The Department of Arts and Culture is tasked with creating an environment conducive to the growth, development and flowering of South Africa’s arts, culture and heritage landscape. The department leads and coordinates efforts to promote national identity and social cohesion. The 2010 FIFA World Cup™ provided a unique opportunity for the diverse South African heritage, arts, crafts and cultural sectors to come to the fore.

A substantial investment was made by the department to integrate these elements into the World Cup, as well as to amplify them as part of the South African experience offered to the world. The Department of Arts and Culture funded 21 World Cup Arts and Culture-related projects totalling R59 million and set aside R127 million for infrastructure development projects, which were regarded as 2010 legacy projects.

The department’s projects included:
- My 2010 Project
- Fly the Flag for Football Campaign
- Tap Roots
- The Rivonia Trial
- Mzansi Sing tribute to Oliver Tambo
- MaBrrr – The Musical
- Ditšhaba Performance and Craft Hub
- Rural Communities, Townships and Schools Programme
- Mapungubwe Arts Festival
- Wild Coast Festival
- Ubuntu Abande Ebantwini
- In Conversation with Luthuli and Mandela – Museum Exhibition
- The African Experience Soccer Lounge
- Craft Development – Tsa Setso
- The Windybrow 2010 Special Programme
- Sing the National Song Campaign
- The Africa Show
- Newtown Music Programme
- public viewing areas during the tournament
- capital expenditure projects
- the opening and closing ceremonies of the World Cup
- Business of Craft – 2010 and Beyond
- KwaZulu-Natal Heritage and Cultural Extravaganza
- Dimbaza Craft Hub.

Arts and culture organisations and institutions

National Heritage Council (NHC)

The NHC, a statutory body that aims to bring equity to heritage promotion and conservation, was officially constituted on 26 February 2004 in terms of the NHC Act, 1999 (Act 11 of 1999). The council creates an environment for preserving and promoting South African heritage.

In July 2010, the NHC and Freedom Park held the Intergenerational Dialogues for the celebration of Nelson Mandela Day at the Freedom Park in Pretoria. The Department of Arts and Culture and the NHC have embarked on the development of the National Liberation Heritage Route, which will highlight the contribution of national heroes to the struggle for freedom.

South African Heritage Resources Agency (Sahra)

The National Heritage Resources Act, 1999 (Act 25 of 1999), established Sahra to provide for the identification, protection, conservation and promotion of South Africa’s heritage for present and future generations.

Sahra has established the National Heritage Resources Fund to provide financial assistance to an approved body or individual, for any project that contributes to the conservation and protection of South Africa’s national heritage resources.

Conservation categories include:
- national heritage sites, registers, areas and objects
- protected areas
- structures of more than 60 years old
- burial grounds and graves
- fossils (palaeontology) and archaeology
- rock art
- underwater cultural heritage, including historical shipwrecks.

On 11 July 2010, a sell-out crowd in Soweto’s Soccer City Stadium as well as an audience of millions across the globe were entertained by a colourful ceremony to celebrate the successful conclusion of the first FIFA World Cup on African soil. Colombian pop star Shakira took centre stage, along with local fusion band Freshlyground, with the worldwide hit Waka Waka (this time for Africa).

Other South African artists who performed included Stoan Seate, Ladysmith Black Mambazo, Abigail Kubeka and Malikzolo.
In 2010, Sahra declared the graves of Charlotte Maxeke in Nancefield, and Lillian Ngoyi and Helen Joseph in Avalon, Johannesburg, national heritage sites.

**South African Geographical Names Council (SAGNC)**
The SAGNC is an advisory body appointed by the Minister of Arts and Culture in terms of the SAGNC Act, 1998 (Act 118 of 1998). The council advises the minister on the transformation and standardisation of official geographical names in South Africa. The council has jurisdiction over all names of geographical features and entities falling within the territories over which the South African Government has sovereignty or jurisdiction acquired by treaty.

The Truth and Reconciliation Commission recommended the re-naming of geographical features as a form of symbolic reparations to address South Africa’s past as many of the existing names of geographical features were not reflective of South Africa’s society and its quest for national unity.

The following principles are adhered to:

- each individual feature or entity should have only one official name
- the following types of geographical names should generally be avoided:
  - approved names of places elsewhere in South Africa
  - names of places in other countries, and names of countries
  - names that are blasphemous, indecent, offensive, vulgar, unaesthetic or embarrassing
  - names that are discriminatory or derogatory
  - names that may be regarded as an advertisement for a particular product, service or firm
  - names of living persons.

Geographical names committees have been established in all nine provinces. These committees play an important role in standardising geographical names.

**National Arts Council of South Africa (NAC)**
The mandate of the NAC is set out in its founding legislation, the NAC Act (1997), as follows:

- to provide and encourage the provision of opportunities for persons to practise the arts
- to promote the appreciation, understanding and enjoyment of the arts
- to promote the general application of the arts in the community
- to foster the expression of a national identity and consciousness by means of the arts
- to uphold and promote the right of any person to freedom in the practice of the arts
- to give the historically disadvantaged such additional help and resources as are required to give them greater access to the arts
- to address historical imbalances in the provision of infrastructure for the promotion of the arts
- to promote and facilitate national and international liaison between individuals and institutions in respect of the arts
- to develop and promote the arts and encourage excellence in this regard.

**Mmino**
Mmino, the South African-Norwegian music education and exchange project, has since its inception in 2000 been the only funding organisation in South Africa that funds music projects exclusively.

Over the past 10 years, Mmino has funded more than 230 projects and/or individuals located all over South Africa, as well as some outstanding exchanges with Norwegian artists and institutions.

The Mmino Project is linked to the NAC, but has a separate budget and funding procedures, and works in partnership with the Norwegian **Riks-konsertene**.

**Arts institutions**
The following arts institutions assist to cre-
ate a sustainable performing arts industry based on access, excellence, diversity and redress, and to encourage the development of the full range of performing arts:
• State Theatre, Pretoria
• Playhouse Company, Durban
• ArtsCape, Cape Town
• Market Theatre, Johannesburg
• Performing Arts Centre of the Free State, Bloemfontein
• Windybrow Theatre, Johannesburg.

The institutions receive annual transfers from the Department of Arts and Culture, but also generate revenue through entrance fees, donor assistance, sponsorships and rental income.

Business and Arts South Africa (Basa)

Basa is a non-profit company that aims to promote mutually beneficial and sustainable business-arts partnerships that benefit society. Its purpose is to attract corporate support for the arts and culture sector, and to lift the profile of the arts and artists in South Africa.

The company was founded in 1997 as a joint initiative between the then Department of Arts, Culture, Science and Technology and the private sector. Basa is affiliated to the International Network of Business Arts Associations and has almost 160 corporate members.

The Business Day/Basa Awards are presented annually. The awards encourage current and new corporate sponsors to acknowledge the results that have been achieved in the arts and culture world, and showcase the opportunities that arts and culture offer to their diverse demographic audiences.

According to Artstrack Research 2009, arts sponsorships have more than doubled since 2001, when the arts market was estimated at around R136 million, growing to nearly R360 million in 2009.

Of this, music sponsorship attracted nearly 50% of all the sponsorships (R173 million in 2009), with the balance going to other arts and culture initiatives.

Bureau of Heraldry

The Bureau of Heraldry, located in the Department of Arts and Culture, is responsible for registering coats of arms; badges and other emblems such as flags, seals, medals and insignia of rank and offices of order; registering names and uniforms (colours) of associations and organisations, such as universities; and promoting national symbols. The Bureau of Heraldry is governed by the Heraldry Act, 1962 (Act 18 of 1962), as amended.

National symbols

South Africa’s national symbols are the:
• national animal: springbok
• national bird: blue crane
• national fish: galjoen
• national flower: king protea
• national tree: real yellowwood.

National anthem

South Africa’s national anthem is a combined version of Nkosi Sikele’ iAfrika and The Call of South Africa (Die Stem van Suid-Afrika). The Call of South Africa was written by CJ Langenhoven in May 1918. The music was composed by Rev ML de Villiers in 1921. Nkosi Sikele’ iAfrika was composed by a Methodist mission school teacher, Enoch Sontonga, in 1897.

National flag

South Africa’s flag is one of the most recognised in the world. It was launched and used for the first time on Freedom Day, 27 April 1994. The design and colours are a synopsis of the principal elements of the country’s flag history.
It is the only six-coloured national flag in the world. The central design of the flag, beginning at the flag-pole in a "V" form and flowing into a single horizontal band to the outer edge of the fly, can be interpreted as the convergence of diverse elements within South African society, taking the road ahead in unity.

When the flag is displayed vertically against a wall, the red band should be to the left of the viewer, with the hoist or the cord seam at the top.

When displayed horizontally, the hoist should be to the left of the viewer and the red band at the top. When the flag is displayed next to or behind the speaker at a meeting, it must be placed to the speaker’s right. When it is placed elsewhere in the meeting place, it should be to the right of the audience.

National coat of arms
South Africa's coat of arms was launched on Freedom Day, 27 April 2000.

A focal point of the coat of arms is the indigenous secretary bird with its uplifted wings, crowned with an image of the rising sun. The sun symbolises a life-giving force, and represents the flight of darkness and the triumph of discovery, knowledge and understanding of things that have been hidden. It also illuminates the new life that is coming into being. An indigenous South African flower, the protea, is placed below the bird. It represents beauty, the aesthetic harmony of the different cultures and South Africa flowering as a nation. The ears of wheat symbolise the fertility of the land, while the tusks of the African elephant, depicted in pairs to represent man and woman, also represent wisdom, steadfastness and strength.

The shield, placed in the centre, signifies the protection of South Africans from one generation to the next. The spear and a knobkierie above it are representative of the defence of peace rather than the pursuit of war. This shield of peace, which also brings to mind an African drum, conveys the message of a people imbued with a love of culture. Its upper part is a shield imaginatively represented by the protea.

Contained within the shield are some of the earliest representations of humanity. Those depicted were the very first inhabitants of the land, namely the Khoisan people.

These figures are derived from images on the Linton Stone, a world-famous example of South African rock art. The motto on the coat of arms, lke e:/xarra//ke, written in the Khoisan language of the /Xam people, means “diverse people unite” or “people who are different joining together”.

National orders
National orders are the highest awards the country, through its President, can bestow on individual South Africans and eminent foreign leaders and personalities.

They are presented on 27 April, Freedom Day.

The Order of Mapungubwe is awarded to South African citizens for excellence and exceptional achievement.

The Order of the Baobab is awarded to South African citizens for distinguished service in the fields of business and the economy; science, medicine and technological innovation; and community service.

The Order of the Companions of OR Tambo is awarded to heads of state and other dignitaries for promoting peace, cooperation and friendship towards South Africa.

The Order of Luthuli is awarded to South Africans who have made a meaningful contribution to the struggle for democracy, human rights, nation-building, justice and peace, and conflict resolution.

The Order of Ikhamanga is awarded to South African citizens who have excelled in the fields of arts, culture, literature, music, journalism and sport.

The Order of Mendi for Bravery is awarded to South African citizens who have performed extraordinary acts of bravery.

Languages
South Africa is a multilingual country. The country’s Constitution guarantees equal status to 11 official languages to cater for South Africa’s diverse peoples and their cultures. These are: Afrikaans, English, isiNdebele, isiXhosa, isiZulu, Sesotho sa Leboa, Sesotho, Setswana, SiSwati, Tshivenda and Xitsonga.

Other languages used in South Africa are the Khoi, Nama and San languages; sign language; Arabic; German; Greek; Gujarati; Hebrew; Hindi; Portuguese; Sanskrit; Tamil; Telegu; and Urdu.

South Africa has various structures and institutions that support the preservation and development of languages.
In terms of Section 4 of the PanSALB Act, 1995 (Act 59 of 1995), the board is an independent organ of state, subject only to the Constitution and its founding legislation, and must perform its duties without fear, favour or prejudice.

PanSALB is mandated to, among other things:

- make recommendations with regard to any proposed or existing legislation, practice or policy dealing directly or indirectly with language matters at any level of government
- promote awareness of multilingualism as a national resource
- promote the development of previously marginalised languages
- initiate studies and research aimed at promoting and creating conditions for the development and use of:
  - all the official languages of South Africa
  - the Khoi and San languages
  - sign language
- promote and ensure respect for all other languages commonly used by communities in South Africa
- facilitate cooperation with language-planning agencies outside South Africa
- establish provincial language committees and national language bodies to advise it on any language matter affecting a province or a specific language
- establish national lexicography units.

The purpose of PanSALB is to promote multilingualism in South Africa by:

- creating the conditions for the development of and the equal use of all official languages
- fostering respect for and encouraging the use of other languages in the country
- encouraging the best use of the country's linguistic resources, to enable South Africans to free themselves from all forms of linguistic discrimination, domination and division.

In February 2010, PanSALB held the annual multilingualism awards for individuals and organisations that promote and preserve multilingualism. The awards coincided with International Mother Tongue Day on 21 February.

Community art centres and other cultural organisations

More than 160 community art centres are in operation, varying from community-initiated to government-managed. The centres operate at different levels, ranging from general socio-cultural promotion, advanced programmes and vocational training.

The centres also vary from craft centres, community halls and community theatres. Many art centres are functioning well and have made impressive contributions to local socio-economic development. The Department of Arts and Culture supports programmes in most needy centres that are community-initiated or non-governmental.

Arts and Culture Trust (ACT)

The ACT is the oldest funding agency in South Africa. It was established to secure financial and other resources for arts, culture and heritage; and to project the needs and role of the sector into the public domain. Its vision is to establish a self-sustaining perpetual fund for the development of arts, culture and heritage in South Africa.

The ACT is responsible for:

- developing and promoting arts, culture and heritage in general
- advancing artists and cultural and heritage practitioners
- promoting arts, cultural and heritage education
- constructing facilities and creating and developing an infrastructure for these purposes.

Due regard is given to ensuring a spread of projects across all the cultural and artistic disciplines, including but not limited to, arts administration, arts education, community art, festivals, heritage, craft, fine art, dance, music, theatre, literature, multidisciplinary and new media.

The annual ACT Awards recognise the significant contributions made by communities, artists, administrators, educators and journalists towards the development and advancement of arts and culture in South Africa.

National symbols and orders

The Order of Luthuli
The Order of Mendi for Bravery
The Order of Ikhamanga
The Order of the Companions of OR Tambo
The Order of Mapungubwe
The Order of the Baobab
The Order of the Baobab

The Order of the Baobab
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The Order of Mendi for Bravery

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The Order of the Companions of OR Tambo
The Order of Ikhamanga

National bird: blue crane
National flower: king protea
National fish: galjoen

National tree: real yellowwood
The coat of arms
National animal: springbok
National Language Service (NLS)
The NLS is located in the Department of Arts and Culture. It is tasked with meeting the constitutional obligations on multilingualism by managing language diversity through language planning, human-language technologies (HLTs) and terminology projects. It also provides a translation and editing service in the official and foreign languages.

The department has commissioned research in HLTs to develop technology for African languages. The department works with the Meraka Institute at the Council for Scientific and Industrial Research (CSIR), the North West University in Potchefstroom and the University of Pretoria. This groundbreaking research is ongoing, and important milestones had been achieved by mid-2010:

- spellcheckers for all official African languages were completed and installed in government departments
- the Lwazi Project was commissioned to provide South Africans with access to government information and services in any of the 11 official languages, using a landline or mobile telephone, free of charge
- the Autshumato Project was developed as a machine-aided translation tool for open-source implementation.

Government encourages and supports the use of open content and open standards. The main aims of this project are:

- developing a management system for the creation of terminology lists
- developing an integrated translation environment within the open-source framework to assist word translators of the 11 official languages
- developing machine-aided translation systems
- developing a basic document management system
- making these tools and services public and freely available
- producing scholarly papers and articles of international quality
- creating open-source interaction among interested parties to ensure further development in HLTs.

Some HLT applications, such as the telephone-based interpreting service, are being developed to connect South Africans to government information and services through a normal telephone regardless of the levels of literacy and location of individuals.

The Department of Arts and Culture submitted the Language Practitioners’ Council Bill to Parliament in 2010. The proposed council will manage training, accreditation and registration of language practitioners to raise the status of the language profession and the quality of language products by setting and maintaining standards.

The Department of Arts and Culture also launched the Multilingualism Campaign in February 2010, recognising the national wealth in linguistic diversity and the importance of multilingualism in heritage, culture, education, science and technology.

Through its bursary scheme, the department offers language-learning opportunities as well as training in language practice.

Pan South African Language Board (PanSALB)
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- establish national lexicography units. The purpose of PanSALB is to promote multilingualism in South Africa by:
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Arts and culture initiatives
Investing in culture
The Investing in Culture Programme promotes job creation, skills development and economic empowerment, supporting business start-ups and poverty-alleviation projects.

Funds are transferred to participants in the programme’s projects and are disbursed on the basis of annual business plans and service level agreements between the department and the individual or group contractors.

Legacy projects
Government has initiated several national legacy projects to establish commemorative symbols of South Africa’s history and to celebrate its heritage.

The legacy projects include:
- The Women’s Monument: The objective of this project is to commemorate the

In 2010, the world’s biggest sporting event, the FIFA World Cup, took place in South Africa and on African soil for the first time. The Terminology Coordination Section of the National Language Service initiated the Soccer Terminology Project to ensure that each South African got the opportunity to become acquainted with the relevant information pertaining to the World Cup in their own language.

The glossary of terms had almost 350 entries. The source text was developed from an existing soccer terminology list compiled in 1982, which included some 800 terms but no definitions.

The national language bodies of the Pan South African Language Board verified and authenticated the terms.

The terminology is available on the Department of Arts and Culture’s website: [http://www.dac.gov.za/chief_directorates/NLS/list.htm](http://www.dac.gov.za/Chief_Directorates/NLS/list.htm)
contribution of the women of South Africa to the struggle for freedom. The monument was unveiled at the Union Buildings on 9 August 2000.

- **Chief Albert Luthuli’s house in KwaDukuza, KwaZulu-Natal**: This house has been restored by the Department of Arts and Culture as a museum with a visitors’ interpretative centre. The project also involved the unveiling of Chief Luthuli’s sculpture at the KwaDukuza municipal grounds. President-General of the African National Congress (ANC) from December 1952 until his death in 1967, and recipient of the Nobel Peace Prize in 1960, Chief Luthuli was one of the most widely known and respected African leaders of his era.

- **The Battle of Blood River/Ncome Project**: Following the unveiling of the Ncome Monument and Wall of Remembrance on 16 December 1998, the Ncome Museum was opened on 26 November 1999. The structures honour the role played by the Zulu nation in the war against the Voortrekkers in 1838.

- **The Samora Machel Project**: The Samora Machel Monument in Mbuzini, Mpumalanga, was unveiled on 19 October 1998. Machel was a Mozambican military commander, revolutionary socialist leader and eventually President of Mozambique. He led the country from independence in 1975 until his death in 1986, when his presidential aircraft crashed in mountainous terrain where the borders of Mozambique, Swaziland and South Africa converge.

- **The Nelson Mandela Museum**: This museum in the Eastern Cape was opened on 11 February 2000. It is being developed as a single component comprising three elements, namely a museum in Mthatha, a youth centre at Qunu and a visitors’ centre in Mvezo, where former President Mandela was born.

- **The Constitution Hill Project**: The Old Fort Prison in Hillbrow, Johannesburg, was developed into a multidimensional and multipurpose precinct that houses the Constitutional Court and accommodates various constitutional commissions.

- **The Sarah Baartman Centre of Remembrance in Hankey in the Eastern Cape and the Sarah Baartman Human Rights Memorial in the Western Cape**: The centre includes a multipurpose space, a library, exhibition spaces, an indigenous garden and a nursery. Sarah “Saartjie” Baartman (1789 – 1815) was a famous Khoikhoi woman who was displayed around Britain in the 1800s as a “scientific freak” because of her physical features. In 2002, her remains were returned to South Africa.

- **The Freedom Park Project**: The objective of this project is to establish visible cultural structures that celebrate and commemorate diverse and important South African events, spanning pre-history, colonisation and the struggle for democracy, and ending with a vision for the future. On completion, Freedom Park will be a national monument and museum.

- **The Khoisan Heritage and Culture Institution in Hankey, Kouga Municipality, as part of the Khoisan Legacy Project**: Sites under consideration include the Kat River valley settlement, which rose in rebellion against British colonialism in 1850; Adam Kok’s grave in Griqualand (he was a leader of the Griqua people in South Africa); the graves at Kinderlé, where 32 Khoi children were killed in 1804; Wonderwerk Cave; Phillipolis; Ratelgat, owned by the Griqua Ratelgat Development Trust; the sites of Griqua churches and other institutions in the Eastern Cape, Northern Cape and Western Cape; as well battle sites associated with the war of 1799 to 1803.

- **The Dulcie September Legacy Project**: This project aims to acknowledge the heroes who sacrificed their lives for the attainment of freedom and democracy in South Africa. The project also highlights the contribution of anti-apartheid activist Dulcie September in fighting cultural intolerance and building a democratic, non-racial, non-sexist and cohesive society.

- **The Matola Raid Memorial Project**: The objective of this project is to construct a monument and an interpretive centre in Matola in Mozambique to commemorate those who died during the raid of 1981.

- **The Bhambatha Project**: The aim of the project is to construct a statue of Chief Bhambatha and a plaque of heroes and heroines to commemorate their contribution in resisting a poll tax of 1906 imposed by the colonial government.

- **The Albert Luthuli Annual Memorial Lecture**, which is funded by the Department of Arts and Culture and held at the University of KwaZulu-Natal.

Other projects underway are the rehabilitation and development of the Lock Street Women’s Prison in East London into a women’s museum and rehabilitation centre; the development of the former apartheid...
state security farm Vlakplaas into a heritage memorial site; and the OR Tambo Memorial Project in Mbizana in the Eastern Cape.

The Department of Arts and Culture has funded the Liliesleaf Project with an amount of R5 million. Liliesleaf Farm, which was once the headquarters of the ANC’s military wing, Umkhonto we Sizwe (MK), has been turned into a museum to showcase the story of South Africa’s transformation.

In April 2010, the house of Solomon Kalushi Mahlangu was handed over by Martha Mahlangu, his mother, to the nation to preserve and promote Mahlangu’s legacy. This forms part of the department’s effort to honour South African freedom fighters through national legacy projects. A former MK cadre, Mahlangu was wrongfully accused of murder and terrorism in 1977, and executed by hanging in 1979.

In 2010, the department was also in consultation with the family of John Langalibalele Dube regarding plans to restore, preserve and promote his house as an integral part of South Africa’s heritage. Dube was a political activist, actively involved in the Bhambatha Rebellion, regarded as the beginning of the struggle against apartheid.

**Indigenous Music and Oral History Project**

The Department of Arts and Culture has entered into partnerships with the universities of Venda, Fort Hare and Zululand. The mandate for these universities is not only to conduct research on indigenous music and instruments, but also to identify and collect all aspects of intangible cultural heritage in their provinces.

The department and the African Cultural Heritage Fund promote indigenous music by hosting regional, provincial and national competitions on indigenous dance and music. These competitions showcase the diverse indigenous music and dance in South Africa.

**Heritage Month celebrations**

The Department of Arts and Culture is responsible for coordinating the Heritage Month celebrations in September every year. Heritage Month promotes and celebrates various aspects of South African heritage.

The provinces host various heritage activities during Heritage Month. These activities culminate in national Heritage Day, 24 September.

The theme for 2010’s celebrations was *Celebrating 2010 FIFA Soccer World Cup Successes: Our Heritage.*

**Mosadi wa Konokono (Woman of Substance)**

Mosadi wa Konokono is a flagship campaign of the Department of Arts and Culture. It is a socio-cultural-economic campaign that was conceptualised as a vehicle for elevating the profile of ordinary women in grassroots communities.

The campaign uses arts and culture to foster social cohesion and to nurture a spirit of economic self-determination. The campaign has also been created as a platform to enable the emergence of talented women and youth who are already instrumental in and proactively building their communities.

**Education and training**

Training is critical for the development of arts and culture to achieve both the developmental and economic potential of the sector.

The creative industries form part of the Media, Advertising, Publishing, Printing, Packaging Sector Education and Training Authority (Mappp-Seta).

Recognising the challenges facing this sector, the Mappp-Seta, in partnership with the departments of arts and culture and of labour, the NAC, and the National Film and Video Foundation (NFVF), initiated the Creative Research Education and Training Enterprise South Africa (Create SA) Strategic Project to develop a comprehensive on-the-job training framework for the creative industries. The project is funded by the National Skills Fund and the Department of Arts and Culture, and focuses on people who otherwise might not have had access to training opportunities.

The Artists in Schools Project places artists with a flair for education and teaching within schools that wish to offer arts curricula.

**Cultural tourism**

Cultural tourism is one of the most rapidly growing sectors of the multibillion-Rand international tourism industry, and is an area in which South Africa is well placed to compete. Professional and innovative museums, galleries and theatres are key attractions for cultural tourists.

**Cultural villages**

Most tourists visiting South Africa are eager to explore the country’s cultural diversity. At the same time, an increasing number of local tourists want to learn more about the people they were separated from under apartheid. (See Chapter 22: Tourism.)
Various projects around the country offer insight into South Africa’s cultural wealth, ranging from traditional dances and rituals in rural areas, to excursions into the urban and township milieux that give South Africa its defining features.

These include Khaya Lendaba near Port Elizabeth; the Basotho Cultural Village, situated in the Golden Gate Highlands National Park, Free State; the Makhosini Cultural Village and Tourism Initiative in the Valley of Kings at Umgungundlovu in KwaZulu-Natal; the Lesedi Cultural Village near Johannesburg; Tholelego in Magaliesburg; the KMGjeke Cultural Village, north of Pretoria; the Mapo’ch Ndebele Village in Winterveld, north-west of Pretoria; the Gaabo Motho Cultural Village in Mabopane; the Rainbow Cultural Village, west of the Hartbeespoort Dam, North West; Botshabelo in Middelburg, Mpumalanga; and Shangana in Hazzyview, Mpumalanga.

**Cultural industries**

The creative industries have been identified as one of the key areas in which South Africa can achieve the goals of job creation and greater economic growth in South Africa.

The Cultural Industries Growth Strategy capitalises on the economic potential of the craft, music, film, publishing and design industries.

The Department of Arts and Culture provides support in the form of financing, management capacity, advocacy and networking, and by developing public-private partnerships and other initiatives that use culture as a tool for urban regeneration.

Worldwide, the turnover of cultural industries makes this the fifth-largest economic sector, which comprises design, the performing arts, dance, film, television, multimedia, cultural heritage, cultural tourism, visual arts, crafts, music and publishing.

The Department of Arts and Culture has entered into partnership with significant stakeholders to map the cultural industries.

**International relations**

The Department of Arts and Culture’s participation in various activities in the international cultural arena helps to identify, promote and exploit mutually beneficial partnerships for social and economic development in South Africa.

Together with the African Union (AU) and the New Partnership for Africa’s Development (NEPAD), South Africa has embarked on the road to restoring, preserving and protecting African heritage.

The department’s mandate is to ensure that South African talent takes its rightful place on the global stage, and to use artistry as a tool for economic self-liberation. Bilateral agreements have been signed with France, the United Kingdom (UK), China, Cuba, India, New Zealand and many more.

South Africa ratified the Convention on the Promotion and Protection of Cultural Diversity in 2006, becoming the 35th member country to do so.

In the area of international cooperation on cultural development, the Department of Arts and Culture is committed to promoting the African Agenda.

**United Nations Educational, Scientific and Cultural Organisation (Unesco)**

Unesco works to create the conditions for dialogue among civilisations, cultures and peoples, based upon respect for commonly shared values. It is through this dialogue that the world can achieve the global vision of sustainable development, encompassing...
the observance of human rights, mutual respect and the alleviation of poverty.

Unesco’s mission is to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and the sharing of information.

Cultural diversity is a driving force of development in respect of economic growth. This is captured in the seven culture conventions, which provide a solid basis for the promotion of cultural diversity.

By mid-2010, one of Unesco’s projects, the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, was entering its implementation phase. The operational guidelines were finalised and adopted by member states in 2009 for implementation in 2010.

This marked a great milestone for developing countries, as the convention acknowledges the dual role that culture plays in social and economic development.

The convention provides for the establishment of the International Fund for Cultural Diversity, which is aimed at fostering the emergence of a dynamic cultural sector within developing countries.

A voluntary contribution of R87 869 was made to the fund, which amounts to 1% of South Africa’s annual contribution to Unesco.

Official development assistance and the development of resourcing policy

In 2010, the Trade and Development Cooperation Agreement (TDCA) between South Africa and the European Union (EU) was signed.

In October 2009, the Department of Arts and Culture received R2 million from the EU to co-fund the 39th Biennial Conference for the South African National Council for the Blind to promote access to libraries and the development of Braille.

The department has a mandate to harmonise common cultural policies such as the AU Charter on Culture and further revive the Southern African Development Community (SADC) cultural protocols and other conventions on the continent.

The Cultural Diplomacy Conference took place in May 2010 in Pretoria under the theme: *Redefining the Role of Culture in the 21st Century*. It is among the many initiatives by the Department of Arts and Culture to strengthen South Africa’s cultural engagement with Africa and the rest of the world.

The conference enabled the department to share ideas and exchange knowledge with prominent thinkers on cultural diplomacy, and further interact and debate with local and international experts to benchmark best practices in order to formulate a national policy that will guide South Africa’s international cultural engagement.

Southern African Development Community initiative

The Department of Arts and Culture initiated the establishment of the Forum of Directors-General of Culture in the SADC region to implement and monitor the recommendations by the ministers of culture.

African World Heritage Fund (AWHF)

The AWHF was launched in May 2006 in South Africa to support the effective conservation and management of natural and cultural heritage of outstanding universal value in Africa.

Heritage sites are catalysts in transforming Africa’s image and stimulating socio-economic growth.

The AWHF works in close cooperation with key partners: the AU, Unesco/World Heritage Centre, heritage institutions and economic development organisations.

Africa and the Diaspora

Discussions around a structured relationship between Africa and Africans in the Diaspora to ensure strong beneficial ties are on the agenda of the annual Nairobi Summit of African Ministers of Culture. This partnership presents an opportunity for cultural goods and services from the developing world to access the global markets.

The AU Africa and Diaspora Summit is a culmination of efforts to establish sustainable partnerships between Africans on the continent and those in the Diaspora.

Contributing towards post-conflict reconstruction and development

As part of the Post-Conflict Reconstruction and Development Programme, the Department of Arts and Culture is actively involved in capacity-building initiatives in the fields of arts management and skills development in identified countries such as Ethiopia, Lesotho, Democratic Republic of Congo, Burundi and Sudan.

Festivals in Africa

The Department of Arts and Culture par-
ticipates in the International Arts and Crafts Trade Show hosted by Burkina Faso on a biannual basis.

The World Festival of Black Arts was held in December 2010. The Department of Arts and Culture took a big contingent to the festival to participate in a number of areas from traditional to classical music and visual arts, among other things.

Cultural agreements between South Africa and African states
The Department of Arts and Culture has several agreements of cooperation in place in the fields of arts, culture and heritage.

Bilateral cooperation
The Department of Arts and Culture has signed a number of cultural agreements and programmes of cooperation with foreign-partner countries outside the African continent, including several film co-production treaties.

Arts festivals
The range of arts festivals around South Africa offers visitors the opportunity to combine their pursuit of culture with sightseeing, wine tasting, beach visits, wildlife viewing, history and relaxing in some of South Africa’s most beautiful spots.

South Africa’s annual rich and multifaceted arts and culture National Arts Festival is held in Grahamstown, Eastern Cape. The festival has more than 600 events on the main and fringe programmes, spanning theatre, dance, opera, cabaret, fine art, craft art, classical music, jazz, poetry readings and lectures. It is one of the most diverse festivals in the world.

The Klein Karoo Nasionale Kunstefees is a vibrant festival for the performing arts, presented mainly, but not exclusively, in Afrikaans.

It is held annually in Oudtshoorn in the first quarter of the year. Disciplines include drama, cabaret, and contemporary and classical music.

The Arts Alive International Festival, held in Johannesburg, is an annual festival of music, dance, theatre and visual arts. Over the years, Arts Alive has become synonymous with high-quality performances by artists from around the globe. Heritage-reclamation festivals are also held in communities destroyed by apartheid, such as Vrededorp (Fietas) in Johannesburg.

The Mangoaung Cultural Festival (Macufe) in Bloemfontein is gaining status as one of the biggest cultural tourism events in southern Africa.

Aardklop, held annually in Potchefstroom, North West, is inherently Afrikaans, but universal in character. The festival provides a platform for the creativity and talent of local artists.

Other festivals that attract visitors on both national and international levels are the Joy of Jazz International Festival; Oppikoppi; Calabash; the One City Festival in Taung, North West; the Awesome Africa Music Festival in Durban; the Spier Summer Festival at Spier Estate in the Western Cape; the Windybrow Theatre Festival in Johannesburg; and Innibos, in Nelspruit.

The Department of Arts and Culture and the NAC support numerous festivals throughout South Africa, including the Cape Town International Jazz Festival, The Port St Johns Festival, the Splashy Fen Music Festival in Durban and the National Arts Festival in Grahamstown.

The departments of arts and culture and of tourism have a forum of festival directors to maximise tourism opportunities.

Theatre
The theatre scene in South Africa is vibrant, with many active spaces across the country offering everything from indigenous drama, music, dance, cabaret and satire, to West End and Broadway hits, classical music, opera and ballet.

South African theatre is internationally acclaimed as unique and top class. Apart from early productions, notably the ground-breaking musical King Kong in the 1960s, theatre created in South Africa by South Africans only began to make an impact with the advent of Johannesburg’s innovative Market Theatre in the mid-1970s, just as the cultural, sporting and academic boycott was taking hold.

The Johannesburg Philharmonic Orchestra (JPO) started 2010 on a high note with a R36-million cash injection from the National Lottery Distribution Trust Fund.

The fund agreed to sponsor the JPO’s four seasons of symphony concerts per year, as well as its affiliated development and education projects for the next three years.

The funding enabled the JPO, which celebrated its 10th year of existence in 2010, to continue creating work for classical musicians and training new talent.

During the first season in 2010, acclaimed South African-born conductor Gérard Korsten, Bulgaria’s Emil Tabakov and Japan’s Yasuo Shinozaki each conducted the JPO for two weeks.
The Market Theatre was formally opened on 21 June 1976. It was here that Johannesburg theatregoers were introduced to the work of most of South Africa’s leading playwrights and directors, including Welcome Msomi, Zanemvula (Zakes) Mda, Pieter-Dirk Uys, Gibson Kente, Paul Slabolepszy, Mbongeni Ngema, Adam Small, PG du Plessis, Kessie Govender, Bartho Smit, Maishe Maponya, Percy Mtwa, Deon Opperman, Reza de Wet, Matsemela Manaka and many others.

It was to the Market Theatre that Athol Fugard brought his *A Lesson from Aloes*, *Master Harold … and the Boys*, *The Road to Mecca*, *A Place with the Pigs*, *My Children! My Africa!* and *Playland*. At the Market, Barney Simon and his actors developed in workshop *Cincinatti – Scenes from City Life*, *Call Me Woman*, *Black Dog Inj’emnyana*, *Outers*, *Born in the RSA* and *Woza Albert!*

The performing arts marketed South Africa to overseas audiences most effectively during the 1980s, specifically through theatre and musical productions.

Nowadays, in nurseries such as the Market Theatre Laboratory, the Liberty Theatre on the Square’s Saturday Children’s Theatre workshops, the Cape Town Theatre Lab and the Johannesburg Youth Theatre, new shoots of talent are burgeoning and blooming, nurtured by events like the Market’s community and young writers’ festivals.

In recent years, South African theatre has taken the entertainment world by storm with commendable reviews for *Umoja*, *The Lion King* and *Kat and The Kings*. The reception these productions receive in capitals of the world testifies to the high quality of indigenous South African theatre.

**Music**

South Africa has nurtured the development of an array of distinctive styles of music, and has contributed significantly to music heard on the continent.

These styles range from South African jazz, which describes a range of music from early marabi-inspired sounds in the late 1930s and 1940s by bands like the Merry Blackbirds Orchestra, to current performers such as trumpeter Hugh Masekela, Jonas Gwangwa, Abdullah Ibrahim, Jimmy Dludlu, Judith Sephuma and others.

Kwaito and hip-hop are very popular, combining elements of rap, reggae and other musical styles into a distinctly South African style. Kwaai Jazz is also gaining momentum.

Music is one of the key cultural industries identified in the *Cultural Industrial Growth Strategy Report*, and government has committed itself to harnessing its potential. In addition to its cultural value, music plays an important economic role in the country, generating significant copyright revenue.

In music, the department has solid foundations to build on. These include the annual South African Music Week, the in-school education programme run in conjunction with the Department of Basic Education, and the Moshito Music Conference and Exhibition.

The Taking South African Music to the World Programme is aimed at improving export opportunities for South African music.

The Department of Arts and Culture funds a number of musical ensembles directly and indirectly, through the NAC.

In July 2010, “vuvuzela” was voted the word of the FIFA World Cup tournament by global linguists. “Vuvuzela” was chosen by 75% of more than 320 linguists from over 60 countries who were asked to choose the word with the biggest impact on the tournament.

The vuvuzela is a music instrument used by supporters.

South African soprano Pumeza Matshikiza was the 2010 winner of the sixth Veronica Dunne International Singing Competition held in Dublin, Ireland.

The event, which took place in January 2010, saw 59 accomplished performers competing for the coveted prize of €10 000.

The 30-year-old Matshikiza grew up in the townships of Khayelitsha, Langa and Nyanga outside Cape Town. After outshining vocalists from 21 countries, Matshikiza took the top honour, while fellow South African Sarah-Jane Brandon walked off with the second prize of €5 000.
ence that put South African issues and those of the continent in the spotlight.

**Moshito Music Conference and Exhibition**
The Department of Arts and Culture continues to host the annual Moshito Conference and Exhibition, which has become the key African continent music exhibition and marketing point.

The exhibition is aimed at promoting collaboration among players from both the private and public sectors.

The annual event is designed to provide opportunities for business networking; information exchange; music-business education; promotion and product development for national music producers, performers, individuals and entities providing support services; as well as to strengthen business opportunities for the music industry and related media.

**South African Music Awards (Samas)**
The 16th annual Sama ceremony took place in April 2010. Categories and winners included:

- **Album of the Year:** Big Nuz – *Undisputed*
- **Male Artist of the Year:** Black Coffee – *Home Brewed*
- **Female Artist of the Year:** Lira – *Live in Concert: A Celebration*
- **Newcomer of the Year:** Tshepo Mngoma – *People and Places*
- **Best-Selling Album:** *Afrikaner Hart* – Bok van Blerk
- **Lifetime Achievement:** Carike Keuzenkamp and Jabu Khanyile
- **International Achievement:** Soweto Gospel Choir.

**Dance**
South African dance is unique in its vitality and energy. More and more South African dance companies, individual dancers and choreographers are being invited to perform at festivals throughout Europe, Australia and the United States of America.

Contemporary work ranges from normal preconceptions of movement and performance art or performance theatre to the completely unconventional.

Added to this is the African experience, which includes traditional dance inspired by wedding ceremonies, battles, rituals and the trifles of everyday life.

An informal but highly versatile performance venue in Johannesburg, The Dance Factory, provides a permanent platform for a variety of dance and movement groups.

The Wits Theatre (part of the University of the Witwatersrand) is also a popular dance venue. It is home to the annual First National Bank (FNB) Dance Umbrella.

The FNB Dance Umbrella 2010, which was held in association with the NAC and the Market Theatre, ran from 27 February to 14 March.

There were performances at various Johannesburg theatres: the University of Johannesburg Arts Centre in Auckland Park, the Wits Theatre, The Dance Factory, the Market Theatre and the Barney Simon Theatre in Newtown.

The festival featured choreographers and companies from all over South Africa, and presented work ranging from community-based/youth groups, young up-and-coming choreographers and newly commissioned work from South African artists, to international companies.

The Cape Town City Ballet, started in 1934 as the University of Cape Town Ballet Company, is the oldest ballet company in the country.

The largest ballet company is the South African Ballet Theatre, based in Johannesburg.

**Visual arts**
Art galleries in South Africa’s major cities (such as the Durban Art Gallery in KwaZulu-Natal; the Johannesburg Art Gallery in Gauteng; the South African National Gallery in Cape Town; and the Nelson Mandela Metropolitan Art Museum in Port Elizabeth in the Eastern Cape) display collections of indigenous, historical and contemporary work.

Universities also play an important role in acquiring artwork of national interest.

These include collections housed in the Gertrude Posel Gallery of the University of the Witwatersrand, the University of South Africa (Unisa) Gallery in Pretoria, the Edoardo Villa Museum and other galleries.

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In May 2010, the national comedy team, “Bafunny Bafunny”, performed in London before undertaking a national tour ahead of the 2010 FIFA World Cup™. The team consisted of Barry Hilton, Trevor Noah, Nik Rabinowitz, Loyiso Gola, Marc Lottering, Kagiso Lediga, John Vlismas and Mark Banks.

They made history as the first South African comedy production to be staged at London’s prestigious Royal Albert Hall.
at the University of Pretoria, and a collection of contemporary Indian art at the University of Durban-Westville.

Corporate collections of national interest include those of Standard Bank, the Amalgamated Banks of South Africa (Absa) and the MTN cellular phone network.

The Department of Arts and Culture supports a number of projects that promote the visual arts. These range from arts publications and women-empowerment programmes to national and international exhibitions and infrastructure funding.

The Department of Arts and Culture’s art collection has been restored and the works are displayed in the building occupied by the department.

Photography
With its scenic beauty, abundant wildlife, diversity of cultures and rich historical heritage, South Africa is a photographer’s paradise. Many South African photographers have been acclaimed for their work, which features in coffee-table books, documentaries, local and overseas exhibitions, magazines and newspapers.

In July 2010, Jodi Bieber, acclaimed South African photographer, made international headlines with her photograph of an Afghanistan woman on the cover of Time magazine.

Architecture
South Africa has a rich architectural heritage to which all the cultural groups in the country have contributed. Through the centuries, a unique trend has developed in South Africa’s architectural style, which has been referred to as an innovative marrying of traditions.

Today, this is evident in the variety of architectural structures found all over the country, ranging from humble dwellings, historical homesteads and public buildings, to modern commercial buildings reflecting state-of-the-art technology and designs that match the best in the world.

Schools of architecture exist within various South African universities. Sahra conserves buildings of historical or architectural value. More than 4 000 buildings, sites and other objects (including trees) have been declared national monuments.

Heritage South Africa is a non-profit private organisation that conserves South Africa’s variety of architectural gems.

Rock art
There are many traces of ancient cultures that existed in the country in the distant past.

Experts estimate that there are 250 000 rock-art sites south of the Zambezi.

The San people left a priceless and unique collection of Stone Age paintings and engravings in South Africa, which is also the largest of its type in the world.

The mountains, especially the Drakensberg range and those in the Cape, are home to a myriad fascinating rock-art panels.

Rock engravings are scattered on flat rock surfaces and boulders throughout the interior. The artworks depict mainly hunter-gatherers and their relationship with the animal world and historical events, as well as their interaction with and observation of newcomers encroaching upon their living space. Indigenous people with spears and Nguni cattle, Khoikhoi fat-tailed sheep, European settlers on horseback with rifles and wagons, and ships and soldiers in uniform were captured in surprising detail.

Immortalised visions of the artists’ spiritual world can also be found on the sandstone canvases. These depict complex symbols and metaphors to illustrate the supernatural powers and potency they received from nature.

The oldest dated rock art in South Africa, an engraved stone some 10 200 years old, was discovered in a living floor at the Wonderwerk Cave near Kuruman in the Northern Cape.

The oldest painted stones (around 6 400 years) were recovered at Boomplaas Cave in the Cango Valley near Oudtshoorn.

In March 2010, several South African works of art were sold by Bonhams in London. Out of a total of 135 works by 42 artists, 82% were sold, bringing in R28,5 million in total.

Works by Pierneef, Gerard Sekoto and Maggie Laubser all beat their pre-sale estimates. The top-priced work in the sale was by Pierneef, titled An Extensive View of Farmlands, which sold for R3,9 million against an estimate of R1,3 million to R1,9 million.

The sale’s catalogue cover lot by Gerard Sekoto, Market Street Scene, Cape Town, sold for R2,1 million and a Maggie Laubser, Woman Wearing a Red Doek, sold for R554 000.
second-oldest painted stone, dating back some 3 900 years.

The Department of Arts and Culture supports a number of projects, including a rock-heritage project in Clanwilliam in the Western Cape.

Crafts
The South African craft industry continues to make headway in terms of building an export market.

In 2010, exhibitions mounted outside the country – at the Borges Cultural Centre in Buenos Aires, Argentina, and at the second Pan-African Cultural Festival in Algeria – provided exposure to different markets for South African crafters.

Crafters also had a chance to exhibit in Nigeria, coinciding with the 10th anniversary of South Africa-Nigeria relations.

The department participated in Expo 2010 in Shanghai, China, with the theme: “Better Cities, Better Life”, showcasing the vibrancy of South African cities and urban cultures.

The department has craft projects in all nine provinces. The products of these and other projects can be viewed at a number of venues, including two state-assisted outlets at the Bus Factory in Newtown, Johannesburg, and the Boardwalk in Port Elizabeth.

The annual Beautiful Things Craft Supermarket continues to provide market access for this industry.

The Department of Arts and Culture is also running a special ministerial project of craft competitions in the genres of textile, embroidery and indigenous clay pottery to discover new talent. In recognition of the wealth of indigenous knowledge, the department spearheaded the opening of a rural-based arts and craft gallery.

The Vhutsila a vhu Tibiwi Art and Craft Gallery is a dream come true for the ideals of skills development and the preservation of heritage and the indigenous knowledge system in the Vhembe district, Limpopo.

Design
The Department of Arts and Culture has put in place several initiatives to improve product design and the use of computer-aided design (CAD).

These include:
- a partnership with South African Fashion Week on developmental initiatives to address the Second Economy
- established designers facilitating workshops to unearth new talent and fuse design with craft
- the National Product Development Centre at the CSIR, which operates within a national framework, optimising the contributions of service-providers throughout the country in the field of design technology
- the CAD initiative at the CSIR, which is linked to the technology station at the Free State University of Technology and similar institutions in KwaZulu-Natal and the Eastern Cape
- the Cape Craft and Design Institute
- the awarding of design learnerships through Create SA to assist and support emerging designers
- the annual Design Indaba Conference and Expo held in Cape Town in February. The indaba is regarded as one of the premier design events in the world. The expo is a gallery, marketplace, school and theatre, featuring the finest original South African design, covering everything from homeware and jewellery to architecture, fashion, film, multimedia and graphic design.

The 2010 Design Indaba generated close to R200 million for the Western Cape’s economy. Some 30 000 visitors and 350 buyers attended.

Literature
The Department of Arts and Culture, as the custodian of the nation’s heritage, embraces its diverse cultures and encourages the promotion, preservation and use of various languages in both oral and written forms. The publication of books is a critical vehicle for developing and preserving languages and literature to ensure social cohesion.

In January 2010, two South Africa-themed, filmed-in-South Africa movies – the sci-fi thriller District 9 and Rugby World Cup drama Invictus – were nominated for six Academy Awards between them.

Invictus, directed by Clint Eastwood, received nominations for Best Actor for Morgan Freeman, who portrayed Nelson Mandela in the film, and for Best Supporting Actor for Matt Damon, who portrayed former Springbok rugby captain, Francois Pienaar.

District 9, set in a South African township inhabited by aliens, received Academy Award nominations in four categories, namely: Best Picture, Best Editing, Best Adapted Screenplay and Best Visual Effects.
South Africa has a rich history of literary output that has been well received locally and internationally. Fiction is written in all of South Africa’s 11 official languages – with a large body of work in Afrikaans, in particular.

The book industry in South Africa has a net turnover of R5 billion.

The new pop culture in poetry, often referred to as “spoken word poetry”, is one of the most celebrated art forms throughout the country and beyond. Poets such as Lesego Rampolokeng, Lebogang Mashile, Kagfela oa Magogodi, Biaq Pearl, Jessica Mbangeni and Mark Manaka are household names in the genre. There are regular platforms created to give these poets opportunities to hone their skills.

The current generation of writers is also making their mark on the world stage, with writers such as Zakes Mda, Niq Mhlongo and the late K Sello Duiker having their novels translated into languages such as Dutch, German and Spanish.

The establishment of the South African Book Development Council (SABDC), which was launched in June 2007, has created a platform for the book industry to develop an integrated growth strategy. Among other accomplishments, the SABDC has been able to consolidate industry indicators that are fundamental in the development of the sector. One of the major projects of the SABDC is the development of the Draft Framework for the National Book Policy to serve as a legislative framework to guide growth and development strategies in the book sector.

Magazines and literary journals have always played a pivotal role in the development of the South African literary contours. In the recent past, a number of literary magazines and journals have emerged and provide regular publishing space for both seasoned and budding writers.

A number of writers contribute to publications such as Chimurenga, Timbila, Botswana, Afroplitan, Words, Baobab and New Contrast. These journals create a platform for emerging writers to hone their skills while also opening space for literary criticism.

The South African Literary Awards include categories such as the Literary Lifetime Achievement Award, the National Poet Laureate Prize, the K Sello Duiker Award for Young Novelists, the Literary Journalism Award and many other categories. Other awards include the M-Net Awards and the BTA/Anglo Platinum Short Story Award.

In 2010, the Department of Arts and Culture, in collaboration with the National Library of South Africa (NLSA) undertook to reprint various out-of-print books that are considered as classics in indigenous African languages.

A total of 27 titles in the nine previously marginalised languages were reproduced and distributed to public libraries across the nation.

The department has embarked on the second phase of the project, which involves the re-issuing of 18 titles (two in each indigenous language). These titles include Apha Naphaya by DM Jongilanga, Ikusasa Alaziwa by OTM Nxumalo and Megokgo ya Bjoko by Oliver Kgadime Matepe.

The Department of Arts and Culture supports the Baobab Literary Journal with the purpose of providing a regular publishing platform for budding writers to appear alongside seasoned ones. This publication includes contributors from various countries across the African continent and the Diaspora.

The department continues to support the Time of the Writer and the Poetry Africa festivals held annually in Durban. These festivals also deliver developmental workshops for young emerging writers, a schools programme and an initiative with the Department of Correctional Services to promote writing by inmates. WorldFest, a literary component of the Grahamstown Arts Festival, focuses on promoting literature in indigenous languages.

The Johannesburg and the Franschoek literary festivals are welcome additions to the growing literary culture in South Africa.

There is an English literary museum in Grahamstown and an Afrikaans museum in Bloemfontein. The Centre for African Literary Studies at the University of KwaZulu-Natal is home to the Bernth Lindfors Collection of African literature. The centre’s mission is to promote a culture of reading, writing and publishing in all local languages, and easy access to books for all South Africans.

A new book by former President Nelson Mandela, Conversations with Myself, was released worldwide in 22 editions and 20 languages in October 2010. With a foreword by President Barack Obama, the book is a journey from the first stirrings of Mandela’s political consciousness to the invaluable role he played on the world stage.
Film

In recent years, South Africa has risen from being a film-making destination to a film-producing country.

The NFVF was established to develop and promote the film and video industry in South Africa. It provides for and encourages the creation of opportunities for people from disadvantaged communities to participate in the industry. The foundation also promotes local film and video products, supports the development of and access to the industry, and addresses historical imbalances in infrastructure skills and resources in the industry.

In 2010, the Department of Arts and Culture supported the NFVF with a R10-million grant to set up cooperatives in rural areas and townships that focus on taking cinemas to the people, and developing skills in areas related to film production.

As part of ongoing cultural collaboration with the global community, South Africa has signed a film coproduction treaty with France.

A revised rebate for foreign and local film and television production was launched in March 2008.

The film and television production incentive comprises the Location Film and Television Production Scheme, and the South African Film and Television Production and Coproduction Scheme. The incentive is intended to increase local content generation and improve location competitiveness for filming in South Africa.

These programmes paid out R209 million to 44 projects in 2009.

This component is only available to foreign-owned productions with Qualifying South African Production Expenditure (QSAPE) of R12 million and above.

It provides a rebate of 15% of the QSAPE to qualifying productions in the following formats: feature films, telemovies, television drama series, documentaries, animation and short-form animation. Its aim is to attract large-budget overseas film and television productions to South Africa.

The three largest film distributors in South Africa are Ster-Kinekor, United International Pictures and Nu-Metro. Ster-Kinekor has a specialised art circuit called Cinema Nouveau with theatres in Johannesburg, Cape Town, Durban and Pretoria.

Film festivals include the Durban International Film Festival; the North West Film Festival; the Apollo Film Festival in Victoria West; the Three Continents Film Festival (specialising in African, South American and Asian films); the Soweto Film Festival; and the Encounters Documentary Festival, which alternates between Cape Town and Johannesburg.

Film and Publication Board (FPB)

The FPB assists the public to make informed choices about whether a particular film is appropriate by displaying guidelines, which identify classifiable elements such as strong language, violence, sex, nudity, drug abuse, blasphemy and religious prejudice.

The FPB was established by the Film and Publications Act, 1996 (Act 65 of 1996), to:

- regulate the creation, production, possession and distribution of certain publications and films by means of classification, the imposition of age restrictions and giving consumer advice
- make punishable the exploitive use of children in pornographic publications, films or on the Internet.

The board also alerts the public, through age restrictions and consumer advice, about the frequency and intensity of these classifiable elements in a particular film.

Any person who distributes or exhibits a film or interactive computer game in South Africa must first register with the board as a distributor or exhibitor of films or interactive games.

Any film intended for distribution or exhibition must first be submitted to the board.

In February 2010, South African director Neill Blomkamp’s District 9 received seven nominations for the British Academy of Film and Television Arts Awards. District 9 won Blomkamp a Best Director nomination. The film also excelled in the technical categories, with nominations for Cinematography, Adapted Screenplay, Editing, Production Design, Sound and Special Visual Effects.
for classification in terms of the Film and Publications Act, 1996.

To monitor distributors on-site and to ensure that films are distributed in compliance with the provisions of the Act, the board has appointed compliance monitors. They advise distributors and exhibitors of films and interactive games of the Act’s requirements and ensure that all products display the classification reference number, age restriction, consumer advice and such other conditions as may have been imposed by the board. The Film and Publications Act, 1996 recognises the right of adults to freedom of expression, except with respect to child pornography, and requires the board to intervene where there is a risk of harm to children.

Child pornography is defined as any image, however created, or any description of a person, real or simulated, who is depicted or described as being under the age of 18 years, engaged in sexual conduct; participating in or assisting another person to participate in sexual conduct; or showing or describing the body, or parts of the body of such a person in a manner that amounts to sexual exploitation.

The board spearheads a national anti-child-pornography campaign to educate learners about ways to avoid victimisation. The board has a toll-free number (0800 148 148) where child-pornography websites can be reported.

Museums
Museums are the windows to the natural and cultural heritage of a country. South Africa can justifiably be called the “museum country of Africa”, with the earliest of its museums dating back to the first half of the 19th century.

More than 300 of the approximately 1 000 museums in Africa are situated in South Africa. They range from museums of geology, history, the biological sciences and the arts, to mining, agriculture, forestry and many other disciplines.

Most of the country’s national museums are declared cultural institutions (national museums that have framework autonomy and are managed by their own councils), and fall under the overall jurisdiction of the Department of Arts and Culture. They receive an annual subsidy from the department, but function autonomously.

The following museums report to the Minister of Arts and Culture:
- Ditsong Museums of South Africa
- Iziko museums, Cape Town
- Natal Museum, Pietermaritzburg
- National Museum, Bloemfontein
- Afrikaanse Taalmuseum, Paarl
- National English Literary Museum, Grahamstown
- Voortrekker Museum, Pietermaritzburg
- War Museum of the Boer Republics, Bloemfontein
- Robben Island Museum, Cape Town
- William Humphreys Art Gallery, Kimberley
- Engelenburg House Art Collection, Pretoria
- Nelson Mandela Museum, Mthatha
- Luthuli Museum, KwaDukuza.

The Ditsong Museums of South Africa consist of the National Cultural History Museum (NCHM) and its former satellite museums (Kruger House, Tswaing Meteorite Crater, Willem Prinsloo Agricultural Museum, Pioneer Museum, Sammy Marks Museum and the Coert Steynberg Museum), the Transvaal Museum and the South African National Museum of Military History in Johannesburg.


The Robben Island Museum was established as a national monument and museum, and declared South Africa’s first world heritage site in 1999. Guided tours are offered to historical sites on the island, including the cell in which former President Mandela was imprisoned.

In April 2009, the Department of Arts and Culture declared Freedom Park a cultural institution under the Cultural Institutions Act, 1998 (Act 119 of 1998). The Freedom Park Council was appointed and inaugurated in 2009.

Freedom Park is stationed in Pretoria and opened the doors of its museum //hapo (meaning “dream” in Khoisan) to the public in June 2010.

In April, South Africa was chosen as the 2010 Market Focus Country at the London Book Fair, which was attended by more than 23 000 people. The theme One Nation, Many Voices, was aimed at giving international exposure to the diverse voices from South Africa. Participants included a cross-generation of writers. The honour of becoming a market focus country provided an opportunity for South Africa to showcase its authors, publishers, booksellers and other aspects of the book industry to world audiences.
Apart from the declared museums that fall under the department, there are a number of other museums administered by central government departments or research councils.

Notable examples are the Museum of the Council for Geoscience (Pretoria); the Theiler Veterinary Science Museum at Onderstepoort (Pretoria); the South African Air Force Museum at Zwarteipoort Air Force Base (Pretoria) with its satellites in Cape Town, Port Elizabeth and Durban; the museum of the Department of Correctional Services (Pretoria); and the Porcinarium (the world’s first pig museum) outside Pretoria on the Irene Campus of the Agricultural Research Council.

The best-known natural history collections in South Africa are housed in the Iziko museums, the Ditsong Museums of South Africa, the National Museum, and the KwaZulu-Natal Museum.

The following natural history museums do not fall under the Department of Arts and Culture but work closely with the national heritage institutions:
- McGregor Museum, Kimberley
- East London Museum
- South African Institute for Aquatic Biodiversity, Grahamstown
- Port Elizabeth Museum
- Durban Museum of Natural History.

The best-known cultural history collections are housed in the Iziko and the Ditsong museums, and in the following:
- Durban Local History Museum
- Museum Africa, Johannesburg.

The following art galleries report to the Department of Arts and Culture:
- South African National Gallery, Cape Town
- William Humphreys Art Gallery, Kimberley.

The South African Cultural History Museum (Slave Lodge) in Cape Town houses the oldest cultural history collection in the country. The South African Museum (Cape Town) showcases the natural history of South Africa, as well as relics of the early human inhabitants of the subcontinent. The huge Whale Hall houses possibly the most impressive of all its exhibitions. This is the only collection in South Africa with a planetarium attached to it.

The Transvaal Museum in Pretoria houses the skull of Mrs Ples, a 2.5 million-year-old hominid fossil, and depicts the origin and development of life in South Africa, from the most primitive unicellular form of life to the emergence of mammals and the first human beings. It has an impressive collection of early human fossils and houses some of the largest herpetological and ornithological collections in southern Africa.

The Tswaing Meteorite Crater, situated to the north-west of Pretoria, combines a museum with a cultural-development initiative.

The NCHM in Pretoria is a centre for the preservation and promotion of the culture and heritage of all South Africans. It explores cultural diversity and commonalities, links the present and the past to offer a better understanding of both, and nurtures the living cultures of all South Africans.

Mining is best represented by the De Beers Museum at the Big Hole in Kimberley, where visitors can view the biggest hole ever made by man with pick and shovel. It includes an open-air museum, which houses many buildings dating back to the era of the diamond diggings.

Another important mining museum is at Pilgrim’s Rest, Mpumalanga, where the first economically viable goldfield was discovered. The entire village has been conserved and restored.

Agriculture in South Africa is depicted mainly in two museums. These are Kleinplasie in Worcester, Western Cape, which showcases the wine culture and the characteristic architecture of the winelands; and the Willem Prinsloo Agricultural Museum between Pretoria and Bronkhorstspruit in Gauteng. This museum comprises two “house” museums, and runs educational programmes based on their extensive collection of early farming implements, vehicles of yesteryear and indigenous farm animals.

The Absa Museum and Archives in Johannesburg aims to preserve the banking group’s more than 110 years of history. It also houses a unique and very valuable coin and banknote collection.

In September 2010, the former Minister of Arts and Culture, Ms Lulu Xingwana, launched the Iziko Social History Centre in Cape Town. The launch formed part of the Heritage Month celebrations. The centre holds a wide range of reserve collections and archives, such as indigenous cultural material from southern Africa, artifacts from the colonial period of the Cape, including maritime and historical archaeology, as well as, among other things, collections of world ceramics, furniture, coins and textiles.

The centre will also focus on the colonial apartheid and post-apartheid periods. An important resource located at the Iziko Social History Centre is the Social History Library, which addresses the history and people of southern Africa, with a special focus on Cape Town and the Western Cape.
The Apartheid Museum in Johannesburg offers a realistic view of the political situation in South Africa during the 1970s and 1980s. Exhibitions in the museum include, among other things, audio-visual footage recorded during the apartheid era.

The Red Location Museum in Port Elizabeth highlights the struggle against apartheid and has won three international awards.

One of the most common types of museum in South Africa is the “house” museum. Examples include an entire village nucleus in Stellenbosch; an example of the lifestyle of the wealthy wine farmer in Groot Constantia in the Western Cape; the mansion of the millionaire industrialist Sammy Marks, outside Pretoria; the Victorian affluence mirrored in Melrose House, Pretoria; and the Kruger House Museum in Pretoria, the residence of Paul Kruger, former President of the Zuid-Afrikaanse Republiek.

Simpler architectural variations have not been neglected, for instance, the pioneer-dwelling in Silverton, Pretoria; and the humble farmhouse at Suikerbosrand near Heidelberg in Gauteng.

There are several open-air museums that showcase the black cultures of the country, for example Tsongakraal near Letsitele, Limpopo; the Ndebele Museum in Middelburg, Mpumalanga; the Bakone Malapa Museum in Polokwane, Limpopo; and the South Sotho Museum in Witsieshoek, Free State.

South Africa has two national military history museums. The South African Museum for Military History in Johannesburg reflects the military history of the country, while the War Museum in Bloemfontein depicts the Anglo-Boer/South African War in particular. The famous battlefields of KwaZulu-Natal, the Northern Cape and North West are also worth a visit.

The work of the War-Graves Division of Sahra includes the upkeep of graves of victims of the struggle for South Africa’s liberation.

Archives

The archives of governmental bodies are transferred to archive repositories after 20 years, and are accessible to the public and to the office of origin.

The National Archives and Records Service functions in terms of the National Archives and Records Service of South Africa Act, 1996 (Act 43 of 1996). The National Archives in Pretoria includes the National Film, Video and Sound Archives. Its primary functions are to obtain and preserve films, videotapes and sound recordings of archival value, and to make these available for research and reference purposes.

The archives of central government are preserved in the National Archives’ repository in Pretoria. The provincialisation process has been completed. All nine provinces now run their archiving services independently from the National Archives.

The retrieval of information from archives is facilitated by the National Automated Archival Information System (www.national.archives.gov.za), which includes national registers of manuscripts, photographs, audiovisual material, etc. The National Archives also renders a regulatory records-management service with regard to current records in governmental bodies, aimed at promoting efficient, transparent and accountable administration.

The National Archives is responsible for collecting non-public records with enduring value of national significance. In so doing, it is obliged to pay special attention to aspects of the nation’s experience neglected by archives of the past.

The Oral History Programme seeks to build the National Archives’ capacity to document the spoken word, and fill the gaps in the archives of previously disadvantaged communities. The automated National Register of Oral Sources is an important element of the programme. The National Oral History Association, which was established in 2006, hosts annual oral history conferences.

The National Archives also has an outreach programme, which promotes the use of the National Archives’ facilities. This programme allows the public to tour the archives and gain insight into other functions performed by the National Archives and Records Service of South Africa.

The Act also provides government with a measure of control over private collections. Archives are taken to the people of South Africa.

The National Archives and Records Service of South Africa hosted the annual Archives and Heraldry Awareness Week from 17 to 21 May 2010.

The Archives Week is aimed at inculcating an appreciation of history and heritage among all South Africans in an effort to foster nation-building and social cohesion. In 2010, the Archives Week took place on the eve of the world’s biggest sporting event, the 2010 FIFA World Cup™. The theme was: Our Archives, Our Stories: Preserving our Soccer Heritage.
Africa through coordinated national and provincial archive services.

The National Archives is also responsible for ensuring effective, transparent and accountable management of all public records.

Library and Information Services (LIS) sector

South Africa’s growing LIS sector includes a national library, public/community libraries, special libraries, government libraries and higher education (HE) libraries.

The Library and Information Association of South Africa (Liaisa) conducts an annual survey of the number of libraries in South Africa.

In 2010, there were 7334 libraries, made up as follows: 366 community libraries within the six metropolitan areas, 1386 community libraries affiliated to the nine provincial library services, 160 higher education libraries, 5310 school libraries, and 112 special and government departmental libraries.

Provincial library services

Libraries in the nine provinces offer outreach, literacy, information technology, reading and school programmes.

The South African Community Library and Information Service Bill aims to set the norms and standards for a transformed community library sector. This Bill was tabled in Parliament in 2010.

National Council for Library and Information Services (NCLIS)

The NCLIS was established in terms of the NCLIS Act, 2001 (Act 6 of 2001), (Annexure A). The NCLIS advises the ministers of arts and culture and of basic education on matters relating to LIS to support and stimulate the socio-economic, educational, cultural, recreational, scientific research, technological and information development of all communities in the country.

The functions of the council are to develop and coordinate LIS in the country. The council was reconstituted in March 2008. It developed the Library Transformation Charter, which aligns the role of libraries with the vision and strategic framework of government.

National Library of South Africa

The NLSA is custodian and provider of the nation’s key knowledge resources. It is mandated by the NLSA Act, 1998 (Act 92 of 1998), to collect and preserve intellectual documentary heritage material and to make it accessible worldwide. It ensures that knowledge and information are retained for posterity and are available for future research.

The National Library’s collections contain a wealth of information, including rare manuscripts, books, periodicals, government publications, foreign official publications, maps, technical reports, and books on special interest, including Africana material and newspapers. Some are also available on CD, microfilm, in digital format or on the web.

The Bookkeeper Mass De-acidification System was installed by the library in 2009 for the treatment of books and archival material.

The functions of the NLSA are to build a complete collection of published documents emanating from or relating to South Africa; to maintain and preserve these collections; to provide access to them through bibliographic, reference, information and interlibrary/interlending services; and to promote information awareness and information literacy.

In terms of the Legal Deposit Act, 1997 (Act 54 of 1997), the NLSA receives two copies of each book, periodical, newspaper, map, manuscript material or other publication that is published in South Africa in any medium, whether print or electronic.

Other legal deposit libraries are the Library of Parliament in Cape Town; the Mangaung Public Library in Bloemfontein; the Msunduzi Municipal Library in Pietermaritzburg; and the National Film, Video and Sound Archives.

The Legal Deposit Act, 1997 also provides for the establishment of official publications depositories (OPDs) in line with sections 6 (2) and (3) of the Act. The Constitutional Court Library was the first OPD to be designated, with the Phuthaditjhaba Public Library in the Free State the second. North West Provincial Library, Information and Archives Service was designated OPD status with effect from 1 January 2009.

The NLSA and the Department of Arts and Culture are in the process of revitalising and in adherence with national priorities, mainly to promote accessibility to books and support African literature.

The new building of the Pretoria Campus, funded by the Department of Arts and Culture, was inaugurated on 1 August 2008. The new
premises covers 33 000 m², has seating for 1 300 library users, and cost about R347 million.

South African Library for the Blind (Salb)
The Salb is a statutory organisation located in Grahamstown. Its aim is to provide, free of charge as far as is reasonably possible, a national LIS to serve blind and print-handicapped readers in South Africa.

It is partly state-funded and depends for the remainder of its financial needs on funds from the private sector and the general public.

The Salb also produces documents in special media such as Braille and audio formats. It develops standards for the production of such documents and researches production methods and technology in the appropriate fields.

It also acquires, manufactures and disseminates the technology people with visual disabilities need to read.

The Salb is based on five broad objectives, namely to significantly contribute to:

- helping to build a nation of readers
- assisting the organised blind community
- improving the lives of individuals with print disabilities by meeting their information needs
- helping the State to discharge its cultural mandate and its obligations to blind people
- assisting Africa’s development by providing advice, expertise and documents in accessible formats for blind persons and the institutions that serve their information needs.

The Salb has a membership of more than 5500 people, an audio and Braille collection of over 22 700 books, and an annual circulation of more than 170 000 books in Braille or audio format.

Blind SA
Blind SA is an organisation of the blind, governed by the blind, and is located in Johannesburg. One of its prime objectives is to provide services for blind and partially sighted individuals to uplift and empower them by publishing books, magazines and other documents in Braille. Blind SA provides:

- study bursaries for blind and partially sighted students
- interest-free loans (for adaptive equipment)
- information (including free Braille magazines)
- assistance in finding sustainable employment
- advocacy (to act as a pressure group for disability rights)
- Braille publications at affordable prices in all the official languages.
Acknowledgements

BuaNews
Department of Arts and Culture
Department of Arts and Culture’s 2009 Budget Vote
*Estimates of National Expenditure 2010*, published by National Treasury
Film and Publication Board
FNB Dance Umbrella
The Sunday Times

Suggested reading
