

# BUSINESS AND ARTS SOUTH AFRICA

BUSINESS AND ARTS SOUTH AFRICA, ANNUAL REPORT 2015/2016

Business and Arts South Africa

**Nature of Business**  
The promotion and development of partnerships between the private sector and the arts.

**Board of Directors**  
Kwanele Gumbi (Chairman)  
Herman Bosman  
Richard Cock  
Michelle Constant  
Mandla Langa  
Hilton Lawler  
Andre le Roux  
Khanyi Mamba  
Giovanni Mariano  
Dorothea Moors  
Carel Nolte  
Mandie van der Spuy  
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**Lonwabo Mavuso**  
Head of Programmes  
and Development

**Jessica Dennison**  
Executive Assistant and  
Events Coordinator

**Mandisa Tshiqi**  
Business Services Officer

**Lakin Morgan-BAATJIES**  
Marketing Manager

**Tshepo Diseko**  
Programmes and Grants Officer

**Diana Williams**  
Project Manager:  
Mentorship Programme

**ONTHATILE DITSHEGO**  
Project Manager:  
Education Programme

**MADELEINE LAMBERT**  
M&E and Research Officer

**ARTHUR NKUNA**  
Programme Coordinator –  
Young Professionals

**CHARLOTTE GULLE**  
Bookkeeper

**MAUREEN BENYA**  
General Assistant

**Bankers**  
Standard Bank of South Africa Limited

**Auditors**  
Grant Thornton  
Registered Auditors  
Chartered Accountants SA  
South African member of Grant  
Thornton International

**Company registration number**  
1997/001920/08  
VAT No. 4520249105



*The Window Workers, original concept by Anthea Moys – Image by Gareth Jacobs*



*18th Annual Business Day BASA Awards, partnered by Hollard, artwork by Collen Maswangani- Image by Gareth Jacobs*

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# CHAIRMAN'S STATEMENT

Our economic environment remains challenging with occasional dips to indicate the severity of our economic conditions. Yet through all of this, the arts sector – if judged by the interest and sales of certain art works – has been steadily growing. This is indicative of the resilience of the industry – most of all as a reliable asset class for diversification of wealth.

The role of Business and Arts South Africa becomes even more pronounced during a time when many arts organisations are having to close down, frequently due to limited and insufficient support but also, at times, bad governance. We have a remarkable core function

and a vision, which we need to fully and diligently execute. This approach supports our industry and our stakeholders, and engenders confidence during tough economic times when it's easier to cut down than to invest. As we enter a new financial year, BASA needs to invest most of our resources in improving the state of our industry and invest for the future growth. This means that the demand for what we do will remain high.

During the financial year under review, we have crafted a strategy and we will continue to execute on all its elements to take us to the next level. There have been many projects which BASA has been associated with, and we need to grow with the pace of the demand for our services.

I wish to acknowledge and thank Ms Michelle Constant for her diligence, as well as her very capable team, every member of which punches above their weight. We thank you.

To my board – I am indebted to you and thank you all for the sterling work you do to guide this special organisation.

Thank you to the Minister of Arts & Culture, Minister Mthethwa, for his support and that of his staff. We continue to do our best to support the work of all our stakeholders.

**Kwanele Gumbi**

Chairman, 11 July 2016



18th Annual Business Day BASA Awards, partnered by Hollard, artwork by Collen Maswangani- Image by Gareth Jacobs

# VISION

TO BE THE LEADING  
CONNECTOR CATALYST AND  
RESOURCE THAT SUPPORTS  
A BETTER UNDERSTANDING  
BY BUSINESS OF THE  
ARTS, AND CONTINUES  
TO ADVOCATE AN ARTS  
CULTURE IN OUR SOCIETY.

# MISSION

TO ENSURE THE RELEVANCE  
AND SUSTAINABILITY  
OF THE ARTS IN SOUTH  
AFRICA BY PROVIDING  
EXPERTISE IN DEVELOPING  
PARTNERSHIPS BETWEEN  
BUSINESS AND THE ARTS.

Both the vision and the mission are premised on the belief that the arts and culture have real value for all South Africans – for individuals, for communities and ultimately for the growth of civil society.

Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the corporate sector, as part of a strategy to secure greater involvement in the arts and from businesses operating within South Africa.

Business and Arts South Africa (NPC) is accountable to its stakeholders – to government, its corporate members and to the arts sector. Business and Arts South Africa (NPC) is constituted in terms of the new companies act and is registered as a public benefit organisation. It's delisting as a schedule 3 entity has seen Business and Arts South Africa (NPC) register for VAT.

Mandated to promote and encourage mutually beneficial and sustainable business-arts partnerships, Business and Arts South Africa (NPC) has seen through its commissioned research that business generally fund the arts through marketing, CSI, BBBEE-social economic development, enterprise development and human resources. Increasingly corporate South Africa is aligning with the arts as a viable cost effective area of sponsorship, a progressive enabler and a valuable proponent of Shared Value.

Business and Arts South Africa (NPC) is committed to identifying opportunities within the arts for its business members, whether from a BBBEE, HR, Marketing or Corporate Social Investment prospective.

Indeed, many arts programmes offer clear engagement across both spheres of corporate activity, something few alternatives can provide. To achieve this, it is essential that Business and Arts South Africa (NPC) sustain engagement with the corporate sector, in particular its own corporate members, and with the arts sector with specific focus on improving its profile and growing better business skills. Through its diverse projects – the BASA Education Programme, the Supporting Grant Scheme, Special Projects, Boardbank, Young Business Professionals, the Biannual Artstrack Research, the



Business Sponsorship Toolkit, the Arts Sponsorship Toolkit, the Arts in Business Forum, Africa Business Breakfasts supported by Standard Bank, the BASA Awards partnered by Hollard and Business Day, and it's bespoke consulting service, Business and Arts South Africa (NPC) continues to drive change in corporate sector thinking.

While encouraging the business sector to see arts partnerships as a strategic business opportunity is

fundamental to our philosophy, it is equally important to engender broader understanding of the role the arts can play within the socio-economic framework. Experience shows that the arts and culture can be and are, effectively integrated with an education, skills development, urban and rural regeneration, job creation, health and tourism. Less immediately tangible, but no less important, is their accepted value in addressing poverty of the mind, fighting social exclusion and thus growing civil society.



18th Annual Business Day BASA Awards, partnered by Hollard, artwork by Collen Maswangani- Image by Gareth Jacobs

# CHIEF EXECUTIVE OFFICER'S REVIEW

A recent series of workshops that our entire team took part in opened some new processes and thoughts for us around organisational management. The challenges that we were dealing with were diverse – here was an organisation that is scaling rapidly on different programmes. The metaphor that best describes our challenges is the one of our fridge. In nearly 20 years we have been using a bar fridge in our kitchen.

Over the years as the team grew, we found it more and more difficult to pack our daily lunches in the fridge. Sometimes the door refused to close, sometimes one of us had to leave our food on the counter, and hope it didn't go off. Milk and cold water always had pride of place

(of course) but even these products started to be squeezed, again making it difficult to get that door closed. And a fridge without a closed door is really just a cupboard, a series of badly designed shelves. Indeed, apart from the fact that it was a fridge, it really was just one hot mess. And so we finally decided it was time to get a larger fridge.

The last year has been a case of deep interrogation of the organisation's operations, systems and processes – this, as it's people power has grown commensurately.

It has been a challenging year (when isn't it!) but the company's growth is testament to the journey. Our strategy over the past year has focused on the four areas of Operations, Research, Brand Voice and Visibility, and Fiscal Diversity and Sustainability in order to reach our mission of connecting and making change.

The highlights of the last year have seen a growth in new members, new partnerships and projects, also new programmes - the completion of the Mozambique Skills Development Project in partnership with the Mozambican government and the European Union ACP; our partnership with the British Council/ Connect ZA – Creative Market Growth Hub and the Guide to Growing Creative Markets; the growth of the National Arts Council (NAC) and the Rand Merchant Bank (RMB) supported Education Programme, the continued successes of the Africa Business Breakfasts, supported by Standard Bank, the expansion of the Young Business Professionals Programme, and the embedding of the Monitoring and Evaluation, Research and Development Hub in BASA. We have also engaged closely with our members, offering a bespoke service to those requiring a different kind of intelligence for their strategy.

I recently read of an international foundation that was focused on change making, 'rather than grant making at the centre of their world view'. Indeed this is the journey that BASA has had to take real cognisance of, and our focus has been to grow the concepts of access and agency in the arts world, to drive arts-based intelligence



and the opportunities it offers the private sector and corporate world, and to support the Department of Arts and Culture in the roll-out of their mandate.

In order to do this we thank and applaud our partners – the Department of Arts and Culture, and the Private Sector for their vision and innovation.

Major thanks also go to our Board – both past and present, to our Chairman, Mr Gumbi, and to the BASA team, whose cheerful and passionate approach to our challenges and opportunities are the true reason for the organisation's success.

If one goes back to the workshop learning's that suggest belief, attitude, emotion, and behaviour lead to results, then our team ensures that the right beliefs lead to even better results. This as we move into our twentieth year of existence in 2017!

Thank you.

**Michelle Constant**

Chief Executive Officer, 8 August 2016



*18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs*

# GOVERNANCE

## FOR THE YEAR ENDED 31 MARCH 2016

All Board and committee members serve on a voluntary basis, and receive no remuneration from Business and Arts South Africa (NPC) for their time and expertise.

Three Board meetings are held annually; and are duly constituted and quorate.

One Annual General meeting is held annually; it is duly constituted and quorate.

Business and Arts South Africa records that its auditors, Grant Thornton, conduct five random audits of funded projects annually, to satisfy the board that projects are properly conducted and comply with the terms and conditions of the Business and Arts South Africa (NPC) Supporting Grant Scheme.

**BOARD COMMITTEE:** All board members.

**AUDIT COMMITTEE:** Christine McDonald (Chairperson), Herman Bosman and Lisa Tonini. The audit committee meets twice annually to review the six-month interim review and year-end financial statements.

**EXECUTIVE COMMITTEE:** Executive Committee meetings were held subject to the availability of Board members. Two Executive Committee meetings were held during the financial year ended 31 March 2016, supplemented by inclusion of Exco functions at the Board meetings throughout the year. The Board agreed that, as there was considerable overlap across committees, the contribution made by various individuals be rationalised, with the functions of the Human Resources and Audit Committee where possible being combined with Executive Committee meetings.

**THE CORE EXECUTIVE COMMITTEE COMPRISES:**

Kwanele Gumbi (Chairman), Richard Cock, Mandie van der Spuy, Gail Walters and Khanyi Mamba.

**HUMAN RESOURCES COMMITTEE:** Executive Committee members make up the Human Resources Committee, as follows: Carel Nolte (Chairman), Matthew van der Want and Hilton Lawler.

**NOMINATIONS COMMITTEE:** Kwanele Gumbi, Andre Le Roux and Gail Walters.

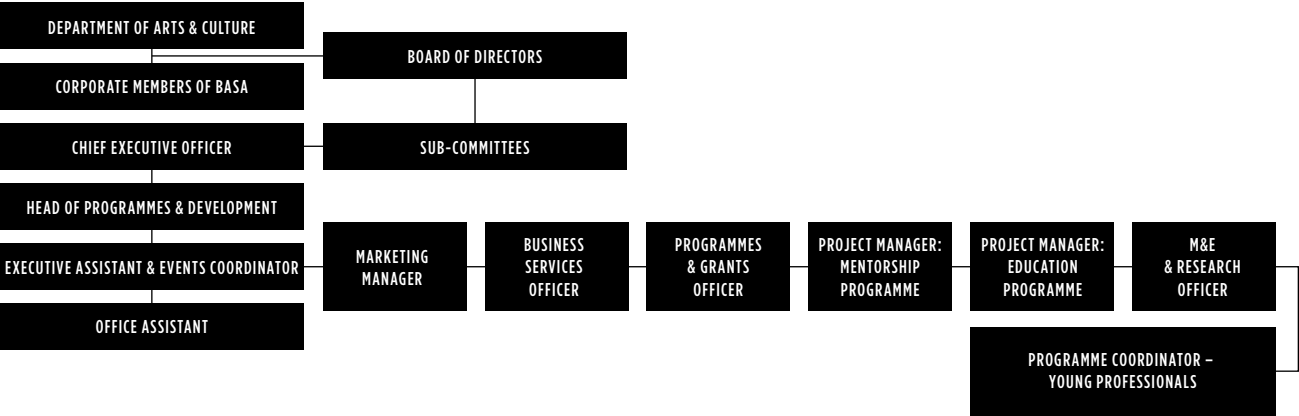
**MARKETING COMMITTEE:** Mandie van der Spuy, Giovanni Mariano and Carel Nolte.



*18th Annual Business Day BASA Awards, partnered by Hollar, artwork by Collen Maswangani- Image by Gareth Jacobs*

# HUMAN RESOURCE MANAGEMENT

## FUNDERS



## PERSONNEL COSTS 2015/16

Total operating expenditure	R4 410 788
Personnel	R2 236 378
Skills Development Levy	-
Pension Fund/retirement annuity	R0
Medical benefits	R125 841
Unemployment insurance fund	R18 874
Average personnel cost per employee (Including 6 full time at BASA head office)	R372 000
<b>ALLOWANCES</b>	
There was no overtime, housing or other allowances made.	

## LABOUR RALATIONS

EMPLOYMENT EQUITY
<b>Management</b> 1 White female 1 African male
<b>Middle Management</b> 1 African female 2 Coloured females
<b>Lower skilled</b> 1 African female
<b>Part time staff</b> 1 African female 2 African males 2 White females

## HIV/AIDS PREVENTION & HEALTH PROMOTION

Given the small size of Business and Arts South Africa (NPC), no formal programme has been instituted, separate from the HR policy. A complete HR policy is in place, which includes health and safety.

# STRATEGIC OVERVIEW

## IN RELATION TO KEY OBJECTIVES FOR THE YEAR ENDED 31 MARCH 2016

Business and Arts South Africa (NPC) is mandated to build and secure partnerships between business and the arts, serving both sectors in ways that will achieve this objective. While Business and Arts South Africa (NPC) must promote its own identity to maintain its profile as an agency for partnership and support, this platform is extensively leveraged on behalf of business and of the arts. The strategies and related activities of Business and Arts South Africa (NPC) are ongoing and, for the most part, are linked with the flexibility to support all stakeholders: business, arts organisations and government.

Business and Arts South Africa (NPC) continues to position itself as a resource for its business members in terms of insights, knowledge and information both locally and through its engagement on the continent.

The strategy over the past year has been focused on scaling up in three key areas:

- Intelligence, resources and research
- Programmatic and organisation marketing
- Education and skills capacity for the arts organisations

These areas are addressed, to varying degrees, across all three stakeholder areas: Business, the Arts sector and Government.

## INTELLIGENCE AND RESOURCES

I

### **BESPOKE SERVICE CONSULTANCY FOR MEMBERS:**

Business and Arts South Africa (NPC) offers personalised and strategic research to businesses that want to leverage their engagement with the arts. Through the years, Business and Arts South Africa (NPC) has become an important resource, supporting and tracking information about the arts and partnership opportunities, for its diverse members.

II

### **ADVOCACY:**

Business and Arts South Africa (NPC) continues to make interventions in areas it considers critical for the sustainability of the arts sector:

- i. The Arts and Taxation – Business and Arts South Africa (NPC) continues to raise the issue of tax deductions for giving to the arts. It is the contention of Business and Arts South Africa's (NPC) that such philanthropy or donations would be encouraged by deductions being made available to the donor. In addition, examples elsewhere demonstrate how a culture of philanthropy contributes to infrastructural investment and skills development, from which flows employment and regeneration.
- ii. Business and Arts South Africa crossing borders – Business and Arts South Africa, in partnership with Culture and Media Agency Europe (CUMEDIA) Belgium and the Mozambican Ministry of Culture and Tourism, was awarded a grant by the European Union African, Caribbean and Pacific Group of States (ACP) to work extensively in Mozambique. The focus of this work was on the strengthening of the Mozambican Cultural Industries through capacity building and the enhancement of the country's legal framework. Business and Arts South Africa

implemented a series of workshops to Mozambican government officials, artists and business.

### III

#### **FUNDING AND SPONSORSHIP OF THE ARTS:**

Business and Arts South Africa (NPC) continues to lobby business with regards to their support of the arts by providing them with relevant partnership opportunities.

### IV

#### **EVENTS AND BEST PRACTICE SEMINARS FOR MEMBERS:**

This year our members enjoyed a series of arts events nationwide which included:

- Foundry Dinners with influential people in business, government and embassies
- Africa Breakfast series
- Alma Chamber Orchestra Concert
- Tims Print Studio and Workhorse presents Glimpse at the Workhorse Gallery
- Opening performance of the 2015 Baxter Dance Festival
- Greg Maqoma & Friends Production – The Lyric Theatre
- Conduct an Orchestra event at The Linder Auditorium

### V

#### **BASA AWARDS:**

The 18th Annual Business Day BASA Awards, partnered by Hollard, focused on business-arts partnership conducted during 2014. Imaginative, innovative and cost-effective partnerships between business and the arts were highlighted, demonstrating the potential for synergy, the window of mutual opportunity, and the far reaching benefits for business, for the arts, and for all South Africans. The BASA Awards are the only South African awards that celebrate business partnerships with the arts, receiving over 160 entries ranging from large corporates to SMME's. The Annual Business Day BASA Awards, partnered by Hollard, have played an important role in the changing face of business in the country.

All award categories encompass all creative mediums and a wide spectrum of partnerships, from small and in-kind,

to large-scale or long-term. The awards are judged by an independent panel of judges and the results are audited by Grant Thornton. A specially commissioned work of art is given to the winning sponsor in each Award category.

The event is attended by captains of industry, BASA members, and members of government. Since the inception of the BASA Awards, either the Minister or Deputy Minister of Arts and Culture has been in attendance and given a keynote address.

Each year, the BASA Awards venue is selected based on its socio-cultural importance and the theme of the Awards for that year, relevant to the current socio-political context in South Africa at the time. Examples of previous BASA Awards venues include The Market Theatre, Johannesburg City Hall, the Wits Art Museum, Turbine Hall Newtown, and Hollard's Villa Arcadia.

Surrounded by artworks from the Constitutional Court Art Collection (CCAC), the diverse business and arts partnership winners in the eleven judged categories were celebrated at the 18th Annual Business Day BASA Awards, partnered by Hollard, on September 21st 2015. Also honoured were the winners of four special awards commending the remarkable contribution of individuals, businesses, and organisations to the sustainability of South Africa's arts, selected at the discretion of the BASA Board. Each winner received a unique sculpture by renowned artist, Collen Maswanganyi, inspired by the theme of transformation. Winners ranged from small projects to large-scale ones, and encompass many different aspects of the arts. For instance, the winner of the First Time Sponsor Award was the partnership between the Recycling and Economic Development Initiative of South Africa (REDISA) and the Puku Children's Literature Foundation. The partnership saw REDISA sponsoring the Puku Story Festival in Grahamstown and Puku Story Competition for teenagers to write stories in isiXhosa with an environmental theme. This year's International Sponsorship Award was won by Redefine Properties Limited for supporting the Buskaid Soweto String Ensemble's tour to the UK, a resounding success on many different levels. The Sponsorship In Kind Award went to

Cliffe Dekker Hofmeyr Inc., proud partner of The Magnet Theatre Educational Trust, united by a mission to facilitate access to avenues of empowerment and transformation for historically disadvantaged and vulnerable groups. In particular, the partnership culminated in Magnet's successful application for Section 18A status, contributing to improved sustainability. The partnership between MayFord Seeds and Apollo Music Trust, Symphony Choir of Johannesburg, and Last Night of the Proms, won the Arts and the Environment Award, supported by Nedbank.

Judges for the 18th Annual Business Day BASA Awards, partnered by Hollard, were CEO of the Mastrantonio Group and BASA board member, Gianni Mariano (BASA Awards Chairman); Entrepreneur, writer, facilitator and content architect, Kojo Baffoe; Arts commentator and writer, Mary Corrigan; CEO of the Field Band Foundation, Nicolette du Plessis; CEO of the National Heritage Monument, Dali Tambo; Experiential Marketing Director at Geometry Global Johannesburg, Thresho Selesho; and arts consultant and BASA board member, Mandie van der Spuy.

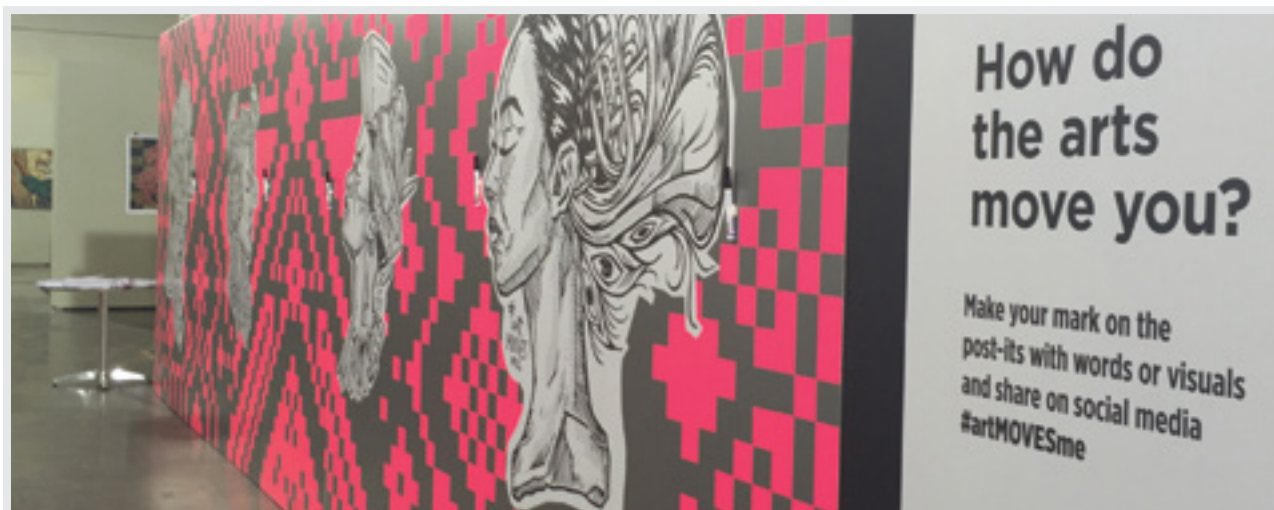
For the Awards ceremony, BASA commissioned a performance by Anthea Moys, with Lavendhri Arumugam, Dion Monti, and Wits School of Arts Fine Art students, also based on the transformation theme.

As part of the legacy of the 18th Annual Business Day BASA Awards, partnered by Hollard, BASA worked with the CCAC to facilitate the development of the first iteration of an App that allows all smart phone users to take a tour of this important art collection – either on site, or remotely. The Constitutional Court Art Collection App is free, and available for download via the Google Play Store, App Store, or BlackBerry Work.

## **VI BUSINESS AND ARTS SOUTH AFRICA SUPPORTING GRANT SCHEME:**

Funded by an allocation from the Department of Arts and Culture, this scheme continues to serve as a mechanism through which business and the arts can engage and achieve mutual benefit. Through these grants, BASA aims to equip the artist/arts organisation with the tools to support an approach to a potential sponsor and to provide such a sponsor with the wherewithal to leverage the proposed partnership effectively. This has shifted the perception both of business towards the arts but also of the art vis-à-vis its own activities, within a broader context.

The grants encompass a wide range of activity attracting corporate sector support, and, where



*#artMOVESme at 2015 FNB JouburgArtFair – Image by Lakin Morgan-Baatjies*



possible, BASA leverages the arts or culture project further through its own media partnerships. Supporting Capital Grants of R1 million leveraged a further R12 million in corporate sector spend.

## MARKETING (INSTITUTIONAL AND MEMBERSHIP)

### I

#### **QUARTERLY BULLETIN FOR MEMBERS AND WEBSITE:**

The BASA Bulletin is emailed quarterly to members, offering the opportunity to promote their business-arts activities. It highlights events and Best Practice in the Arts Sponsorship.

### II

#### **MEDIA PARTNERSHIPS:**

These were introduced by Business and Arts South Africa to counter the relative lack of media coverage of business- arts partnerships.

The content prepared for these partnerships is geared to address different objectives:

- To mainstream the arts and culture activity.
- To promote Business and Arts South Africa's profile within the business sector.
- To promote Business sponsorship of the arts.

Different long-running partnership have been established and Business and Arts South Africa (NPC) has initiated partnerships with organisations which have large geographical footprints and differentiated audience reach. These are:

- SAFM Current Affairs "Create"
- Business Day TV

- Kaya FM
- Creativefeel Magazine
- Wanted Magazine

## EDUCATION

### I

#### **BASA EDUCATION PROGRAMME**

BASA remains committed to an expanded, innovative educational programme that seeks to ensure the relevance and sustainability of the arts in society. The three-tier BASA Education Programme aims to address the strategic thrust of development and support of the arts. The Business and Arts South Africa Education Programme is part of a commitment to developing innovative educational programmes that seek to ensure the relevance and sustainability of the arts in society.

Supported by the the National Arts Council, Rand Merchant Bank and the NLDTF at the Established level, the BASA Education Programme has travelled to all nine provinces over the 2014-2016 period, and reached 310 arts organisations, comprising over 480 delegates, across all three tiers.

#### i. BASA Basics:

The BASA Basics Education Programme is aimed at arts organisations and individuals wishing to start a for profit or not for profit organisation. The programme aims to introduce emerging artists to the legal registration options and processes available in terms of establishing an arts organisation, and further develop arts organisations to come out with a workable business model in order to take the organisation forward.

What the BASA Basics Education programme will entail:

Our six month long programme is for arts organisations at the start-up level. It comprises a series of workshops and has been rolled out in

all 9 provinces of South Africa. The skills learnt during these workshops will equip emerging arts organisations with the necessary tools to get started.

The first workshop looks at understanding legal entities, governance and compliance.

The second workshop is establishing the vision, mission, basic operational budgeting, resource evaluation and basic business models.

The final workshop covers proposal writing, business communication and partnership fundraising.

At the end of the six months, we would like to see that participants have become registered as a legal entity (if their organisations are not already registered) and have a workable business model.

Supported by the National Arts Council of South Africa, BASA Basics was rolled out nationally from 2014, and all workshops in the current programme are complete. 79 delegates have registered their organisations/companies thus far, 39 have been able to access funding and sponsorships, and 50 have their tax clearance in order. Delegates in Cape Town, Johannesburg and Bloemfontein have already moved on to participate in the BASA Dynamic Education Programme.

#### ii. BASA Dynamic:

This programme is aimed at registered arts organisations with a basic business model and plan. The intention for the intermediate programme is to focus on the strategic objectives developed from the overall strategic business model/plan and delve into specific areas of the business plan needing further strategy and tactics.

What the BASA Dynamic Education Programme entails:

Our year long programme is for arts organisations at the dynamic level, and it has been rolled out in Gauteng, Western Cape, Eastern Cape, KwaZulu-Natal,

and the Free State. It comprises a series of workshops:

- The first workshop focuses on overall strategy looking at vision, mission and goals for each organisation.
- The second workshop covers marketing, including social media and PR.
- The third workshop looks at operations and HR.
- The fourth workshop deals with finance.
- The fifth workshop focuses on governance and compliance.

At the end of the programme, we would like to see that most objectives set by each organisation have been achieved and documented.

#### iii. BASA Established:

This programme is aimed at arts organisations that have been in operation for a couple of years but are faced with strategic organisational challenges. The programme challenges their way of thinking in terms of generating income and creating innovative business models to ensure long-term sustainability. Furthermore, organisations at this level may be paired up with a business mentor to further assist and advise the organisations in meeting their strategic goals.

What the BASA Established Education Programme entails:

Our year long programme entails a series of workshops and a mentor to oversee the engagement for the year. The programme is run in Gauteng, Western Cape and KwaZulu-Natal, and consists of eight workshops:

- Foundation workshop: Asset Based Community Development
- This workshop is followed by a strategy workshop looking at vision, mission and goals for each organisation.
- The next workshop is marketing, including social media and PR.
- The fourth workshop focuses on Audience Development, outlining findings and strategies as outcomes of the BASA British Council Connect ZA

Audience Development Fellowship programme.

- The fifth workshop looks at operations and HR.
- The sixth workshop deals with finance.
- The seventh workshop focuses on governance and compliance.
- The final workshop is monitoring and evaluation.

At the end of the year's programme, it is envisioned that Established groups would have benefited from expert advice and guidance of professional business mentors and facilitators helping to ensure their long term sustainability and contribution to the arts in society. Overall, the arts groups who participated in the programme will be in a better position to access funding, drive audiences, market themselves and continue to serve their communities.

The BASA Dynamic and Established Education Programmes are for registered and more established organisations. They comprise strategy, marketing and market development, operations, finance, and governance workshops, and are underpinned by assignments and mentorship. Thus far, the delegates have reported solid organisational development and, in some cases, increased funding and audiences as a result of the programme. Some of the recent workshop facilitators have included Amy Shelper (Meropa Communications), Niall Kramer (marketing consultant, previously Marketing Director at Chevron), Mike Freedman (Founder of Freedthinkers), Hilton Lawler (MD of Hilton Lawler Strategy Consultants), Henry Cronje (Solace Consulting), Mandisa Dangazele (Business Education and Arts Mentorship), and some of BASA's staff members. 22 Established and Dynamic arts organisations in Johannesburg and 13 in Cape Town completed the NAC funded programme in June 2015. 9 organisations in Port Elizabeth, 13 in Durban, and 7 in Bloemfontein completed the workshop programme earlier this year and are in the process of completing the assignments required to finish the programme. With support from Rand Merchant Bank, BASA recruited a new intake of delegates for the BASA Established programme in Gauteng (10 organisations), the Western Cape (12 organisations), and KwaZulu-Natal (12 organisations) during 2015, and they are about to wrap up the

programme ahead of a new intake for the 2015/16 year. In addition to assignments, mentorship, and workshops outlined above, these delegates also completed ABCD and monitoring and evaluation workshops. A call for applications for the next intake will be released shortly.

## II

### **AUDIENCE DEVELOPMENT PROGRAMME - CONNECTING CREATIVE MARKETS**

Business and Arts South Africa partnered with the British Council's Connect ZA programme in February 2014 on a new and exciting project aimed at significantly growing audience development skills within South Africa's arts community.

The Audience Development project focuses intensely on training arts organisations to interrogate current audiences, to be able to significantly grow new audiences, and to become audience focused organisations.

Four fellows were recruited in October 2014 and sent to the UK in November 2014 to train on audience development strategies and techniques with the Arts Marketing Association (UK). Upon return to South Africa, they were paired with two arts organisations each, a mixture of performing and visual arts, in Johannesburg and Cape Town. The findings of their 6 month placements will be available by mid-2016 when we hope to have some interesting marketing strategies and case studies to share with the arts community at large via an animated online manual.

The Connecting Creative Markets audience development fellows have completed their training with the Arts Marketing Association (UK), as well as their work with in-service organisations POPart and Bag Factory in Johannesburg, and Arts Township International and Cape Dance Company in Cape Town. A guide to growing Creative Markets, the animated e-learning platform showcasing initial results, lessons learned and unique South African case studies, was launched on 28 July 2016. BASA and the British Council Connect ZA are partnering once again, towards the development of the Creative Markets Growth Hub (CMGH). The CMGH is intended to

become a focal point for creative market development thinking, research and online training within Africa. We are currently rolling out an in-depth research phase to fully understand the challenges the creative services are facing in maintaining and developing their markets. The research is being led by Kim Sanssoucie, former Connecting Creative Markets fellow, alongside an audience development research expert from the United Kingdom.

### **III**

#### **BUSINESS AND ARTS SOUTH AFRICA'S MENTORSHIP PROGRAMME:**

Business and Arts South Africa's Mentorship programme is designed to introduce better business skills into the arts sector. These include strategic planning, marketing, financial planning, audience development, cash flow management and much more.

### **IV**

#### **BOARDBANK SOUTH AFRICA**

BASA Boardbank acts as a bridge for those skilled professionals who want to engage with the arts sector by voluntarily sitting on the Board of an arts organisation. As with all BASA's initiatives in this area, the value of the relationship is two-fold: making the arts sector more sustainable by improving corporate governance, while providing business professionals with the opportunity to expand their own Social Investment (SI) responsibility within the arts sector. In 2015/16, BASA Boardbank placed 11 business professionals with boards of arts organisations in Johannesburg and Cape Town.

### **V**

#### **IMPLEMENTED REGULAR COMMUNICATION:**

With a national database of arts organisations, Business and Arts South Africa (NPC) has implemented regular communication to its cultural database. This information includes national market related stories, reviews and more.

### **VI**

#### **PRO BONO ASSISTANCE AND ADVOCACY:**

Legal firms Adams and Adams and Probono.org continue to offer pro bono assistance to bona fide arts and culture organisations identified and introduced by Business and Arts South Africa (NPC), across a range of issues, giving the arts sector access to top quality legal expertise.

### **VII**

#### **YOUNG BUSINESS PROFESSIONALS:**

The Young Business Professionals Programme is focused at creating opportunities for young business professionals to engage with the arts. The Programme aims to introduce young professionals to the arts – to understand the value of the arts, the potential ROI with regards to sponsorship, and its function as an agent of social cohesion and nation building in society. The outcome of the Programme, as envisioned by BASA, is to induct young business professionals into the creative world. BASA aims to grow on the events already held, and host a series of exciting, creative events around the country highlighting the value of the arts to diverse young professionals. We believe that this is a valuable demographic that, in the future, will have influence and impact in business, politics and the arts.



18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs

# GRANTS AND REPORT BACK STATUS

FINANCIAL YEAR  
END 31 MARCH 2016



18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs

## TOTAL NUMBER OF GRANTS MADE BY BUSINESS AND ARTS SOUTH AFRICA

AS AT 31 MARCH 2016	1 422
Report back	941

Grants made during period 01 April 2015 to 31 March 2016	64
Report backs received as at 31 March 2016	32

## GRANTS BY BUSINESS SECTOR %

Advertising Agency	0.79%
Educational Institution/University	4.72%
Financial	11.02%
Food & Beverage	17.32%
Foreign Embassy	0.79%
Foundations/Trusts	7.09%
Funding Agency	2.36%
Hotel & Leisure	7.09%
Industrial	1.57%
Investment	3.94%
IT/Computer Services	2.36%
Legal	0.79%
Local Municipality	3.15%
Manufacturing	0.79%
Media & Entertainment	14.17%
Other	3.15%
PR & Communications	2.36%
Real Estate	6.30%
Retail	3.94%
Technology	0.79%
Transport	3.94%
Unassigned	1.57%

## GRANTS BY ARTS DISCIPLINE %

Dance	8.45%
Education	4.23%
Festival	22.54%
Literature	2.82%
Multi-Discipline	8.45%
Music	25.35%
Theatre	7.04%
Visual Art	21.13%



## GRANTS BY PROVINCE %

Eastern Cape	2.82%
Gauteng	42.25%
Kwa-Zulu Natal	14.08%
Limpopo	1.41%
Mpumalanga	2.82%
National	2.82%
North West Province	2.82%
Northern Cape	1.41%
Western Cape	29.58%

## GRANTS BY STRATEGY %

Education	25.35%
Professional	49.30%
Underserved Communities	12.68%
Women	4.23%
Youth	8.45%

SPONSORS:	Hartham Properties (Pty) Ltd		
RECIPIENT ORGANISATION:	THEATRE ON THE SQUARE PRODUCTIONS		
PROJECT/EVENT:	Classical Lunch Hour Concerts	DATE OF EVENT:	On-going
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	5th June 2015
REPORT BACK:	Yes		

SPONSORS:	Tumit Sparkle (Pty) Ltd Keleketla Library African Freedom Station Capital Arts Revolution (CAR)		
RECIPIENT ORGANISATION:	Individual – Gabisile Motuba		
PROJECT/EVENT:	Art Meets Therapy Research Project	DATE OF EVENT:	14th November 2015
AREA:	National	TYPE:	Music
SUPPORTING GRANT:	R5 000,00	DATE FUNDED:	4th August 2015
REPORT BACK:	No		

SPONSORS:	H.U.G.E. Entertainment Ugu District Municipality		
RECIPIENT ORGANISATION:	Madlokovu Youth Development Foundation (MYDF)		
PROJECT/EVENT:	Artist Incubator Development Project	DATE OF EVENT:	4th May – 27th November 2015
AREA:	Kwa-Zulu Natal	TYPE:	Music
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	No		

SPONSORS:	Red Bull Holdings South Africa (Pty) Ltd		
RECIPIENT ORGANISATION:	Beanstalk CC		
PROJECT/EVENT:	Cape Town World Music Festival	DATE OF EVENT:	17th July 2015
AREA:	Western Cape	TYPE:	Music
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	4th August 2015
REPORT BACK:	No		

SPONSORS:	Rand Merchant Bank		
RECIPIENT ORGANISATION:	ASSITEJ SA		
PROJECT/EVENT:	Kickstarter Creative Arts Project	DATE OF EVENT:	15th December 2015
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	4th August 2015
REPORT BACK:	No		

SPONSORS:	Rand Merchant Bank Nedbank Arts & Culture Trust Gooderson Kloppenheim Country Estate Hotel		
RECIPIENT ORGANISATION:	The Forgotten Angle Theatre Collaborative		
PROJECT/EVENT:	Mpumalanga Arts Project (MAP)	DATE OF EVENT:	1st June 2015
AREA:	Mpumalanga	TYPE:	Dance
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	Yes		

SPONSORS:	Springbok Superspar		
RECIPIENT ORGANISATION:	Namakwa Arts and Culture Foundation		
PROJECT/EVENT:	Nama – Goi Arts and Culture Festival	DATE OF EVENT:	29th October 2015
AREA:	Northern Cape	TYPE:	Festival
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	No		

SPONSORS:	SAMRO		
RECIPIENT ORGANISATION:	New Music SA NPC		
PROJECT/EVENT:	New Music Indaba 2015	DATE OF EVENT:	22nd July 2015
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R10 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	No		

SPONSORS:	Rainbow Farms		
RECIPIENT ORGANISATION:	Performing Arts Network of South Africa (PANSA)		
PROJECT/EVENT:	PANSA Young Performer's Project	DATE OF EVENT:	25th April – 30th July 2015
AREA:	Kwa-Zulu Natal	TYPE:	Theatre
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	No		

SPONSORS:	Three Cities Royal Palm Hotel		
RECIPIENT ORGANISATION:	South African Dance Teachers' Association		
PROJECT/EVENT:	Shall We Dance	DATE OF EVENT:	11th September 2015
AREA:	Kwa-Zulu Natal	TYPE:	Dance
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	22nd December 2015
REPORT BACK:	Yes		

SPONSORS:	Standard Bank of South Africa		
RECIPIENT ORGANISATION:	T.Musicman		
PROJECT/EVENT:	Standard Bank Joy of Jazz	DATE OF EVENT:	April – September 2015
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	No		



18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs

SPONSORS:	MayFord Seeds (Pty) Ltd Classic FM The Gardener Magazine		
RECIPIENT ORGANISATION:	Apollo Music Trust		
PROJECT/EVENT:	The Mayford Concert – "In Tune with Nature"	DATE OF EVENT:	12th September 2015
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	Yes		

SPONSORS:	Mbende Service CC		
RECIPIENT ORGANISATION:	Individual – Zanele Hlangu		
PROJECT/EVENT:	Umlazi Picnic	DATE OF EVENT:	29th August 2015
AREA:	Kwa-Zulu Natal	TYPE:	Music
SUPPORTING GRANT:	R5 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	Yes		

SPONSORS:	Born and Bred Design CC SAB		
RECIPIENT ORGANISATION:	Individual – Phumelele Mkize		
PROJECT/EVENT:	Wunga Awareness Concert	DATE OF EVENT:	24th September 2015
AREA:	Kwa-Zulu Natal	TYPE:	Multi-Discipline
SUPPORTING GRANT:	R12 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	No		

SPONSORS:	Jingo Media (PTY) LTD		
RECIPIENT ORGANISATION:	Zakifo		
PROJECT/EVENT:	Zakifo	DATE OF EVENT:	11th June 2015
AREA:	Kwa-Zulu Natal	TYPE:	Music
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	4th August 2015
REPORT BACK:	No		

SPONSORS:	Mazars The Fire Room Minuteman Press Incite Sustainability		
RECIPIENT ORGANISATION:	Zip Zap Circus School		
PROJECT/EVENT:	Zip Zap Circus School Annual Report	DATE OF EVENT:	31st August 2015
AREA:	Western Cape	TYPE:	Education
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	Yes		

SPONSORS:	Bidvest Group		
RECIPIENT ORGANISATION:	Wits Art Museum		
PROJECT/EVENT:	Wits Art Museum Endowment Auction 2015	DATE OF EVENT:	27th May 2015
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	5th December 2015
REPORT BACK:	Yes		

SPONSORS:	Port Elizabeth Musical and Dramatic Society		
RECIPIENT ORGANISATION:	Individual – Bob Eveleigh		
PROJECT/EVENT:	Showtime Theatre Awards	DATE OF EVENT:	22nd January 2016
AREA:	Eastern Cape	TYPE:	Theatre
SUPPORTING GRANT:	R10 000,00	DATE FUNDED:	2nd July 2015
REPORT BACK:	Yes		

SPONSORS:	Greyville Convention Centre		
RECIPIENT ORGANISATION:	Individual – Sue Clarence		
PROJECT/EVENT:	Adult Panto 2015 "Aladdin"	DATE OF EVENT:	1st October 2015
AREA:	Kwa-Zulu Natal	TYPE:	Theatre
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	Yes		

SPONSORS:	Bidvest Foundation		
RECIPIENT ORGANISATION:	King David Victory Park Primary School		
PROJECT/EVENT:	Cultivate	DATE OF EVENT:	19th August 2015
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	5th November 2015
REPORT BACK:	Yes		

SPONSORS:	Rand Merchant Bank		
RECIPIENT ORGANISATION:	The Cape Town Opera Company		
PROJECT/EVENT:	Four: 30	DATE OF EVENT:	21st November 2015
AREA:	Western Cape	TYPE:	Music
SUPPORTING GRANT:	R45 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	Yes		

SPONSORS:	Breinstorm Brand Architects		
RECIPIENT ORGANISATION:	Friends of JAG		
PROJECT/EVENT:	Friends of JAG Awareness Campaign	DATE OF EVENT:	On-going
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	No		

SPONSORS:	Rand Merchant Bank		
RECIPIENT ORGANISATION:	Keiskamma Trust		
PROJECT/EVENT:	Keiskamma Art Project: Book & Exhibition	DATE OF EVENT:	On-going
AREA:	National	TYPE:	Multi-Discipline
SUPPORTING GRANT:	R45 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	No		

SPONSORS:	Distell Foundation		
RECIPIENT ORGANISATION:	E'Bosch Heritage Project NPC		
PROJECT/EVENT:	School Choir Festival	DATE OF EVENT:	18th September 2015
AREA:	Western Cape	TYPE:	Music
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	1st September 2015
REPORT BACK:	Yes		

SPONSORS:	Redefine Properties Limited		
RECIPIENT ORGANISATION:	The Buskaid Trust		
PROJECT/EVENT:	The Buskaid Soweto String Ensemble's Annual Linder Concert	DATE OF EVENT:	20th July 2015
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	1st September 2015
REPORT BACK:	Yes		

SPONSORS:	Coca Cola South Africa		
RECIPIENT ORGANISATION:	Visual Art Network of SA – VANSa		
PROJECT/EVENT:	Art Week Joburg 2015	DATE OF EVENT:	5th September 2015
AREA:	Gauteng	TYPE:	Festival
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	No		

SPONSORS:	Tsogo Sun Group PTY LTD Nussbaum Foundation		
RECIPIENT ORGANISATION:	The Baxter Theatre Centre		
PROJECT/EVENT:	Baxter Dance Festival	DATE OF EVENT:	5th October 2015
AREA:	Western Cape	TYPE:	Dance
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	2nd October 2015
REPORT BACK:	Yes		



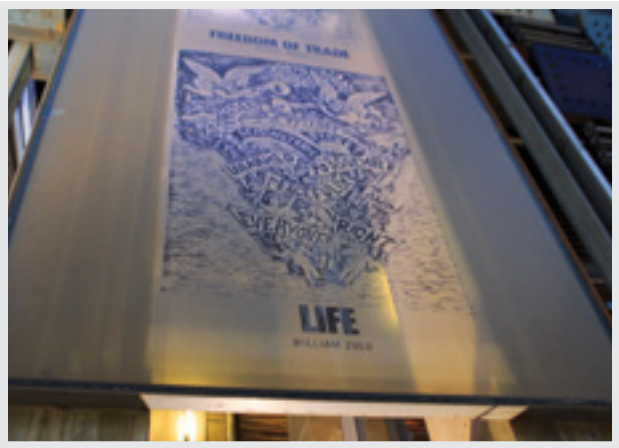
SPONSORS:	HCI Foundation		
RECIPIENT ORGANISATION:	IZIKO South African National Gallery		
PROJECT/EVENT:	In_Herit Programme 2015	DATE OF EVENT:	21st September 2015
AREA:	Western Cape	TYPE:	Visual Art
SUPPORTING GRANT:	R10 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	Yes		

SPONSORS:	Naspers Limited		
RECIPIENT ORGANISATION:	The Cape Town Opera Company		
PROJECT/EVENT:	Maria Stuarda – A semi-staged Opera Concert	DATE OF EVENT:	7th November 2015
AREA:	Western Cape	TYPE:	Music
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	Yes		

SPONSORS:	Newcastle Municipality: Culture & Amenities Directorate		
RECIPIENT ORGANISATION:	Newcastle Creative Network		
PROJECT/EVENT:	Newcastle Township Arts Festival	DATE OF EVENT:	1st October 2015
AREA:	Kwa-Zulu Natal	TYPE:	Festival
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	5th November 2015
REPORT BACK:	Yes		



*The Window Workers, original concept by Anthea Moys - Image by Gareth Jacobs*



*18th Annual Business Day BASA Awards, partnered by Hollard, at the COConstitutional Court - Image by Gareth Jacobs*

SPONSORS:	Birmingham University Citiq (Pty) Ltd		
RECIPIENT ORGANISATION:	Ithuba Arts Fund		
PROJECT/EVENT:	Photo Colour Services: Billboard Project	DATE OF EVENT:	15th September 2015
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	2nd October 2015
REPORT BACK:	No		

SPONSORS:	Grindrod Bank Limited Black Coffee Design cc		
RECIPIENT ORGANISATION:	The Hiltonian Society		
PROJECT/EVENT:	The Witness Hilton Arts Festival 2015	DATE OF EVENT:	17th September 2015
AREA:	Kwa-Zulu Natal	TYPE:	Festival
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	31st August 2015
REPORT BACK:	No		

SPONSORS:	Fruit & Veg City Holdings (Pty) Ltd		
RECIPIENT ORGANISATION:	Cape Dance Company		
PROJECT/EVENT:	Cape Dance Company Artscape Summer Season	DATE OF EVENT:	3rd December 2015
AREA:	Western Cape	TYPE:	Dance
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	4th November 2015
REPORT BACK:	No		

SPONSORS:	Prue Leith Chefs Academy Pty Ltd		
RECIPIENT ORGANISATION:	Haenertsburg Development Foundation		
PROJECT/EVENT:	Magoebaskloof Spring Festival	DATE OF EVENT:	23rd September 2015
AREA:	Limpopo	TYPE:	Multi-Discipline
SUPPORTING GRANT:	R12 000,00	DATE FUNDED:	22nd December 2015
REPORT BACK:	Yes		

SPONSORS:	Markommunity Pty Ltd Pureau Fresh Water Co. (Pty) Ltd Industrial Development Corporation (IDC)		
RECIPIENT ORGANISATION:	Mpumalanga Traditional Art Market (MTAM)		
PROJECT/EVENT:	Mpumalanga Traditional Art Market (MTAM)	DATE OF EVENT:	24th September 2015 – 24th January 2016
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R25 000,00	DATE FUNDED:	4th November 2015
REPORT BACK:	Yes		

SPONSORS:	Distell Foundation Computicket Rupert Music Foundation		
RECIPIENT ORGANISATION:	Oude Libertas Amphitheatre		
PROJECT/EVENT:	Oude Libertas Amphitheatre Summer Season 2015-2016	DATE OF EVENT:	21st November 2015
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	30th March 2016
REPORT BACK:	Yes		

SPONSORS:	Strauss & Co		
RECIPIENT ORGANISATION:	Bag Factory Artists' Studios		
PROJECT/EVENT:	Reinhold Cassirer Award 2015	DATE OF EVENT:	September – November 2015
AREA:	Gauteng	TYPE:	Education
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	5th December 2015
REPORT BACK:	No		

SPONSORS:	Gordon Institute of Business Science		
RECIPIENT ORGANISATION:	The South African Fine Art Print Fair		
PROJECT/EVENT:	The South African Fine Art Print Fair	DATE OF EVENT:	28th October 2015
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	22nd December 2015
REPORT BACK:	No		

SPONSORS:	SAE Institute SA (PTY) LTD Paul Bothner (PTY) LTD Ableton/Tuerk Music Pioneer Score Energy Drink		
RECIPIENT ORGANISATION:	Black Mango Music		
PROJECT/EVENT:	Breathe Sunshine African Music Conference	DATE OF EVENT:	30th September 2015
AREA:	Western Cape	TYPE:	Multi-Discipline
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	5th November 2015
REPORT BACK:	Yes		

SPONSORS:	Brimstone Investment Corporation Limited		
RECIPIENT ORGANISATION:	Human Rights Media Centre		
PROJECT/EVENT:	Children's Literary Reader	DATE OF EVENT:	On-going
AREA:	Western Cape	TYPE:	Literature
SUPPORTING GRANT:	R5 000,00	DATE FUNDED:	4th November 2015
REPORT BACK:	No		

SPONSORS:	Homefind24 (PTY) LTD		
RECIPIENT ORGANISATION:	Arts Township International		
PROJECT/EVENT:	Development of One Community Creative District	DATE OF EVENT:	29th November 2015
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R35 000,00	DATE FUNDED:	5th December 2015
REPORT BACK:	No		

SPONSORS:	Grindrod Freight Services		
RECIPIENT ORGANISATION:	Individual – Penwell Ngcobo		
PROJECT/EVENT:	Edgy Drama Mix	DATE OF EVENT:	August – December 2015
AREA:	Kwa-Zulu Natal	TYPE:	Theatre
SUPPORTING GRANT:	R10 000,00	DATE FUNDED:	3rd November 2015
REPORT BACK:	No		

SPONSORS:	Paul Cluver Wines		
RECIPIENT ORGANISATION:	Thembalitsa Foundation		
PROJECT/EVENT:	Hope @ Paul Cluver	DATE OF EVENT:	September 2015 – March 2016
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	4th November 2015
REPORT BACK:	Yes		

SPONSORS:	Environmental Assurance (Pty) Ltd Between 10 and 5 Online Publishing		
RECIPIENT ORGANISATION:	Individual – Roan Hendrikz		
PROJECT/EVENT:	iThemba Tower	DATE OF EVENT:	6th January 2016
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R25 000,00	DATE FUNDED:	29th January 2016
REPORT BACK:	No		

SPONSORS:	SAMRO		
RECIPIENT ORGANISATION:	South African Association for Jazz Education – SAJE		
PROJECT/EVENT:	13th SAJE Jazz Conference	DATE OF EVENT:	31st March 2016
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	27th February 2016
REPORT BACK:	Yes		

SPONSORS:	BMW South Africa (PTY) LTD Caleo Capital PTY LTD		
RECIPIENT ORGANISATION:	Nirox Foundation Trust		
PROJECT/EVENT:	Acoustics Now & Classic Now	DATE OF EVENT:	23rd April 2016
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	29th June 2016*
REPORT BACK:	Yes		

SPONSORS:	DeskLink Media		
RECIPIENT ORGANISATION:	Dance Forum		
PROJECT/EVENT:	Dance Umbrella 2016	DATE OF EVENT:	25th February 2016
AREA:	Gauteng	TYPE:	Dance
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	30th March 2016
REPORT BACK:	Yes		

SPONSORS:	K-Lo Ink Media Productions Creation Wines		
RECIPIENT ORGANISATION:	On the Beat Communications		
PROJECT/EVENT:	Gender Equality Murals	DATE OF EVENT:	1st March 2016
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	29th April 2016
REPORT BACK:	No		

SPONSORS:	Sun International		
RECIPIENT ORGANISATION:	Arts & Culture Trust		
PROJECT/EVENT:	The 18th Annual Act Awards	DATE OF EVENT:	2nd November 2015
AREA:	Gauteng	TYPE:	Multi-Discipline
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	28th April 2016
REPORT BACK:	No		

SPONSORS:	Airports Company South Africa HCI Foundation NLDTF		
RECIPIENT ORGANISATION:	One City Events		
PROJECT/EVENT:	Cape Town Community Festival	DATE OF EVENT:	1st November 2015
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	30th March 2016
REPORT BACK:	No		

SPONSORS:	Rand Merchant Bank Arts & Culture Trust ASSITEJ SA ABI		
RECIPIENT ORGANISATION:	The National School of the Arts		
PROJECT/EVENT:	Festival of Fame (FoF)	DATE OF EVENT:	7th March 2016
AREA:	Gauteng	TYPE:	Festival
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	28th April 2016
REPORT BACK:	No		

SPONSORS:	Rand Merchant Bank The Lyric Theatre		
RECIPIENT ORGANISATION:	Vuyani Dance Theatre		
PROJECT/EVENT:	Greg Maqoma & Friends	DATE OF EVENT:	1st October 2015
AREA:	Gauteng	TYPE:	Dance
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	29th January 2016
REPORT BACK:	No		

SPONSORS:	Distell Foundation National Lottery Commission Artscape		
RECIPIENT ORGANISATION:	LivingIT		
PROJECT/EVENT:	Ubuntu Youth Film Festival	DATE OF EVENT:	March – August 2016
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R10 000,00	DATE FUNDED:	29th January 2016
REPORT BACK:	No		

SPONSORS:	Rand Merchant Bank Benguela Cove Investments PTY LTD Tollman Bouchard Finlayson Overstrand Municipality MacBrothers Amorim Cork Hermanus Times		
RECIPIENT ORGANISATION:	Hermanus FynArts		
PROJECT/EVENT:	Hermanus FynArts Festival	DATE OF EVENT:	10th June 2016
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	27th February 2016
REPORT BACK:	No		



SPONSORS:	Metropolitan		
RECIPIENT ORGANISATION:	The Thursdays		
PROJECT/EVENT:	Museum Night Cape Town	DATE OF EVENT:	10th March 2016
AREA:	Western Cape	TYPE:	Visual Art
SUPPORTING GRANT:	R30 000,00	DATE FUNDED:	3rd March 2016
REPORT BACK:	Yes		

SPONSORS:	Pam Golding Properties Exclusive Books Jonathan Ball Publishers Penguin		
RECIPIENT ORGANISATION:	Knysna Literary Festival		
PROJECT/EVENT:	Knysna Literary Festival	DATE OF EVENT:	16th March 2016
AREA:	Western Cape	TYPE:	Multi-Discipline
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	30th March 2016
REPORT BACK:	Yes		

SPONSORS:	REDISA Swiss Embassy		
RECIPIENT ORGANISATION:	Puku Children's Literature Foundation		
PROJECT/EVENT:	Puku Story Festival	DATE OF EVENT:	18th February 2016
AREA:	Eastern Cape	TYPE:	Literature
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	4th April 2016
REPORT BACK:	Yes		



#artMOVESme at the National Arts Festival 2015 – Image by Lakin Morgan-Baatjies

SPONSORS:	Gold Reef City DWR Distribution Distell Foundation The Market Theatre Mzansi Golden Economy		
RECIPIENT ORGANISATION:	Naledi Theatre Awards		
PROJECT/EVENT:	Naledi Theatre Awards	DATE OF EVENT:	19th April 2016
AREA:	Gauteng	TYPE:	Theatre
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	31st March 2016
REPORT BACK:	Yes		

SPONSORS:	Omnigro (PTY) LTD Manic Enterprises (PTY) LTD		
RECIPIENT ORGANISATION:	That Art Fair		
PROJECT/EVENT:	That Art Fair 2016	DATE OF EVENT:	17th February 2016
AREA:	Western Cape	TYPE:	Visual Art
SUPPORTING GRANT:	R40 000,00	DATE FUNDED:	31st March 2016
REPORT BACK:	Yes		

SPONSORS:	Pick 'n Pay Stanmar Motors Remax		
RECIPIENT ORGANISATION:	Slow Festival		
PROJECT/EVENT:	Sedgefield Slow Festival	DATE OF EVENT:	25th March 2016
AREA:	Western Cape	TYPE:	Festival
SUPPORTING GRANT:	R20 000,00	DATE FUNDED:	4th April 2016
REPORT BACK:	No		

SPONSORS:	Nolands		
RECIPIENT ORGANISATION:	Wakkerstroom Music Festival		
PROJECT/EVENT:	The 6th Wakkerstroom Classical Music Festival	DATE OF EVENT:	18th March 2016
AREA:	Mpumalanga	TYPE:	Festival
SUPPORTING GRANT:	R9 000,00	DATE FUNDED:	27th February 2016
REPORT BACK:	Yes		

SPONSORS:	Hartham Properties (Pty) Ltd		
RECIPIENT ORGANISATION:	Theatre on the Square Productions		
PROJECT/EVENT:	Classical Lunch Hour Concerts	DATE OF EVENT:	On-going
AREA:	Gauteng	TYPE:	Music
SUPPORTING GRANT:	R10 000,00	DATE FUNDED:	30th March 2016
REPORT BACK:	No		

SPONSORS:	Ampersand Foundation The Walter Battiss Company		
RECIPIENT ORGANISATION:	Wits Art Museum		
PROJECT/EVENT:	The Five Lives of Walter Battiss Exhibition	DATE OF EVENT:	6th July 2016
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R50 000,00	DATE FUNDED:	27th May 2016
REPORT BACK:	No		

SPONSORS:	Gordon Institute of Business Science		
RECIPIENT ORGANISATION:	Individual – Benon Lutaaya		
PROJECT/EVENT:	"Reveal" Solo Exhibition	DATE OF EVENT:	27th August 2015
AREA:	Gauteng	TYPE:	Visual Art
SUPPORTING GRANT:	R15 000,00	DATE FUNDED:	11th February 2016
REPORT BACK:	Yes		

TOTAL GRANTS MADE AND TOTAL ACCRUED FOR THE YEAR ENDING 31 MARCH 2016		R2 047 000.00
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# SCHEDULE OF SPECIAL PROJECTS

## FOR YEAR END 2015 – 2016



18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs

PROJECT	#artMOVESme
DESCRIPTION	#artMOVESme is an open source participatory and on-going art campaign pioneered by BASA. The first part of the #artMOVESme campaign is a graffiti hoarding featuring the work of artist Sindiso Nyoni. The hoarding was initiated in August 2014 at the 17th Annual Business Day BASA Awards, partnered by Hollard, first appearing on the Hollard Campus, before moving to Business Day's premises, and then arriving at the Market Theatre for the awards event. During 2015 it travelled to the National Arts Festival (July) and the FNB Joburg Art Fair (September). Through the hoarding, the public can engage with Nyoni's images, describing – through visuals and words captured on pink Post-It notes – how the arts impact their world and make them feel, and the responses have been both moving and thought-provoking.
PURPOSE	To explore the value of the arts for both business and broader society, based on the understanding that the arts provide REAL value – social capital, EQ and social cohesion.
DATE	On-going
AREA	National
AMOUNT	R76 073.00

PROJECT	ACT UJ Conference 2016
DESCRIPTION	This year's ACT/UJ Conference, #creativeintersections, was an interactive learning forum presenting interdisciplinarity as an alternate way of thinking and problem solving. BASA partnered with the conference once again to present the BASA Hatchery Breakaways. These brainstorming sessions saw delegates working on creative interdisciplinary ideas, solutions or collaborations, and gain practical experience building a project and working as a collective. Delegates also received assistance from a 'Live Toolkit' of connectors – industry experts who consulted on their ideas – as well as the opportunity to pitch their idea for an implementation grant of R80 000, during the Pitch Perfect 'battle' session.
PURPOSE	The two and a half day conference aims to provide a forum for developing and inspiring the creative community. Engaging with entrepreneurs, artists, creative enablers, policy makers and implementers; in addition to the advertising, film, design and broader arts industries; it showcases new ways of cultivating business ideas in a contemporary South Africa.
DATE	16 – 17 March 2016
AREA	Gauteng
AMOUNT	R60 000.00

PROJECT	BASA "Create" SAFM
DESCRIPTION	A five minute arts and culture feature on prime time News and Current Affairs radio station, SAFM. The slot airs on Mondays, Wednesdays and Fridays, and is also extended to include a lengthier, less issues-driven Saturday slot.
PURPOSE	To mainstream arts and culture activities through a platform that targets a cross-cultural audience with national footprint.
DATE	1 April 2015 – 31 March 2016
AREA	National
AMOUNT	R216 149.36

PROJECT	Business Day BASA Awards partnered by Hollard
DESCRIPTION	Surrounded by artworks from the Constitutional Court Art Collection (CCAC), the diverse business and arts partnership winners in the eleven judged categories were celebrated at the 18th Annual Business Day BASA Awards, partnered by Hollard. Also honoured were the winners of four special awards commending the remarkable contribution of individuals, businesses, and organisations to the sustainability of South Africa's arts, selected at the discretion of the BASA Board. Each winner received a unique sculpture by renowned artist, Collen Maswanganyi, inspired by the theme of transformation. For the Awards ceremony, BASA commissioned a performance by Anthea Moys, with Lavendhri Arumugam, Dion Monti, and Wits School of Arts Fine Art students, also based on the transformation theme.
PURPOSE	To highlight effective business-arts partnerships and drive interest from the corporate sector in supporting the arts.
DATE	21 September 2015
AREA	National
AMOUNT	R957 868.83

PROJECT	"Business of the Arts" – Business Day TV
DESCRIPTION	This weekly, five minute television programme seeks to showcase the arts in South Africa and provide business argument for corporate support of the arts. It also highlights various events and profiles both new and established artists.
PURPOSE	To mainstream art and cultural activities, to encourage business to take-up opportunities within the arts, and to provide a potential value-add for BASA Corporate Members.
DATE	1 April 2015 – 31 March 2016
AREA	National (DSTV)
AMOUNT	R730 000.00

PROJECT	Kaya FM's "Kaya Bizz"
DESCRIPTION	This BASA feature takes place every Thursday evening at 17:20. The aim of the segment is to not only showcase those Business and Arts engagements undertaken by our corporate members, but to also promote the creative sector in its entirety. Topics explored include case studies of businesses partnering with arts initiatives to fulfil mandates aligned to either their Marketing objectives, as well as Corporate Social Responsibility. It is through this feature that BASA encourages valuable and equitable Business and Arts partnerships.
PURPOSE	To facilitate conversations that encourage business participation in the arts.
DATE	1 September 2015 – 31 August 2016
AREA	Gauteng (95.9 FM & through DSTV)
AMOUNT	R125 700.00

PROJECT	National Arts Festival
DESCRIPTION	BASA supports the Cue Newspaper at the National Arts Festival, a focused, short term newspaper. The newspaper provides a platform for the training of young arts journalists. Furthermore, BASA supports the Hands On Masks Off – a carefully designed training intervention that runs parallel with the festival. Established in 2008, the programme creates a platform for emerging arts entrepreneurs to work with successful professionals.
PURPOSE	To create a vehicle for the practical training of arts journalists, as well as emerging artists.
DATE	2 – 12 July 2015
AREA	Eastern Cape
AMOUNT	R251 848.00

**TOTAL SPECIAL PROJECTS MADE FOR THE YEAR  
ENDING 31 MARCH 2016**

**R2 417 639.19**

# ANNUAL FINANCIAL STATEMENTS

## INDEPENDENT AUDITOR'S REPORT TO THE DIRECTORS OF BUSINESS AND ARTS SOUTH AFRICA

We have audited the financial statements of Business and Arts South Africa set out on pages 7 to 17, which comprise the statement of financial position as at 31 March 2016, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and the notes, comprising a summary of significant accounting policies and other explanatory information.

### **DIRECTORS' RESPONSIBILITY FOR THE FINANCIAL STATEMENTS**

The company's directors are responsible for the preparation and fair presentation of these financial statements in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatements, whether due to fraud or error.

### **AUDITOR'S RESPONSIBILITY**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **OPINION**

In our opinion, the financial statements present fairly, in all material respects, the financial position of Business and Arts South Africa as at 31 March 2016, and its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa.

### **OTHER REPORTS REQUIRED BY THE COMPANIES ACT**

As part of our audit of the financial statements for the year ended 31 March 2016, we have read the Directors' Report for the purpose of identifying whether there

are material inconsistencies between this report and the audited financial statements. This report is the responsibility of the respective preparers. Based on reading this report we have not identified material inconsistencies between this report and the audited financial statements. However, we have not audited this report and accordingly do not express an opinion thereon.

**OTHER MATTER**

Without qualifying our opinion, we draw attention to the fact that supplementary information set out on page 18 does not form part of the annual financial statements and is presented as additional information. We have not audited this schedule and accordingly we do not express an opinion on it.

*Grant Thornton*

**GRANT THORNTON**

Johannesburg Partnership  
Registered Auditors

**G C SMITH**

Partner  
Registered Auditor  
Chartered Accountant (SA)

29 June 2016

@Grant Thornton  
Wanderers Office Park  
52 Corlett Drive  
Illovo, 2196



#artMOVESme - Image by Gareth Jacobs



Speaker of the House by Norman Catherine (Constitutional Court Art Collection) - Image by Gareth Jacobs



# DIRECTORS' RESPONSIBILITIES AND APPROVAL

The directors are required by the Companies Act 71 of 2008, to maintain adequate accounting records and are responsible for the content and integrity of the annual financial statements and related financial information included in this report. It is their responsibility to ensure that the annual financial statements fairly present the state of affairs of the company as at the end of the financial year and the results of its operations and cash flows for the period then ended, in conformity with the International Financial Reporting Standard for Small and Medium-sized Entities. The external auditor's is engaged to express an independent opinion on the annual financial statements.

The annual financial statements are prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the Companies Act, 71 of 2008 and are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgements and estimates.

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board of directors sets standards for internal control aimed at reducing the risk of error or loss in a cost effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus

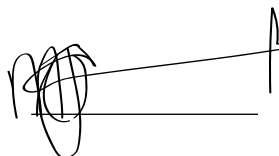
of risk management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risk cannot be fully eliminated, the company endeavours to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behaviour are applied and managed within predetermined procedures and constraints.

The directors are of the opinion, based on the information and explanations given by management, that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the annual financial statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss.

The directors have reviewed the company's cash flow forecast for the year to 29 June 2017 and, in the light of this review and the current financial position, they are satisfied that the company has or has access to adequate resources to continue in operational existence for the foreseeable future.

The external auditors are responsible for independently auditing and reporting on the company's annual financial statements. The annual financial statements have been examined by the company's external auditors and their report is presented on page 4.

The annual financial statements set out on pages 7 to 17, which have been prepared on the going concern basis and the directors' report on pages 5 to 6, were approved by the board of directors on 29 June 2016 and were signed on their behalf by:



Director

Johannesburg

29 June 2016



Director



# DIRECTORS' REPORT

The directors have pleasure in submitting their report on the annual financial statements of Business and Arts South Africa

NPC for the year ended 31 March 2016.

## 1. NATURE OF BUSINESS

The company is engaged in the promoting and development of a partnership between the private sector and the arts and operates principally in South Africa.

There have been no material changes to the nature of the company's business from the prior year.

## 2. REVIEW OF FINANCIAL RESULTS AND ACTIVITIES

The annual financial statements have been prepared in accordance with International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act 71 of 2008. The accounting policies have been applied consistently compared to the prior year.

Full details of the financial position, results of operations and cash flows of the company are set out in these annual financial statements.

## 3. DIRECTORS

The directors in office at the date of this report are as follows:

DIRECTORS	OFFICE
<b>K Gumbi</b> .....	<b>Chairman</b>
<b>MJ Constant</b> .....	<b>Chief Executive Officer</b>
<b>HL Bosman RAC</b>	
<b>Cock M Langa</b>	
<b>AS Le Roux</b>	
<b>GV Mariano</b>	
<b>IL Mokoena</b>	
Resigned 19 August 2015	
<b>CA Nolte</b>	
<b>GC Palacios-Flusk</b>	
Resigned 19 August 2015	
<b>F Thom</b>	
Resigned 19 August 2015	
<b>MM van der Spuy</b>	
<b>MW van der Want</b>	
<b>PG Walters</b>	
<b>K Mamba</b>	
Appointed 19 August 2015	
<b>D Moors</b>	
Appointed 19 August 2015	
<b>H Lawler</b>	
Appointed 19 August 2015	

## 1. EVENTS AFTER THE REPORTING PERIOD

The directors are not aware of any material event which occurred after the reporting date and up to the date of this report.

## 2. GOING CONCERN

The directors believe that the company has adequate financial resources to continue in operation for the foreseeable future and accordingly the annual financial statements have been prepared on a going concern basis. The directors have satisfied themselves that the company is in a sound financial position and that it has access to sufficient borrowing facilities to meet its foreseeable cash requirements. The directors are not aware of any new material changes that may adversely impact the company. The directors are also not aware of any material non-compliance with statutory or regulatory requirements or of any pending changes to legislation which may affect the company.

## 3. AUDITORS

Grant Thornton Johannesburg Partnership continued in office as auditors in accordance with section 90 of the Companies Act of South Africa.

## 4. SECRETARY

The company had no secretary during the year.

## 5. NON-CURRENT ASSETS

There have been no major changes in non-current assets of the company during the year under review.

## 6. CHIEF EXECUTIVE OFFICER

The chief executive officer is Michelle Constant.



18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs



18th Annual Business Day BASA Awards, partnered by Hollard - Image by Gareth Jacobs

# STATEMENT OF FINANCIAL POSITION AS AT 31 MARCH 2016

FIGURES IN RAND	NOTES	2016	2015
<b>ASSETS</b>			
<b>Non-Current Assets</b>			
Plant and equipment	2	51 617	93 753
<b>Current Assets</b>			
Trade and other receivables	3	201 766	318 729
Cash and cash equivalents	4	8 972 695	8 140 933
		<b>9 174 461</b>	<b>8 459 662</b>
<b>TOTAL ASSETS</b>		<b>9 226 078</b>	<b>8 553 415</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Accumulated surplus		4 602 128	4 200 584
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Income received in advance	5	339 661	324 576
Educational Funds - NLDTF	6	42 353	119 376
Internship and mentoring fund	7	343 395	392 541
BASA Africa - Mozambique	8	154 872	409 738
Trade and other payables	9	2 888 132	1 890 638
Education Programme funds	10	855 537	1 215 962
		<b>4 623 950</b>	<b>4 352 831</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>9 226 078</b>	<b>8 553 415</b>

# STATEMENT OF COMPREHENSIVE INCOME

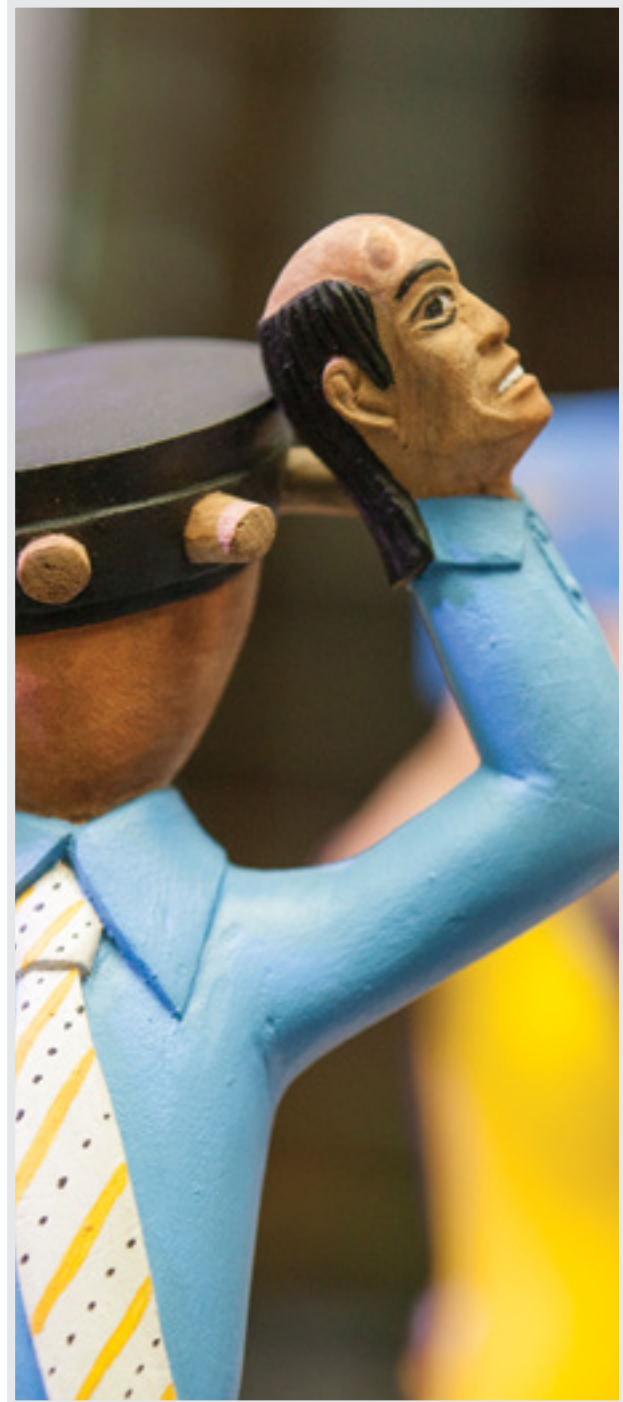
FIGURES IN RAND	NOTES	2016	2015
Revenue	11	4 136 092	3 101 635
Other income	12	1 126 871	1 221 421
Operating expenses		(5 367 559)	(4 507 893)
<b>Operating deficit</b>	<b>13</b>	<b>(104 596)</b>	<b>(184 837)</b>
Investment revenue	14	507 239	370 171
Finance costs	15	(1 099)	(66)
<b>Surplus for the year</b>		<b>401 544</b>	<b>185 268</b>
Other comprehensive income		-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>		<b>401 544</b>	<b>185 268</b>

# STATEMENT OF CHANGES IN EQUITY

FIGURES IN RAND	ACCUMULATED SURPLUS	TOTAL EQUITY
<b>BALANCE AT 1 APRIL 2014</b>	<b>4 136 092</b>	<b>3 101 635</b>
Profit for the year	185 268	185 268
Other comprehensive income	-	-
<b>Total comprehensive income for the year</b>	<b>185 268</b>	<b>185 268</b>
<b>BALANCE AT 1 APRIL 2015</b>	<b>4 200 584</b>	<b>4 200 584</b>
Profit for the year	401 544	401 544
Other comprehensive income	-	-
<b>Total comprehensive income for the year</b>	<b>4 602 128</b>	<b>401 544</b>
<b>BALANCE AT 31 MARCH 2016</b>	<b>4 602 128</b>	<b>4 602 128</b>

# STATEMENT OF CASH FLOWS

FIGURES IN RAND	NOTES	2016	2015
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Cash generated from operations	17	719 680	458 326
Interest income		507 239	370 171
Finance costs		(1 099)	(66)
<b>Net cash from (used in) operating activities</b>		<b>1 225 820</b>	<b>828 431</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Purchase of plant and equipment	2	(13 023)	(43 737)
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>			
Movement in research funds - BASA Africa: Mozambique		(254 866)	409 738
Movement in research funds - NLDTF		(77 023)	-
Movement in internship and mentoring fund		(49 146)	(155 027)
Funding received for the Education Programme		-	1 716 000
<b>Net cash from financing activities</b>		<b>(381 035)</b>	<b>1 970 711</b>
Total cash movement for the year		831 762	2 755 405
Cash at the beginning of the year		8 140 933	5 385 528
<b>TOTAL CASH AT END OF THE YEAR</b>	<b>4</b>	<b>8 972 695</b>	<b>8 140 933</b>



18th Annual Business Day BASA Awards, partnered by Hollard, artwork by Collen Maswangani- Image by Gareth Jacobs

# ACCOUNTING POLICIES

## 1. PRESENTATION OF ANNUAL FINANCIAL STATEMENTS

The annual financial statements have been prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities, and the Companies Act 71 of 2008. The annual financial statements have been prepared on the historical cost basis, and incorporate the principal accounting policies set out below. They are presented in South African Rands.

These accounting policies are consistent with the previous period.

### 1.1 PLANT AND EQUIPMENT

Property, plant and equipment is carried at cost less accumulated depreciation and accumulated impairment losses. Depreciation is provided using the straight-line method to write down the cost, less estimated residual value over the useful life of the plant and equipment as follows:

Item	Depreciation method	Average useful life
Computer equipment	Straight line	3 years
Furniture and fittings	Straight line	5 years
Office equipment	Straight line	5 years

The residual value, depreciation method and useful life of each asset are reviewed only where there is an indication that there has been a significant change from the previous estimate.

### 1.2 MEMBERSHIP FEES

Membership fees consist of fees paid for annual corporate membership of the company and are recorded in

revenue during the relevant year to which fees apply.

Fees apply for one year from the date on which the money for the membership is received.

### 1.3 GOVERNMENT GRANTS

Government grants are recognised when there is reasonable assurance that:

- the company will comply with the conditions attaching to them; and
- the grants will be received.

Government grants are recognised as income over the periods necessary to match them with the related costs that they are intended to compensate.

### 1.4 INTEREST REVENUE

Interest is recognised on a time proportion basis that takes into account the effective yield of the asset.

### 1.5 EMPLOYEE BENEFITS

Short-term employee benefits

The cost of short-term employee benefits, (those payable within 12 months after the service is rendered, such as leave pay and sick leave, bonuses, and non-monetary benefits such as medical care), are recognised in the period in which the service is rendered and are not discounted.

### 1.6 LEASES

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership to the lessee. All other leases are operating leases.

### 1.7 OPERATING LEASES – LESSEE

Operating lease payments are recognised as an expense

on a straight-line basis over the lease term. The difference between the amounts recognised as an expense and the contractual payments are recognised as an operating lease asset. This liability is not discounted.

1.8 IMPAIRMENT OF ASSETS

The company assesses at each reporting date whether there is any indication that asset may be impaired. If any such indication exists, the company estimates the recoverable amount of the asset.

1.9 BORROWING COSTS

Borrowing costs are recognised as an expense in the period in which they are incurred.

NOTES TO THE ANNUAL FINANCIAL STATEMENTS

2. PLANT AND EQUIPMENT

	2016			2015		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Artworks	5 458	-	5 458	5 458	-	5 458
Computer equipment	213 482	(201 028)	12 454	200 459	(192 740)	7 719
Furniture and fittings	329 842	(316 785)	13 057	329 842	(275 076)	54 766
Office equipment	127 910	(107 262)	20 648	127 910	(102 100)	25 810
TOTAL	676 692	(625 075)	51 617	663 669	(569 916)	93 753

Reconciliation of plant and equipment - 2016

	Opening balance	Additions	Depreciation	Total
Artworks	5 458	-	-	5 458
Computer equipment	7 719	13 023	(8 288)	12 454
Furniture and fittings	54 766	-	(41 709)	13 057
Office equipment	25 810	-	(5 162)	20 648
TOTAL	93 753	13 023	(55 159)	51 617

## Reconciliation of plant and equipment - 2015

	Opening balance	Additions	Depreciation	Total
Artworks	5 458	-	-	5 458
Computer equipment	16 776	7 380	(16 437)	7 719
Furniture and fittings	85 753	10 547	(41 534)	54 766
Office equipment	-	25 810	-	25 810
<b>TOTAL</b>	<b>107 987</b>	<b>43 737</b>	<b>(57 971)</b>	<b>93 753</b>

## 3. TRADE AND OTHER RECEIVABLES

CASH AND CASH EQUIVALENTS CONSIST OF	2016	2015
Accounts receivable	29 526	48 363
Prepayments	13 251	57 560
Rent deposits	42 830	42 830
<b>VALUE ADDED TAXATION</b>	<b>116 159</b>	<b>169 976</b>

## 4. CASH AND CASH EQUIVALENTS

Bank balances	5 472 695	5 140 933
Short-term deposits	3 500 000	3 000 000
<b>TOTAL</b>	<b>8 972 695</b>	<b>8 140 933</b>

## 5. INCOME RECEIVED IN ADVANCE

BASA award funding	-	47 368
Membership fees	339 661	277 208
<b>TOTAL</b>	<b>339 661</b>	<b>324 576</b>

## 6. EDUCATIONAL FUNDS - NLDTF

Opening balance	119 376	119 376
Total receipts	-	-
Total allocations	(77 023)	-
<b>TOTAL</b>	<b>42 353</b>	<b>119 376</b>



## 7. INTERNSHIP AND MENTORING FUND

CASH AND CASH EQUIVALENTS CONSIST OF	2016	2015
Opening balance	392 541	547 568
Total receipts	120 000	87 719
Allocations	(169 146)	(242 746)
<b>TOTAL</b>	<b>343 395</b>	<b>392 541</b>

Funding of the projects in the current and prior year was provided by RMB - a division of FirstRand Bank Limited.

## 8. BASA AFRICA - MOZAMBIQUE

Opening balance	409 738	-
Total receipts	-	409 738
Allocations	(254 866)	-
<b>TOTAL</b>	<b>154 872</b>	<b>409 738</b>

BASA is working with the Mozambican Ministry of Culture and Tourism in building the capacities of culture sector professionals, through the development of a training manual and training workshops. The project is also aimed at building strong partnerships between the arts, public and private sector in Mozambique.

## 9. TRADE AND OTHER PAYABLES

Accruals	111 849	87 489
Accrued audit fees	118 000	105 000
Accrued leave pay	90 580	82 486
First Rand Foundation - Research	685 000	-
Support grants approved but not yet paid out	662 000	548 100
Trade payables	1 220 703	1 067 563
<b>TOTAL</b>	<b>2 888 132</b>	<b>1 890 638</b>

## 10. EDUCATION PROGRAMME

CASH AND CASH EQUIVALENTS CONSIST OF	2016	2015
Arts and Culture Trust	(22 509)	-
British Council grant	(244 424)	(432 565)
Delegates fee	(10 122)	-
National Arts Council grant	(325 748)	(546 555)
Other	10 340	-
RMB grant	(263 074)	(236 842)
	<b>(855 537)</b>	<b>(1 215 962)</b>
<b>Total receipts</b>	<b>2 552 223</b>	<b>2 028 442</b>
<b>Allocations</b>	<b>(1 696 686)</b>	<b>(812 480)</b>
<b>TOTAL</b>	<b>855 537</b>	<b>1 215 962</b>

The National Arts Council awarded a grant to Business and Arts South Africa to the value of R 1 300 000 for the furtherance of the Business and Arts South Africa Education Programme, R 1 250 000 has been received to date.

The British Council awarded a grant to Business and Arts South Africa to the value of R 791 600 for the purpose of the Audience Development Programme which was commenced on the 28th of March 2014. The Audience Development Programme will in partnership with Business and Arts South Africa, interrogate new methods of audience development in the South African Arts industry through the Business and Arts South Africa Education Programme.

An additional contribution of R 486 842 was granted from Rand Merchant Bank and R 24 000 from Arts and Culture Trust.

## 11. REVENUE

Grant received - Department of Arts and Culture	7 648 000	7 312 000
Grants made	(3 665 408)	(4 391 792)
Other grants received	153 500	181 427
<b>TOTAL</b>	<b>4 136 092</b>	<b>3 101 635</b>

Revenue from membership fees, for BASA awards and other revenue is disclosed on the face of the Statement of Comprehensive Income

## 12. OTHER INCOME

<b>CASH AND CASH EQUIVALENTS CONSIST OF</b>	<b>2016</b>	<b>2015</b>
BASA Awards Income	585 868	622 719
Membership fees	530 653	554 219
Sundry income	-	44 483
Ticket sales	10 350	-
<b>TOTAL</b>	<b>1 126 871</b>	<b>1 221 421</b>

## 13. OPERATING DEFICIT

Surplus for the year is stated after accounting for the following:

<b>Operating lease charges</b>		
Premises		
Contractual amounts	355 133	341 917
Depreciation on plant and equipment	55 159	57 971
Employee costs	2 475 751	2 108 981

## 14. INVESTMENT REVENUE

Interest revenue bank	507 239	370 171
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## 15. FINANCE COSTS

Interest paid	1 099	66
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## 16. AUDITOR'S REMUNERATION

Audit fee - current year	124 200	105 000
Dipstick audits	11 750	3 996
Tax and secretarial services	3 365	4 280
<b>TOTAL</b>	<b>139 315</b>	<b>113 276</b>

## 17. CASH GENERATED FROM OPERATIONS

CASH AND CASH EQUIVALENTS CONSIST OF	2016	2015
<b>PROFIT BEFORE TAXATION</b>	<b>401 544</b>	<b>185 268</b>
<b>Adjustments for:</b>		
Depreciation	55 159	57 971
Interest received	(507 239)	(370 171)
Finance costs	1 099	66
Movements in Education Programme assets and liabilities	(360 425)	(500 038)
<b>Changes in working capital:</b>		
Trade and other receivables	116 963	285 979
Trade and other payables	997 494	<b>1 165 240</b>
Income received in advance	15 085	(365 989)
<b>TOTAL</b>	<b>719 680</b>	<b>458 326</b>

## 18. COMMITMENTS

Operating leases – as lessee (expense)

<b>MINIMUM LEASE PAYMENTS DUE</b>		
Within one year	298 301	278 786
In second to fifth year inclusive	75 815	374 116
<b>EMPLOYEE COSTS</b>	<b>374 116</b>	<b>652 902</b>

The lease terms have been renegotiated subsequent to year end. The agreement makes provision for rental escalation of 7% per annum. The lease was signed on 1 July 2014 and expires at the end of June 2017.

## 19. RELATED PARTIES

### Relationships

Directors Refer to directors' report

Other **SAFM**

SAFM/BASA Create" slot - Michelle Constant (CEO and Director) voices this slot on SAFM at no cost to BASA or SAFM. BASA Create Slot on SAFM is one of the Special Media Projects that BASA supports.

**Richard Cock Music Enterprise** (RCME) payment for services rendered for an event.

**Johannesburg Festival Orchestra.**

Related party balances and transactions with entities with control, joint control or significant influence over the company.

## RELATED PARTY TRANSACTIONS

FIGURES IN RAND	2016	2015
<b>FUNDING GIVEN TO RELATED PARTIES</b>	<b>401 544</b>	<b>185 268</b>
Richard Cock Music Enterprise	9 508	65 000
Johannesburg Festival Orchestra	20 000	-
	<b>29 508</b>	<b>65 000</b>
<b>COMPENSATION TO DIRECTORS AND OTHER KEY MANAGEMENT</b>		
Chief executive officer's remuneration for managerial services	1 154 292	1 075 946

## 20. DIRECTORS' REMUNERATION

No emoluments were paid to the non-executive directors during the year.

## 21. GOVERNMENT GRANTS

An amount of R 7 648 000 (2015: R 7 312 000) was granted to the company by The Department of Arts and Culture. This grant covers the financial year to 31 March 2016.

The company is obliged to use the funds by way of grants and for the purpose set out in its Memorandum of Association. Grants are received in instalments and are recognised in the revenue during the relevant financial year.

The department of Arts and Culture have approved the following annual allocations:

2016/2017 - R 8 053 000

2017/2018 - R 8 456 000

# UNAUDITED SUPPLEMENTARY SCHEDULE

## - DETAILED INCOME STATEMENT

FIGURES IN RAND	NOTES	2016	2015
<b>REVENUE</b>	<b>11</b>	<b>4 136 092</b>	<b>3 101 635</b>
<b>OTHER INCOME</b>			
Membership fees		530 653	554 219
Sponsorship for award ceremony		585 868	622 719
Sundry income		-	44 483
Ticket sales		<b>10 350</b>	<b>-</b>
		<b>1 126 871</b>	<b>1 221 421</b>
<b>OPERATING EXPENSES</b>			
Accounting fees		(127 260)	(121 200)
Advertising		(331 799)	(131 208)
Auditors remuneration		(139 315)	(113 276)
Award ceremony expenses		(957 869)	(793 766)
Bad debt provision - movement		(13 758)	(12 690)
Computer expenses		(82 500)	(62 642)
Depreciation		(55 159)	(57 971)
Employee costs		(2 475 751)	(2 108 981)
Entertainment and refreshments		(18 247)	(18 667)
General expenses		(21 732)	(27 538)
IT & database expenses		(40 885)	(39 100)
Insurance		(14 437)	(10 228)
Lease rentals on operating leases (rent and utilities)		(355 133)	(341 917)
Legal expenses		(4 975)	(4 875)
Meetings and seminars		(216 575)	(106 276)
Postage and courier		(31 189)	(78 855)
Printing and stationery		(118 596)	(83 250)
Publicity		(77 124)	(197 124)
Security		(3 291)	(2 213)
Subscriptions		(5 334)	(4 215)
Telephone and fax		(82 618)	(89 112)
Training		(27 043)	(13 045)
Travel - local		(166 969)	(89 744)
		<b>(5 367 559)</b>	<b>(4 507 893)</b>
<b>OPERATING SURPLUS</b>	<b>13</b>	<b>(104 596)</b>	<b>(184 837)</b>
Interest received - investment	14	507 239	370 171
Finance costs	15	(1 099)	(66)
		<b>506 140</b>	<b>370 105</b>
<b>SURPLUS FOR THE YEAR</b>		<b>401 544</b>	<b>185 268</b>

# MEMBERS OF BUSINESS AND ARTS SOUTH AFRICA

## **Corporate Members:**

Adams & Adams  
Anglo Operations (Pty) Ltd  
Artinsure  
ATKV  
Avalon Group  
Bamboo Rock  
Barclays Africa Group Limited  
Bellingan Scott Fine Art  
Restoration & Conservation  
Between 10 and 5 Online Publishing  
Bidvest Foundation  
Black Brand Strategy & Design (Pty) Ltd  
BMI Sponsorship (Pty) Ltd  
Breinstorm Brand Architects  
Business Day TV  
BUZ Publicity  
Cape Town Partnership  
Carel Nolte (Pty) Ltd  
Christine Mouton & Associates  
DALRO (Pty) Ltd  
Deloitte  
DeskLink Media  
Deutsche Securities SA (Pty) Ltd  
DHL Express  
Distell (Pty) Ltd  
DNA Brand Architects  
Doctors Without Borders  
(MSF) Southern Africa  
Emuthini Consulting  
Engage Joe Public  
Eyethu Gallery (Pty) Ltd  
Fasken Martineau  
First National Bank  
Flow Communications  
Flux Trends  
Freshly Minced  
Fruit & Veg City Holdings (Pty) Ltd  
Gauteng Institute for Architecture (GIFA)  
GFI Art Gallery  
Good Hope Chinese Media Express  
Gordon Institute of Business Science  
Grant Thornton  
Gray Moodliar Attorneys  
GTC (Pty) Ltd  
Gumbi Global (Pty) Ltd  
HKLM (Pty) Ltd

Hollard Insurance Company Ltd  
Inscape Education Group  
Interactive Africa  
JSE Limited  
JT International South Africa (Pty) Ltd  
Julia Meintjes Fine Art  
Kaya FM  
Keith Kirsten Horticulture  
International (Pty) Ltd  
Kizo Art Consultants  
KWV  
Legal Wise  
Mandela Bay Development Agency  
Maropeng 'a Afrika (Pty) Ltd  
Marsh (Pty) Ltd  
Mastrantonio Holdings  
Mathews and Associates Architects CC  
MayFord Seeds (Pty) Ltd  
Middel & Partners  
Mobile Telephone Networks (MTN)  
Nando's Chickenland  
Naretlou Chartered Accountants Inc  
Nedbank Limited  
Nelson Mandela Metropolitan University  
Norton Rose Fulbright  
Old Mutual  
Pieter Toerien Productions  
PPC Cement  
Prosound  
Public Affairs Research Institute (PARI)  
Purple Group Limited  
Rand Merchant Bank  
Redefine Properties  
REDISA  
SA Taxi Foundation  
Sabvest Limited  
SAFFCA  
SAMRO  
Sanlam Ltd  
Santam Ltd  
Sasol  
Sheer Publishing  
Shimansky  
Sibaya Casino & Entertainment Kingdom  
South African Post Office  
Spier Holdings  
Standard Bank of South Africa  
Strauss & Co  
Stuttaford Van Lines – Fine Art  
T.Musicman  
Talis Holdings (Pty) Ltd  
TBWA Hunt Lascaris Holdings (Pty) Ltd  
Telkom SA Ltd  
The Brand Leadership Group  
The Famous Idea

The Forum Company  
The Fulcrum Group  
The Ichikowitz Family Foundation  
The Walt Disney Company Africa  
TIXSA  
Togu'na  
Trainiac  
Vodacom South Africa  
Willing & Productions  
Yellowwoods Social Investments

## **Arts Members:**

Africa Centre  
Arts & Culture Trust  
Cape Town Opera  
Gilfillan Scott-Berning  
Guns & Rain Art  
IZIKO South African National Gallery  
Johannesburg Youth Orchestra Company  
Minimax Performing Arts  
MOAD  
Richard Cock Music Enterprises CC  
Source SA  
The South African Fine Art Print Fair  
Think Theatre  
UJ Arts & Culture  
WITS School of Arts

## **Friends of BASA:**

Hilton Lawler  
Mandie van der Spuy  
Zachary Isdahl

## **Shouldn't your business be a member too?**

For further information contact  
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