



# arts and culture

Department:  
Arts and Culture  
REPUBLIC OF SOUTH AFRICA

## INVESTING IN CULTURE PROGRAMME

### 1. INTRODUCTION

The National Department of Arts and Culture through its Investing in Culture Programme, aims to provide access to skills and markets as a tool for urban regeneration, rural development, and job creation. Investing in Culture is not meant to replace or fund the Provincial and Local Arts and Culture programs, nor substitute the role of funding organizations such as NAC, NFVF, PACC, NHC etc.

#### **1.1 Mission**

Developing capital by allocating resources to ensure return on investments that will fulfill the key objectives of DAC and broader imperatives of government.

#### **1.2 Vision:**

Ensuring realization of empowerment opportunities through training and job creation in arts, culture and heritage sector.

### 2. SPECIFIC TARGET GROUPS

Broad based empowerment aimed at:

- Supporting implementation of (PGDS) Provincial Growth Development Strategy, (IDP) – Integrated Development Plan, (ISRDP) – Integrated Sustainable Rural Development Programme and (URP) – Urban Renewal Programme.
- Preference to poverty nodes and provincial priority areas in line with (EPWP) Expanded Public Works Programme, (ISRDP) Integrated Sustainable Rural Development Programme and (URP) Urban Renewal Programme.
- The criteria for funding projects include ability to address the national priorities namely, poverty alleviation, involvement of women (60%), youth (30%) and disabled people (2%) and job creation.
- Projects must have potential to be marketable, be self sustaining, be community driven and should directly benefit the community in terms of job creation and skills development.
- Other targets include rural, peri-urban and urban poor communities.
- Furthermore, projects that use raw materials should ensure that the resources are eco-friendly and utilize environmentally sustainable harvesting or utilization patterns.
- They must have potential to promote tourism.

### 3. IIC PROGRAMMES

Poverty alleviation is an important factor that is taken into account in all projects and is not narrowly defined as mere income generation. The projects undertaken by DAC attempt to address issues not only of economic opportunities but also the development of social benefits.

*Key issues for consideration include:*

- Poverty alleviation
- Sustainability
- Capacity building
- Nodal investment
- Empowerment
- Development

#### 4. HIGHLIGHTS AND ACHIEVEMENTS

A Chief Director has been appointed and 8 provincial coordinators in the provinces. Of the training days, 2395 of training person days are used by projects, 16 learners are currently engaged in a learnership programme, 1051 jobs were created of which 77% are women, 21% are youth and 1.3% is people with disabilities. A total number of 22 SMME's were established and supported.

Products supported by the Investing In Culture are available from retail stores like Woolworths and abroad through a partnership with Conran Marketing. Projects involved in the initiative originated from rural areas like Mt. Ayloff, Burgersdorp in the Eastern Cape, Twananani, Mbokota in Makhoda (formerly Louis Trichardt), Makosha in Giyani and Vuhlalu in Acornhoek.

The Hothouse Incubator project from Gauteng, Cape Craft Design Institute and the Grand Mothers Against Poverty projects from Western Cape provinces funded by Investing In Culture have all scooped Impumulelo Awards for innovation and contributing to South African public life.

#### CONTACT DETAILS: DEPARTMENT OF ARTS AND CULTURE

**KINGSLEY CENTRE  
481 CHURCH STREET  
CNR CHURCH & BEATRIX STREET  
ACARDIA, PRETORIA  
0001**

**Dr Fikile Dilika**  
**Chief Director: Investing In Culture**  
Tel: 012 – 441 3104  
Fax: 012 – 441 3436  
E-mail: [fikile.dilika@dac.gov.za](mailto:fikile.dilika@dac.gov.za)

Ms Tshepiso Selokela  
Secretary to Chief Director: Investing In Culture  
Tel: 012 – 441 3104  
Fax: 012 – 441 3436  
E-mail: [Tshepiso.Selokela@dac.gov.za](mailto:Tshepiso.Selokela@dac.gov.za)

Ms Nomvula Mbangela (Northern Cape)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 909 1326  
E-mail: [Nomvula.Mbangela@dac.gov.za](mailto:Nomvula.Mbangela@dac.gov.za)

Mrs. Lebo Thema (North West)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 9404421  
E-mail: [Lebo.Thema@dac.gov.za](mailto:Lebo.Thema@dac.gov.za)

Ms Nontuthuzelo Nqabeni (Gauteng)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 884 6869  
E-mail: [Nthuthu.Nqabeni@dac.gov.za](mailto:Nthuthu.Nqabeni@dac.gov.za)

Mr. Dunisani Chabalala (Limpopo)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 909 9750  
E-mail: [Dunisani.Chabalala@dac.gov.za](mailto:Dunisani.Chabalala@dac.gov.za)

Mr. Wandile Ncanywa (Eastern Cape)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 889 3997  
E-mail: [Wandile.Ncanywa@dac.gov.za](mailto:Wandile.Ncanywa@dac.gov.za)

Mr. Sibusiso Tsanyane (KwaZulu-Natal)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 889 7322  
E-mail: [Sibusiso.Tsanyane@dac.gov.za](mailto:Sibusiso.Tsanyane@dac.gov.za)

Mr. Hlomani Maswanganyi (Mpumalanga)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3436  
Cell: 082 889 3950  
E-mail: [Hlomani.Maswanganyi@dac.gov.za](mailto:Hlomani.Maswanganyi@dac.gov.za)

Mrs Lebo Thema (Free State)  
Deputy Director: Investing In Culture  
Tel: 012 – 441 3733  
Fax: 012 – 441 3670  
Cell: 082 9404421  
E-mail: [Lebo.Thema@dac.gov.za](mailto:Lebo.Thema@dac.gov.za)