



# BASA ARTSTRACK N<sup>o</sup> 7



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



**Presented by Madeleine Lambert**  
BASA Research Manager

**South African Cultural Observatory Conference**  
Counting Culture - The Cultural & Creative Industries in  
National & International Context

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# Business & Arts South Africa NPC (BASA)

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.



**A** 163 Jan Smuts Ave,  
Parkwood, JHB, 2193

**W** [www.basa.co.za](http://www.basa.co.za)  
**E** [info@basa.co.za](mailto:info@basa.co.za)  
**T** 011 447 2295

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# BASA ARTSTRACK № 7

(due to launch in June 2016)



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...

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# Methodology

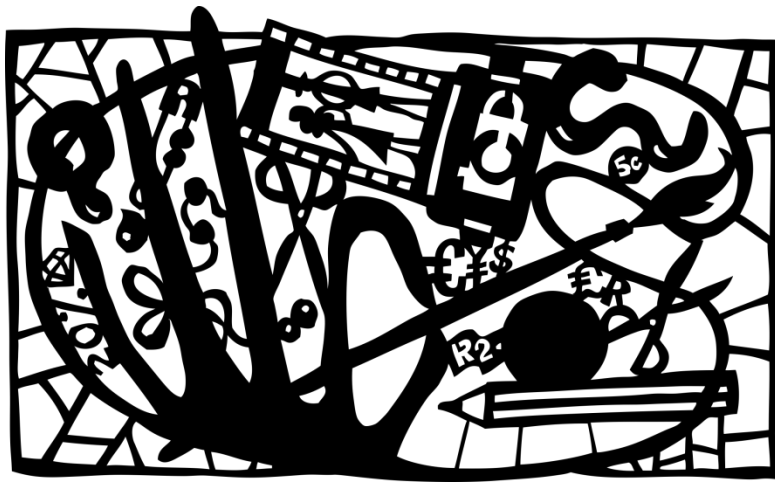


± 2000 South Africans

≥ 19 years of age

Structured questionnaire

# Key Demographics

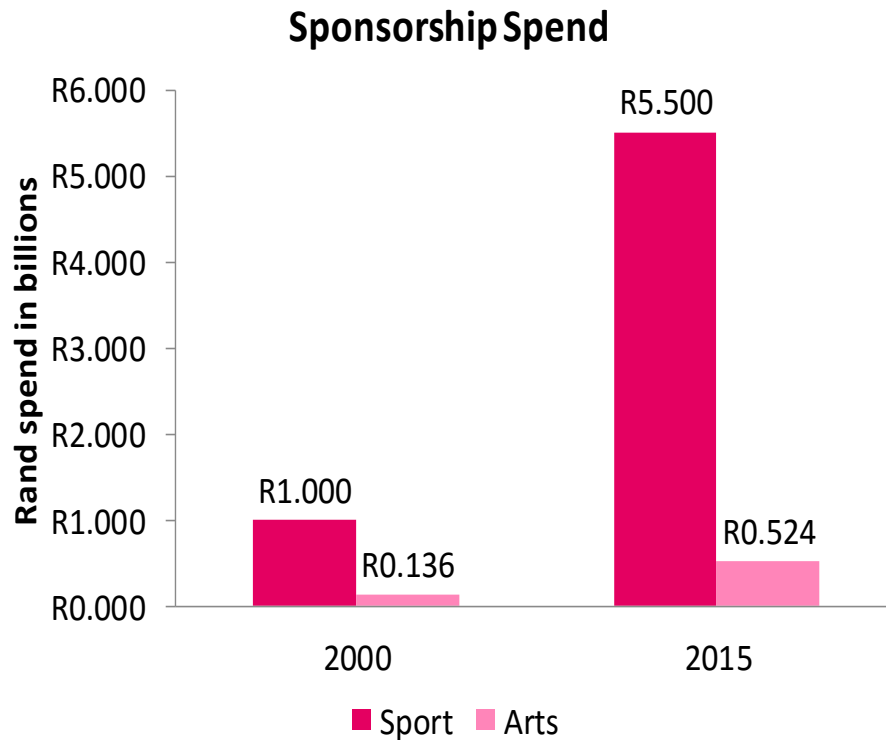


2015 total population is  $\pm$  55m

Of which 62% are adults  
 $\geq$  19 years of age

Adult population comprises:  
78% Black  
10% White  
12% Coloured & Asian

# In a Nutshell



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.

# Music Interest

<b>RANKING</b>	<b>TYPE OF MUSIC</b>	<b>TOTAL ADULTS INTERESTED IN MUSIC [x1000]</b>
1	<i>Gospel/ Religious</i>	24 757
2	<i>Jazz</i>	17 746
3	<i>Rap/Hip-Hop</i>	16 551
4	<i>Kwaito</i>	16 252
5	<i>Pop/Light Rock</i>	13 193
6	<i>Classical</i>	13 116
7	<i>Reggae</i>	12 234
8	<i>Contemporary</i>	10 248
9	<i>Dance/Rave</i>	9 177
10	<i>Country/Folk</i>	8 772
11	<i>Alternative</i>	7 031
12	<i>Rock/Heavy Metal</i>	5 499
13	<i>Cabaret</i>	2 905

# Music Interest (continued)

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.

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.

# Music Sponsorship

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 movies & literature. Although those who attend theatre & ballet decreased, those who do go attend more frequently.

# Arts & Culture Sponsorship

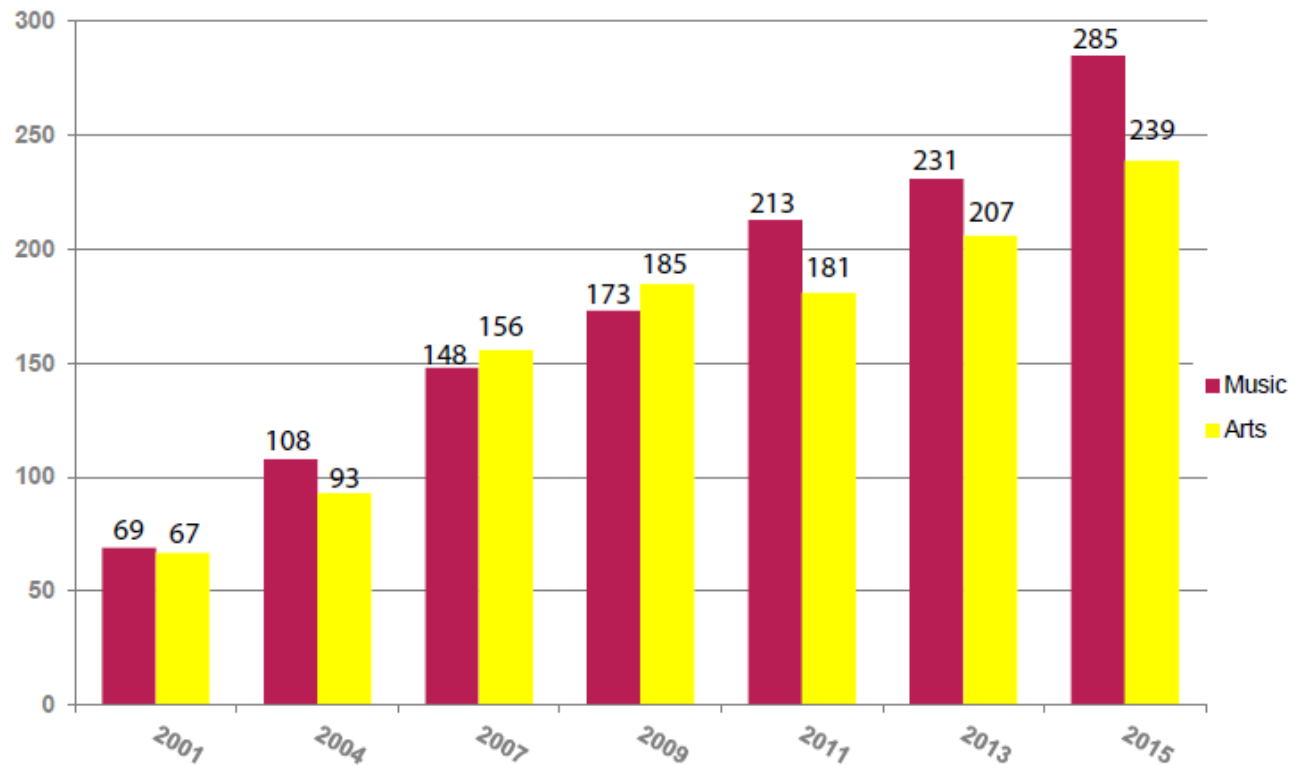
46% positively inclined towards companies sponsoring arts & culture.

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

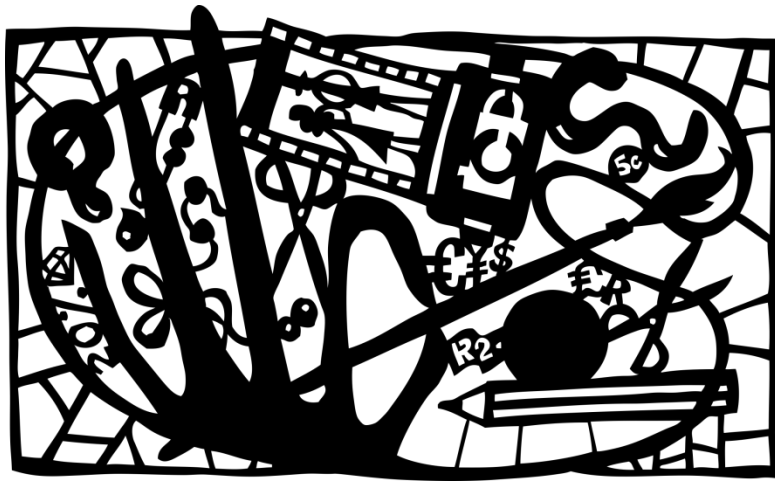
The majority of sponsor awareness declined further in 2015.

Arts & culture spend growing at a slower pace than that of music.

# Music vs. Arts & Culture Sponsorship Spends



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Full research report will be available  
to BASA Members  
from June 2016.

Membership benefits & applications:

Mandisa Tshiqi  
BASA Business Services Officer  
mandisa@basa.co.za  
011 447 2295

# Thank you

Presented by Madeleine Lambert  
BASA Research Manager

madeleine@basa.co.za



Membership: Mandisa  
mandisa@basa.co.za

Information Sessions: Jessica  
jessica@basa.co.za

Supporting Grants: Tshepo  
tshepo@basa.co.za

Awards: Lakin  
lakin@basa.co.za

Education Programme:  
Diana  
diana@basa.co.za  
Onthatile  
onthatile@basa.co.za

**W** www.basa.co.za  
**E** info@basa.co.za  
**T** 011 447 2295

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