

**Official Report on the International Federation of Arts Councils and
Cultural Agencies (IFACCA)**

6th Meeting of African Members

20th and 23rd august 2018

And

Arts Summit of Southern Africa, 21st, 22nd and 23rd August 2018:

“Human Creativity is a Vital Economic, Social and Cultural Resource”

Windhoek, Namibia

Presented by:

National Arts Council- NAC

Seychelles Heritage Foundation-SHF

Introduction

The Sixth Africa Chapter meeting of the International Federation of Arts Councils and Cultural Agencies- (IFACCA) and the First Art Summit of Southern Africa-(ASSA) was organized from the 20th to the 24th of August 2018 in Windhoek, Namibia. The event was cohosted by IFACCA and the National Arts Council of Namibia-(NACN).

The objectives of the IFFACA Chapter Meeting is to elevate African issues globally, support peer-learning, build individual/ collective capacity and foster a shared vision. Its design processes include the identification of objectives for host region, designing of meetings, sharing of emerging issues and identification of resources needed to advance ideas generated and assess outcome from participant perspectives.

The Sixth Africa Chapter meeting of IFACCA was attended by National Members of IFFACA, Government Affiliated Members, Speaker, observers and IFFACA participants to address topics of interest of the Arts Councils and Cultural agencies in Southern Africa. Delegates at the meeting were from the following countries: Botswana, Malawi, Namibia, Seychelles, South Africa, Zambia, Zimbabwe, Nigeria, Niger, Malta, Australia, and Spain.

The Africa Chapter meeting was divided into two parts which were finalized over two days notably Monday 20th and Thursday 23rd August, 2018. The meeting was structured with presentation, responses, groups discussion and reporting. Country participants were also assisting as respondents, moderators and rapporteurs.

Part A covered two main topics:

- *Topic 1: Building a shared vision of a thriving arts and Culture Sector for the development of public cultural infrastructure.*
- *Topic 2: Participatory process and citizen engagement.*

Part B was the final session of the Africa Chapter Meeting, points discussed were:

- *Reflections on ASSA by all IFFACA Africa Chapter members*
- *World Summit 2019*
- *Your voice and engagement in IFFACA: priority topics and potential actions*

The first Art Summit of Southern Africa themed “Human Creativity is a Vital Economic, Social and Cultural Resource” was hosted from 21st -23rd August, 2018. ASSA drew together local and international delegates from public, private and civil society committed towards the enhancement of arts and culture; to advocate, network, synergize and develop initiatives that can lead to the sustainable development of the creative industries.

ASSA is targeted towards professionals in the creative industry involved in art, crafts, culture, design, fashion, film, music, performing arts, publishing, software, toys, games, TV, radio, advertising and architecture; focusing on issues related to policy making, creative industries and the creative economy. The summit inspired new conversations and collaborations among leaders in arts and culture.

The National Arts Council of Seychelles- NAC and the Seychelles Heritage Foundation- SHF, were both invited as National Members of IFACCA. The Seychelles was represented by officials from the Ministry of Culture, namely: Mr. Jimmy Savy: CEO of NAC/ Head of the delegation, Mrs. Manuella Amesbury: Director Liaison and Communication, NAC and Mrs. Cindy Moka: Senior Project Officer from SHF was representing Ms. Benjamine Rose the CEO of SHF.

Sunday 19th August

In preparation for the conference, the IFACCA Chapter Meeting organizing team hosted a casual evening at the National Arts Gallery to welcome all the delegates. Delegates were given a tour in the gallery to view different art works and the installation exhibition by Isabel Katjavivi entitled 'They Tried to Bury us' which showcased the unburied history of genocide. The evening was an opportunity for the participants to make acquaintances in an informal setting

Monday 20th August

Media Briefing

Media briefing was aimed at educating the public about the importance of Arts and Culture and how it can contribute in the economy. The briefing was presided by Ms. Veno Kauaria the Deputy Permanent Secretary, who was representing the Honorable Minister of Education, Arts and Culture: Katrina Hanse- Himarwa, Mr. Patrick Sam, Chairperson of the National Arts Council of Namibia and Mrs. Rose- Mary Mangope, the CEO of South Africa National Arts Council in her capacity as the IFACCA Africa Chapter Chair and IFACCA Board Member.

IFFACA Chapter Meeting delegates, ASSA participants joined with the Southern Africa Development Community (SADC) to support and engage in dialogue on shared experiences and alignment on issues.

Africa Chapter Meeting Part A

Delegates were welcomed to the session by Mrs. Mangope, IFACCA Africa Chapter Chair and IFACCA Board Member (and also the CEO of the South African National Arts Council) and by Ms. Veno Kauaria, Deputy Permanent Secretary Life Long learning, Arts and Culture. This was followed by arrangement of agenda and approval of 5th meeting of African members which took place in Malta in October 2016. An update was given on IFFACA's recent international activities namely the Summit on cultural citizenship and findings on the 2018 report for the UNESCO's 2005 Convention on the Protection and Promotion of Diversity of Cultural Expressions.

After the first presentation on Recent Development in Namibian cultural policy and National landscape by the Chairperson NACN the international delegates made their formal introduction. Mr. Savy, whilst addressing the quorum on the mandate of the NAC and SHF had to simultaneously answer to the two following questions;

- *Question 1. What is the biggest challenge you face in engaging with /within or across government?*
- *Question 2. What is the biggest challenge you face in engaging with the sector and/or the general community?*

The exercise revealed that the African countries present were all facing similar constraints which called for a collaborative approach in order to ensure that solutions adapted are specific to the realities of the all countries present.

Some common challenges which emerged from the session were as follows:

- Misunderstanding/ miscommunication of high level decision makers
- Exclusion of arts and culture in general; Culture is not included in the National Development plan/structures
- Minimum consideration is given to arts and culture
- Inadequate funding
- Rapid influence of foreign cultures/arts (few originality)
- Communities not engaging in cultural activities
- None interaction amongst communities

There were intensive discussions and presentations, which saw the intervention of all delegates around the following topics:

- *Topic 1: Building a shared vision of a thriving arts and Culture Sector for the development of public cultural infrastructure.*
- *Topic 2: Participatory process and citizen engagement.*

OFFICIAL OPENING ASSA/GALA DINNER

The Vice- President of Namibia Honorable Nangolo Mbumba officially launched the First Arts Summit of Southern Africa and welcomed all delegates and participants. He spoke about the importance of arts towards the development of the society and the economy. Valuing humanity and its contribution towards sustainable development is of

prime importance. Arts and culture, has no boundary and therefore its impacts must be understood by all ministries of the government.

Tuesday 21st August

ASSA: HUMAN CREATIVITY IS A VITAL ECONOMIC, SOCIAL & CULTURAL RESOURCE¹

Topic 1: Fundamentals for a Healthy Ecology of Creative Professionals

- *Creative professionals are pivotal to the development of a healthy creative industry*
- *A healthy ecology can empower creative professionals to make positive contributions to society, culture and the economy.*
- *Cultural infrastructure provides platforms for creatives to present, provoke and transmit their work*
- *Policies and legislation safeguard, protect and facilitate the free flow of ideas, people and cultural goods.*
- *This session drew on evidence from UNESCO's Status of the Artist recommendations and insights from IFACCA Members institutions on how they recognize and approach the complex systems in which creation professionals work.*

Topic 2: The role of Cultural Leadership in Strengthening the Creative Economy

- *Cultural leaders with knowledge across the spectrum of the creative industries must be recruited and supported in their endeavors to develop the creative economy in the region.*
- *Success of these leaders will in part depend upon the support offered by policy-makers and regional governments in the changing realities of today.*
- *Cultural leaders need to understand how to respond to challenges in order to strengthen governance structures that effectively respond to the needs of the sector.*

¹ <https://www.assa2018.org/programme>

Topic 3: Strengthening Arts and Education for the growth of the Creative Economy

- *Currently, arts education has a perceived limited benefit on human development, including its contribution to the creative economy.*
- *To effectively nurture the creatives of tomorrow, an environment which promotes culture as a viable and valuable career choice must be developed by national and regional governments.*
- *The early introduction of art education to learners heightens the benefits of art education to human development.*

Topic 4: The Need for Evidence Based Policy Making for the Creative Industry

- *Good policies are based on evidence, and currently there is a lack of reliable data in the creative and cultural economy.*
- *Creativity may be associated more with the emotive, yet the policies which underpin the creative industries in the region must be derived through rigorous evidence-based practices.*
- *In developing these policies, global experts are an invaluable resource, as academics, policy-makers and practitioners need to question how the creative industries have succeeded and/or failed as a basis for establishing best practice that is contextualized to specific needs of the respective country.*

Topic 5: New Opportunities for the Creative Economies (Technology, Marketing, Partnerships and Multi- Sectorial Approaches)

- *The creative economy in the region must keep pace with the creative economies elsewhere if it is to succeed and bring economic growth to the area.*
- *Embracing and utilizing new technologies and methods not only ensures that the regional creative economy remains relevant in a global context, it also situates it as a global leader, ready to innovate and inspire.*
- *The future of the creative economies trajectory is based in diversity that allows the creative and cultural sectors to be key components of sustainable human development.*

Wednesday 22nd August

Topic 6: The importance of the Creative Economy to National Development and Regional Integration

- *According to the United Nations Conference on Trade & Development, the 'creative economy' is defined as an emerging concept dealing with interfaces between creative, culture, economics and technology in a contemporary world dominated by images, sounds, texts and symbols.*
- *The creative economy occupies a unique space within the national, regional and international economies because it develops distinctive identities for each area of trade and human development, enhancing visibility while simultaneously bringing wealth into the economy.*
- *Creative industries are integral to the planning and development of countries, and connections between regional partners can bring forth fresh economic and cultural wealth that allows the region to compete with the wider world.*
- *The creative economy is amongst the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy.*

Topic 7: Creating an Enabling Environment for Investment in the Creative Economy

- *Policy-makers, practitioners and experts from all aspects of the creative industries must develop an enabling environment that places the creative economy at the forefront of the region's economic strategy.*
- *Regional governments are pivotal in creating conducive environments for investment and operating in tandem with industry to impact economic growth and national development.*

Topic 8: Economic and Employment Opportunities in the Creative Economy in Tourism

- *Creativity and cultural developments can have wide-ranging effects on other industries and exploring these potential overlaps can enhance further the importance of the creative economy in the regional growth strategy.*

- *Equally, the ability for culture and creative professionals to grow and expand their endeavors, often requires assistance and yet is a crucial element of economic growth.*
- *The coordination and cooperation of the creative and cultural sector to other industries like tourism, trade and innovation are vital in ensuring national development.*

Topic 9: Regional Integration as a Key Enabler to Expanding the Creative Economy

- *Regional integration for the promotion and popularization of the creative economy is a key indicator to increase access, opportunities and upward mobility.*
- *The current SADC Trade and Industrialization strategy does not involve the creative economy as a key pillar to economic growth and development.*
- *The opportunities that the creative economy can provide to national development in terms of addressing unemployment, poverty and inequality have been demonstrated, but the opportunities have not been maximized.*
- *The need for regional integration is key in improving the impact of the creative economy at a national, regional and international level.*

Thursday 23rd August

IFFACA Chapter meeting – Part B

Part B was the final session of the Africa Chapter Meeting, points discussed were:

- *Reflections on ASSA by all IFFACA Africa Chapter members*
- *World Summit 2019*
- *Your voice and engagement in IFFACA: priority topics and potential actions*

The final session of the Africa Chapter meeting provided reflections on the Arts Summit of Southern Africa by all IFACCA Africa Chapter Members in relation to the new issues emerged, the key points which the Chapter wished to highlight in the final reporting and the endorsement of resolutions put forward, as per document attached.

There was also discussion on the 2019 World Summit, whereby the importance of including professional artists in such forums was discussed.

All members were encouraged to present their views on the meeting and furthermore on ideas how the chapter can work together.

The Seychelles was requested to consider the possibility of hosting the next Arts Summit in 2020. The CEO of the National Arts Council, Mr. Savy, expressed that it would be a good opportunity to have such during the Arts Award, Biennale of Contemporary Arts of Seychelles or the Arts Festival. It is to be noted that no commitment was made to the idea, given that as explained by Mr. Savy such will require the consideration of the Seychelles government.

There was also a proposal to host the 2020 meeting from Zimbabwe and also a joint proposal by Zambia and Botswana. The closing of the IFACCA Chapter Meeting required all participants to reconvene for the last day of the Arts Summit.

Arts Summit Panel Discussion Opportunities and challenges faced by Art Council/government Agencies in Africa

The following points below were discussed as the ASSA Way Forward – Break Away Sessions

1. SADC Creative Economy Legislation and Policy Resolutions
2. Private Sector Involvement Resolutions
3. Arts Education in SADC Countries and Region
4. Encouraging and Developing Regional integration and Cooperation

The resolutions were presented and endorsed by those attending the conference.

The Honorable Katrina Hanse-Himarwa, Minister of Education, Arts and Culture (Namibia) in the official closing ceremony reiterated the commitment of the government of Namibia to provide support to the creative industry. Regional integration and corporation amongst the SADC countries in the promotion of arts and culture remains a challenge that requires the involvement of all stakeholders. The mitigation strategies addressed can be found in attached document.

Conclusion

Arts, Culture and Heritage cannot exist in isolation. The creation and effectiveness of a framework which looks at the creative industry in a holistic manner requires the participation of all stakeholders. Artists, art administrators, the government and the private sectors must work together in ensuring that solutions are achieved in a consultative manner.

The culture of entitlement; whereby arts and cultural projects are expected to be supported by the government must be replaced with a culture of research thus justification of projects that are geared towards the social, cultural and economic development of the Seychelles. There is a need for the Ministry of Culture to explore and take the approach of the emergent paradigms versus traditional paradigms, in order to fully develop the creative industry.

The challenges faced by the regional countries are similar and hence regional integration is the key to the expansion of the creative economy. In order to ensure that Seychelles can benefit from such integration, professionalism is the key. System and structures must be implemented or reinforced to warrant the promotion of creativity, authenticity and the preservation of who and what we are in order to ensure sustainable development.

Recommendations

1. The reinforcement of cultural leadership of decision makers, artists and art administrators.
2. The need for Seychelles to adopt a culture of research which will result in evidence-based policy making for the art, culture and therefore creative industry.
3. Arts and Culture must play an integral role in the development of the National plan and therefore the growth of the country.
4. The necessity for a framework which will allow for the distinction between professional artists and hobbyists. This will ensure that public and private funds are allocated to arts and cultural projects that will develop the creative industry.
5. Artists and art administrators must be required to justify the social, cultural and economic impacts when seeking funds for projects.
6. Policies should set up framework that develops social wellbeing and welfare of artists. This should be done in partnership with the stakeholders (Seeking the views of artists).
7. Artists should be taxed based on a ceiling which is the national norm.
8. International artists and promoters should be duly taxed and funds collected can go towards the creative industry in the Seychelles and protection and valorization of the Creole culture.
9. The amounts of international performances should be equilibrium with what is considered Creole culture.

10. Artists and arts administrators must receive training that will contribute towards the development of the creative industry.
11. The agencies mandated towards the development of culture must collaborate for the development of arts and culture.
12. School children from early stages of school life must be taught about Seychelles culture and traditional values. This will ensure the identification and development of future talents for the Seychelles creative industry.
13. The Seychelles should increase its involvement in regional integration.