

Call for applications for BASA Scale-Up programme

Applications are open for the BASA Scale-Up programme, sponsored by RMB and partnered with the British Council Southern Africa Arts and Livity Africa: Shifting creative thought and expanding business partnerships upgrade skills and personal growth

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Artists across South Africa show a deep sense of willingness to partner with businesses, but sometimes require guidance exactly how to go about doing this. Through the programme, they will engage with shared value, research and building relationships that are sustainable to shift common thinking within the arts sector, and to expand their knowledge and skills within business exchange relations.

“The BASA Scale – Up programme will introduce new ideas and thinking in the hope of expanding conversations in the creative sector towards greater sustainability of the sector. We are excited to have partnered with RMB and British Council Southern Africa Arts in this year’s programme.” commented BASA’s Head of Programmes and Development, Lonwabo Mavuso.

It is exactly for these individuals and organisations that BASA has continued and grown its programmes to help establish a further the knowledge base of artists and arts organisations. Pushing skills development to new heights in 2018, BASA introduces its Scale-Up programme, sponsored by RMB and in partnership with the British Council Southern Africa Arts and Livity Africa.

Programme overview

The programme is designed to work with established artists, creatives and business organisations to give them renewed vision, experiential learning opportunities, private sector networking tools. BASA Scale-Up programme will explore design thinking, governance, creative business canvases and strategic operations. To kick off the programme we start with, the C Your Mark artist workshops in partnership with Livity Africa and supported by the British Council Southern Africa Arts will help artists and organisations “to step up their digital game and take their art to the next level”. RMB, a South African corporate giant that understands the great value artists add to society, recognises the importance of creating sustainable organisations and therefore supports this dynamic, intensive, and transformative learning programme comprising of seven half-day workshops held over six weeks across Johannesburg, Cape Town, Port Elizabeth and Durban.

Delegates are encouraged to engage in these workshops, as they are designed to facilitate an expansive and exceptional insight into the next level of business experience.

BASA’s mission is to ensure that every delegate (30 per city) completes the series of workshops confidently and competently. To also expand their understanding of business/arts engagement and opportunities thereof.

#BASAScaleUp

#OwnYourMark

#SouthernAfricaArts

Who can apply?

The BASA Scale-Up programme, sponsored by RMB and partnered with the British Council Southern Africa Arts and Livity Africa, is engineered for creative organisations or businesses which have been operating for at least three years, as well as individual creative professionals who have been practicing for a number of years and want to formalise their work.

How to apply?

Visit www.basa.co.za to apply or [click here](#). Closing date is the 20 April.

Kicker workshop dates:

The first round of workshops will be happening in Johannesburg, Cape Town, Port Elizabeth and Durban from 30 April to May. Followed by an online training session.

For more information, you can contact:

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About BASA

Business and Arts South Africa NPC (BASA) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. BASA was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. For more information on BASA, contact us on 011 447 2295 or visit our website: www.basa.co.za

About Livity Africa

Digify Africa is a digital training initiative delivered by Livity Africa. The programmes designed by Digify Africa are to uplift the next generation of digital talent in preparation for jobs and entrepreneurial opportunities across the continent.

Launched in South Africa in 2014 (and in Nigeria and Kenya in 2016), Digify Africa offers practical, real-world learning experiences that are delivered by young digital professionals.

Digify Africa is a new pathway in education, employment and empowerment, proving that by learning and improving digital skills, one can increase their chances of becoming employed or starting their own business or freelance career in Africa.

We help young people and organisations make a better living in the digital age. We focus on new and emerging demand-driven digital skills that can create livelihoods. Our work helps young people gain and grow their careers or business. As a result, it helps organisations – big and small – to thrive in the digital age.

About British Council Southern Africa Arts

British Council Southern Africa Arts creates opportunities for urban 18 to 35-year-old artists, creatives and audiences through programmes focusing on storytelling, insight and connections between Southern Africa and the United Kingdom. We do this to build greater exposure for contemporary practice and culture, assisting young people to tell their stories and connecting creative communities.

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▪ **Basa at RMB Latitudes Art Fair 2025: Putting South Africa's creative sector on the global map** 14 May 2025

▪ **Q&A with Sinenhlanhla Mdiya on Basa's new corporate identity** 14 Apr 2025

▪ **Basa joins efforts to save the Johannesburg Art Gallery collection with other concerned organisations** 1 Dec 2024

▪ **Request for quotations: Appointment of a service provider for the provision of recruitment services** 4 Nov 2024

Business and Arts South Africa



Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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