

Conference on "The Art of the Creative Economy" in Joburg

The inaugural ACT/UJ Arts & Culture Conference will focus on "The Art of the Creative Economy" on 24 and 25 May, 2012, at the UJ Arts Centre Theatre on UJ's Kingsway Campus.

With a programme that features top role-players in the government, national funding bodies and the creative sector, conference organisers hope to promote conversation between these stakeholders and, thus, begin to address the divide that exists between policy makers and practitioners, and chart a way forward for sustainability in the sector.

Representatives from the major funding bodies will present their positions, including a look at the details and impact of the National Department of Arts and Culture's Mzansi's Golden Economy policy. The first finding from the latest Business Arts South Africa (BASA) Artstrack sector research into the state of arts sponsorship in the country will be presented, as well as best-practice input from both continental and international perspectives. A sector overview will help to set the stage from the arts standpoint, looking at industry successes and current challenges, and setting the scene for in-depth sector scenario planning.

The speakers

Confirmed presenters include: writer and activist Dr Wally Mongane Serote; cultural policy and governance specialist Avril Joffé; new CEO of the National Arts Council, Monica Newton; head of Business and Arts South Africa, Michelle Constant; Generations mastermind, Mfundu Vundla; playwright and producer Deon Opperman; arts and culture policy advisor, Professor Andries Oliphant; director of the National Arts Festival, Grahamstown, Ismail Mahomed; Sershan Naidoo from the National Lottery Distribution Trust Fund, Erika E from the Cape Craft and Design Institute; Mandie van der Spuy, head of arts and jazz sponsorship at Standard Bank; Janet Watts, manager of the arts, culture and heritage programme at Tshikululu Corporate Social Investments; Katharina von Ruckterschell-Katte from the Goethe Institut; and theatre practitioner Themí Venturas.

In an effort to encourage participation from all stakeholder industries, including the arts and culture, education, government and business sectors; conference registrations fees are heavily subsidised. "We have deliberately kept the conference registration fee as low as possible - the R500 conference fee includes the conference pack, all catering and the conference cocktail event," said Brenda Devar, ACT chairman.

Group discounts

Recognising the value of organisation participation, further discounts will be facilitated for group registrations. For every 10 delegates that register from one organisation, the 10th registration will be free; making it equivalent to a 10 percent discount on 10 or more registrations. Larger groups can obtain 20 percent off on registrations of groups that number more than 50 participants.

Focused on delivering constructive outcomes from the presentations, one of the first tangible deliverables of the conference will be the initial publication of the ACT/UJ Arts & Culture Listing, made available to delegates as part of the conference collateral.

Conference registration is now open, and more information is available, through www.act.org.za Conference registrations close on 10 May.

For more, visit: <https://www.bizcommunity.com>