



## DRAFT PROGRAMME

**NATIONAL ARTS COUNCIL OF NAMIBIA**  
**IFACCA AFRICAN CHAPTER MEETING & ART SUMMIT OF SOUTHERN AFRICA (ASSA)**  
**20<sup>th</sup> – 23<sup>rd</sup> AUGUST 2018, AT THE NAMIBIAN INSTITUTE OF PUBLIC ADMINISTRATION AND**  
**MANAGEMENT, WINDHOEK, NAMIBIA**

**MONDAY, 20<sup>TH</sup> AUGUST 2018**

<b>09:00-17:00</b>	Arrival and Registration of Delegates		Namibia Institute of Public Administration and Management (NIPAM)
<b>08:00 – 09:00</b>	Media Briefing: Minister of Education, Arts and Culture		Windhoek Country Club and Resort (WCCR)
<b>09:30 - 15:00</b>		SADC Governments Meeting to discuss – Status of Creative Economies (Moderators: Ms Sanet Steenkamp, Permanent Secretary of the Ministry of Education, Arts and Culture and Dr Sem Shikongo, Director of Tourism and Gaming at the Ministry of Environment and Tourism)	WCCR
<b>09:30 – 15:00</b>		IFACCA African Chapter Meeting (for IFACCA Africa Chapter Member Countries only)	NIPAM
<b>15:00 - 17:00</b>		IFACCA African Chapter and SADC Joint Session	WCCR
<b>19:00-22:00</b>	<b>OFFICIAL OPENING DINNER: ASSA</b>		<b>WCCR</b>





**TUESDAY, 21<sup>ST</sup> AUGUST 2018**

<b>8:00 - 09:00</b>	<b>Arrival of delegates</b>	NIPAM
<b>09:00 - 09:10</b>	<b>Welcoming Remarks</b> Patrick Sam, Chairman the National Art Council of Namibia	NIPAM
<b>09:10 - 09:30</b>	<b>Moderator: IFACCA Welcoming Introduction/Overview of Topics of the Day</b> Rosemary Mangope, Chief Executive Officer (CEO) National Arts Council of South Africa	NIPAM
<b>09:30 - 10:30</b>	<b>Presentation of Topic 1</b>  <b>FUNDAMENTALS FOR A HEALTHY ECOLOGY OF CREATIVE PROFESSIONALS</b> <b>Speaker: Magdalena Moreno Mujica, Executive Director of the International Federation of Arts Councils and Culture Agencies (IFACCA)</b>	
<b>10:30-11:00</b>	<b>TEA BREAK</b>	NIPAM
<b>11:00-12:00</b>	<b>Presentation of Topic 2</b>  <b>THE ROLE OF CULTURAL LEADERSHIP IN STRENGTHENING THE CREATIVE ECONOMY</b> <b>Speaker: Prof. Richard Haines, Chief Executive Officer, South African Cultural Observatory (South Africa)</b>  A leadership void will necessarily dilute the efficacy of the creative economy. Cultural leaders with knowledge across the spectrum of the creative industries must be recruited and supported in their endeavours to develop the creative economy in the region. The success of these leaders will in part depend upon the support offered by policy-makers and regional governments in the changing realities of today. The sector can be seen as experiencing many challenges ranging from the impact of new technologies, the production and distribution of cultural goods, limitations of migration, lack of access to capital funding - just to mention a few. For this reason, cultural leaders need to understand how to respond to these challenges in order to strengthen governance structures that effectively respond to the needs of the sector.	NIPAM
<b>12:00-13:00</b>	<b>Presentation of Topic 3</b>  <b>STRENGTHENING ARTS EDUCATION FOR THE GROWTH OF THE CREATIVE ECONOMY</b> <b>Prof. Sarala Krishnamurthy, Professor Communication, Namibia University of Science and Technology</b>  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	NIPAM





	developed by national and regional governments. The ability to identify industry crossover points and convey commitment to innovative aspects of the creative sector is crucial to growth. Arts education is birthed in mainstreaming the knowledge and skills to learners at an early age in their schooling career. The early introduction of art education to learners heightens the benefits of art education to human development.	
<b>13:00 - 14:00</b>	<b>LUNCH</b>	<i>NIPAM</i>
<b>14:00 - 14:45</b>	<p><b>Presentation of Topic 4</b></p> <p><b>THE NEED FOR EVIDENCE BASED POLICY MAKING FOR THE CREATIVE INDUSTRY</b>  <b>Speaker: Florence Mukanga, Part-time Lecturer Arts and Culture Management, University of Zimbabwe and independent research consultant (Zimbabwe)</b></p> <p>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 practise that is contextualised to specific needs of the respective country. Statistical information that is able to contribute to policy-making and investment in the cultural and creative economies is essential.</p>	<i>NIPAM</i>
<b>14:45 - 15:30</b>	<p><b>Presentation Topic 5</b></p> <p><b>NEW OPPORTUNITIES FOR THE CREATIVE ECONOMIES (TECHNOLOGY, MARKETING, PARTNERSHIPS AND MULTI-SECTORIAL APPROACHES)</b>  <b>PROPOSED ALTERNATE – DR JENNY MBAYE</b></p> <p>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 utilising 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.</p>	<i>NIPAM</i>
<b>15:30 - 16:00</b>	<b>TEA BREAK</b>	
<b>16:00 - 16h50</b>	<p><b>PANEL DISCUSSION</b>  <b>ESTABLISHING A CONDUCIVE ENVIRONMENT TO ENHANCE THE CREATIVE INDUSTRY</b>  <b>Moderator: Patrick Sam, Chairperson of NACN</b>          Panelist 1.: George Gachara, Cultural Activist, Author and Managing Partner at HEVA; Kenya          Panelist 2.: Erwin Maas, Theater director, teacher and performing arts advocate; Netherlands          Panelist 3.: Michelle Constant, Director of Business &amp; Arts; South Africa</p>	<i>NIPAM</i>
	<b>CLOSING - DAY 1</b>	<i>NIPAM</i>





**WEDNESDAY, 22<sup>ND</sup> AUGUST 2018**

<b>8:00 - 09:00</b>	Arrival of delegates	NIPAM
<b>09:00 - 09:10</b>	<b>Welcoming and Overview from Day 1</b> Shareen Thude, Vice-Chairperson of the National Arts Council of Namibia	NIPAM
<b>09:10 - 09:30</b>	<b>Moderator: Introduction/Overview of Topics of the Day 2</b> Maanka Chipindi, Director, National Arts Council of Zambia	NIPAM
<b>09:30 - 10:30</b>	<p><b>Presentation of Topic 6</b></p> <p><b>THE IMPORTANCE OF THE CREATIVE ECONOMY TO NATIONAL DEVELOPMENT AND REGIONAL INTEGRATION</b></p> <p><b>Speaker: Avril Joffe, Head of the Cultural Policy and Management Division at the Wits School of Arts and Director of Creativity Avril Joffe (South Africa)</b></p> <p>According to the United Nations Conference on Trade &amp; 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.</p>	NIPAM
<b>10:30 - 11:00</b>	<b>TEA BREAK</b>	
<b>11:00 – 11:45</b>	<p><b>Presentation of Topic 7</b></p> <p><b>CREATING AN ENABLING ENVIRONMENT FOR INVESTMENT IN THE CREATIVE ECONOMY</b></p> <p><b>John Davies: Research Fellow, Creative Industries – NESTA (UK)</b></p> <p>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. Impact investors are</p>	





	particularly interested in investing capital in the creative economy as the sector is underutilised to increase access to opportunities of upward mobility for many unemployed citizens.	
<b>11:45 - 12:30</b>	<p><b>Presentation Topic 8</b></p> <p><b>ECONOMIC AND EMPLOYMENT OPPORTUNITIES THE CREATIVE ECONOMY IN TOURISM</b></p> <p><b>Dr Sem Shikongo, Director: Tourism &amp; Gaming – Ministry of Environment &amp; Tourism, and Cultural Activist (Namibia)</b></p> <p>The creative economy has the potential to be far more than the sum of its parts. 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 endeavours, 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.</p>	NIPAM
<b>12:30 – 13:00</b>	<p><b>Subtopic 8.1</b></p> <p><b>FABLab Case Study</b></p>	NIPAM
<b>13:00 - 14:00</b>	<b>LUNCH</b>	NIPAM
<b>14:00 - 14:45</b>	<p><b>Presentation Topic 9</b></p> <p><b>REGIONAL INTEGRATION AS A KEY ENABLER TO EXPANDING THE CREATIVE ECONOMY</b></p> <p><b>Dr Ricardo Peach: Director – Arts Festival</b></p> <p>Regional integration for the promotion and popularisation of the creative economy is a key indicator to increase access, opportunities and upward mobility. The current SADC Trade and Industrialisation 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. Hence, the need for regional integration is key in improving the impact of the creative economy at a national, regional and international level.</p>	
<b>14:45 - 15:30</b>	<p><b>CASE STUDY</b></p> <p><b><i>BUILDING A CREATIVE ECONOMY FOR MALTA</i></b></p> <p><b>Presenter: Mr Toni Attard, Founder and Director of Culture Venture and Former Executive in the Arts Council of Malta</b></p>	NIPAM





<b>15:30 - 16:00</b>	<b>TEA/COFFEE BREAK</b>	<b>NIPAM</b>
<b>16:00 - 17:00</b>	<b>PANEL DISCUSSION</b> <b>ROLE OF THE CREATIVE ECONOMY IN SUSTAINABLE NATIONAL AND REGIONAL DEVELOPMENT</b> Moderator: Diane Dodd - IFACCA Representative Panelist 1.: Brenda Katwesigye, Managing Director, Wazi Vision, Uganda Panelist 2.: Katindi Sivi Njonjo, Founder – The LongView Nairobi, Kenya Panelist 3.: Oscar Ekponimo, Founder, Chowberry App, Nigeria	<b>NIPAM</b>
	<b>CLOSE DAY 2</b>	<b>NIPAM</b>
<b>17:30 - 19:30</b>	<b>Art Battle (to be confirmed)</b>	

**THURSDAY 23<sup>RD</sup> AUGUST 2018**

<b>08:00 - 08:30</b>	<b>City Tour Of Windhoek For ASSA Delegates</b>  Arrival of IFACCA Africa Chapter Members Countries delegates only	<b>WCCR</b>  <b>NIPAM</b>
<b>08:30 - 10:30</b>	<b>IFACCA African Chapter Meeting and Official Closing</b> (for IFACCA Africa Chapter Members Countries only)	<b>NIPAM</b>
<b>10:30 - 11:00</b>	<b>TEA/COFFEE BREAK and Arrival of ASSA Delegates</b>	<b>NIPAM</b>
<b>11:00 – 11:10</b>	<b>Welcoming and Overview from Day 2</b>	<b>NIPAM</b>
<b>11:10 - 11:20</b>	<b>Moderator: Introduction/Overview of Topics of the Day 2</b> <b>Dr Minette Mans, Member of the National Arts Council of Namibia</b>	<b>NIPAM</b>
<b>11:20 – 12:00</b>	<b>PANEL DISCUSSION</b> <b>Opportunities and challenges faced by Art Council/government Agencies in Africa</b> Moderator: Boyson Ngondo, Deputy Director Culture Programmes, Ministry of Education, Arts and Culture, Namibia Panelist 1.: Benjamin Rose, Seychelles Panelist 2.: Dean Molabetsi, Botswana Panelist 3.: Nicholas Moyo, Zimbabwe Panelist 4.: Patrick Sam, Namibia Panelist 5.: Monde M Gwaba, Zambia	<b>NIPAM</b>
<b>12:00 – 13h00</b>	<b>ASSA Way Forward – Break Away Sessions</b>  <b>1. SADC Creative Economy Legislation and Policy Resolutions</b> Moderator: Patrick Sam, Chairman of the National Art Council of Namibia	<b>NIPAM</b>





	<b>2. Private Sector Involvement Resolutions</b> Moderator: Rosemary Mangope, CEO, National Arts Council of South Africa	NIPAM
	<b>3. Arts Education in SADC Countries and Region</b> Moderator 9: Maanka Chipindi, Director, National Arts Council of Zambia	NIPAM
	<b>4. Encouraging and Developing Regional integration and Cooperation</b> Moderator 10 Nicholas Moyo, Director, National Arts Council of Zimbabwe	NIPAM
<b>13:00 - 14:00</b>	<b>LUNCH</b>	<b>NIPAM</b>
<b>14:00 – 14:45</b>	ASSA - Report back on Resolutions for endorsement	
<b>14:45 – 15:30</b>	IFACCA – Report back on the African Chapter Meeting Resolutions	NIPAM
<b>15:30 – 16:00</b>	<b>TEA/COFFEE BREAK</b>	<b>NIPAM</b>
<b>16:00 - 16:15</b>	Official Closing of ASSA Speaker: Honorable Katrina Hanse-Himarwa, Minister of Education, Arts and Culture (Namibia)	NIPAM
<b>16:15 – 16:30</b>	ASSA - Vote of thanks	NIPAM
<b>16:50 – 18:30</b>	<b>Visit and shopping experience</b>	<b>CRAFT CENTRE</b>
<b>19:00 - 24:00</b>	<b>CLOSING DINNER</b> <b>Launch of Local Fashion Collection, performances</b>	<b>WAREHOUSE</b>

