

Mapping Study Data: Performance & Celebration

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 performing arts, music, festivals and events. They make up 20% of the CCIs in South Africa (4496 organisations), with the biggest number being found in Gauteng (2297). In most provinces, Festivals and Events make up the biggest percentage of CCIs in Performance and Celebration.

LOCATION: Percentage of Performance & Celebration CCIs by Province

	National	EC	Free State	Gauteng	KZN	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Performance & Celebration (Total)	20	17	13	28	16	18	13	33	35	14
Performing arts	4	6	3	5	3	5	3	6	7	4
Music	7	5	3	7	8	7	5	8	13	4
Festivals & Events	9	6	7	16	5	6	5	19	15	6
Number of P&C organisations*	4496	220	89	2297	563	102	101	59	101	956

*Using mid-range universe estimates



Legal Status and Age of Performance & Celebration CCI's

Legal status	Unregistered	9%
	Close Corp.	20%
	Private	11%
	Non-Profit	33%
	Public	16%
	Other	11%
Age	3 or less years	15%
	4-8 years	26%
	9-12 years	17%
	13-16 years	11%
	17+	30%
	Unsure	1%

In terms of legal status, about a third of Performance and Celebration CCI's were non-profit firms, a much higher percentage than in the other domains. Most organisations in this domain were more than 4 years old, with nearly 30% being 17 or more years old (compared to the national average for all domains of 13.6 years old).

Nationally, Performance and Celebration CCI's directly employ 32 506 people, second only to Design and Creative Services, and followed by Cultural and Natural Heritage. Annual turnover of CCI's in the Performance and Celebration domain is R12,7 billion, coming after Design and Creative Services and Cultural and National Heritage, at about the same amount as Audio-visual and Interactive Media.

Overall, the CCI's contribute R90.54 billion to the GDP of South Africa (2.9%). The Performance and Celebration Domain contributes 9.7% of this.

Demographics of owners and workers in Performance & Celebration CCI owners & Employees by sub-groups

Theme	Variable	Festivals & Events (n = 69)	Music (n = 181)	Performing Arts (n = 219)	
Ownership	Race of principal owner/s: Percentage who are black, coloured or Indian	81%	64%	66%	
	Sex of principal owner: Percentage who have at least one female owner	45%	35%	56%	
	Age groups of principal owner/s: Percentage in each category (add up to > 100 because of multiple owners)	18 – 24	10%	18%	16%
		25 – 34	41%	29%	30%
		35 – 44	36%	23%	32%
		45 – 54	23%	21%	23%
		55%	12%	25%	19%
Nationality of principal owner: Percentage who are South African	100%	95%	92%		

	Percentage of CCIs in each category who are a member of a professional body		16%	25%	37%
Employees	Number of employees (including the owner/s): Averages and percentage of workforce in this category (in brackets)	Full Time	4 (36%)	5 (63%)	7 (44%)
		Part Time	4 (36%)	2 (25%)	5 (31%)
		Contract	3 (28%)	1 (12%)	4 (25%)
	Percentage of workforce in this category	Entry/Junior level (0 – 2 years' experience)	24%	17%	23%
		Intermediate (2 – 5 years' experience)	38%	33%	23%
		Senior (more than 5 years' experience)	38%	50%	54%
Percentage of workforce who have undertaken formal/informal training (add up to more than 100 because some employees have training in both categories)	Formal, certified training	42%	76%	57%	
	Informal/uncertified training	60%	75%	74%	
Turnover & Markets	Average monthly turn-over (not all provided data)		R36 700	R18 700	R13 400
	Main Market (Percentage in each sub-category)	SA Households/individuals	64%	73%	69%
		Households/individuals outside SA	3%	2%	3%
		Other firms/organisations	11%	8%	7%
		Public Sector/Government	22%	17%	21%
	Percentage of each category who sell any of their product/services internationally		7%	16%	20%

The majority of Performance and Celebration CCIs are owned by black, coloured or Indian people, especially in the case of Festivals and Events. More than half of performing arts CCIs have at least one woman owner. Most owners are South African citizens and are generally young, especially in Festivals and Events and Performing Arts. A minority of organisations are a member of a professional body.

In terms of employment, Performance and Celebration CCIs employed an average of 13 people, including the owner. Forty-six percent of employees were full-time, 31% part-time, and 23% on contract. Employment numbers were highest amongst performing arts organisations, but Music firms employed the greatest percentage of their workforce on a full-time basis. Except for Festivals and Events, about half of the workforce had more than 5 years' experience in the industry. Those working in Music CCIs had the highest percentage of formal or certified industry training, followed by Performing Arts, and then Festivals and Events.

Average monthly turn-over (calculated for those who were willing to provide data) was an overall average of R19 700, highest for Festivals and Events (R36 700). The main market for all Performance and Celebration CCIs was South African households or individuals, followed by the public sector, other firms and households and individuals outside South Africa. Music organisations 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 CCIs in this sector were mostly around funding and budget constraints and the difficulty of marketing and exposure. Opportunities and determinants of success most often mentioned were the growing demand for products and services, the ability to share skills and expertise with

surrounding communities and to create jobs. The benefits of a good marketing strategy and opportunities to travel and gain experience through networking with others were also mentioned.