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(First Draft)

KDI Report - uMaskandi Festival

Submitted to the Department of Arts and Culture

MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

South African Cultural Observatory

KDI Report

uMaskandi Festival
First Draft

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Submitted to the Department of Arts and Culture:



Summary

The Indlamlenze Development Foundation organised for the first time the 2019 uMaskandi Festival which was held on the 30 March at the Moses Mabhida Stadium in Durban/ eThekweni Municipality, KwaZulu-Natal. The main aim of the Festival was to showcase maskandi music nationally and internationally.

The findings reveal that most of the attendees were from KwaZulu-Natal (mainly from within the Durban/ eThekweni Municipality area). Mostly African males were in attendance from diverse income groups and educational backgrounds, with most attendees having completed secondary schooling.

The Festival attracted approximately 30 000 audience attendees, 1 200 participants, 90 media persons and 200 support crew. All attendees were South Africans. Additionally, 11 778 visitors attended the event from outside Durban/ eThekweni Municipality.

Most of the attendees had previously attended events such as the uMaskandi Festival which indicates a demand for this type of music cultural event. Furthermore, almost all attendees came to the location and visited Durban/ eThekweni Municipality specifically for the Festival.

Hosting the Festival also led to the organisers employing and additional 9 permanent and 94 casual/ temporary persons. Furthermore, 100 volunteers were recruited who assisted with the event. Sponsorship was mainly from government departments, including DAC. The main expenditure items were capital expenditure, venue hire and advertising and marketing.

The levels of satisfaction with the uMaskandi Festival was high among attendees and the organiser of the event. There was specifically positive associations among the attendees and organiser that the uMaskandi Festival contributes to increasing awareness of culture, enhances cultural pride and has cultural entertainment value.

The economic impact analysis showed that the 2019 uMaskandi Festival had an economic impact of between R19 386 807 and

Key Findings

- Estimated attendance at Festival was 31 200 and 23 000 tickets were sold with an income of R3 500 000
- The Festival attracted 11 778 visitors to Durban/ eThekweni Municipality
- 98% came to the location specifically for the Festival
- Positive associations with the cultural impacts and satisfactory Festival perceptions
- Main sponsors were public sector funding, including DAC
- Overall organiser spending was R11 700 000
- R14 490 356 total spending by visitors from outside Durban/ eThekweni Municipality
- Estimated economic impact of the 2019 Festival on the local economy is between R19 386 807 and 25 434 602.



R25 434 602 on the economy of Durban/ eThekweni Municipality.
This is substantial for a one-day event.

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Abbreviations

DAC:	Department of Arts and Culture
KDI:	Key Development Indicator
MGE:	Mzansi Golden Economy
M&E:	Monitoring and Evaluation
NPC:	Non-Profit Company
SACO:	South African Cultural Observatory
UKZN:	University of KwaZulu-Natal



1 Introduction

The Gcwalisa Imabhida Maskandi Festival (referred to in the report as the uMaskandi Festival) was held on the 30 March at the Moses Mabhida Stadium in Durban, eThekweni Municipality. According to the Moses Mabhida Stadium events website, the event was intended to put the Maskandi music genre on “the map by filling the stadium with Maskandi musicians and lovers from across the country”. The website also indicated that this was the first time that the event was held and that the Festival had 65 Maskandi stars.

According to the organiser, the main purpose of the uMaskandi Festival is to develop Maskandi music and give it an international stature so that it can attract music festival scouts from international festivals who will export this genre of music. The aim was to also attract government and corporate sector attention to the massive following of Maskandi music which needs to be supported and strengthened so as to further develop the professional aspect of this Maskandi fraternity.

2 Research Design

The research approach was an adaptation of the SACO Monitoring and Evaluation (M&E) Framework developed for the Department of Arts and Culture (DAC). The M&E Framework links these broad themes to specific indicators and to the methods for collecting data on the indicators. However, each cultural event is different, and any useful valuation study needs to take into account:

- The stated aims of the project/ event/ organisation;
- What the expected impacts are; and
- Who is expected to benefit.

The Table below summarises the themes, indicators and research methods for the uMaskandi Festival aligned to the M&E toolkit. The M&E toolkit considers DAC objectives and guidelines as documents in their Strategic Plan and specifically the Mzansi Golden Economy (MGE) programme.



TABLE 1: CULTURAL VALUE THEMES, INDICATORS AND RESEARCH METHODS FOR uMASKANDI FESTIVAL

Theme	Examples of indicators	Research methods
Audience development and education	Demographics (age; population group; gender)	Attendee surveys
	Origins (local/ visitor; province; nationality)	
	Income and education groups	
	Participation and time use	
	Audience education about traditional cultural heritage	
	Ticket sales/ participation numbers	Organiser survey
Inclusive economic growth	Organiser spending	Organiser survey
	Earned income from ticket sales	
	Sponsorship and sources	
	Attendee spending	Attendee surveys
	Length of stay (bed nights)	
	Contribution to the Gross Geographic Product/ Gross value added	Calculation of economic impact
Social cohesion and community development	Audience/ attendee diversity	Attendee surveys
	Audience opinions on the role of the uMaskandi Festival in building intercultural understanding and social cohesion	
	Audience opinions of the value of traditional heritage	
	Cultural offerings (local arts/ heritage/ languages)	Organiser survey
Reflective and engaged citizens	Reflectiveness and transformative self-knowledge (thinking about heritage in a different way; pride)	Attendee surveys
	Appreciation and celebration of cultural diversity	

Collecting data on a number of aspects can increase research costs which can be reduced by streamlining data collection and utilising existing data sources. This research specifically draws on two data sources:

1. An attendee survey using a questionnaire (see Appendix 1) was administered during the uMaskandi Festival main event that was held at the Moses Mabhida Stadium on the 30 March 2019. Face-to-face interviews were conducted by trained enumerators. The questionnaire included establishing the socio-economic profiles of uMaskandi Festival attendees, attendee spend patterns, attendee group size, number of nights spent by visitors in Durban and outside Durban but in KwaZulu-Natal, perceptions of the Festival as well as the importance of traditional cultural heritage in general, and attendance at other activities (specifically the Artists Fan Club Administrators and artists meeting/ workshop).



2. Information was also collected from the Festival organisers using an organiser survey (Appendix 2) which was emailed to the organisers for completion. The data collected included information on the profile of the organisation/ business, budget and expenditure associated with hosting the Festival, local spend, income from the Festival (including ticket sales and sponsorships, number and profile of service providers used, Festival attendance numbers, employment and skills development, perceptions in relation to satisfaction with the Festival in relation to specific attributes, and aims of hosting the Festival and its cultural importance).

3 Research methods and data collection

Audience attendance surveys from previous Key Development Indicator (KDI) event reports were used as a guideline by the UKZN team to develop the attendee survey. UKZN developed the organiser survey. Both surveys received feedback from SACO and Prof Jen Snowball in particular. The UKZN team was responsible for:

- Liaising with DAC for contact information and with the Festival organiser
- Recruitment and selection of enumerators who were isiZulu proficient students at UKZN with prior research experience
- Facilitation of training and fieldwork logistics (with assistance from the Festival organiser)
- Supervision of data collection
- Data inputting and analysis of results
- Compilation of this report

As indicated earlier, data was gathered using attendee and organiser surveys. Attendee survey data collection was undertaken on the main Festival day at the Moses Mabhida stadium. The fieldwork team comprised of 9 interviewers and 2 supervisors who checked all surveys at the site and also participated in interviewing attendees.

Four hundred (n=400) respondents were interviewed at the Moses Mabhida Stadium on the 30 March 2019. A sampling framework adopted ensured that bias was minimised by adopting a systematic spatially-based approach within the Stadium. Enumerators were placed in different sections of the Stadium, including the VIP areas. They were trained to purposively choose the first respondent and thereafter select every 20th person in the section allocated to them. Enumerators were also trained to only interview persons older than 18 years. If the 20th person selected was under 18 years old, an adult in the group that the chosen person was a part of should be interviewed. If a person in the group was not willing to participate, enumerators were trained to approach the nearest adult to the chosen group. Enumerators were also trained to ensure that only one adult member of the group was interviewed.



The organiser survey was emailed for completion. The organiser also provided assistance to ensure access to the venue and all areas to undertake fieldwork. Additionally, draft surveys were sent to the organiser for inputs. Attendance at the pre-Festival workshops and meetings were included as per the organiser's suggestion.

The organiser and attendees interviewed were assured that research ethical protocols were adhered to including the confidentiality of the responses to ensure anonymity.

4 Results of the Study

This section analyses the primary data collected from the attendee and organiser surveys.

4.1 Attendee demographics and activities

The majority of the respondents were between the ages of 18 and 45 years (91.25%: 28.5% between 18-25 years, 44.75% between 26-35 years and 18% between 36 and 45 years) as indicated in the Table below. The average age was calculated to be 31.5 years and ranged from 18 years to 60 years. The Table also indicates that the majority of the respondents were males (62.75%) with 37.25% females in attendance. The male-dominance among uMaskandi attendees is notable. In terms of the population group, almost all the respondents, with the exception of one person who was White, were African.

TABLE 2: DEMOGRAPHIC PROFILE OF ATTENDEES (IN YEARS)

	Frequency	Percentage
Age of respondents		
18-25	114	28.5
26-35	179	44.75
36-45	72	18.0
46-55	29	7.25
56-60	6	1.5
Total	400	100
Average		31.5
Gender of respondents		
Male	251	62.75
Female	149	37.25
Total	400	100
Population group of respondents		
African	399	99.75
White	1	.25
Total	400	100



Table 3 indicates the home language of respondents which was used as a proxy for the cultural group. The results indicate that the majority of the respondents' home language was isiZulu followed by 4.5% who stated isiXhosa and 1.5% who identified English as their home language. Two respondents indicated Siswati and one respondent each stated Shona, Sesotho and Venda. The results are unsurprising given the uMaskandi music is part of the Zulu culture. Additionally, the location of the event in Durban and KwaZulu-Natal made it easier for persons to attend from the city and region where the majority of the population is Zulu.

TABLE 3: HOME LANGUAGE OF RESPONDENT

	Frequency	Percentage
isiZulu	371	92.75
English	6	1.5
Shona	1	.25
isiXhosa	18	4.5
Sesotho	1	.25
Siswati	2	.5
Venda	1	.25
Total	400	100

In relation to the number of persons in respondents households, Figure 1 illustrated that the majority were from households that had 3-5 (47.75%), 6-10 (32.75%) and 1-2 (14.75%) persons. Thus, for most of the respondents (95.25%), household sizes were 10 or less. A few persons indicated a household size of between 11-15. Two respondents stated 16-20 persons and one stated more than 20. The average household size was calculated as 5.2 persons and ranged from 1 to 30.

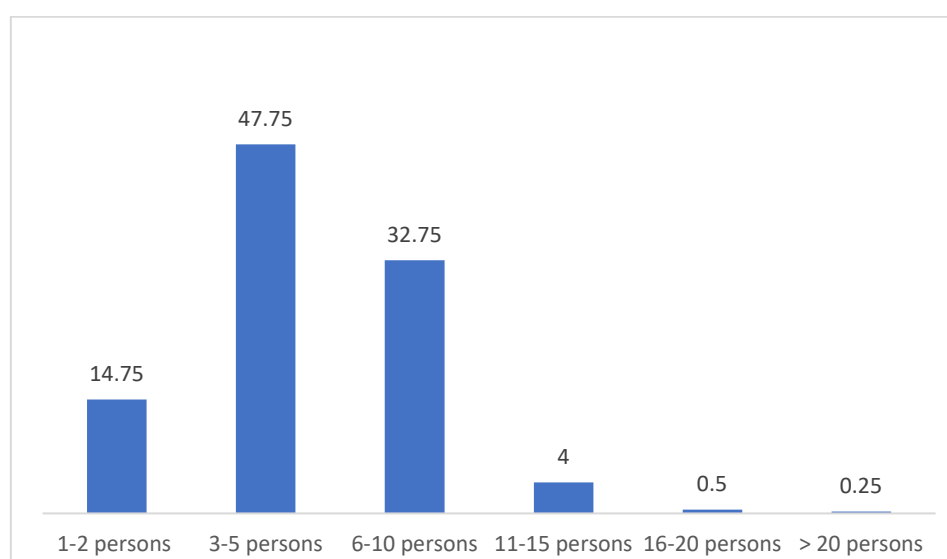


FIGURE 1: NUMBER OF PERSONS IN HOUSEHOLD (N=400, IN %)



Table 4 shows that most of the respondents had completed secondary schooling (88.25% in total) with the rest (11.5%) having partially completed (8-11 years) secondary schooling (9.25%), completed primary schooling (1.5%) or having no formal education (1%). Close to a third of the respondents (34.25%) completed secondary schooling but did not complete any further studies. Those who had post-matric qualifications included 30.25% of the respondents who had certificates/ diplomas, 10.25% who had postgraduate degrees, 7% who had completed apprenticeships/ short courses and 6.5% who had undergraduate degrees. The results showed that there was variation in relation to the educational levels among respondents who attended the event.

TABLE 4: HIGHEST EDUCATIONAL LEVEL ATTAINED BY RESPONDENT

	Frequency	Percentage
No formal education	4	1.0
Primary completed (7 years of schooling)	6	1.5
Partial secondary completed (8-11 years of schooling)	37	9.25
High/ secondary school completed	137	34.25
Apprenticeship/ short course	28	7.0
Certificate/ diploma	121	30.25
Postgraduate degree	41	10.25
Undergraduate degree	26	6.5
Total	400	100

Similar to educational levels, differences were noted in relation to respondents' net monthly income. Table 5 indicates that 24.5% of the respondents did not earn an income while 20% did not respond or indicated that they viewed this information as confidential. Among the rest, 12.75% earned less than R5 000 per month, 29% earned between R5 001 and R20 000 and 13.75% earned more than R20 000. The average net monthly income was R10 133.44 and ranged from none to R65 000. The results reveal that individuals attended the uMaskandi Festival from diverse income and educational groups.

TABLE 5: NET MONTHLY INCOME OF RESPONDENT

	Frequency	Percentage
None	98	24.5
No response/ confidential	80	20.0
< 5000	51	12.75
5001-10000	64	16.0
10001-20000	52	13.0
20001-30000	25	6.25
30001-40000	18	4.5
40001-50000	10	2.5
> 50000	2	.5
Total	400	100
Average		R10 133.44



The largest proportion of respondents (62.25%) was local residents (from within Durban/ eThekweni Municipality). The rest of the respondents were overnight visitors (23%) or day-trippers (14.75%). In total, 37.75% were therefore visitors. The results suggest that more than a third of the attendees at the uMaskandi Festival were visitors. Given that approximately 31 200 (30 000 for the audience and 1 200 participants who were often part of the audience as well) persons attended the event, this equates to 11 778 persons from outside Durban being in attendance.

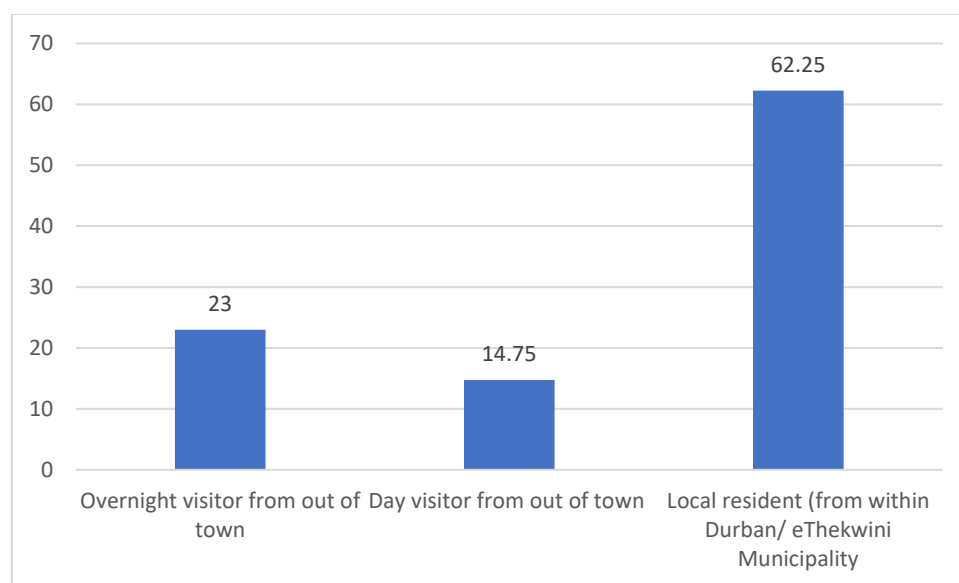


FIGURE 2: IF AN OVERNIGHT VISITOR, DAY VISITOR OR LOCAL RESIDENT (N=400, IN %)

All the respondents were South Africans. Table 6 shows that among the 37.75% of the respondents who were visitors, most were from KwaZulu-Natal (21.25% of the total). Some were from Gauteng (9.25%), Eastern Cape (4.25%) and Mpumalanga (2.75%). One respondent was from Limpopo.

TABLE 6: PLACE OF RESIDENCE OF RESPONDENT

	Frequency	Percentage
Local resident	249	62.75
South African who are not local residents (province in South Africa) (151 - 37.75%)		
Eastern Cape	17	4.25
Gauteng	37	9.25
KwaZulu-Natal	85	21.25
Limpopo	1	.25
Mpumalanga	11	2.75



Among the overnight visitors, Table 7 indicates that 39.1% stayed in Durban/ eThekweni Municipality for 1 night, 43.5% stayed for 2 nights and 13% stayed for 3 nights. Two respondents each stated 4 and 6 nights. The average number of nights overnight visitors stayed in Durban/ eThekweni Municipality was 1.9 nights and ranged from 1 to 6 nights. The results suggest that most respondents stayed in Durban/ eThekweni Municipality on the night of the event and the night before or after the event.

TABLE 7: NUMBER OF NIGHTS STAYING IN DURBAN/ eTHEKWINI MUNICIPALITY IF OVERNIGHT VISITOR

	Frequency	Percentage
1	36	39.1
2	40	43.5
3	12	13.0
4	2	2.2
6	2	2.2
Total	92	23.0
Average		1.9

4.2 Audience Attendance and Opinions

While 21.75% did not attend uMaskandi Festival type events previously, among the rest more than half of the respondents (57%) attended these types of festivals 1-5 times and 15.5% attended 6-10 times (Table 8). A few stated more than 20 times (2.25%), 16-20 time (2%) and 11-15 times (1.5%). The average number of times respondents attended these types of events was 4.5 and ranged from none to 100. The results indicates that uMaskandi type events/ festivals are popular among those who attended the event and there is therefore a demand for this type of cultural festival.

TABLE 8: NUMBER OF TIMES PREVIOUSLY PARTICIPATED IN THIS TYPE OF FESTIVAL

	Frequency	Percentage
None	87	21.75
1-5	228	57.0
6-10	62	15.5
11-15	6	1.5
16-20	8	2.0
> 20	9	2.25
Total	400	100
Average		4.5

An overwhelming majority of attendees (98%) indicated that the Festival was the main reason for visiting the location where the event is being held (Table 9).



Table 9: If Festival is the Main Reason for Visiting Location where Event is Being Held

	Frequency	Percentage
Yes	392	98.0
No	8	2.0
Total	400	100

The eight respondents who stated that the Festival was not the main reasons forwarded a range of reasons presented in the Table below.

TABLE 10: REASON IF FESTIVAL IS NOT THE MAIN REASON

	Frequency	Percentage
Engaging with new people	1	12.5
Entertainment	1	12.5
Fetching son from boarding school	1	12.5
Heard music and attended	2	25.0
Holiday	1	12.5
Learning new things	1	12.5
Visit family	1	12.5
Total	8	100

Among visitors to Durban/ eThekweni Municipality (both overnight visitors and day-trippers), only 7.9% stated that they were staying on in the region to visit other tourist places nearby (Table 11). The results again show that the uMaskandi Festival was the main reason for visitors coming to Durban/ eThekweni Municipality.

TABLE 11: IF STAYING ON IN THE REGION TO VISIT OTHER TOURIST PLACES NEARBY (VISITORS ONLY)

	Frequency	Percentage
Yes	12	7.9
No	139	92.1
Total	151	100

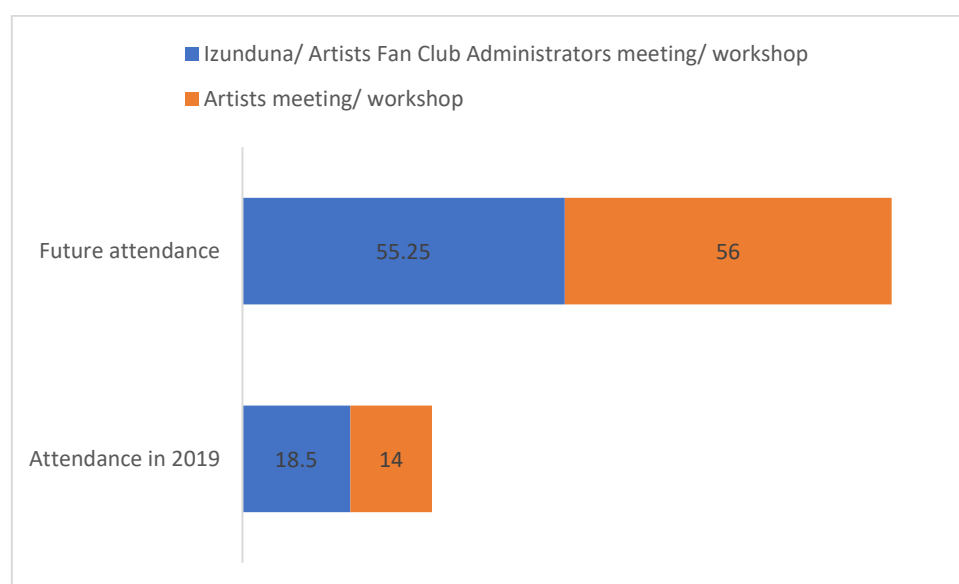
Among the 12 respondents who stated that they were staying on in the region to visit other tourist places nearby, they indicated that the length of stay was 1 to 4 days with an average of 1.9 days (Table 12).



TABLE 12: IF STAYING ON IN THE REGION TO VISIT OTHER TOURIST PLACES NEARBY, LENGTH OF STAY

	Frequency	Percentage
1	6	50.0
2	2	16.7
3	3	25.0
4	1	8.3
Total	12	100
Average		1.9

While the main uMaskandi Festival was a one day event, the organiser of the event indicated that Izunduna/ Artists Fan Club Administrators and artists meetings/ workshops were held prior to the event. Surveys were not completed at these meetings/ workshops but the organiser requested that a question be included in the main event attendee survey to establish if persons attended these meetings/ workshops and future interest in these types of activities. Figure 2 indicates that 18.5% of the respondents attended the Izunduna/ Artists Fan Club Administrators meeting/ workshop and 14% of the respondents attended the artists meeting/ workshop. Substantially more respondents (55.4% for the Izunduna/ Artists Fan Club Administrators meeting/ workshop and 56% for the artists meeting/ workshop) indicated that they would be interested in attending these types of events in the future. The interest levels in these types of activities is therefore relatively high.

**FIGURE 3: IF ATTENDED IZUNDUNA/ ARTISTS FAN CLUB ADMINISTRATORS AND ARTISTS MEETING/ WORKSHOP (N=400, IN % - YES RESPONSES ONLY)**

Attendee opinions were solicited in relation to a range of statements as encapsulated in Figure 4 to establish views on different aspects of the uMaskandi Festival. Respondents indicating whether they agreed or disagreed with the specific statements or if they did not know. For all statements most respondents provided a response and there was high levels of agreement with all the statements. The statements that more than 90% of the respondents agreed with were:

- The Festival makes me feel proud of my cultural heritage (98%)
- The Festival increases my understanding and enjoyment of music and culture (95.75%)
- The Festival increases my understanding of African cultures (95%)
- The Festival is held in a safe location (94.75%)
- The Festival is an event where people from different cultures and backgrounds can meet and talk together (94.5%)

The statements that between 80% to 90% of the respondents agreed with were:

- The Festival is part of what makes Durban/ eThekweni Municipality a special place (89%)
- Entertainment opportunities are available in the location (81.25%)

The responses reveal high levels of satisfaction with the event as well as the location, especially in relation to the area being safe and having entertainment opportunities. The uMaskandi Festival is also positively associated with Durban. Furthermore, the Festival is viewed to have positive cultural attributes including cultural pride, increasing understanding of African cultures and interactions culturally and cultural entertainment value. These aspects contribute to social cohesion and national pride.



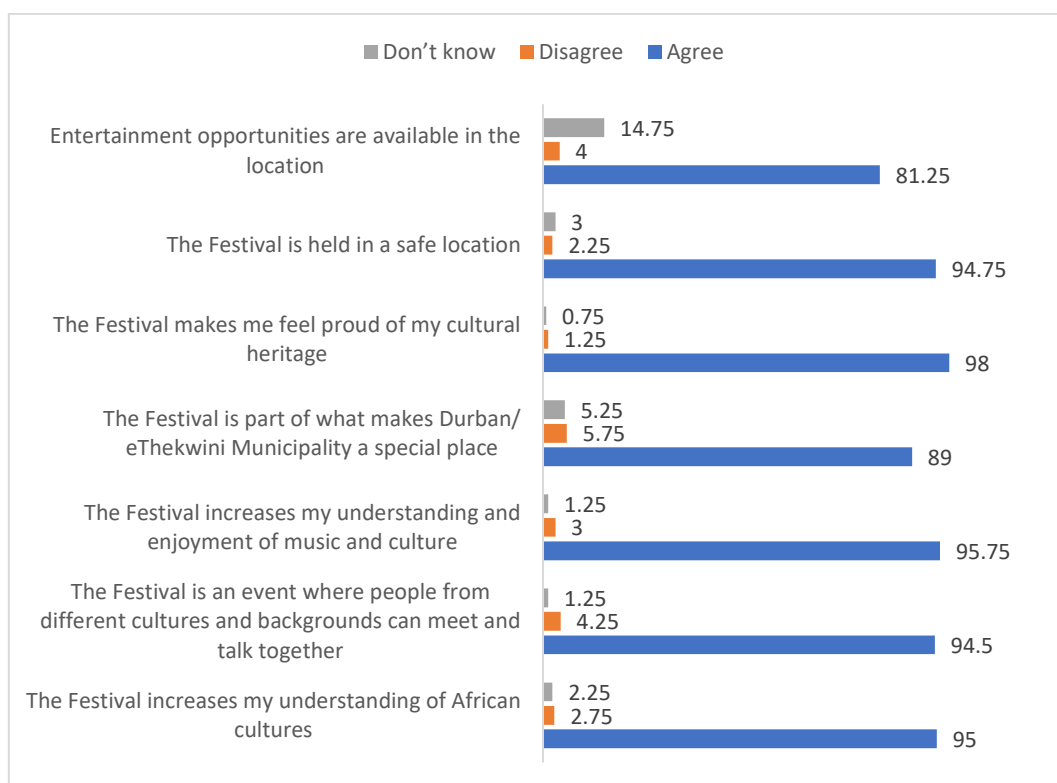


FIGURE 4: LEVEL OF AGREEMENT WITH SPECIFIC STATEMENTS (N=400, IN %)



4.3 Economic Impact of the uMaskandi Festival

The South African Festival Economic Impact Calculator developed by SACO is used to establish the economic impact of uMaskandi Festival. The information required was obtained from the attendee and organiser surveys. Table 13 indicates that slightly more than half of the respondents (57.75%) paid their own costs associated with the uMaskandi Festival. The rest (42.25%) were part of a group or with family members.

TABLE 13: IF RESPONDENT ATTENDED THE FESTIVAL ALONE OR WITH A GROUP/ FAMILY IN RELATION TO PAYING FOR TICKETS, FOOD, TRAVEL, ETC.

	Frequency	Percentage
Self	231	57.75
Group/ family	169	42.25
Total	400	100

The average group size (including persons who were alone in terms of paying their own costs) was 2.2 persons and ranged from 1 to 20 persons. Most were alone paying for self, as indicated earlier, or in groups of 2-4 persons (35%).

TABLE 14: NUMBER OF PEOPLE PAYING FOR AT THE FESTIVAL (INCLUDING SELF)

	Frequency	Percentage
1	231	57.75
2-4	140	35.0
5-10	17	4.25
11-20	12	3.0
Total	400	200
Average		2.2

In terms of the number of nights overnight visitors stayed in paid accommodation in Durban/ eThekweni Municipality and outside Durban/ eThekweni Municipality but within KwaZulu-Natal, the average number of nights was 1.6 and 0.7, respectively (Table 15). For both categories the number of nights ranged from none to 6. In relation to paid accommodation in Durban/ eThekweni Municipality, most respondents stated 1 (27.2%) or 2 (38%) nights. For paid accommodation outside Durban/ eThekweni Municipality but within KwaZulu-Natal, most stated none (63%). The results reinforce earlier findings that most visitors came specifically for the uMaskandi Festival and stayed for a day or two given that the main event was during the night. Additionally, most visitors did not travel outside Durban/ eThekweni Municipality during this visit.



TABLE 15: NUMBER OF NIGHTS IN PAID ACCOMMODATION IN DURBAN/ eTHEKWINI MUNICIPALITY AND OUTSIDE DURBAN/ eTHEKWINI MUNICIPALITY BUT WITHIN KWAZULU-NATAL PROVINCE DURING VISIT (OVERNIGHT VISITORS) (N=92, IN %)

	In Durban/ eThekweni Municipality	Outside Durban/ eThekweni Municipality but within KwaZulu-Natal
None	19.6	63.0
1	27.2	18.5
2	38.0	10.9
3	9.8	3.3
4	4.3	1.1
5	-	1.1
6	1.1	2.2
Total	100	100
Average	1.6	0.7

Tables 16 and 17 summarise the spend for specific categories. In terms of tickets/ entrance fees, 7.75% of the respondents did not spend on this category and 9.5% could not recall how much they spent. Most respondents spent between R100-R200 (40.5%) and R201-R300 (22%). The average spend on tickets/ entrance fees was R377.76 and ranged from R100 to R7 550. According to Moses Mabhida Stadium events website, ticket prices ranged from R100 to R250. Furthermore, hospitality packages were sold as well and ranged from R1 495 and R2 299 per person.

In relation to food and drinks, 11% of the respondents did not spend on this category and 16.75% could not recall how much they spent. Most respondents spent between R100-R200 (23.5%). The average spend on food and drinks was R549.56 and ranged from R15 to R6 500.

Most respondents (68%) did not spend on merchandise and 5.5% could not recall how much they spent. Most respondents spent between R100-R200 (12.25%). The average spend on merchandise was R395.53 and ranged from R20 to R5 000.

For shopping, 88.75% of the respondents did not spend on this category and 4.75% could not recall how much they spent. The average spend on shopping was R629.23 and ranged from R30 to R5 000.

In terms local transport, 25.25% of the respondents did not spend on this category and 4.75% could not recall how much they spent. Most respondents spent less than R100 (30.5%) and between R100-R200 (19.75%). The average spend on tickets/ entrance fees was R198.21 and ranged from R12 to R2 000.

In relation to visitor transport, 13.25% of the respondents did not spend on this category and 5.25% could not recall how much they spent. For 62.25% of the respondents this category



was not applicable since they were local residents. The average spend on visitor transport was R1 169.21 and ranged from R20 to R10 000.

For other, 85% of the respondents did not spend on this category and 8% could not recall how much they spent. The average spend on shopping was R592.50 and ranged from R40 to R2 000.

TABLE 16: SPEND PER CATEGORY IN RANDS (N=400, IN %)

	Tickets/ entrance fees	Food and drinks	Merchandise	Shopping	Local Transport	Visitor transport	Other
Cannot recall	9.5	16.75	5.5	4.75	10.75	5.25	8.0
Not applicable	-	-	-	-	-	62.25	-
None	7.75	11.0	68.0	88.75	25.25	13.25	85.0
< 100	-	7.75	-	.5	30.5	1.0	.25
100-200	40.5	23.5	12.25	2.75	19.75	2.25	1.75
201-300	22.0	7.25	5.5	1.25	4.75	2.75	1.25
301-400	5.0	6.5	1.5	.25	2.0	.5	-
401-500	3.25	7.5	2.75	.25	2.0	1.5	1.0
501-750	4.25	6.25	1.0	-	.75	2.5	.8
751-1000	3.5	6.5	2.0	.5	2.3	3.0	1.5
> 1000	4.25	7.0	1.5	1.0	2.0	5.75	.5
Average	377.76	549.56	395.53	629.23	198.21	1169.53	592.50

In terms accommodation (only for overnight visitors), 8% of the respondents did not spend on this category and 4.5% could not recall how much they spent. The average spend on accommodation was R1 859.76 and ranged from R300 to R7 000.

For the overall total spend, 1% of the respondents did not spend on this category and 0.75% could not recall how much they spent. Most respondents spent less than R500 (30.25%), between R501-R1 000 (25.25%) and R1 001-R2 000 (10.75%). The average overall spend was R1 879.28 and ranged from R30 to R20 000.



TABLE 17: SPEND ON ACCOMMODATION AND OVERALL TOTAL (N=400, IN %)

	Accommodation	Overall Total
Cannot recall	4.5	.75
Not applicable	77.0	-
None	8.0	1.0
< 500	.75	30.25
501-1000	3.25	25.25
1001-2000	3.5	19.75
2001-3000	1.0	7.25
3001-4000	1.0	4.25
4001-5000	.75	4.25
5001-10000	.25	5.0
> 10000	-	2.25
Average	1859.76	1879.28

The spend and group size information was further disaggregated in relation to local and visitor spend as shown in Table 18. As noted in South African Festival Economic Impact Calculator guidelines, local spend should not be included as part of the calculation of the economic impact because if the Festival had not taken place the spend would have most likely taken place in the area in any event. The focus of economic impact analyses is therefore on money coming into an area or region. The average spend for categories other than accommodation was R872.49 for locals and R2 249.58 for visitors. The accommodation average spend for overnight visitors only was R1 959.76 and the average group size for this group was 1.7 persons. The overall average group size for locals was 2 persons while the average group size for visitors was 2.5 persons.

TABLE 18: AVERAGE SPENDING FOR VISITORS AND LOCALS AND GROUP SIZE

	Locals	Visitors
Tickets, merchandise, food, travel and other combined	872.49	2249.58
Accommodation (n=42 with average group size of 1.7)	-	1959.76
Total spending per group	1172.07	3075.72
Group size	2	2.5
Average total spending per person	586.04	1230.29

As indicated earlier, the organiser indicated that approximately 31 200 persons attended the event which equates to 11 778 persons from outside Durban being in attendance given that 37.75% of the respondents were visitors. Since this economic impact is for the one day main event, double counting is not an issue which is the case for multi-day events. The calculation of total visitor spending is therefore:

11 778 (number of visitors) x R1 230.29 (average spend per person) = **R14 490 356**.



The next step as per the South African Festival Economic Impact Calculator guidelines is to include other spending categories and avoid including sponsorships within the impact area. According to the event organiser, total organiser spending on the event was R11 700 000. However, some of this spending was financed by public sponsorships from DAC (R1 700 000) and other government departments (R8 000 000). Thus, total public sponsorships was R9 700 000. Since it is likely that this sponsorship would have been given to another project taking place in the region if the uMaskandi Festival did not take place, this amount is excluded from the calculations. Furthermore, it is also important to note that not all organiser spending takes place in the impact area since services can be procured from outside the area. The event organiser indicated that approximately 50% of the spending was local (within eThekweni Municipality) and a further 30% was spent within KwaZulu-Natal. Thus, approximately 80% of organiser spending was in KwaZulu-Natal with most of the spend in the local area where the event was held. The organiser also indicated that income was derived from ticket sales (R3 300 000) and income from hospitality packages (R200 000). These amounts are not included as additional spend since this is already included in audience spending. Total organiser spending included in the model was thus R2 000 000 (Table 19).

TABLE 19: CALCULATING ECONOMIC IMPACT

Spending category	Amount (Rands)
Total spending by audience (visitors)	14 490 356
Total organiser spending in impact area minus local sponsorship	2 000 000
Minus ticket sales and hospitality packages income	3 500 000
Gross impact	12 990 356
Net impact with value added adjustment (0.82)	10 652 092
Multiple effect (K = 1.82)	8 734 715
Multiple effect (K = 2.2)	12 782 510
Total Economic Impact Minimum	19 386 807
Total Economic Impact Maximum	23 434 602

Total Gross Impact (including both visitor and organiser spending in the impact area) was R12 990 356. South African Festival Economic Impact Calculator guidelines indicate the importance of considering multiplier effects which captures the longer term effects of new money being injected into a region from outside the region. The guidelines also indicate that for a region the size of Durban/ eThekweni Municipality (population of more than 3 000 000), the value added adjustment factor is 0.82. Additionally, the multiplier is estimated as being between 1.82 and 2.3 for an area the size of Durban/ eThekweni Municipality. This gives a total economic impact of between **R19 386 807** and **R23 434 602**. This is considerable for a one day Festival.



4.4 Organiser survey analysis

Information from Indlamlenze Development Foundation, the organiser of the event, was obtained via a questionnaire which was completed and emailed to the researchers. Indlamlenze Development Foundation is a Non-Profit Company (NPC) with the physical address of the organisation being in Pretoria. The 2019 uMaskandi Festival was the first time Indlamlenze Development Foundation organised the event. The Foundation has also been involved on organising festivals such as the uMaskandi Festival for a year.

In terms of the budget and expenditure, some of the information provided by the organiser was presented in the previous section. The overall budget for the Festival was R12 000 000. Expenditure on specific categories were:

- Capital expenditure (for example, facilities, equipment, infrastructure, etc.): R3 000 000
- Venue hire: R2 800 000
- Salaries and wages: R600 000
- Advertising and marketing (including media and broadcasting costs): R1 800 000
- Travel and accommodation: R500 000
- All other costs: R3 000 000

As indicated in the previous section, the total income was approximately R12 000 000, primarily from public sponsorships and ticket as well as hospitality package sales. No income was derived from private sponsorships, broadcasting/ media rights, stallholder/ exhibitor fees and merchandise. Given the high satisfaction levels and attendance at the Festival, these avenues of income should be pursued in the future. From observation during the event, there was a large number vendors outside the Moses Mabhida Stadium who were selling food and cultural clothing and artefacts. This suggests that the uMaskandi Festival, especially given that more than 30 000 persons were in attendance, created opportunities for local vendors/ informal traders.

More than five service providers were used by the Festival organisers. These services providers were locally-based which again indicates the importance of the Festival to local economic development. The organiser could not recall the number of service providers that were female or black-owned. The overall average amount paid to service providers for the uMaskandi Festival was between R100 000 – R250 000. The organiser also indicated that the Indlamlenze Development Foundation has a procurement policy or practice relating to using local service providers.

As indicated earlier, the organiser stated that approximately 30 000 audience attendee and 1 200 participants were at the event. Additionally, there were about 90 media persons and 200 support crew in attendance. The number of tickets sold were approximately 23 000 and around 2 000 complimentary tickets were issued.



The organiser indicated that the Indlamlenze Development Foundation employed 3 persons on a permanent basis during the course of the year. Furthermore, 8 additional personnel were employed on a permanent basis and 94 on a casual/ temporary basis (who were not volunteers) specifically for the uMaskandi Festival. Equal proportions of additional persons employed on a permanent basis were males and females while mostly males (79) compared to females (15) were employed on a casual/ temporary basis. The male-dominance in relation to the event is again evident. In relation to population group, 7 of the additional persons employed on a permanent basis were Africans and one person was Coloured. None of the additional persons employed on a permanent basis were persons with disabilities or youth (under the age of 35 years). The population group as well as persons with disabilities and youth numbers for casual/ temporary employees were not provided. One hundred marshals drawn from fan clubs of artists (known as izinduna) were also recruited as volunteers to assist with the event.

The organiser was asked to rate the satisfaction levels of various aspects of the Festival on the following scale: 1 = very effective, 2 = satisfactory and 3 = not effective. If satisfactory or not effective, they were asked to also indicate what actions/ plans the organisation will take in the future to ensure improvement. The following aspects were rated as very effective:

- Location of the Festival
- Information provided about the Festival
- Attendance at the Festival
- Advertising/ publicity of the Festival
- Physical appearance of the Festival (littering, overcrowding, etc.)
- Physical facilities (toilets, bins, seating availability etc.)
- Universal accessibility/ design

None of the aspects were rated as not effective, with two being rated as satisfactory and measure for improvement forwarded:

- Security at the Festival: security company needs to do more training for its guards
- Quality of the Festival: there needs to be a well scripted and rehearsed TV production next year

The organiser's general satisfaction with the Festival was also reflected in the organiser's overall impression that the aims of the Festival were achieved.

The organiser was also asked to indicate their level of agreement with specific statements pertaining to the socio-cultural and economic impacts of the event using the following scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The organiser strongly agreed with the following statements:

- This is an important cultural Festival
- This Festival improves cultural opportunities for local communities
- This Festival creates opportunities for local businesses
- This Festival creates job opportunities
- This Festival profiles South Africa as a cultural tourism destination



- This Festival contributes to increasing understanding of African cultures

The organiser agreed with the statement “This Festival has resulted in increased cultural training/ skills development opportunities for locals” and indicated neutral for the statement “This Festival improves facilities and infrastructure for local communities”. The responses again reveal positive organiser perceptions of the event, especially in relation to cultural impacts.

5 Concluding Remarks

The aims of the uMaskandi Festival was to develop maskandi music and expose it internationally. Additionally, the Festival was intended to attract government and corporate sector attention to maskandi music which has substantial support. This is evident with the 2019 uMaskandi Festival which was held at Moses Mabhida Stadium in Durban (eThekweni Municipality) attracting approximately 30 000 audience attendees, 1 200 participants, 90 media persons and 200 support crew.

In relation to the attendee profile, almost all the attendees were African with the majority being male and younger than 45 years old. Linked to the population group, the home language amongst the majority of the respondents was isiZulu which is the language of Zulus who make-up the main population group in the region. Most respondents came from households with 3-10 members. In terms of educational level, the majority of respondents had completed secondary schooling. Attendees were from a range of income groups.

Most of the attendees were local residents with slightly more than a third of the respondents being visitors, with the Festival attracting 11 778 persons from outside Durban/ eThekweni Municipality. Among the visitors, all were South Africans whose place of residence were mainly in KwaZulu-Natal and Gauteng. Most visitors stayed in Durban/ eThekweni Municipality for one or two days. Slightly more than half of the attendees paid for themselves while the rest were in groups.

Most of the attendees had previously attended events such as the uMaskandi Festival, indicating that there is a demand and interest in these types of events. Furthermore, almost all attendees came to the location and visited Durban/ eThekweni Municipality specifically for the Festival. There was also interest in other activities associated with the event (such as the Izunduna/ Artists Fan Club Administrators and artists meetings/ workshops) in the future, although attendance in 2019 was relatively low.

The levels of satisfaction with the uMaskandi Festival were high among attendees and the organiser of the event. There were specifically positive associations among the attendees and organiser that the uMaskandi Festival contributes to increasing awareness of culture, enhances cultural pride and has cultural entertainment value. The venue for the event was also deemed to be well suited for the Festival.



Furthermore, the economic impact was noteworthy given that the main Festival activity was a one-day event. Among both locals and visitors, the majority of the attendees spent money on tickets/ entrance fees, food and drinks, and transport. A few also spent money on Festival merchandise, shopping and other items/ services. Most visitors also spent money on accommodation. The economic impact was calculated to be between R19 386 807 and R23 434 602 for the eThekweni Municipality region. This is substantial for a one-day event.

In terms of additional organiser responses, the event was organised by the Indlamlenze Development Foundation and it was the first time that the Festival was being organised by the organiser. The top three organiser expenditure items were capital expenditure, venue hire and advertising and marketing. Income was mainly derived from public sector sponsors including DAC. The organiser also mainly used local service providers. Furthermore, 8 additional persons were employed permanently to assist with the event and 94 persons were employed on a casual temporary basis. Additionally, 100 volunteers were recruited as marshals to assist with the event.

Table 20 summarises the key results in relation to the themes and indicators presented in the introduction.

TABLE 20: SUMMARY OF uMASKANDI FESTIVAL 2019 RESULTS

Theme	Indicators	Results
Audience development and education	Demographics (age; population group; gender, etc.)	Younger people below 45 years; 99.75% African; 62.75% males and 37.25% females; 92.75% isiZulu language group
	Origins (local/ visitor; province; nationality)	All South Africans: 62.25% locals; 21.25% from KwaZulu-Natal; 9.25% from Gauteng; 4.25% from Eastern Cape, 2.75% from Mpumalanga and .25% from Limpopo
	Income and education groups	Diverse income groups represented and 88.25% with secondary schooling completed and 54% with post-matric qualifications
	Participation and time use	98% came to the location for the Festival; 79.25% previously participated in uMaskandi Festival type event
	Audience education about traditional cultural heritage	More than 80% of audience had positive attitudes towards the cultural value of the Festival



	Participation numbers/ Ticket sales	30 000 audience members, 1 200 participants, 90 media persons and 200 support crew Approximately 23 000 tickets sold
Inclusive economic growth	Organiser spending	R11 700 000
	Earned income from ticket sales and hospitality packages	R3 500 000
	Sponsorship and sources	DAC and other government departments
	Attendee spending	R14 490 356 total spending by visitors from outside Durban/ eThekweni Municipality
	Length of stay (bed nights)	Average length of stay: 1.9 nights
	Contribution to the Gross Geographic Product/ Gross value added	Economic impact of between R19 386 807 and R25 434 602
Social cohesion and community development	Audience/ attendee diversity	Significant diversity in terms of income levels and educational levels
	Audience opinions on the role of the uMaskandi Festival in building intercultural understanding and social cohesion	94.5% of the audience agreed that the Festival improves understanding between different cultural groups
	Audience opinions of the value of traditional heritage	95.75% of the audience agreed that the Festival increased understanding of music and culture
	Cultural offerings (local arts/ heritage/ languages)	Mainly an isiZulu language event showcasing and celebrating Zulu music which is viewed to be an international music genre
Reflective and engaged citizens	Reflectiveness and transformative self-knowledge (thinking about heritage in a different way; pride)	95% agreed/ strongly agreed that Festival made them think about their cultural heritage in a different way
	Appreciation and celebration of cultural diversity	98% agreed that the Festival makes them proud of their cultural heritage



6 References

Moses Mabhida Stadium events, Kuzani brings Maskandi to MMStadium,
<https://www.mmstadium.com/events/khuzani-brings-maskandi-to-mmstadium/>.

SACO, nd. South African Festival Economic Impact Calculator.



Appendixes

Appendix 1: Attendee survey



uMaskandi Festival Attendee Survey – 30 March 2019 Moses Mabhida Stadium

Date of interview: _____ Interviewer name: _____

Hi! I am [name] and we are doing a Festival visitor survey on behalf of the Department of Arts and Culture about this Festival. Would you be willing to spend about 5-10 minutes answering some questions?

☐ Yes – Thanks! ☐ No – OK, have a good time

This survey is part of research into the value of government sponsored arts and culture in South Africa. The information will be used by Festival organisers, DAC and researchers in planning and in research. Your name won't be used, and you can stop at any time, or leave out questions you don't want to answer.

Thank you for your participation!

A. PROFILE OF ATTENDEES – this first section is about where you are from and your Festival attendance

1. Are you an overnight visitor from out of town, a day visitor from out of town, or a local resident?

Overnight visitor from out of town	Day visitor from out of town	Local resident (from within Durban/ eThekweni Municipality) – GO TO A3.
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1.1. If you are a tourist (overnight out of town visitor) or day visitor, where are you from?

Outside South Africa	Country:								
South Africa (indicate province)	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape

2. For overnight visitors, for how many nights are you staying in Durban/ eThekweni Municipality where the Festival is being held?

1	2	3	4	5	>5 (specify)
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3. How many times previously have you participated in this type of Festival?

None	1	2	3	4	5	>5 (specify)
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4. Is the Festival the main reason you are visiting this location?

Yes	No (provide a reason)
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5. For visitors only: Are you staying on in the region to visit other tourist places nearby?

Yes – specify how long staying	No
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6. Please indicate which of the other activities associated with the Festival you attended and if you would be interested in attending these types of activities in the future?

	Attended this year	Would be interested in attending in the future
Izunduna meeting/ workshop (Artists Fan Club Administrators)		
Artists meeting/ workshop		

B. CONSUMER EXPENDITURE BEHAVIOUR – This section is about your spending patterns and your experiences at the Festival. For locals, please only share spending at the Festival and not your normal monthly spending.

1. Approximately how much money did or will you spend (inclusive of the immediate group you are spending money for) at the Festival and during this visit in Durban/ eThekweni Municipality? (ALL including locals except for accommodation and transport during visit) (Please write: "0" if no expenditure or "x" = I cannot recall).

Item	Amount in Rands		None (O) or Cannot recall (X)
	Did	Will	
Tickets/ entrance fees			
Food and drinks			
Payment for uMaskandi Festival paraphernalia/ merchandise			
Shopping			
Transportation within local area to travel to the Festival venue			
Transportation during visit, including airfares and travel to Durban to attend Festival (for tourists/ overnight visitors only)			
Accommodation (for tourists/ overnight visitors only)***			
Other (e.g. entertainment, visits to attractions)			
OVERALL TOTAL ESTIMATE (MOST IMPORTANT FIGURE TO OBTAIN)			

*** Please indicate VFR if staying with friends and/ or relatives and not paying for accommodation

2. Are these figures for yourself or your immediate group (family/ friends who are accompanying you who and you are paying for or spending money together as a group) who are also participating in the Festival?

Only myself	Group/ family
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2.1. If for group/ family, number of people paying for at the Festival (including yourself)?

1	2	3	4	5	>5 (specify)
---	---	---	---	---	--------------

3. If an overnight visitor from out of Durban/ eThekweni Municipality, how many nights did/will you spend during your visit to this coastal town/ city (specify name of town where interview is being conducted) in paid accommodation (excludes VFR)?

None	1	2	3	4	5	Other (specify)
------	---	---	---	---	---	-----------------

3.1. If you are an overnight visitor, how many nights will you be spending during this visit outside Durban/ eThekweni Municipality but within KwaZulu-Natal province?

1	2	3	4	5	>5 (specify)
---	---	---	---	---	--------------



5. Please indicate your feelings about the following statements: agree, disagree or not sure/ don't know.

STATEMENT	Agree	Disagree	Don't know
The Festival increases my understanding of African cultures			
The Festival is an event where people from different cultures and backgrounds can meet and talk together			
The Festival increases my understanding and enjoyment of music and culture			
The Festival is part of what makes Durban/ eThekweni Municipality a special place			
The Festival makes me feel proud of by cultural heritage			
The Festival is held in a safe location			
Entertainment opportunities are available in the location			

C. DEMOGRAPHIC PROFILE – this section asks questions about your

1. What is your age or can you provide with an age range? _____ years

18-25	26-35	35-45	46-55	55-65	65-75	75+ (specify)
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2. What is your home language?

isiZulu	English	Shona	Afrikaans	Other (specify)
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3. How many people live in your household?

1	2	3	4	5	6	7	8	9	10	>5 (specify)
---	---	---	---	---	---	---	---	---	----	--------------

4. Highest level of education completed.

No formal education	Primary completed (7 years of schooling)	Partial secondary completed (8-11 years of schooling)	High/ secondary school completed	Apprenticeship/ short course
Certificate/ diploma	Postgraduate degree	Other (specify)		

5. What is your monthly net income (after deduction of taxes) or can you provide us with a monthly income range?

None	< R5 000	R5 001 – R10 000	R10 001 – R20 000	R20 001 – R30 000	R30 001 – R40 000	R40 001 – R60 000	> R50 000 (specify)	Declined to answer/ Don't know
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6. INTERVIEWER TO NOTE (ONLY ASK IF NECESSARY)

Gender of respondent	Population group
Male Female	African White Colored Indian Other (specify)

This is the end of the survey. THANK YOU FOR YOUR PARTICIPATION AND HELP!
Do you have any other comments about the Festival that you would like us to pass on to the organisers and/or the Department of Arts and Culture?
For queries contact:
Prof Urmilla Bob (UKZN)
bobu@ukzn.ac.za or 031 260 2501



Appendix 2: Organiser survey



uMaskandi Festival Organiser Survey – 30 March 2019 Moses Mabhida Stadium

We are conducting a survey in relation to events supported by the Department of Arts and Culture (DAC) on behalf of the South African Cultural Observatory (SACO). Please note that all answers will be kept confidential and presented to SACO and DAC.

Thank you for your participation!

DESIGNATION/PORTFOLIO WITHIN ORGANISATION OF PERSON/S COMPLETING SURVEY:

A. PROFILE OF BUSINESS

1. Name of organisation _____

2. Type of organisation

Non-profit organisation (NPO)	Section 21	Closed Corporation (CC)	Sole Proprietor/ Individual	Other (specify)
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3. Physical address of organisation

4. How many times has the organisation organised this Festival? _____

5. How many years has the organisation been involved in organising cultural festivals/ events? _____

B. BUDGET AND EXPENDITURE

1. What was your company's overall budget for this Festival? _____

1.1. What was the budget (in Rands) for the event in the categories below? Please indicate 0, if not applicable or DK if don't know or cannot recall.

Expenditure item	Amount
Capital expenditure (eg. facilities, equipment, infrastructure, etc.)	
Venue hire	
Salaries and wages	
Advertising and marketing (include media and broadcasting costs)	
Travelling and accommodation	
All other costs	



1.2. What percentage (on average) of organiser spending takes place within eThekweni Municipality and KwaZulu-Natal?

	Indicate average percentage
Within eThekweni Municipality	
Within KwaZulu-Natal	

2. What was the income (in Rands) derived from the event in the categories below? Please indicate 0, if not applicable or DK if don't know or cannot recall. CONFIDENTIALITY IS ASSURED.

Income	Amount
Private sponsorships received	
Public sponsorships received from DAC	
Public sponsorships received other than DAC	
Income from broadcasting/media rights	
Income from ticket sales	
Income from participant/delegate/registration fees	
Income from hospitality packages	
Income from stallholders/exhibitor fees	
Income from merchandise	
Other (specify)	
Total income	

2.1. For sponsorships, please indicate the amount or proportion of the sponsorship that came from businesses/ government departments outside eThekweni Municipality.

Sponsorships	Amount or proportion of sponsorship from outside eThekweni Municipality
Private sponsorships received	
Public sponsorships received from DAC	
Public sponsorships received other than DAC	

3. How many service providers did you use in the different categories below for this Festival?

Don't know/ can't recall	1	2	3	4	5	>5 (specify)
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3.1. How many of the service providers were locally-based, that is, in the city/ area that the Festival is being held?

Don't know/ can't recall	1	2	3	4	5	>5 (specify)
--------------------------	---	---	---	---	---	--------------

3.2. How many of the service providers were black-owned?

Don't know/ can't recall	1	2	3	4	5	>5 (specify)
--------------------------	---	---	---	---	---	--------------

3.3. How many of the service providers were female?

Don't know/ can't recall	1	2	3	4	5	>5 (specify)
--------------------------	---	---	---	---	---	--------------

3.4. What was the overall average amount paid to the service providers for this Festival? Please indicate actual amount or amount within categories below.

1. < R100 000 (Specify)	2. R100 000 – R250 000	3. R250 001 – R500 000	4. R500 001 – R750 000	5. R750 001 – R1 000 000	6. > R1 000 000 (Specify)
-------------------------	------------------------	------------------------	------------------------	--------------------------	---------------------------

3.5. Does the organisation have a procurement policy or practice relating to using local service providers?

Yes	No
-----	----



6. How many people attended the Festival (excludes stallholders/ exhibitors); indicate where applicable. Indicate 0, if not applicable and don't know/ cannot estimate, where appropriate. Participants include artists and performers.

Participants	Spectators/ audience	Media	Support crew

6.1 For ticketed events, please indicate the number of tickets sold. Please also indicate the number of complimentary tickets issued as well as participants whose registration was supported (that is, participants who attended for free). Indicate 0, if not applicable and don't know/ cannot estimate, where appropriate. Participants include artists and performers.

Number of tickets sold	
Number of complimentary tickets issued	
Number of participants supported	

C. EMPLOYMENT AND SKILLS DEVELOPMENT

1. How many people does your organisation/ business employ during the course of the year on a permanent basis? _____

2. How many people did the organisation/ business employ specifically for the Festival on a permanent or temporary/casual basis as indicated below, excluding volunteers? Note: A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. a free lunch) or without any financial or non-financial remuneration. Please indicate '0' if none or DK if don't know or cannot recall.

Duration	Number of employees
Permanent	
Temporary/Casual	

2.1. How many these employees were male or female? Please make sure totals add up to the totals in Table 2 above. Please indicate '0' if none or DK if don't know or cannot recall.

Duration	Number of employees	
	Male	Female
Permanent		
Temporary/Casual		

2.2. How many of these employees were from different population groups? Please make sure totals add up to the totals in Table 2 above. Please indicate '0' if none or DK if don't know or cannot recall.

Duration	Number of additional employees for the event					
	South Africans					Foreigners
	African	Coloured	White	Indian	Other	Foreigners
Permanent						
Temporary/Casual						

2.3. How many of these were persons with disabilities or youth (under the age of 35 years)? Please make sure totals add up to the totals in Table 2 above. Please indicate '0' if none or DK if don't know or cannot recall.

Duration	Persons with disabilities	Youth
Permanent		
Temporary/Casual		



3. How many volunteers were recruited to assist with the event? Note: A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. a free lunch) or without any financial or non-financial remuneration. _____

D. SATISFACTION WITH Festival

1. Please can you comment on how effective aspects of the Festival were as indicated in the Table below. If not effective, please indicate what actions/ plans the organisation will take in the future to ensure improvement.

KEY: **1. Very effective** **2. Satisfactory** **3. Not effective**

	Key	If not effective, measures to improve in the future
Location of this Festival		
Information provided about the Festival		
Attendance at the Festival		
Security at the Festival		
Quality of the Festival		
Advertising/ publicity of the Festival		
Physical appearance of the Festival (littering, overcrowding, etc.)		
Physical facilities (toilets, bins, seating availability etc.)		
Universal accessibility/ design		

2. Please indicate the main aims of hosting the Festival.

2.1. In your opinion, was the aims of the Festival achieved and if not, provide reasons?

Yes	No
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3. Please indicate the level of agreement with the following statements (select one option for each variable).

KEY: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

	1	2	3	4	5
This is an important cultural Festival					
This Festival improves cultural opportunities for local communities					
This Festival improves facilities and infrastructure for local communities					
This Festival creates opportunities for local businesses					
This Festival creates job opportunities					
This Festival has resulted in increased cultural training/skills development opportunities for locals					
This Festival profiles South Africa as a cultural tourism destination					
This Festival contributes to increasing understanding of African cultures					

This is the end of the survey. THANK YOU FOR YOUR PARTICIPATION AND HELP!

Do you have any other comments about the Festival that you would like us to pass on to the organisers and/or the Department of Arts and Culture?

For queries contact:

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