MEASURING & VALUING SOUTH AFRICA’S CULTURAL & CREATIVE ECONOMY
Mapping the Spatial Distribution of Government Funding & CCI Activity and Socio-Economic Data

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South African Cultural Observatory
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Aims & Objective

To examine the spatial distribution of MGE funded cultural events, festivals and projects over the last three years, with a view to making policy suggestions related to equitable geographic spread in terms of provinces, rural and urban areas, and metropolitan areas.
What is MGE Funding?

• The Mzansi Golden Economy (MGE) programme is a strategy to reposition the cultural industries in South Africa. The MGE strategy opens up the arts, culture and heritage sector to effectively and comprehensively contribute to economic growth and job creation.

• MGE objectives are:
  • To stimulate demand in arts and culture
  • Audience development and consumption
  • Building heritage resources
  • Information gathering
  • Human capital development
  • Developing cultural entrepreneurs
MGE Funding Categories

• Eligible projects are divided into five main categories:
  • Cultural Events: National and Provincial Flagship Events and Festivals
  • Festivals and Events
  • Touring Ventures & Market Access
  • Public Art Programme
  • Miscellaneous and Community Arts Projects
## MGE Funding Categories - Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of events</th>
<th>MGE Funding</th>
<th>% MGE Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagship Events</td>
<td>23</td>
<td>R60 337 065,00</td>
<td>43,28%</td>
</tr>
<tr>
<td>Festivals and Events</td>
<td>82</td>
<td>R49 654 000,00</td>
<td>35,62%</td>
</tr>
<tr>
<td>Miscellaneous &amp; Community Arts</td>
<td>33</td>
<td>R14 355 000,00</td>
<td>10,30%</td>
</tr>
<tr>
<td>Touring Ventures</td>
<td>35</td>
<td>R9 738 633,00</td>
<td>6,99%</td>
</tr>
<tr>
<td>Public Art</td>
<td>17</td>
<td>R5 319 500,00</td>
<td>3,82%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>190</td>
<td>R139 404 198,00</td>
<td>100,00%</td>
</tr>
</tbody>
</table>
Festivals/Events Evaluated in 2016

- Touring Ventures: 7% MGE Funding, 18% of Events
- Public Art: 4% MGE Funding, 9% of Events
- Miscellaneous: 10% MGE Funding, 17% of Events
- Flagship Events: 12% MGE Funding, 43% of Events
- Festivals and Events: 36% MGE Funding, 43% of Events

% MGE Funding % of Events in this Category

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%
## Data Sources

<table>
<thead>
<tr>
<th>Data</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGE Funding</td>
<td>Kamilla SA, 2015</td>
</tr>
<tr>
<td>Boundary data</td>
<td>StatsSA/Demarcation Board, 2011/2016</td>
</tr>
<tr>
<td>Census data</td>
<td>Stats SA, 2011</td>
</tr>
<tr>
<td>CCI Interview data</td>
<td>Plus94</td>
</tr>
</tbody>
</table>
# MGE Funding Data – Kamilla SA

<table>
<thead>
<tr>
<th>Name of event</th>
<th>Province in which held</th>
<th>Location (specify name of area)</th>
<th>Average amount of annual funding received by DAC</th>
<th>Beneficiary details</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Arts Festival</td>
<td>Eastern Cape</td>
<td>Grahamstown</td>
<td><strong>R 7 000 000.00</strong></td>
<td>National Arts Festival NPC, Tony Lankaster, Monument Building Grahamstown</td>
</tr>
<tr>
<td>Buyelel'Ekhaya (Buyelekhaya) Pan African Music Festival</td>
<td>Eastern Cape</td>
<td>Buffalo City Municipality</td>
<td><strong>R 2 000 000.00</strong></td>
<td>Nomahlubi Mazwai, Mazwai Strategic Communications, 357 Rivonia Boulevard</td>
</tr>
<tr>
<td>Standard Bank Joy of Jazz</td>
<td>Gauteng</td>
<td>Johannesburg</td>
<td><strong>R 85 065.00</strong></td>
<td>T Musicman, 4210 Beyers Office Park, Bobok and Duiker Avenue, Ramdpark Ridge, Braamfontein</td>
</tr>
<tr>
<td>Moretele Tribute Concert</td>
<td>Gauteng</td>
<td>City of Tshwane</td>
<td><strong>R 2 000 000.00</strong></td>
<td>Drakensberg Promotions CC</td>
</tr>
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Cultural Vibrancy – MGE funding in all categories

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MGE funded events Johannesburg and Ekhurhuleni
Heat Map - Clusters of CCI's and their relationship to MGE funded events in SA

- Major Clusters
  - Johannesburg and Ekhurhuleni
  - Cape Town
  - eThekwini

- Minor Clusters
  - Nelspruit
Population Density vs MGE Funding

- POI
- Flagship Events

South African Cultural Observatory

Population Density
ppl/sqkm

0 - 8
8 - 23
23 - 52
52 - 92
92 - 2690

Measuring & Valuing South Africa’s Cultural & Creative Economy
Funding Per Province vs MGE Funding

- POI’s
  - WC/Cape Town
  - North West
  - Mpumalanga
Percentage of population under the poverty line vs MGE Funding
• As expected, MGE funded cultural events and activities tend to cluster around metropolitan areas and larger cities, which is equitable in terms of population density and linked to the goal of economic growth and job creation. To improve funding to more rural areas, DAC could encourage MGE funded projects in cities and metros to partner with cultural producers in more rural areas, as well as encouraging more applications from rural areas themselves.
Summary of Findings

• However, the overall picture from the analysis of Cultural Resources is of well distributed funding, which take into account areas with higher population density where funding would benefit most people, but also does include more rural areas, as well as providing quite a high proportion of funding to poorer municipalities.

• Mostly, areas with higher population density are those with more MGE funded events. This makes sense in terms of demand and participation, which depend on having a large enough target market, and in terms of access to suppliers and artists.
Policy Suggestions and Conclusion

• An acknowledged limitation of the research is that only about half of the MGE funding recipients in the three years of the study could be spatially located within South Africa.

• There are many ways of improving this limitation, for this purpose the document management system is recommended.
Policy Suggestions and Concusion

• **Capturing**: In order for paper documents to be useable by the document management system, they must be scanned in or captured. This means that each funding application must be captured by the person/s who receives it.

• **Classification using metadata**: Metadata (data about data) is used to identify the document so that it can be retrieved later. It can include keywords, date, author, or a unique code (numerical order) etc.

• **Indexing**: There are many different forms, and a good indexing system is crucial. The index function will use metadata.

• **Searching & retrieval**: The document management system's search function is one of its most important elements. Search functions can be more or less sophisticated, allowing for searches by elements of the document's metadata, or by searching the actual document for key words/phrases and using semantic analysis to determine relevance.

• **Administration & security**: Any IT system needs to be regulated and policed. Users require different levels of authorization, with certain more sensitive functions/documents being available only to selected users/administrators. Document management systems will also have backup systems in place in case of mishaps.
THANK YOU!

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