Building a South Africa that has a place for all
DA Policy on Arts, Culture and Heritage

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1. A South Africa that has a place for all

Cultural goods like language and the arts are fundamental, and not incidental, to what it means to be human.

*Cultural diversity is a defining characteristic of humanity.*
UNESCO Convention on the Protection and Promotion of Diversity of Cultural Expressions

We are the only hominid species capable of language - permitting the rapid communication of life’s lessons. It is language that makes the building of cumulative civilization possible.

Our aesthetic side drives our behaviour. It is our ability to imagine, create and innovate that allows us to plan, build and find the most appropriate ways of responding to changes in our environment.

Modern cultural, economic and social discourse has been dominated by the basic premise that humans are rational actors who make decisions based primarily on narrow self-interest. Popular culture reinforces messages of individualism and self-centeredness. *Just do it* (for yourself); *work hard* (for yourself); *grab opportunities* (for yourself).

In our thinking around, arts, culture and social unity, we must recognise that there is another powerful side to being human. Humans are social beings that are hard-wired to cooperate. Individuals derive a fundamental sense of wellbeing from their membership to groups.

Our greatest moments as a species are when we cooperate as free agents in joint projects that advance human welfare.

Arts and culture policy must rebalance the relationship between individualism and cooperation. At the core of the DA’s vision of an Open Opportunity Society is the desire to allow individuals to pursue lives that they value. Our policy around arts, culture and heritage must, however, recognise that freedom of aesthetic expression, the right to speak the language of your choice and the desire to have your culture and heritage respected and celebrated can be fundamental to this pursuit. This is consistent with the objectives of the United Nations Educational, Scientific and Cultural Organization (UNESCO) Convention on the Protection and Promotion of Diversity of Cultural Expressions which recognises “the distinct nature of cultural goods and services as vehicles of values, identity and meaning”\(^1\).

South Africa’s efforts at building a unified nation are relatively new. We have emerged from our political transition in 1994 as groups divided by history, but united by the vision that we have for the country. A vision of a country that will “heal the divisions of the past and establish a society based on democratic values, social justice and fundamental human rights”. A vision of a people that will honour their past whilst taking positive steps to build a shared future.

While striving for unity, we must be a country which celebrates and protects our diversity. Arts and culture can bring people together in new ways. Our aim should not be to use these interactions to

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promote sameness, but to support interaction as the celebration of differences and as opportunities to build the foundations for mutual respect and understanding.

The DA will work with the people of South Africa to build a common identity, while creating opportunities for self-expression to the many cultures and identities which enrich our nation.

2. DA policy offer

Public policy on arts, culture and heritage must make every South African feel welcome and at home. By recognising, protecting and promoting the language, culture and heritage of all people and groups government can, in a very tangible way, demonstrate that it cares about the citizens of this country.

The DA believes that the role of government in promoting and protecting arts, culture and heritage in South Africa should be guided by the following principles:

- The constitutional recognition for freedom of expression and association, the right to choose the language you use and the cultural life you participate in, and the right to form and participate in cultural, religious or linguistic organisations;
- The government should provide platforms for cultural and artistic expression, with the specific objective of recognising and celebrating the diversity of our cultural heritage;
- The government should facilitate and incentivise private sector investment in cultural expression and the arts; and
- The heritage of each South African is the heritage of the whole country. The protection of our heritage should therefore allow for a diversity of voices and seek to present an inclusive view on the history of our country.

2.1. Freedom is essential to diversity

Cultural diversity can be protected and promoted only if human rights and fundamental freedoms, such as freedom of expression, information and communication, as well as the ability of individuals to choose cultural expressions, are guaranteed. (UNESCO Convention on the Protection and Promotion of Diversity of Cultural Expressions)

The South African Bill of Rights, enshrined in our Constitution provides the framework within which we must develop policy regarding arts, culture and heritage.

The following Sections of the Constitution are particularly important in this regard:

- Section 16 (1): “Everyone has the right to freedom of expression, which includes: (a) freedom of press and other media; (b) freedom to receive or impart information or ideas; freedom of artistic creativity; and (d) academic freedom and freedom of scientific research”.
- Section 18: “Everyone has the right to freedom of association”.
- Section 30: “Everyone has the right to use language and to participate in the cultural life of their choice, but no one exercising these rights may do so in manners inconsistent with any provision of the Bill of Rights”.
- Section 31: “Persons belonging to a cultural, religious or linguistic community may not be denied the right, with other members of that community – (a) to enjoy their culture, practise their
religion and use their language; and (b) to form, join and maintain cultural, religious and linguistic associations and other organs of civil society”.

The protection and promotion of arts, culture and heritage in South Africa, must be guided by the rights and freedoms guaranteed in our Constitution.

Freedom of expression, the right to freely participate in the cultural life of the community and to enjoy the arts is reliant on access to the means and opportunities to exercise these rights. Investment in arts and culture must therefore prioritise efforts to promote access to infrastructure, resources, expertise and opportunities for cultural expression. There must be a commitment to creating an enabling environment in which communities and individuals can exercise their rights.

2.2. Institutions in support of art, culture and heritage

Public policy with regard to arts, culture and heritage is implemented through a collection of entities.

This includes (among others):

- The National Heritage Council;
- The South African Heritage Resource Agency (and the National Heritage Resource Fund managed by this entity);
- The National Arts Council of South Africa;
- The Arts and Culture Trust;
- The National Language Service;
- The Pan South African Language Board;
- The National Film and Video Foundation;
- Business and Arts South Africa; and
- A number of national museums, theatres and libraries receiving direct funding from the Department of Arts and Culture.

In addition, the Constitution provides for an independent Section 9 institution, the Commission for the Promotion and Protection of the Rights of Cultural, Religious and Linguistic Communities, with a mandate to promote the rights of cultural, religious and linguistic communities, to promote tolerance, non discrimination and freedom of association and to make recommendations with regard to the establishment and recognition of cultural councils. This entity currently has little to show for its R34 million budget – spending nearly half of their budget on salaries.

The proliferation of entities has meant that a significant portion of funding for arts and culture are used for administrative purposes – rather than direct investments in the arts. Overlapping mandates also create strategic confusion and uncertainty around funding (including: the most appropriate sources of funding for specific projects, funding cycles and application processes).

In national government the DA will:

- Conduct a comprehensive review of the mandate and efficacy of different entities reporting to the department of Arts and Culture as well as the institutions created by the Constitution to
protect and promote cultural, artistic and linguistic diversity. The results of this review will be used to:

- Streamline institutions;
- Clarify mandates;
- Identify the appropriate level of state involvement in the appointment of leadership teams (e.g. boards members for art and heritage councils); and
- Make sure that funding allocations effectively support national priorities.

- Mandate the Department of Arts and Culture to maintain a comprehensive database of the public funding available for arts, culture and heritage, the application processes to access funding and the funding cycles of various forms of support.

- Require all entities that use public money to fund arts, culture and heritage programmes to conduct effective monitoring and evaluation to ensure that funding decisions are in line with their mandates and that projects achieve their stated objectives.

- Maintain an overarching advisory council for arts, culture and heritage (possibly within the Commission for the Promotion and Protection of the Rights of Cultural, Religious and Linguistic Communities). This council should include, or consult with, representatives from national, provincial and local government, business and civil society. The Council should be responsible for:
  - Overseeing the work of the various entities reporting to the Department of Arts and Culture,
  - Identifying priority areas for development and investment,
  - Developing guidelines to ensure coherency in funding allocations,
  - Conducting or commissioning research with regard to the protection and promotion of cultural, religious and linguistic diversity,
  - Engaging with stakeholders to inform and improve policy; and
  - Conducting regular audits of infrastructure for the cultural sector (e.g. galleries, exhibition spaces, and theatres) and establish public-private partnerships to ensure that such infrastructure is developed, maintained and efficiently run.

- Strengthen the capacity of provincial and local governments to support arts and culture (as an economic enterprise, as a creative endeavour and as a contribution to social development and reconciliation) by encouraging the formation of Arts and Culture Forums on local and provincial level. The forums can serve as a vehicle for individuals and organisations to engage in a coordinated manner with both local and provincial governments on support for arts and culture projects.

- Encourage local governments to support arts and culture in their communities by:
  - Championing arts and culture from the office of the Mayor.
  - Maintaining comprehensive databases of the education and training institutions in all art forms (craft, dance, film, literature, music, theatre, visual arts, etc.) as well as culture (heritage, museums, monuments, language, customs, cuisine, design, fashion, etc.) as a means of advertising the arts and culture education services offered in their communities.
  - Maintaining comprehensive databases of the studio spaces, rehearsal venues and performance venues to inform artists of the infrastructural support for their creative work;
  - Supporting and assisting in the marketing of flagship events that showcase arts and culture on a community, town or city level.
  - Working towards establishing at least one multi-functional arts/ cultural centre in each historically marginalised area.
Where practical or possible, allowing organisations contributing to arts and culture for social development or artistic expression to use public venues free of charge.

2.3. Arts

South Africa has a rich artistic heritage. Theatre, music, dance, visual arts, crafts, film, literature and other forms of artistic expression are manifestations of the human need to create – be it individually or as part of a group. Art can help to build appreciation for different perspectives on our country and deepen understanding for the different experiences of being South African.

Art has the potential to create a safe platform for an inter-generational and cultural dialogue by allowing people to express themselves and engage others through a reconciliatory process. (Institute for Justice and Reconciliation, Memory, Arts and Culture Project)

To promote the arts and artistic expression in South Africa, the DA will:

- Encourage each province to establish its own regional arts festival and commit to financially supporting at least one flagship event per province;
- Maintain a platform for interaction for arts festival directors to promote collaboration and the sharing of best practice;
- Offer national arts awards and establish an annual national arts awards ceremony, with the aim of encouraging new audiences and developing the stature of all artists in our society;
- Make public funding available for exhibitions – with a specific focus on exhibitions that promote engagement across different cultures and artistic mediums;
- Support the establishment of a national art bank that will be responsible for procuring and curating art works from established and emerging artists in public buildings and South African embassies;
- Prioritise investment in the performing arts, where performance itself can be an act of social cohesion – for example in choral traditions, orchestral music and group dance;
- Continue to provide support for national theatres and facilitate private sector investment in their programmes and initiatives;
- Improve the efficiency of community arts centres and promote community participation in the arts through arts representatives at Mass Participation, Opportunity and Access, Development and Growth (MOD) centres;
- Ensure that the intellectual property of artists is protected through the effective management of DALRO (Dramatic, Artistic and Literary Rights Organisation) and SAMRO (Southern African Music Rights Organisation) and the development of appropriate legislation for the protection of intellectual property rights (including dedicated legislation for the protection of traditional knowledge);
- Use exhibitions and events to facilitate interaction between artists from across the African continent;
- Promote private sector investment in the arts, by:
  - Recognising investments in arts, culture and heritage in the socio-economic development element of the broad-based empowerment scorecard;
  - Providing tax breaks for investment in the arts – as a category of charitable giving; and
  - Recognising business contributions to the arts through a national award.
2.4. Heritage

The heritage of each South African is the heritage of the whole country. In the Western Cape Department of Cultural Affairs and Sport, this is encapsulated in the heritage vision of the province, which reads: “My Culture, Your Culture, Our Heritage”.

Visible representations of our history and heritage, including museums, monuments, memorial buildings, street names, outdoor art and heritage trails, must commemorate the many aspects of South Africa’s past.

To ensure that heritage sites reflect our diversity and that we continue an open dialogue about our history and heritage, a national DA government will:

- Maintain an appropriately resourced national heritage agency to identify, protect and promote heritage resources in the country and be an active advocate for and custodian of South Africa’s heritage resources;
- Ensure that provinces and municipalities keep databases of provincial and local heritage assets and prioritise these assets for protection and tourism promotion;
- Ensure that this agency has the capacity to conduct Heritage Impact Assessments prior to the approval of various applications – including development applications;
- Establish an office for a Protector of National Heritage within a national heritage agency to act as an advocate for the protection of cherished places, artefacts and landscapes, to manage complaints and consult on the development of new heritage sites;
- Ensure consistent, constructive engagement between the National Heritage Agency and smaller heritage agencies around the country;
- Continue investing in legacy projects that showcase different aspects of the country’s history and heritage;
- Fund oral history projects and historical research that can inform and enrich history education and facilitate targeted investment in heritage projects (including museums, memorials and heritage walks);
- Create a vibrant museum culture by creating public awareness around key national museums and their exhibitions; and
- Maintain a focus on culture, history and heritage in decisions on research funding.

Where national heritage sites are neglected or poorly managed by national government, the provinces where these sites are located should be allowed to make a case for the provincial management of certain heritage sites. If a province can demonstrate their ability/ capacity to manage a national heritage site, these sites (and the associated financial resources) should be transferred to the province for management.

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2.5. Language

Language is far more than a tool of communication – it is a bridge that can connect us. Language is also an avenue into a person’s soul, history and identity. It is the very fibre of our thoughts and dreams.

The Constitution provides for 11 official languages and obligates the state to take “practical and positive measures to elevate the status and advance the use” of indigenous languages. It also provides for a Pan South African Language Board to promote the development of all official languages as well as sign language and the Khoi, Nama and San languages.

The DA supports the provisions of the Use of Official Languages Act (2012) which gives government departments discretion in the use of any three official languages for communication purposes. On a provincial and local level, language choices should be informed by the languages most widely spoken in the relevant area. In national government, the DA would ensure that there is buy-in from all departments to implement this Act and will provide appropriate support to ensure its effective roll-out.

To promote multilingualism and make sure that language policy and legislation can be implemented, a national DA government will:

- Invest in the efficacy of the National Language Service – especially with regard to the translation of government communication and translation services for interactive platforms;
- Include a review of the mandate and efficacy of the Pan South African Language Board in a general review of institutions reporting to the Department of Arts and Culture, and use the outcomes of this review to improve the functioning of the entity and effect greater collaboration between provincial language bodies;
- Allocate funding for bursaries for language studies to make sure that there are enough language practitioners to operationalize policy objectives;
- Promote indigenous language literature through bursaries for literature studies and working with the private sector to present awards for indigenous language prose and poetry;
- Fund sign-language chairs at South Africa’s major universities; and
- Improve the functioning of National Lexicography Units responsible for documenting, standardising and preserving linguistic heritage by:
  - Investing in the training of lexicographers and terminologists to boost technical know-how on dictionary compilation;
  - Promoting cooperation and partnerships between national and international experts to standardise lexicography procedures;
  - Registering all completed, on-going and planned lexicographical and terminological projects to prevent the duplication of work and promote standardised practice; and
  - Improve coordination with the National Language Service, giving consideration to the possibility of merging the Service with National Lexicography Units.
2.6. Symbols that unite

National symbols can contribute to nation-building and the establishment of a common national identity. South Africa’s national anthem, the national flag and the coat of arms are powerful symbolic representations of the country’s transition to a representative democracy and our collective commitment to building a society that truly has a place for all. Other national symbols, like the national animal (the springbok), flower (king protea), fish (galjoen), bird (blue crane) and tree (real yellowwood) reflect proud aspects of our natural heritage.

Where we govern, the DA will promote awareness of these symbols and their meaning and will encourage the display of these symbols in public buildings, public spaces, on prominent hills and at schools and universities.

The DA supports the recommendation of the Truth and Reconciliation Commission to use the naming of geographical features as a form of symbolic reparation to address South Africa’s divided past. The names of places and streets in towns and cities should reflect the histories and heroes of all its residents. Names and symbols should not become a terrain of revenge or defensiveness, but must acknowledge our discriminatory and unjust past, whilst genuinely seeking to develop inclusive spaces, where all feel welcome. To ensure that the names of streets and places promotes nation-building, rather than undermine it, the DA will use the following roadmap:

- All parties must acknowledge the need for place and street names to be inclusive and celebrate the history and heroes of all communities.
- The names of streets and places should aim to reconcile and unite, rather than divide. This requires compromises all round.
- First seek to “name” before “re-naming”. There are a surprising number of places and streets that do not have names.
- It is easier to name or re-name major highways and thoroughfares than it is to rename smaller streets on which homes and businesses base their addresses.
- It is easier and more desirable to change names that do not stir intense emotions. For example, it is easier to change names linked to points of the compass (e.g. Eastern Boulevard) than it is to change names that are linked to people.
- Streets and places should not be named after living politicians (with the exception of Nelson Mandela who symbolised the drive towards reconciliation).
- Seek consensus on names that are deemed offensive (e.g. “Stinkwater” or “Native Yard”), and agree to change those as a matter of urgency.
- Ensure a participative process that includes all political, cultural and other major traditions.

The recognition of individual achievement through national orders is another means to promote national pride. It is important that these orders should not be used as a tool to reward the politically connected, but that they are truly used to give recognition to individuals who excel in science, business and the arts, who make contributions to democracy, human rights and peace or who have performed acts of bravery.
National orders will, however, only serve their purpose in terms of building national pride if there is sufficient awareness around the orders and their meaning and if there is investment in programmes to showcase the achievements of past and present winners and their contributions to society.

2.7. Giving meaning to the commitment to diversity

All South Africans have the right to feel equally at home in this country and to have their voices heard. To celebrate our diversity and start building a common identity, the DA will:

- Change the focus of public holidays from commemorating past events to celebrating South Africa, as is the practice with Heritage Day, when all South Africans are encouraged to celebrate both our unique and shared heritage.
- Give an active element to as many as possible of our commemorative days (e.g. the 67 minutes of service that has become synonymous with Mandela Day; or the Reconciliation Walks hosted for Reconciliation Day in the Western Cape) to encourage shared participation by all communities.
- Allow any South African group that meets certain criteria to apply to establish a representative body that will maintain and promote its cultural interests. These bodies should then be registered to enable them to access funding and various kinds of assistance to help them to represent and display their cultural identity.

2.8. Education and awareness

In terms of South Africa’s commitment to the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the government must encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, inter alia, through educational and greater public awareness programmes.

Schools can and must play an important role in making South Africans more tolerant and more appreciative of the diversity around them. The DA will:

- Support a national school pledge, but will ensure that the process of deciding on the wording of this pledge is properly inclusive, and that those in positions of political power uphold the values it underlines;
- Engender an awareness of national identity by deploying national emblems, such as the flag, on daily basis;
- Ensure that children are empowered to engage with the future of their country, by teaching them about their rights and their responsibilities; and
- Continue to integrate visual and performing arts into the curriculum.

Artistic excellence and the development of “cultural export products” will be supported through:

- National arts schools where learners who show exceptional promise in arts or music can complete their secondary schooling whilst receiving specialised tuition in the arts (based on the model of the National School of Arts in Braamfontein, which is recognised by the Department of Basic Education as a Centre of Learning Excellence in Academics as well as the Arts and is acting as an incubator for the future leaders and luminaries of the creative industries in South Africa);
• Encouraging teachers to identify artistic talent in learners and ensuring that they get appropriate career guidance in terms of choosing careers in the creative arts;
• Continuing support for the Artists in Schools Project (which provide opportunities for talented artists to get involved in arts education) and ensuring that artists get the required training in basic teaching methodology and presentation skills to make their time at schools more effective;
• A culture of creative excellence in higher, and further education institutions receiving appropriate support from government and the private sector.

Artistic and cultural expression will also be promoted by investing in the development of audiences for artistic and cultural products. This can be achieved through public awareness campaigns or through support for community attendance and involvement in the programmes of national arts galleries, national theatres and national arts festivals.

2.9. The role of the media

The media can be an effective tool to encourage multiculturalism, diversity and tolerance. The DA will never allow public media (e.g. public broadcasters) to be used to promote ideologies or spread propaganda.

The DA would hold public hearings on whether South Africa needs a public broadcaster and, if so, what form should it take.

We contend that the SABC should be broken up into its various commercial entities and sold to the highest bidder - with ICASA and the Competition Commission overseeing the process to ensure a diversity of ownership and voices.

Public broadcasting needs (including public service announcements and information sharing) should be met through stipulations in license requirements or public procurement of advertising time/space on privately owned and community broadcasters.

The Government Communication Information Service (GCIS) can continue to support community radio stations as broadcast platforms by paying for a percentage of their broadcasting time to disseminate information from government departments and entities, while leaving the stations free to develop their own voice and content applicable to their audiences.

Public funding should be made available to develop media content in indigenous languages. Funds should also be allocated to departmental budgets for the development of documentary, educational and civic information content to be broadcast through community and private channels.

In addition, we will:
• Use social media platforms to share national achievements, factoids on national symbols and information on cultural events;

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3 This programme is modelled on successful Artists in Schools programmes in California, Australia, New Zealand and the United Kingdom.
- Encourage the development of media platforms through which different cultural groups can connect to other South Africans about their language and their beliefs – for example by promoting a weekly two-hour debate slot on a popular national radio station that deals with current affairs, with the aim of being educative, provocative and driving people to connect with other South Africans;
- Spread positive information about South Africa by, for example, introducing a competition encouraging South Africans to express what it means to them to be a South African.

2.10. Culture and libraries

In 2012, South Africa had approximately 7,400 libraries, including community libraries in metropolitan areas, community libraries affiliated to nine provincial library services, higher education libraries, school libraries and special and government departmental libraries.

Libraries are an important resource for promoting a culture of reading, making information available on South Africa’s history, heritage and cultures and preserving our cultural heritage.

The DA fully supports the objectives of the Community Library Recapitalisation Programme, but believes that the Department of Arts and Culture can improve the distribution of funding for this process by improving awareness about the grants available to provincial governments and investing in research to identify library needs. All mandates for library expansion must be matched with appropriate funding allocation from national government.

We will also continue to use public libraries as access points to internet facilities. A national DA government would continue to invest in a National Library and the South African Library for the Blind, as custodians of knowledge resources, preservers of South Africa’s documentary heritage and active participants in the promotion of a culture or reading, writing and publishing in South Africa’s official languages.

In remote rural areas and small towns, innovative ways must be found to promote library access – for example: through library services at Thusong Centres; through Wheelie Wagon Libraries; or through community access to school libraries.

A National Council for Library and Information Services should continue to advise the Ministers of Arts and Culture, Basic Education and Higher Education and Training on an integrated strategy to promote access to library and information services.

2.11. Building shared identity through shared experiences

Making people aware of their potential to affect the country’s destiny will contribute to their sense of ownership of the country and will make them feel more South African:

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• All South Africans should have the capacity to really influence the way the country is run. The DA will advocate for a constituency-based electoral system which will make public representatives directly accountable and responsive to their voters.

• Significant decisions, such as changes to street names, must never be made without taking the opinions of key stakeholders and representatives into account.

• More people must be encouraged to play an active role in bettering the society around them by becoming more involved in civil society.

• The process of developing Integrated Development Plans must include communities in a meaningful way and also should provide an arena for community engagement across traditional boundaries of race, class, culture etc.

2.12. The creative economy

Artistic, cultural and linguistic expression has inherent value and should be supported as such. Arts and culture can, however, also have value in the pursuit of other national development goals – such as economic growth, job creation and poverty alleviation.

_The creative economy deals with the interface between creativity, culture, economics and technology in a contemporary world dominated by images, sounds, texts and symbols. The creative industries are among the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas._ (African Creative Economy Conference 2013)

Globally, cultural industries (including design, the performing arts, dance, film, television, multimedia, cultural heritage, cultural tourism, visual arts, crafts, music and publishing) are the 5th largest economic sector.

In 2011, the music industry in South Africa generated more than R2.2 billion in sales. The visual arts sector has a turnover of almost R2 billion and more than 17,000 people are estimated to work in the sector. Statistics on the craft industry are difficult to obtain and often contradictory. In a 2006 review of the craft sector in South Africa, the Department of Trade and Industry estimated that it contributes around R2 billion to Gross Domestic Product (GDP), creates more than 38,000 jobs and shows annual growth of around 8% (much higher than GDP growth in the rest of the economy). Cultural and heritage tourism is also an important niche market in the South African tourism industry, which contributes around R309 billion to GDP (11% of total GDP).

To enhance the contribution of arts and culture to economic growth and job creation, the DA supports the following:

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- Integrated craft hubs, craft routes and financial support for attendance by South African craft designers and entrepreneurs at trade shows.
- The implementation of the Memorandum of Understanding (MOU) to formalise collaboration between the Department of Tourism and the Department of Arts and Culture in establishing and maintaining culture and heritage routes and investing in museums that reflect the diverse history and culture of our country.
- Investment by local governments and the Department of Arts and Culture in design expos (e.g. the Design Indaba) as opportunities for the development of local design, the nurturing of markets for local design products and community involvement in design.
- Investment in platforms for the sale of arts, craft and design products (e.g. an online portal with links to online shops for local art, craft and design).
- Recognition for the growth potential of cultural industries in industrial support programmes managed by the Departments of Economic Development and Trade and Industry.
- Targeted support for the creative economy from local and provincial governments. In the City of Cape Town and the Western Cape, DA governments have prioritised the creative economy through:
  - Support for City Improvement Districts that can act as a hub for creative entrepreneurs and industries (for example The Fringe project in Cape Town);
  - Support for Special Purpose Vehicles in the creative industries in the region (e.g. Cape Craft and Design Institute, Cape Town Fashion Council and the Cape Film Commission); and
  - Establishing public-private partnerships to support and facilitate the development of the creative economy (e.g. Cape Town Partnership and Creative Cape Town).
- A review of the role and efficacy of Business and Arts South Africa (BUSA) (a non-profit entity for the promotion of business-arts partnerships – established in 1997 as a joint initiative between the erstwhile Department of Arts, Culture, Science and Technology and the private sector\(^{10}\)), with a view to identifying the most effective way in which the Department can support the activities of this entity and how the achievement of its private sector partners can be showcased.
- Supporting the development of training opportunities for work in the creative economy in South Africa’s tertiary institutions and further education and training colleges. This should include a particular focus on training for arts administration – potentially culminating in executive-level training programmes to improve the management and administration of arts and culture entities.
- A Public Art Programme that forms part of the Expanded Public Works and Community Programmes.
- A national art bank that will be responsible for procuring and curating art works in public buildings and South African embassies.
- Where practically possible, to use public transport to grow audiences for arts and culture events and art tourism. For example: extending the operating hours of the Gautrain and Gautrain busses to service audiences for big events at the National Opera in Pretoria, shows in Sandton, Montecasino and Rosebank, concerts at the Linder Auditorium or theatre and concert events in Newtown.

\(^{10}\) SA Yearbook 2011/12.
2.13. **International engagement**

Art can also facilitate dialogue between different cultures and people around the world. Creative output can be enhanced and reach many more people if access to global creative platforms can be established.

South Africa is a signatory to the Convention on the Promotion and Protection of Cultural Diversity facilitated by UNESCO. This binds us to, among other things:

- The local promotion and protection of cultural diversity;
- International engagement aimed at encouraging a free flow of ideas through exchanges and interactions between cultures; and
- Bilateral, regional and international cooperation “for the creation of conditions conducive to the promotion of the diversity of cultural expressions”\(^{11}\).

The DA supports the current collaboration with the African Union and the New Partnership for Africa’s Development to “restore, preserve and protect” African heritage\(^{12}\).

To enhance bilateral, regional and multinational collaboration, promote exchange and interaction between cultures and promote South African culture and art abroad, the DA will:

- Deploy cultural attachés in selected diplomatic missions;
- Facilitate membership for local artists in regional networks – e.g. the Arterial Network.
- Support local artists to participate in international events, for example: the Venice Arts Biennale, the Marché International due Disque et de l’Edition Musicale (Midem) and international choral music festivals, with the provision that:
  - Opportunities for support are widely advertised;
  - That selection processes to select South African participants are transparent and based on clear criteria; and
  - Effective financial governance is maintained in the disbursements of funds and monitoring of impact.

3. **Conclusion**

The DA’s policy on arts, culture and heritage provides a framework within which we will protect and promote South Africa’s artistic, linguistic and cultural expression and heritage.

The policy recognises both the inherent value of arts, culture and heritage as essential components of the human experience and its potential in promoting economic growth and job creation.

Diversity and the multiplicity of cultures, languages and histories in South Africa has become a defining characteristic of post-apartheid South Africa. This diversity must be promoted as part of our national identity and fiercely safeguarded as an essential ingredient of the Open Opportunity Society that has a place for all South Africans.

\(^{11}\) UNESCO, 2005.
\(^{12}\) SA Yearbook 2011/12.