

Annex 2

The way forward

Recommendations for crafts and visual arts: Key issues to address

Human and cultural capital development

Key issues	Processes to address issues	Possible agencies involved
Training geared to understanding the sectors and developing business skills	Introduce simplified value chain and existing research to illustrate current state of sector Identifying lack of business skills	Consultants Successful projects (short and long term)
Guidelines and training on management, administration and fundraising skills	Extract and examine working examples Identify effective ways to disseminate information	Consultants Successful projects (short and long term) Training institutions
Assistance on how to be entrepreneurial	List current difficulties Address small business development guidelines	Small business development agency Use Successful venture as case study
Information and consultation on setting up and administering an entrepreneurial venture	Identify skills currently available in the specific industries for setting a new venture	Governmental bodies developing small businesses and supporting young industries
Integration strategies and consultation	Identify current working practices regarding integration issues	Affected individuals or organizations
Gender and racial relations remain conservative	Current integration problems Look at reformulating gender and racial expectations and stereotypes	Lobbyists for gender and racial integration Agencies that assist in this process
Relationships with existing marketing and distribution skills in other industries	Identify other industries, whose marketing and distribution skills could be valuable to these industries	Consultants from identified industries
Addressing skills and knowledge requirements and training in these for marketing and distribution sector-specifically	Focusing specifically on the skills for marketing for the individual producer and distribution agent	Consultants from identified industries
Arts and craft councils or organizing bodies in the different countries need to exchange information with their neighbouring counterparts	Identifying which organizing bodies and positions would be approachable This is already happening through this particular meeting	Current participants and other identified individuals representing organizing bodies in different countries

Key issues	Processes to address issues	Possible agencies involved
Areas with a concentrated amount of visual arts and crafters from the SADC region need to be targeted for upgrading an existing sectoral structure	Examine whether upgrading is appropriate Identify possible source for support	Fundraiser consultant to project sectoral status if not upgraded
Past relationships should be nurtured for future collaboration and exchange	Strategies for effective and easy regular nurturing process	Sector players that have supported each other, have been nurturing their professional relationship
More direct research into the needs of the local audience, visitors and export market.	Strategies for finding out more about the local audience etc. needs and interests	Selected members of the public
Platform for sharing of information between individual agencies in the region	Identify possible platforms to share information Identifying individual agencies	Communications expert
More effective feedback mechanisms, such as more dedicated media space	Identifying what type of media space Identifying other feedback mechanisms	Media person consultation
Basic visual literacy training	Identify easy solutions in the cultural spaces and in the public spaces.	Past successful visual literacy programmes
Workshops introducing more conceptually-based discourse	Illustrating the vast difference between different complexities of discourse Explore by practical examples of different discourses	Theoretician to illustrate examples of discourse
Intellectual knowledge transfer through existing collaborative and educational structures	Expanding on the meaning of intellectual knowledge in specific parts of the region	Educator of a successful intellectual knowledge structure
Identify formalized, communal working environments for less isolated production and some stability of resources	Extract what constitute formalized environments Consider minimum needs and other options	Representative from a working, self sustaining formalized structure Practitioners working in such formalized structures
Explore opportunities for support of living expenses to allow time for development	Consider importance of development time without being caught up in every day problems Exploring opportunity for its support	Consultant for support opportunities
Upgrading on the administrative resources	What administrative resources currently exist and which are shared How can upgrading help more than one community	Administrators
Identification of potential key administrators and education through exposure to other working structures in the region	Indirect networking with participants that are not present	Persons from working structure

Market development

Key issues	Processes to address issues	Possible agencies involved
Under-resourced local agencies	Possibilities for sharing resources and aiming to build on it	Participants in those agencies
Address funding for distribution support	Identify what support is needed and where funding can be found Examine self sustainable distribution possibilities	Fundraiser and distribution agent
Skills to be packaged and marketed as educational resource and commodity	Examine how and which skills can be "sold"	Training consultant and product and service marketing person
A strategic approach to packaging and promoting products for the international market	Explore needs of international markets and standards of packaging and promotion Identify local equivalents and alternative possibilities	International market expert
Exhibitions addressing general public in public spaces	Look at existing public interventions Identifying the benefits	Organizations that facilitate public interventions
Exposing art and craft products to urban and rural audiences of practices in the country and other	Address how products are currently circulated and advertised in own examples Address more strategic possibilities	Successful projects in the rural and urban environment
Education of the people in visual literacy at the exhibition, events and public demonstrations	Examine simple visual literacy possibilities and the standard publicity templates such as walkabouts and workshops	Audience aware curator and workshop facilitators
Public interventions to create hype and exposure	Look at examples and address community specificity	Practitioners operating in this way
Strong working relationship with country level marketing	Identify suitable country level marketing partners	Country advertising agency representative
Community image pride to be promoted through local marketing	Examine viability of marketing cultural tourism	Ministry of tourism Private sector role players
Develop formalized relationship with marketing companies	Pursue possibilities of linking to the advertising industry	Marketing consultant Advertising agency representative
Professionalism and marketing skills transfer	Workshop	Project managers
Marketing industry relationships need to be forged	Networking	Role players in marketing industry
Closer working relationship with the local and international media	Exchange of information	Relevant ministries and agents in private sector
Strategies for skills, understanding and appreciation	Workshops that target specific communities	Trainers and producers

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Develop closer relationships with other industries that address large audiences	Forge relationships with media, sport and tourism	Relevant parties in public and private sectors
To empower people on a country level, foreground their ideas, products and concerns	Platform for information generated within the region A cross-country exchange of work and discourse within the region	Practitioners, writers, academics
More effective use of the Internet	Mobilizing small business centres and other facilities to offer onsite training	Established small businesses Internet companies

Regulation and legislation

Key issues	Processes to address issues	Possible agencies involved
Awareness of other players within the sector itself Supportive strategies between competitors Development of niche services	Organize networking events, create database, and use existing databases more efficiently	Arts administrators, government and private sector
Information pertaining to copyright and legislation benefits explained to practitioners	workshops	Policy makers, administrators, legal representatives
Introduce a body of standards within the educational and skills development programmes that sets guidelines to professional and quality production	Workshops and publication	Government, art educators

Galleries and museums

A relatively comprehensive list of all commercial galleries and established practising artists can be found in the Zebra Arts Registry, although this list is fairly conservative.

The 2002-03 edition of “The South African Handbook on Arts and Culture” is an indispensable sourcebook for all national galleries and institutions.

Competitions

Competition/award	Region	Structure
Absa L’Atelier Award	National/JHB	Open submissions at regional centres in South Africa, out of which finalists in each region are selected Only artists under 35 are eligible All works sent to JHB for final exhibition, from which winners are selected
FNB Vita Art Awards	National	A panel of judges selects up to six nominees, guided by public nominations Nominees are given a commissioning fee to produce a new work The winner is selected on the basis of this work The exhibition is usually held in JHB, but moved to

Competition/award	Region	Structure
		Durban in 2001. It will be held in JHB again in 2002
MTN New Contemporaries	National/JHB	A panel selects a curator who then selects up to six artists. A panel then selects a winner
Daimler Chrysler	National	Advisors, both local and international choose one discipline a year and award a single artist in that discipline. It has run for three years now, with two awards for Visual Arts (Kay Hassan and Jane Alexander) and one for jazz
Standard Bank Young Artist	National	Closed selection by panel of an artist under 40 (usually established)
Sasol New Signatures	Gauteng	Administered by the Association of Arts, Pretoria Open submissions to Pretoria Art Museum. All work exhibited with winner chosen by panel of judges
Ekhurhuleni Art Award	National, although open to international submissions	Initiated by the Kempton Park Tembisa Local Metro Council and private sector in area Open submissions to exhibition venue; 100 works chosen for exhibition with winners chosen by panel of judges Previous year's winner serves on panel and is expected to run a one-day workshop with artists from the area
PPC Young Sculptor Award	National, although focus on Gauteng	Open submissions to Association of Arts, Pretoria: all works exhibited with winners selected by judging panel