

Funding Proposal

For

Nyanga Arts Development Centre Project

Project Budget: R20m

Project Duration: ongoing

1. Executive Summary

Nyanga Arts and Development Centre (NADC) is a project initiated by the Nyanga Arts Initiative (NAI) that is intending to contribute to arts development, skills development and enterprise development in the Nyanga community and surrounding areas. We hereby propose a plan to build an Arts Centre for the community, young, old, illiterate and disabled people to explore and develop their talent especially in the Arts sector in a commercially viable and sustainable way.

NAI wish to make this project not only an Arts Centre but an Arts Institution which will be the home and heart of all artists around the community and the province at large. It wants to create a warm friendly atmosphere that can capitalize on huge arts skills that are fragmented and undeveloped. It has been noted that one of the major problems for Arts development in that area is that:

- They are not adequately equipped, managed and resourced
- They do not cater for all types of advice leaving many gaps in the community
- They are unco-ordinated, erratic and do not communicate with each other

effectively and;

- They do not cater effectively with the different language and education levels.
- Lack of specific and detailed programme

Hence this particular project wishes to be directly involved in providing assistance to this Arts Centre. It also wishes to assist local community members to establish and formalize their arts and craft businesses, by providing training and financial support to projects worthy of assistance. This project is constantly seeking out new opportunities and projects to involve the entire community of Nyanga in it.

NAI are consistently striving to ensure that this project has the correct level and mix of competencies to ensure the provision of services to the community members and deserving Arts groups in the area. In addition to this the project wishes to provide individuals with the opportunity to acquire new arts skills, and entrepreneurship skills which could form the platform for their further training and development, which can enable them to access financial assistance to ensure sustainable growth of their businesses and Arts career.

The purpose of this document is to present to the various stakeholders a funding proposal for the implementation of Nyanga Arts Development Centre project in the community which is intended to uplift and develop the community in all forms i.e. socially, economically etc. It is important that we invest in the future of our youth by creating meaningful opportunities enabling them to reap the fruits of our hard earned freedom.

2. Overall Goal of the project

- To make Nyanga a leader on the local, national and international stages in the development and promotion of creative work in the arts, culture, business, and the environment
- To be a catalyst for creative thought, lifelong learning, the development and showcasing of new work, and the advancement of applied arts skills

- To be a resource for individual and group renewal and transformation, and an enabler of innovation and creativity for participants and staff to question assumptions, explore ideas, embrace change, and exemplify excellence
- To enhance heritage and tourism
- To be a destination of choice for tourists, local and international
- To encourage entrepreneurs in arts sector

For many years, the impact of the inspiring arts community, the creative atmosphere, the diverse group of participants from many backgrounds and disciplines, and the strong support from NAI has combined to make a powerful experience that is intellectually, physically, and economically stimulating.

3. Specific Objective

Long term and short term goals of the proposed project is that, NAI wants all stakeholders and all beneficiaries i.e. arts and cultural groups, artists etc. to have no other place in the world like Nyanga Arts Development Centre. NAI will strive to make it a point that The Nyanga Arts Development Centre experiences have to change their lives drastically, and explore a turning point in the growth and development of their careers.

NADC has to offer artists the opportunity to pursue their work in an environment of inspiring physical grandeur, in company with fellow artists engaged in the act of creative exploration, in an institutional culture shaped by profound respect for the creative process. The gifts that NADC has to offer to the creative spirit: the power of place, the luxury of time, the synergy of community, the opportunity to pursue hard creative work both in isolation yet in a community of like-minded people, remains important and relevant to this project.

4. PROJECT PLAN

In order for this Arts Development Centre project to be effective to the beneficiaries we have a range of activities planned.

Concrete activities within this project are the following:

- **Arts Business Centre** provides the basic knowledge necessary for start-up new arts small businesses;
- **Arts Development Resource Centre** serves as source of information on economic characteristics of the region, already existing cultural arts groups, as well as the most perspective branches for start-up new arts groups;
- **Credit Support Centre** provides information and help regarding credits and loan opportunities, necessary documents' preparing, application procedures, and other work connecting with obtaining finances for Small Arts crafts businesses.

The following will be the ultimate results that will be used to reposition the NADC project:

- New art forms will emerge, existing ones will be strengthened and renewed, arts production will increase, artists will be involved in more creative collaborations
- Nyanga will be a more interesting, beautiful, animated and engaging place to be
- The unique character of Nyanga will be enhanced and enlivened
- The arts will become a nurturing part of more people's lives
- Developing and maintaining infrastructure and services for Arts Development and SMMEs
- Preventing a drain of resources from the local economy
- Developing human capital and productivity for the entire community

- Focusing on community-based economic development.

NADC will be divided into four clusters namely:

- **ARTS AND CULTURE (Operations)**
- **BUSINESS DEVELOPMENT**
- **FINANCE AND FUNDING**
- **HUMAN RESOURCES (Structures and competence)**

4.1 ARTS AND CULTURE

Various arts activities are planned to take place at NADC, utilizing vast skills and talents of various individuals in NADC. Individuals will be trained and developed on various elements of arts. Then therefore, various elements have been identified but not restricted to the following:

- Drama,
- poetry,
- Music,
- film-making,
- dance,
- visual arts,
- photography,
- pottery,
- Radio Station,
- silk screening,
- Resource centre (info. Centre),
- short courses/training,
- exchange arts program,
- technical trading,
- creative writing,
- festivals
- exhibitions

Certain issues relating to Arts and Culture not only in Nyanga community but to African societies at large have also been identified. NADC then will be charged to come up with ways and means to address such issues and be the champion leader in the process of addressing such issues. Some of the issues that have been identified include the following:

- Lack of organizational structure to oversee the programmes of the art institute.
- Trained management
- Collective participation & support
- Research/ acquire skills from other institutions
- Structure to organize festivals, campaigns and seminars, etc.
- Networking with other departments
- Revival of Arts & culture through cultural activities.
- To conscientize youth about the value of art, etc.

4.2 BUSINESS DEVELOPMENT OPPORTUNITIES

Many business developments opportunities around arts and other relevant economic development sectors have been identified through the NADC, and the following opportunities below are some of them:

- CRAFT
- VISUAL ART
- AUDIO
- PERFORMING ARTS
- CULTURAL HERITAGE AND TOURISM

CRAFT:

The following tasks will be developed and performed in NADC. People will be trained and assisted through starting their own small businesses around these.

- ❖ Pottery
- ❖ Sculptures/ wood & clay

- ❖ Sewing
- ❖ Beadwork

Visual Art:

Big businesses e.g. Coca Cola, ESKOM, and different sport codes will be lobbied to make business with NADC. Then under visual arts the following visual art forms will be taken out for commercial purposes.

- ❖ Painting
- ❖ Printing
- ❖ Drawing
- ❖ T-shirts
- ❖ Banners
- ❖ Posters etc.
- ❖ Photography

Audio:

Under audio, films will be recorded in the centre like documentaries, Series and heritage, editing suite and radio station. Both local and international films will be recorded from the centre.

Rental of Spaces:

Offices that are not utilized will be leased for rental; there will be also some spaces that will be for hire to the public for rehearsal purposes, conference venue and facilities, and presentation of productions. NADC will also look around the community needs like to post office and ATM banking around the centre.

Performing Arts:

Various arts forms will be organized and performed from the centre i.e. dance, music, and drama. Targeted audiences for those arts forms will be corporate businesses,

senior government officials e.g. MPs and MECs, individual community members who would love to come and relax, reliving stress, and even enjoy themselves.

CULTURAL HERITAGE AND TOURISM

On cultural heritage and tourism, there will be a display of heroes and sheroes, archives, touch museum, galleries and crafters will be brought to have showcase for tourists.

Hospitality:

Many business opportunities will be developed around hospitality industry in a form of restaurants and kiosk that will serve some refreshments to the surrounding community and NADC users. Also a Bar will be accommodated to serve some beverages on special occasions, functions or on prior arrangements like bookings. The bar will be operating on certain times that will be determined by both management of NADC and local authorities. For people who will come far away attending functions to NADC accommodation will be provided e.g. development of local B&B, guest's houses will be developed. All these activities will a major contribution in job creation not only to artists but also to non-artists.

Partners

The main partners of this project are already working with NAI in supporting the Art Development Centre projects, they are:

- Artscape
- Business Opportunities Network (BON)
- CS Studios

PROJECT MOTIVATION

NADC will present artist-led learning in, through and about the arts. The arts encourage people to think differently, question, imagine possibility and find creative solutions to existing problems develop as individual thinkers and become active, informed participants in our society.

Housed in a township NADC Arts will set the standard in artist-led learning environment throughout the year. NADC will deliver programs from the centre, Arts School, and to provide professional development opportunities for both teachers and artists, and advocates for the vital role of the arts in our schools and daily lives. Through various programs, NADC will provide opportunity to discover and develop creative arts potential from the community.

As one of Township's premiere arts centers, it will draw upon its professional advice and expertise an ability to access the amazing range of artists and technicians who enter the doors of the NADC. Actors, directors, dancers, technicians, designers, visual arts, photographing, filming, literature, musicians and writers will be encouraged to bring all their diverse working processes to bear on the artistic work that will happen right there in NADC.

Rich opportunities for learning surround NADC, and we believe that we will uniquely exist to provide Arts Development Projects that are second to none in unleashing people's creative potential.