



INDABA PROGRAM 3/4 JUNE 2014

DAY 1 SESSION 1: OPENING WELCOME

Overview of Indaba's purpose, context and introduction of departmental position.

08:30 - 09:00	Registration
09:00 - 10:00	Presentation: Arts and Culture Department
10:00 - 10:15	Tea & Snacks

DAY 1 SESSION 2: COMMUNITY CULTURAL DEVELOPMENT

The arts and culture departments community cultural development program includes carnival, public art, memorialization and monuments, youth development and council ward projects. This session will focus on ward projects firstly, by way of an overview and thereafter presentations of two ward projects that are currently being implemented.

10:15	Presentation: Arts and Culture Department
10:35	Presentation: Langa Public Art Program
10:55	Working Group Session: Participants to break up into working groups to engage in constructive discussions around key questions/solutions
11:45	Report Back: Chairperson of each group to provide a brief presentation back to the larger group.
12:05 - 13:00	Lunch

DAY 1 SESSION 3: CARNIVAL

The arts and culture departments community cultural development program includes carnival, public art, memorialization and monuments, youth development and council ward projects. This session will focus on ward projects firstly, by way of an overview and thereafter presentations of two ward projects that are currently being implemented.

13:00	Presentation: Arts and Culture Department
13:20	Presentation: Cape Town Carnival
13:40	Working Group Session
14:30	Report Back
14:50	Tea & Snacks

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DAY 1 SESSION 4: PUBLIC LIFE

In a rapidly growing city with complex challenges, the importance of Public Life cannot be ignored. The Department of Arts and Culture recognizes that a deeper understanding and enrichment of our cultural diversity and the dialogue around this, enhances the social, economic, cultural and spatial environment. This session will share how the Arts and Culture Policy and the department's programs are being developed to enable active citizenry through Heritage, Public Art, Carnival, Cultural Infrastructure, Intercultural activities and Partnerships.

15:05	Presentation: Arts and Culture Department
15:45	Working Group Session
16:35	Report Back
17:00	Close of Day one

DAY 2: WELCOME INTRODUCTION

08:30 - 09:00	Registration
09:00 - 09:15	Recap of previous day

DAY 2: SESSION 5: CULTURAL PROMOTION

The active marketing and promotion of the arts, culture, heritage and creative industries is key to product and audience development, tourism and enhancing the global image of Cape Town as a cultural destination. With cultural tourism identified as a major growing market locally and internationally and Cape Town named the best place in the world to visit by The New York Times for 2014, things are looking good. But do we understand how to promote culture, who constitutes our target audience, and what they want out of a destination culturally?

09:15	Presentation: Arts and Culture Department
09:35	Presentation: Cape Town Tourism/ SADC Research Centre
10:00	Working Group Session
10:50	Report Back
11:20	Tea & Snacks



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DAY 2 SESSION 6: ARTS ORGANISATIONS: PARTNERSHIP, COORDINATION, SUPPORT

In creating an inclusive and opportunity City the Arts and Culture department recognises and acknowledges the importance of partnership development within the arts, culture and creative industries sectors and to enable co-ordination amongst sectors. In its undertaking to develop an enabling environment for arts and culture, the department has initiated stakeholder engagement sessions to encourage dialogue for the benefit of the industry; proposed mechanisms for co-ordination between sectors and; proposed mechanisms to acknowledge and support excellence in the arts, culture and creative industries. This session will unpack these proposals further.

11:30	Presentation: Arts and Culture Department
11:50	Presentation: PANSA
12:10	Working Group Session
13:00	Report Back
13:20	Lunch

SESSION 7: CREATIVE INDUSTRIES

This session serves to consolidate opinion feedback regarding the Creative Industries section within the draft copy of the City of Cape Town's Arts and Culture Policy. Speakers from the City of Cape Town's Department of Economic Development, Wesgro as well as Western Cape Government will present work that their departments and/or organizations have done to further the growth and development of the Creative Industries Sector.

14:00	Presentation: Arts and Culture Department
14:20	Presentation: Department of Economics, CCDI
14:40	Working Group Session
15:30	Report Back
15:50	Tea & Snacks

SESSION 8: INDABA CLOSING

16:00 - 17:00	Arts and Culture Department
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