Trends in Arts Sponsorship in South Africa over the last 10 years: Implications for partnerships between arts & business

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BASA is an internationally recognised South African development agency with a suite of integrated programmes, implemented nationally & internationally. BASA encourages mutually beneficial partnerships between business & the arts, securing the future development of the arts in SA & contributing to corporate success through Shared Value. BASA was founded in 1997 as a joint initiative of the Department of Arts & Culture & the business sector as a public/private partnership.
The Artstrack Research tracks arts sponsorship trends in South Africa, as well as consumer engagement in the arts & their perceptions of the arts & its sponsors.

The 2015 report represents the seventh update of the original report, & creates the opportunity to measure trends of the past decade.

Here is a sneak preview of the main findings of the latest Artstrack Research, & what this means for arts & business sponsorships/engagements/partnerships…
± 2000 South Africans
≥ 19 years of age
Structured questionnaire
Key Demographics

2015 total population is ± 55m

Of which 62% are adults ≥ 19 years of age

Adult population comprises:
78% Black
10% White
12% Coloured & Asian
While sport has been the most prominent area for sponsorships by far over the past decade, the interest in alternative sponsorships is nevertheless also on the increase, & the arts present a rich opportunity in this regard.

54% of sponsors believe alternative sponsorships are becoming important.
Increased interest.

Opportunity for brands to engage in experiential platforms with their customers, particularly those passionate about a particular music genre.

Figures compare favourably with sports interests.

Certain genres are more popular in certain age groups.

### Music Interest

<table>
<thead>
<tr>
<th>RANKING</th>
<th>TYPE OF MUSIC</th>
<th>TOTAL ADULTS INTERESTED IN MUSIC [x1000]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gospel/ Religious</td>
<td>24 757</td>
</tr>
<tr>
<td>2</td>
<td>Jazz</td>
<td>17 746</td>
</tr>
<tr>
<td>3</td>
<td>Rap/Hip-Hop</td>
<td>16 551</td>
</tr>
<tr>
<td>4</td>
<td>Kwailto</td>
<td>16 252</td>
</tr>
<tr>
<td>5</td>
<td>Pop/Light Rock</td>
<td>13 193</td>
</tr>
<tr>
<td>6</td>
<td>Classical</td>
<td>13 116</td>
</tr>
<tr>
<td>7</td>
<td>Reggae</td>
<td>12 234</td>
</tr>
<tr>
<td>8</td>
<td>Contemporary</td>
<td>10 248</td>
</tr>
<tr>
<td>9</td>
<td>Dance/Rave</td>
<td>9 177</td>
</tr>
<tr>
<td>10</td>
<td>Country/Folk</td>
<td>8 772</td>
</tr>
<tr>
<td>11</td>
<td>Alternative</td>
<td>7 031</td>
</tr>
<tr>
<td>12</td>
<td>Rock/Heavy Metal</td>
<td>5 499</td>
</tr>
<tr>
<td>13</td>
<td>Cabaret</td>
<td>2 905</td>
</tr>
</tbody>
</table>
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Opportunity for brands to engage in experiential platforms with their customers, particularly those passionate about a particular music genre.

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All genres experienced at least some growth since 2004.
Music Consumption

Live Music:
Increase in those who never or seldom attend live music performances.
7% are regular attendees of live music events.

Television:
28% consume music on television very often, youth more so than older age groups.

The Internet:
Significant growth of music consumption via the internet, due to increased access to the internet.
77% continue to feel positive that companies should sponsor music.

55% positively inclined towards companies sponsoring music.

Over 50 different companies/brands identified as being associated with music sponsorship.
Arts & Culture Interest & Consumption

Most interest is in movies, which increased by > 1 million people since 2013.

Fashion shows, literature, opera, ballet, & craft also saw increased interest.

Passionate followers of traditional dance & arts festivals decreased.

Positive growth in frequency of attending arts & culture events, particularly moves & literature. Although those who attend theatre & ballet decreased, those who do go attend more frequently.
46% positively inclined towards companies sponsoring arts & culture.

Arts & culture events respondents most feel should be sponsored include arts festivals, traditional dance, movies, theatres, & museums.

The majority of sponsor awareness declined further in 2015.

Arts & culture spend growing at a slower pace than that of music.
Full research report will be available to BASA Members from June 2016.

Membership benefits & applications:

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