective and efficient manner, a consolidated repository of all relevant strategic, policy and protocols is required

- ## Agenda Items

  - 11.1 Develop a catalogue of significant artefacts which should be returned to South Africa.

  - 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

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 be 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.

Research Agenda

- ## Research Requirement

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

- ## 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.

Research Agenda Inputs