



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



south african
cultural observatory

NELSON MANDELA
UNIVERSITY



RESEARCH AGENDA

VERSION 3

Submitted to the Department of Arts and Culture

MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY



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RESEARCH AGENDA

2015 – 2020

Version 3

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Submitted to the Department of Arts and Culture



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1. Purpose of Document

This document presents the Research Agenda for the cultural and creative industries of South Africa. This Research Agenda represents an attempt by the Department of Arts and Culture to focus research efforts and resources towards achieving research outputs that would enhance the development of the Cultural and Creative Industries in South Africa and to advance the policy imperatives of the South African Government and its key stakeholders.

This document therefore aims to:

- Define research requirements
- Define individual research agenda items required to address the research requirements of the industry
- Determine the alignment of proposed research agenda items with strategic and policy imperatives

In order to achieve these aims, this document has been structured to provide an overview of the cultural and creative industry, followed by a high-level review of policy and strategic mandates, which in turn is followed by a presentation of the current research requirements and research agenda items.

This is followed by an alignment of all research agenda items with relevant strategic and operational imperatives.

It is important to note that the proposed Research Agenda should be treated as a dynamic and ongoing work-in-progress, which will be continuously subjected to review and updating as new data and challenges emerge.

Additionally, it should be noted that the mandate of the Cultural Observatory is to develop the agenda. The actual implementation of all research agenda items will be determined by the mandates of relevant stakeholders and the availability of budgets.

To this effect this first Research Agenda has been developed after a number of consultations with the Department of Arts and Culture, the South African Cultural Observatory and industry stakeholders (through the hosting of a national workshop).

It is however important to note that some of the items contained in the Research Agenda may fall within the scope of the Cultural Observatory, whilst others may fall within the scope of the Department of Arts and Culture (DAC), other organs of state, civil society, tertiary and private sector entities.

This updated version of the Research Agenda, has been based on inputs received during the hosting of the National Conference by the South African Cultural Observatory in Nelson Mandela Bay in May 2016. Additionally, data has been gathered during a range of domain workshops in Mpumalanga (18th August 2016), Limpopo (29th August 2016), North West (31st August 2016) and the Northern Cape (2 September 2016).

During 2017, the Research Agenda was further updated during a range of domain workshops. These workshops were held in:

- Mahikeng
- Bloemfontein
- Mdantsane
- Paarl
- Pietermaritzburg
- Vereeniging
- Tzaneen
- Uppington

Additional Research Agenda items were also recorded during the National Conferences held in 2017 and 2018; as well as through inputs received via the SACO website.

As a result, the current version of the Research Agenda now contains 110 research items across 15 themes.

2. Background

The “creative economy” looks at the relationship between creativity and economics, leading to a growing understanding of the nature of the relationship between the two and the ability to create wealth and extensive social value. The “Creative economy” covers creative activities/industries from the arts to science and technology. At the heart of the creative economy are the creative industries.

The creative economy can be defined as an evolving concept based on creative assets potentially generating economic growth and development (UNDP 2010):

- It can foster income generation, job creation and expert earnings while promoting social cohesion, cultural diversity and human development
- It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives
- It is a set of knowledge-based economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy.

- It is a feasible development option calling for innovative, multidisciplinary policy responses and inter-ministerial action

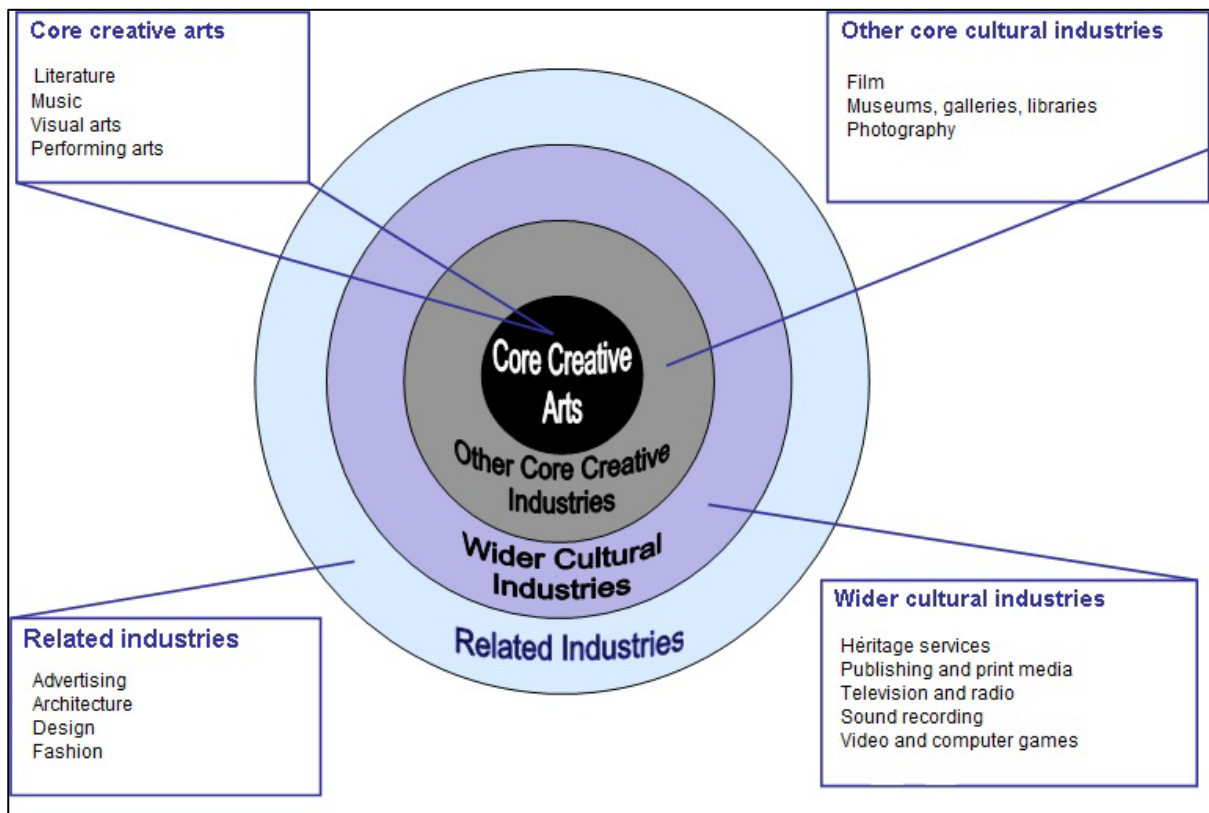


Figure 1: The Concentric Rings Model of the Cultural and Creative Industries (Throsby, 2013)

The “Creative Industries in South Africa” report (Department of Labour, 2008) sets out a number of recommendations for further research on the economic and social impact of the sector.

Firstly, the lack of reliable quantitative data is acknowledged, but the report also notes that, since there is no hub for the collection of previous research on the creative industries, studies tend to be duplicated and/or not cross-referenced properly.

One of the important functions of the Cultural Observatory is, therefore, to **develop rigorous data collection methodologies**, as well as to provide a central point for the collection and analysis of creative industries research to avoid unnecessary duplication.

Another important point that the report raises is that data collection is expensive and needs to be carefully informed by theory so that it is clear *why* the data is being collected and what it will be used for.

The report also makes the point that “There is now an ample body of ‘best practice’ international examples that can be benchmarked and intelligently copied when deciding on cultural indicators and survey methodology” (Department of Labour, 2008).

An important function of the Cultural Observatory is to **collate such international best practice** and to determine appropriate methods for data collection based on policy-relevant research questions in the South African context.

For example, much work has been done on the development of **cultural satellite accounts** (CSAs). These are an extension of the system of national accounts, already used by most countries to measure GDP, and focus on measuring the economic contribution of the cultural sector.

While there is currently no standardised method for generating CSAs, they usually include such key concepts as output, intermediate consumption, value added and employment (UNESCO Framework for Cultural Statistics: Handbook 1, 2009). The development of a set of CSAs for South Africa has been proposed in a recent report on trade on the creative industries (EuropeAid, 2013). Statistics South Africa (Stats SA) has developed tourism and draft ICT satellite accounts.

A report on the development of a South African Framework for Cultural Statistics has been drafted (DAC, 2014).

A research focus of the Cultural Observatory would thus be an exploration of how to work with Stats SA to create a set of CSAs for South Africa in line with international best practice.

3. The Culture Cycle

There are a number of possible frameworks for the establishment of a research agenda. One is the “Culture cycle” described in the UNESCO Framework for Cultural Statistics (2009) as follows:

- I. **Creation:** the origination and authoring of ideas and content (e.g. sculptors, writers, design companies) and the making of one-off production (e.g. crafts, fine arts).
- II. **Production:** replicable cultural forms (e.g. TV programmes), as well as the specialist tools, infrastructure and processes used in their realisation (e.g. the production of musical instruments, the printing of newspapers).
- III. **Dissemination:** the bringing of generally mass-produced cultural products to consumers and exhibitors (e.g. the wholesale, retail and rental of recorded music and computer games, film distribution). With digital distribution, some goods and services go directly from the creator to the consumer.
- IV. **Exhibition/Reception/Transmission:** refers to the place of consumption and to the provision of live and/or unmediated cultural experiences to audiences by granting or selling access to consume/participate in time-based cultural

activities (e.g. festival organisation and production, opera houses, theatres, museums). Transmission relates to the transfer of knowledge and skills that may not involve any commercial transaction and which often occurs in informal settings. It includes the transmitting of intangible cultural heritage from generation to generation.

- V. **Consumption/Participation:** the activities of audiences and participants in consuming cultural products and taking part in cultural activities and experiences (e.g. book reading, dancing, participating in carnivals, listening to radio, visiting galleries).

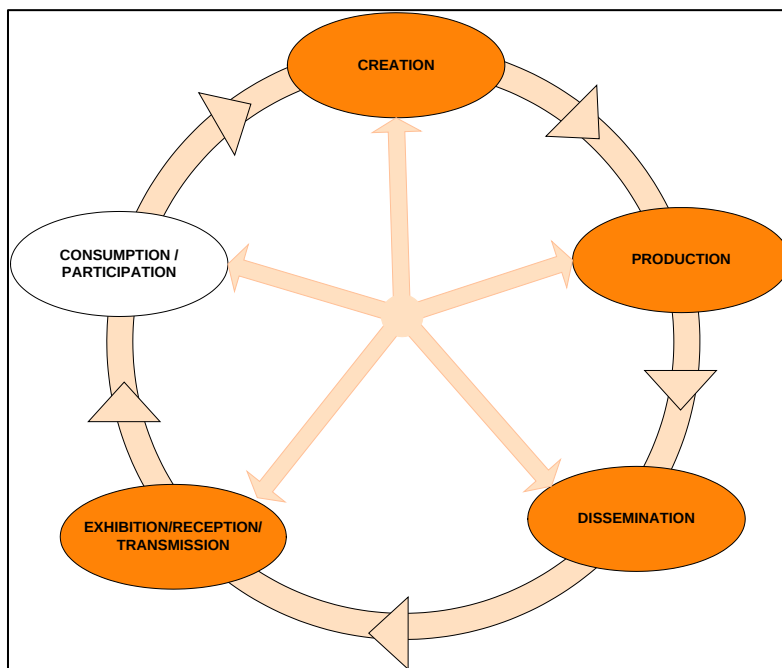


Figure 2 : The Culture cycle

4. Policy Imperatives

The **Draft Revised White Paper** on Arts and Culture (RWP) (2014) seeks to achieve a set of fifteen outcomes, namely:

- A policy and legislative environment that ensures effective transformation, organisation, development, co-ordination, management and delivery of Arts Culture Heritage (ACH)
- The existence of high quality, well-maintained and accessible infrastructure that supports the cultural and creative Industries
- The cultural and creative Industries holistically supported in all activities of the ACH value chain
- The existence of appropriate, streamlined institutional arrangements and structures designed for effective and efficient delivery of services, programmes and projects

- An increased number of suitably skilled and qualified cultural and creative industries practitioners that meet the human resource and capacity needs of the sector, and are active participants in socio-economic development
- The cultural and creative Industries transformed in terms of demographic representation and involvement at all levels of the value chain of ACH activities and the approach to delivering ACH to all
- The cultural and creative Industries actively contributes to the creation of decent work and economic growth
- Tangible and visibly higher levels of inclusion, social cohesion, social justice and social solidarity
- Tangible and visibly higher levels of active citizenship and citizen responsibility
- Tangible and visible alignment of work between government and all cultural and creative Industries role-players, based on a common understanding and approach
- Enhanced co-operative governance between DAC, provincial and local government structures and government departments that have an impact on the delivery of ACH;
- ACH promoted, protected and preserved whilst increasing access to, and participation by all
- Increased delivery of ACH in rural areas
- Tangible and visibly increased levels of moral regeneration and national consciousness
- Support and enhance the international competitiveness of South Africa's Cultural and Creative Industries

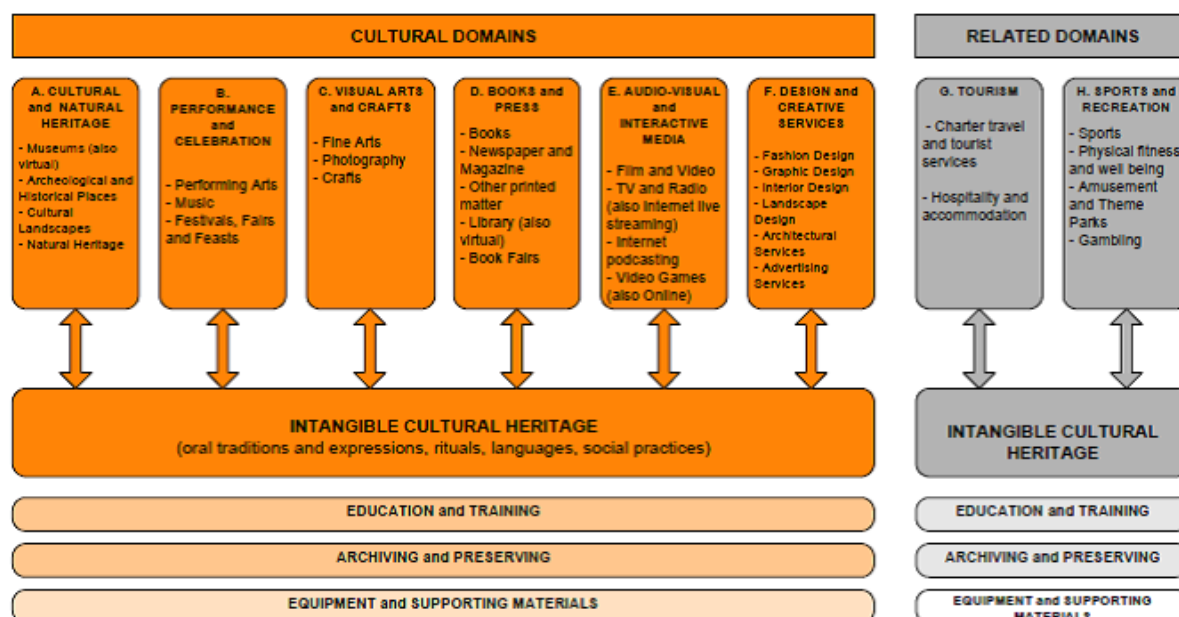


Figure 3 : Cultural Domains as classified by the UNESCO Framework for Cultural Statistics (2009).

5. Alignment of the Research Agenda and the DAC Strategic Plan 2015/16 – 2019/20

The DAC contributes to national policy agenda in a number of ways. These include general policies, such as the National Development Plan (NDP) and Industrial Policy Action Plan (IPAP), as well as specific outcomes of the Medium Term Strategic Framework (MTSF).

In particular, DAC leads on MTSF Outcome 14, which relates to the development of “a diverse, socially cohesive society with a common national identity”. To this end, Social Cohesion Development Indicators have been developed using data from the Development Indicators Report and SA Social Attitudes Survey.

More than any other sector, Arts, Culture and Heritage (ACH) play a vital role in the development of social cohesion, giving DAC a comparative advantage in this sector. The research agenda of the Cultural Observatory needs to take this into account.

Other MTSF outcomes to which DAC contributes are:

- **Outcome 1:** Quality basic education (ACH curriculum development)
- **Outcome 4:** Decent employment through inclusive growth (CCI growth, Mzansi Golden Economy, labour absorbing sectors – craft & music)
- **Outcome 5:** A skilled and capable workforce to support an inclusive growth path (skills development through bursaries and programmes to increase employment in CCI and Culture, Arts, Tourism, Hospitality & Sports Sectoral Education and Training Authority CATHSETA; planned establishment of the National Cultural Industries Skills Academy of South Africa (NaCISA).

- **Outcome 7:** Vibrant, equitable and sustainable rural communities contributing towards food security for all (establishment of community libraries and Community Arts Centres (CACs) development of CCIs in rural communities)
- **Outcome 11:** Create a better SA and contribute to a better Africa and world (Cultural diplomacy ; cultural agreements, international cooperation & African Continental Cultural Seasons; multilateral engagements with BRICS)

While contribution to all these outcomes may be beyond the initial scope of the five-year research agenda of the Cultural Observatory, they can be used as a guide to prioritise research areas, and to produce evidence-based and policy relevant research that feeds into these outcomes.

The DAC Strategic Plan (2014) identified five priorities:

- I. **An enabling policy, legislative and regulatory environment:** Coherent policies that guide directional planning towards the transformation of the ACH Sector, resulting in sustainable livelihoods and social cohesion.
- II. **Inclusive economic development:** An ACH Sector that is dynamic and efficient, and fosters inclusive growth.
- III. **Nation-building and social cohesion programmes:** The implementation of programmes that promote nation building and social cohesion.
- IV. **Radical economic transformation:** The alignment of policies and programmes with transformative outcomes.
- V. **Effective governance and implementation institutions:** The alignment of structures, authorities and systems with goals and objectives towards the implementation of the department's mandate.

For each priority, the DAC Strategic Plan identifies challenges and policy priorities. The table below presents some ideas for the shaping of a five-year research agenda for the Cultural Observatory, linking them to the MTSF outcomes that DAC contributes to, and to the priorities identified in the DAC Strategic Plan. They are also aligned with the draft Revised White Paper on Arts and Culture.

Sector-Specific Studies

IPAP identifies certain CCI sectors as “Cluster 2” – sectors that will receive scaled-up and broadened interventions because of their labour absorption capacity, and/or because South Africa has a comparative advantage in these sectors already, which can be used to drive growth and development.

The **Election Manifesto** also identifies some CCI sectors for special investment. They include the craft sector (particularly important in rural development), the music sector, film, books and publishing. Within the broader research agenda, domain specific studies on such strategic sectors, across the whole culture cycle, would also be possible (and would be particularly suitable for the more focused projects of Masters and PhD students).

6. Research Agenda

The table below defines the proposed Research Agenda.

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
1	Create an academic and philosophical base to inform the interventions of the Cultural Observatory to ensure high-order academic engagements with other Cultural Observatories and the subject matter. Develop the capability to reflect and contribute to changing philosophical and social science discourses on the particularities of culture, including its measurement, past, present and future. Ensure world-class academic and intellectual debates, and exchange of ideas in these terrains. Provide the South African Cultural Observatory with national, African and international perspectives in keeping with the metaphorical and applied notions of a cultural observatory. Identify and conceptualize changing nature of cultural and creative activities and enterprises in globalizing environments.	1.1 Comparative international analysis of Cultural Observatories 1.2 Hosting international meta-theoretical debates about culture and creative industries 1.3 Synthesize new approaches and trends within the cultural and creative space 1.4 Analyse the changing narratives pertaining to culture and creative industries. 1.5 Document the extent of the available Body of Knowledge pertaining to the Cultural and Creative Industries 1.6 Analyse the degree of alignment between the “humanities” and “science” within the Cultural and Creative Industry. 1.7 Analyse and determine the roles of the sacred and the public within the Cultural and Creative Industry.	These interventions should create the basis for high-order scholarship and reflective capability which should enhance academic and research development within the sector	DAC Strategic plan priority 5: Effective governance and implementation institutions

Draft Research Agenda

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
	Interact with differing concepts and notions of cultural observatories.	1.7 Develop a quantitative framework for prioritising items contained on the Research Agenda 1.8 Develop a framework for increased research collaboration in accordance with the Research Agenda 1.9 Develop impact indicators related to training, health and well-being within the cultural and creative industry.		
2	Databases are currently scattered across a number of sectors, each containing individual data sets in different degrees of completeness and applicability to the research needs of the sector. This essentially creates a situation where the body of knowledge pertaining to cultural and creative research areas is highly fragmented, incomplete and sometimes duplicated. The research requirement is therefore for the development of an integrated platform where various databases can be consolidated.	2.1 Develop and host an Interactive Culture and Creative Industries Consolidated Database Platform. 2.2 Develop a consolidated data base for funding proposals and feedback on proposals 2.3 Develop an integrated database pertaining to sources of funding and technical support available to the Cultural and Creative Sector. 2.4 Research and Determine best practices and standards for data base management in the Cultural and Creative Sector.	A range of databases and data sets are located within the public and private sector, including amongst others Art Councils, the National Lottery, the HSRC, the CSIR and the Department of Arts and Culture, Civil Society institutions and private research companies. The creation of an integrated and interactive database should allow for substantial stakeholder, inputs,	Baseline data are needed for the monitoring and evaluation of all interventions, particularly where quantitative measures are available on the contribution of the CCI as in: MTSF 4: Decent employment through inclusive growth (Mzansi Golden Economy & Employment in the CCI); DAC Strategic plan priority 2: Inclusive economic development DAC Strategic plan priority 5: Effective governance and implementation institutions

Draft Research Agenda

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
		2.5 Develop a working paper on the use of open data. 2.6 Analyse why funding proposals fail within the Cultural and Creative Industry and make recommendations as to how these issues can be addressed. 2.7 Determine the feasibility and technical requirements for establishing an App-store for artists to market their products with ease of accessibility and convenience. 2.8 Create a mechanism for collections, storage and distribution of provincial case studies	engagement and collaboration.	
3	There appears to be limited accurate data available regarding the span and scope of government spending within the cultural and creative industry sector. Furthermore, it would appear that cultural and creative industry products are not accurately and consistently classified in existing product indexes which makes it difficult to accurately determine	3.1 Develop a South African Cultural and Creative Industries Product Index (SACCIP). 3.2 Develop a Status Report on Levels of Government spending in the Creative and Cultural Sector utilising the proposed South African Cultural and Creative Industries Product Index. 3.3 Develop Cultural Satellite Accounts, based on the existing	This research intervention would require substantial interaction and collaboration with both the National Treasury and Stats SA. The research should also focus on both export and import data pertaining to cultural and creative products and services.	MTSF 4: Decent employment through inclusive growth (Mzanzi Golden Economy & Employment in the CCI). DAC Strategic plan priority 2: Inclusive economic development. DAC Strategic plan priority 5: Effective governance and implementation institutions

Draft Research Agenda

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
	spending levels within the cultural and creative industry. The research need is therefore to develop an accurate Cultural and Creative Product Index which can in turn be used to accurately determine levels of government spending within this economic sector.	South African Framework for Cultural Statistics. 3.4 Determine the potential impact of access to government infrastructure in advancing the development of the South African Cultural and Creative Industry. 3.5 Develop a decentralised funding model customised to the implementation realities of rural areas. 3.6 Develop a standardise funding model for provincial and local government spheres. 3.7 Determine the degree of policy integration across all spheres of government and the requirements to increase more effective and efficient levels of integration 3.8 Re-define the cultural Industry cost benefit analysis of municipal expenditure on CCI versus other expenditure. 3.9 Develop an interactive ratio calculator of CCI location versus infrastructure (market for		

Draft Research Agenda

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		monetization) which interacts with real-time data.		
4	Currently limited reliable data exists pertaining to the size, profile, location and contribution levels of both creative industries and particularly creative audiences. As a result, processes to identify future opportunities for sustainable development and growth within the cultural and creative sector are negatively impacted.	4.1 Determine the size, profile, location and contribution levels of creative industries and audiences to the cultural and creative sector. 4.2 Determine the role of cultural and creative industries in countering de-industrialisation within the South African Spatial Economy. 4.3 Determine the role of cultural and creative industries in the regeneration of urban and rural spaces and economies. 4.4 Determine the impact of identity and place-making in creating and enabling environment for the development of cultural and creative industries. 4.5 Research the alternative forms of expression and entertainment in the arts and what youth are doing to redefine the arts and culture space they occupy; and determine how this is fundamentally changing the arts environment.	From inputs gathered during engagements with DAC it would appear that the biggest need is to obtain data regarding the nature, location and profile of creative audiences. Addressing this research agenda item would require the development or use of a number of tracking tools and platforms; of which some could be found with the social media space. This might have to include the development of apps.	MTSF 14: Social cohesion – participation in ACH is about more than just consumption, since it can also be used to develop inter-cultural understanding which is important for building social cohesion. MTSF 4: Decent employment through inclusive growth (Mzansi Golden Economy & Employment in the CCI). DAC Strategic Plan priority 1: An enabling policy, legislative and regulatory environment: Coherent policies that guide directional planning towards the transformation of the ACH Sector, resulting in sustainable livelihoods and <u>social cohesion</u>.

Draft Research Agenda

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
		4.6 Determine the viability of social security elements for the arts 4.7 Determine how city cultures and regional cultures articulate with the Cultural and Creative Industries 4.8 Develop a working paper on the understanding of regions and local economies within the Cultural and Creative Industry 4.9 Develop a working paper that focusses on defining culture through the lens of ethnicity 4.10 Conduct a skills audit and develop a skills development plan that would assist in increasing the competitive and comparative advantages of the South African Cultural and Creative Industry. 4.11 Determine the capacity and future requirements of municipalities in order to advance the development of the South African Cultural and Creative Industry. 4.12 Develop an interactive platform for artists in rural areas that would enable artist to engage and interact with each other.		

Draft Research Agenda

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5	Objectively determine and track the economic contribution of cultural and creative industries to the South African Economy. Determine the contribution of the cultural and creative economies must comply with the UNESCO Statistical Framework as well as the approved South African Statistical Framework. This could be expanded to include the development of economic input-output models so that economic multi-pliers can be identified and their contribution to the South African Economy determined. Develop a value-chain analysis of the cultural and creative industries to assist in policy development, which would inform the development of a clustering model that would increase the competitiveness of the industry.	5.1 Determine the Contribution of Creative and Cultural Industries to the South African Economy. 5.2 Develop an economic input-output model (or GCE model) pertaining to the Cultural and Creative Industry. 5.3 Develop a proposed clustering model for the Cultural and Creative Industry. 5.4 Determine the regional, continental and global impact of the South African Cultural and Creative Industry. 5.5 Mapping studies of South African Cultural and Creative Industries. 5.6 Monitoring and Evaluation of Cultural and Creative Industries interventions funded by DAC. 5.7 Study to determine the current and future contribution towards sustainable development and environmental sustainability in line with COP21. 5.8 Conduct a comparative study between the formal and informal elements of the South African	A key success factor would be strong cooperation and linkages with the National Treasury and Stats SA. The use of GIS to plot data would be an essential value-added aspect. Builds on CCI Mapping Study already completed. Data gathered could be added to and used to identify clusters.	DAC Strategic Plan 2: Inclusive economic development: An ACH Sector that is dynamic and efficient, and fosters inclusive growth. MTSF 4: Decent employment through inclusive growth (CCI growth; Mzansi Golden Economy; labour-absorbing sectors). MTSF 5: A skilled and capable workforce to support an inclusive growth path. MTSF 7: Vibrant, equitable and sustainable rural communities contributing towards food security for all.

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Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
		Cultural and Creative Industries and determine the policy and implementation implications for the various sectors. 5.9 Determine how art works and creative outputs generate monetary value 5.10 Determine the viability of professionalising the Cultural and Creative Industry. 5.11 Identify best-practices that would assist in the effective and efficient commercialisation of indigenous knowledge systems within the South African Cultural and Creative Industry. 5.12 Determine minimum occupational and labour standards for the South African Cultural and Creative Industries. 5.13 Determine the “state of creatives” in South Africa that would assist in the identification of needs and requirements of creatives within the Cultural and Creative Industry.		

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Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
		5.14 Create a mechanism to measure economic derivatives for marginalised cultural groups. 5.15 Quantify the levels of social security provided by the Cultural and Creative Industry.		
6	Determine the role, nature and impact of innovation and disruptive technologies in advancing the development of the South African Creative and Cultural Industry.	6.1 Determine the role of Innovation in advancing the development of the South African Creative and Cultural Industry 6.2. Define and determine the requirements to establish a “culture of innovation” and the ingredients required to make such a culture to thrive. 6.3 Identify support mechanism that are required to drive innovation. 6.4 Draft a Position Paper on the role of social media and networking in advancing the development of the Cultural and Creative Industry.		MTSF 1: Quality basic education (ACH curriculum development). DAC Strategic Plan 2: Inclusive economic development: An ACH Sector that is dynamic and efficient, and fosters inclusive growth.
7	Very limited data is available regarding the value of Intellectual Property of the Cultural and Creative Industry for both policy and implementation purposes.	7.1 Determine the value of Intellectual Property in the South African Economy. 7.2 Develop a strategic and Policy Framework for protecting	These interventions must also focus on bi- and multi-lateral agreements that exist pertaining to Intellectual	MTSF 1: Quality basic education (ACH curriculum development) MTSF 11: Create a better SA and contribute to a better Africa and world (Cultural diplomacy; cultural

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	The need is therefore to determine the value of Intellectual Property within the Cultural and Creative Economy and to present a framework for ensuring the effective and efficient management and protection of Intellectual Property in line with the policy imperatives of the South African government.	and expanding the value of Intellectual Property within the South African Cultural and Creative Industry. 7.3 Determine best practice for managing Intellectual Property Rights within the context of a Developing Countries. 7.4 Develop a working paper on the role and inclusion of indigenous knowledge systems within the context of Intellectual Property Rights. 7.5 Develop and understanding of modern day patronage systems within the arts and creative industries and its role in developing Intellectual Property.	Property within the Cultural and Creative Industry.	agreements, international cooperation; multilateral engagements with BRICS) DAC Strategic Plan 2: Inclusive economic development: An ACH Sector that is dynamic and efficient, and fosters inclusive growth. DAC Strategic Plan 4: Radical economic transformation: The alignment of policies and programmes with transformative outcomes. DAC Strategic Plan 5: Effective governance and implementation institutions: The alignment of structures, authorities and systems with goals and objectives towards the implementation of the Department's mandate.
8	Data is required to determine the current and potential impact of cultural and creative education on learners and economic growth and competitiveness.	8.1 Determine the impact of cultural and creative education on learners and determine its potential contribution towards increasing the competitiveness of the South African economy. 8.2 Determine how Arts, Cultural and Heritage can be advanced	A case study to consider in this regard pertains to the impact of design education of the increased competitiveness of the Indian economy.	MTSF 1: Quality basic education (ACH curriculum development). MTSF 5: A skilled and capable workforce to support an inclusive growth path.

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		within the South African education system.		
9	Currently social cohesion as an outcome of the Medium Terms Strategic Framework (MTSF) is being measured by 88 indicators across 13 National Departments. This makes the integration of data and communication to decision-makers very difficult which in turn reduces the ability to make informed strategic, policy, legislative and implementation decisions.	9.1 Develop a Social Cohesion Statistical Index 9.2 Determine the degree of cultural diversity in South Africa, as set out in the UNESCO guidelines (Technical Paper 6, 2011) for the measurement of the “diversity of cultural expressions” 9.3 Research requirements for deracialising the cultural and creative space. 9.4 Conduct research on the need to decolonizing cultural and creative institutions, curriculums and public spaces whilst considering local influence. 9.5 Determine the role of Social cohesion in driving the Cultural and Creative Industry, by focussing on place-making, and the develop multilingualism. 9.6 Determine the impact of how social cohesion can increase collaborations, increase capacity	Close collaboration with all 13 National Departments is required to ensure optimal integration. Mechanisms must also be developed to include data captured at a Provincial and Local Government level. The proposed Social Cohesion Statistical Index should also be able to integrate with GIS platform so that data can be presented from a spatial perspective.	MTSF 14: Social Cohesion MTSF 11: Create a better SA and contribute to a better Africa and world. DAC Strategic Plan 1: An enabling policy, legislative and regulatory environment: Coherent policies that guide directional planning towards the transformation of the ACH Sector, resulting in sustainable livelihoods and social cohesion. DAC Strategic Plan 3: Nation building and social cohesion programmes: The implementation of programmes that promote nation building and social cohesion.

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		and insights within the Cultural and Creative Industry. 9.7 Determine how access to information can change social cohesion as oppose to only serving a central ideology. 9.8 Determine how access to resources can advance social cohesion. 9.10 The impact of the Cultural and Creative Sector in mitigating or advancing social protest by communities 9.11 Create a policy framework to balance economic and social interest		
10	South Africa is a signatory to an international agreement which requires it to develop a response that would increase the collaboration of libraries on the African continent. This entails the development of an African Union (AU) Library integration Protocol and proposed implementation framework based on a detailed assessment of the state of relevant libraries in Africa; the degree of legislative, policy and systems compatibility across the continent. A	10.1 Develop a proposed AU Library Integration Protocol 10.2 Develop an AU Library Status Report and supporting Policy and Implementation Framework pertaining to achieving continental library integration and cooperation. 10.3 Articulate a continental view of libraries and the possible integration of libraries across the continent	Close collaboration with the International Federation of Library Associations and the African Union will be required as well as relevant AU member states.	MTSF 11: Create a better SA and contribute to a better Africa and world (Cultural diplomacy; cultural agreements, international cooperation; multilateral engagements with BRICS). DAC Strategic Plan 5: Effective governance and implementation institutions: The alignment of structures, authorities and systems with goals and objectives towards the implementation of the department's mandate.

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	strategic, policy and operational framework would be required to operationalise the proposed protocol.	10.4 Determine the requirements for ensuring that outputs are produced based on existing protocols and agreements that are in place. 10.5 Determine the feasibility of establishing an All African or Pan African University or Library. 10.6 Determine the acquisition rates for language. 10.7 Determine the requirements to collate and provide universal access to archival platforms		
11	Currently a number of highly significant cultural and historical artefacts pertaining to South African history are located abroad under the custodianship of a number of heritage and historical institutions. The requirement is to catalogue all these artefacts and engage through bi- and multi-lateral agreements and institutions to return these artefacts to South Africa.	11.1 Develop a catalogue of significant artefacts which should be returned to South Africa. 11.2 Determine the status quo of artefacts and what still needs to be done to access and preserve them. 11.3 Determine the requirements for global, regional, national, provincial, local and municipal, level alignment pertaining artefacts. 11.4 Catalogue corporate archives and private collections.		MTSF 11: Create a better SA and contribute to a better Africa and world. (Cultural diplomacy; cultural agreements, international cooperation; multilateral engagements with BRICS). DAC Strategic Plan 5: Effective governance and implementation institutions: Alignment of structures, authorities and systems with goals and objectives towards the implementation of the department's mandate.

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Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
		11.5 Determine a standard naming convention for artefacts and cataloguing of artefact to assist in determining where they are located. 11.6 Define best practice regarding the precedents and requirements for returning artefacts. 11.7 Determine best practice in archiving and the development of appropriate templates to support such a process. 11.8 Catalogue all government acquisitions. 11.9 Document the value of artefacts without putting objects at risk. 11.10 Identify protocols to manage high risk collections and information. 11.11 Determine the feasibility and the means of mapping and documenting heritage sites from a local provincial perspective.		

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Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
12	Ensure alignment in policy and strategy across the cultural and creative sector In order to track and ensure the implementation international agreements (both bi- and multi-lateral) and protocols in an effective and efficient manner, a consolidated repository of all relevant strategic, policy and protocols is required.	12.1 Develop and maintain a digitised and hard copy repository of all relevant international agreements, protocols and policy documents. 12.2 Conduct a policy review with the purpose of ensuring optimal policy and strategic alignment 12.3 Develop a Macro Policy Framework for the Cultural and Creative Industry in South Africa. 12.4 Determine levels of compliance by Provincial and Local Government with national policy and legislative prescripts pertaining to the development of the South African Cultural and Creative Industry.		MTSF 11: Create a better SA and contribute to a better Africa and world (Cultural diplomacy; cultural agreements, international cooperation; multilateral engagements with BRICS). DAC Strategic Plan 5: Effective governance and implementation institutions: The alignment of structures, authorities and systems with goals and objectives towards the implementation of the department's mandate.
13	Data and knowledge associated with Living Human Treasures (LHT) is under threat of not being secured for future generations. The requirement is therefore to identify and such data and knowledge sources in order to define and operationalise relevant domains, representative lists and identify LHT under threat of disappearing.	13.1 Develop and populate a Consolidated National Living Human Treasure Database. 13.2 Develop methods and platforms that would allow communities, civil society and all spheres of government to identify potential LHT that could be considered for inclusion onto the database.	In addition to the development and population of the database mechanisms should be put in place to ensure that inputs are captured and stored for use by future generations.	MTSF 11: Create a better SA and contribute to a better Africa and world (Cultural diplomacy; cultural agreements, international cooperation; multilateral engagements with BRICS). DAC Strategic Plan 5: Effective governance and implementation institutions: The alignment of structures, authorities and systems

Draft Research Agenda

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
				with goals and objectives towards the implementation of the department's mandate.
14	In order to develop focused high-impact international engagements with multi- and bi-lateral partners a detailed analysis of relevant trends and potential growth and collaboration points within the cultural and creative industry has be developed.	14.1 Develop Cultural and Creative Industry Country Briefings to inform Cultural Diplomacy efforts aimed at accelerating economic development. 14.2 Develop a baseline paper on the role of Cultural Diplomacy within the broader Foreign Policy portfolio and identify possible Cultural Diplomacy mechanisms that could support the practice of Cultural Diplomacy. 14.3 Develop a mechanism that would be able to track and share data pertaining to developments within the Global Cultural and Creative Industries. 14.4 Develop a position paper on the CCI in terms of the South African National Interest 14.5 Develop policy and negotiating positions to assist		MTSF 11: Create a better SA and contribute to a better Africa and world (Cultural diplomacy; cultural agreements, international cooperation; multilateral engagements with BRICS). DAC Strategic Plan 1: An enabling policy, legislative and regulatory environment: Coherent policies that guide directional planning towards the transformation of the ACH Sector, resulting in sustainable livelihoods and social cohesion.

Draft Research Agenda

Ref	Research Requirement	Proposed Research Agenda Item(s)	Additional Information	Alignment with MTSF and DAC Strategic Plan priorities
		international negotiations within the CCI and Cultural Diplomacy 14.6 Determine the impact of Cultural Seasons on international trade within the CCI		
15	CCI labour markets (employment, training & skills, earnings, transformation).	15.1 Define the scope and size of the labour market in the creative industries. 15.2 Develop a skills profile and development framework within the cultural and creative industries. 15.3 Determine empowerment and transformation levels within the cultural and creative industries. 15.4 Determine existing levels of current policies, and institutional levels of government support to the creative and cultural industries. 15.5 Determine the number of graduates within the Cultural and Creative Sector, that exit from the sector; why they exit; and where are they now?	The works of and research methods employed by Higgs and Cummings (Creative Trident) should also be considered particularly regarding the location of creatives and related industries within the spatial economy of South Africa. The creative trident classifies creative workers into three categories: <i>specialist workers</i> : those employed in core creative occupations within creative industries; <i>support workers</i> : those employed in other occupations within the creative industries; and <i>embedded workers</i> : those employed in core creative occupations within other industries (Throsby, 2008)].	MTSF 4: Decent employment through inclusive growth (Mzansi Golden Economy & Employment in the CCI). DAC Strategic Plan priority 1: An enabling policy, legislative and regulatory environment: Coherent policies that guide directional planning towards the transformation of the ACH Sector, resulting in sustainable livelihoods and social cohesion.

7. The way forward

The Research Agenda is a living document, and as such it will be subject to constant updating and refining. It is envisaged that a range of domain and stakeholder workshops will be held over the next two years, during which new inputs will be collected and recorded on the Research Agenda.

Every year the Cultural Observatory will issue an updated version of the Research Agenda, which will contain all new inputs and additions, as well as a record of research produced by the cultural and creative sector relevant to items contained in the Research Agenda. This will ensure that a complete record is developed of completed and intended research.

APPROVALS FOR THE SOUTH AFRICAN CULTURAL OBSERVATORY UPDATED RESEARCH AGENDA (VERSION 3) – MARCH 2018				
	NAME	TITLE	SIGNATURE	DATE
Prepared and recommended by:	Prof. Richard Haines	CEO		15/03/2018
Submitted by:	Mphikeleli Mnguni	Research Officer		3/4/2018
Recommended by:	Charles Mabaso	Chief Director		05/4/18
Approved by:	Lisa Combrinck	Acting Deputy Director General		06/04/2018