

## Mapping Study Data: Design & Creative Services

In 2014, the South African Department of Arts and Culture (DAC, 2014) commissioned a Mapping Study of the Cultural and Creative Industries (CCIs), conducted by the research consulting company, Plus 94. A definition of CCIs based on the UNESCO (2009) cultural domains was used and included: Cultural and Natural Heritage; Performance and Celebration, Visual Arts and Crafts, Information, Books and Press; Audio-Visual and Interactive Media; and Design and Creative Services. The study estimated that there are between 25 000 and 30 000 CCI organisations in South Africa. A random sample of more than 2500 of these organisations was then interviewed by telephone. Results reported here are based on this data.

UNESCO (2009) defines the Performance and Celebration cultural domain as including advertising services, fashion, graphic and interior design, and architecture and landscape. They make up 31% of the CCIs in South Africa (12 710 organisations), with the biggest number being found in Gauteng (2297). In most provinces, fashion, graphic and interior design make up the biggest percentage of CCIs in Design and Creative Services.

### *LOCATION: Percentage of Design and Creative Services CCIs by Province*

	National	EC	Free State	Gauteng	KZN	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Design & Creative Services (% of all CCIs nationally or within a province)	31%	29%	41%	34%	27%	27%	29%	20%	24%	34%
<b>Within Design and Creative Services (% of firms in each category; Total = 100)</b>										
Advertising Services	22%	11%	9%	29%	19%	15%	6%	10%	23%	28%
Fashion, Graphic & Interior Design	51%	58%	72%	39%	65%	65%	72%	60%	46%	36%
Architecture & Landscape Design	27%	31%	19%	32%	16%	20%	22%	30%	31%	36%
Number of D&CS organisations*	12710	670	300	5906	1627	230	258	62	176	3480

\*Using mid-range universe estimates

### *LOCATION: Percentage of Design and Creative Services CCIs by Province*

	National	EC	Free State	Gauteng	KZN	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Performance & Celebration (Total)	31%	29%	41%	34%	27%	27%	29%	20%	24%	34%
Advertising Services	7%	3%	4%	10%	5%	5%	6%	6%	7%	12%
Fashion, Graphic & Interior Design	16%	17%	29%	13%	18%	18%	21%	12%	11%	12%
Architecture & Landscape Design	8%	9%	8%	11%	4%	4%	2%	2%	6%	10%
Number of D&CS organisations*	12710	670	300	5906	1627	230	258	62	176	3480

\*Using mid-range universe estimates

## Legal Status and Age of Design & Creative Services CCl's

Legal status	Unregistered	18%
	Close Corp.	45%
	Private	21%
	Non-Profit	5%
	Public	2%
	Other	9%
Age	3 or less years	14%
	4-8 years	27%
	9-12 years	15%
	13-16 years	11%
	17+	32%
	Unsure	1%

In terms of legal status, the majority of firms were close corporations (45%) or privately owned (21%). About 18% were unregistered, which is lower than the national average of 22%. Most organisations in this domain were more than 4 years old, with the average age being 13.2 years (compared to the national average for all domains of 13.6 years old).

Nationally, Design and Creative Services CCl's directly employ 79 790 people, by far the largest domain by employment. Annual turnover of CCl's in the Design and Creative Services domain is R62.76 billion, again by far the largest domain, followed by Audio-visual and Interactive Media (R12.67 billion).

Overall, the CCl's contribute R90.54 billion to the GDP of South Africa (2.9%). The Design and Creative Services Domain contributes 44% of this.

### Demographics of owners and workers in Performance & Celebration CCl owners & employees by sub-groups

Theme	Variable	Advertising (n = 78)	Design: Fashion, Graphic & Interior (n = 319)	Architecture & Landscape Design (n = n = 177)	
<b>Ownership</b>	Race of principal owner/s: Percentage who have at least one black, coloured or Indian owner	49%	63%	32%	
	Sex of principal owner: Percentage who have at least one female owner	38%	62%	31%	
		18 – 24	5%	6%	1%
		25 – 34	21%	28%	16%
		35 – 44	32%	36%	29%
		45 – 54	30%	26%	28%
		55%	23%	16%	37%
		Nationality of principal owner: Percentage who are South African	96%	91%	94%
	Percentage of CCl's in each category who are a member of a professional body	18%	12%	73%	
<b>Employees</b>	Number of employees	Full Time	11.3 (85%)	7.8 (64%)	8.4 (84%)
		Part Time	0.6 (4%)	2.9 (24%)	0.8 (8%)

	(including the owner/s): Averages and percentage of workforce in this category (in brackets)	Contract	1.4 (11%)	1.4 (12%)	0.8 (8%)
		Total employment (average number per firm)	13.3	12.1	10
	Percentage of workforce in this category	Entry/Junior level (0 – 2 years' experience)	22%	34%	12%
		Intermediate (2 – 5 years' experience)	23%	26%	19%
		Senior (more than 5 years' experience)	55%	41%	69%
	Percentage of workforce who have undertaken formal certified training.	Formal, certified training	53%	25%	59%
<b>Turnover &amp; Markets</b>	Average monthly turn-over (not all provided data)		R54 500	R25 830	R69 786
	Main Market (Percentage in each sub-category)	SA Households/individuals	41%	69%	55%
		Households/individuals outside SA	5%	1%	1%
		Other firms/organisations	36%	19%	16%
		Public Sector/Government	18%	11%	28%
	Percentage of each category who sell any of their product/services internationally			23%	16%

Ownership patterns of Design and Creative Services CCI's vary quite significantly across the sub-domains. While the majority of Fashion, Graphic and Interior Design firms have at least one black, coloured or Indian and one woman owner, the other sub-groups have a majority of white, male owners. Most owners are South African citizens and the majority of owners are in the older age categories. Except in the stand-out case of Architecture and Landscape Design, most firms are a member of a professional body.

In terms of employment, Design and Creative Services CCI's employed an average of 11.5 people per firm, including the owner. Nearly three-quarters (74%) of employees were full-time, 16% part-time, and 10% on contract. Employment numbers were highest amongst Advertising companies, while Fashion, Graphic and Interior Design firms employed the highest percentage of part-time and contract staff. Fashion, Graphic and Interior Design employees were also more likely to be employed at entry/junior levels, while Architecture and Landscape design firms had the highest number of employees at the senior level, and also the highest percentage of the workforce that had formal or certified industry-specific training.

Average monthly turn-over (calculated for those who were willing to provide data) was an overall average of R31 000, highest for Architecture and Landscape (R69 786). The main market for all Design and Creative Services CClS was South African households or individuals, followed by other firms, and then the public sector. Advertising firms were most likely to sell some of their products and services internationally (that is, selling directly to buyers outside of South Africa).

Challenges identified by CClS in this sector were mostly around funding and budget constraints, the highly competitive market, and staff skills issues (lack of trained staff and training opportunities). Opportunities and determinants of success most often mentioned were the growing demand for products and services, the ability to purchase modern technology and equipment and having good marketing opportunities.

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