

A SARA Initiative

PROGRAMME





Department: Arts and Culture **REPUBLIC OF SOUTH AFRICA**



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Message from the Minister



Minister of Arts and Culture, The Honourable, Mr Nathi Mthethwa

While we will not deny the unemployment among our young people, we believe that the live events industry will open up opportunities to training and skills development that will lead to a measure of economic self-reliance.

To a large extent, the technical and production side of event management and performing arts is the backbone of the creative and cultural industries. In fact, it provides the foundation for live music, for instance, to take place.

Thus the training and skills development of our young people to become experienced technical



arts & culture

Department: Arts and Culture REPUBLIC OF SOUTH AFRICA



and production personnel contributes to the development of character and giving purpose to our young people to become small business people who achieve economic self-determination and empowerment.

We see this international conference as marking a turning point in highlighting the role and contribution of live events to social cohesion and the national economy.

NATHI MTHETHWA Minister of Arts & Culture







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WELCOME TO AFRICA MONTH WE ARE AFRICA!



AU ANTHEM

Let us all unite and celebrate together The victories won for our liberation Let us dedicate ourselves to rise together To defend our liberty and unity

O Sons and Daughters of Africa Flesh of the Sun and Flesh of the Sky Let us make Africa the Tree of Life

Let us all unite and sing together To uphold the bonds that frame our destiny Let us dedicate ourselves to fight together For lasting peace and justice on earth

O Sons and Daughters of Africa Flesh of the Sun and Flesh of the Sky Let us make Africa the Tree of Life

Let us all unite and toil together To give the best we have to Africa The cradle of mankind and fount of culture Our pride and hope at break of dawn

O Sons and Daughters of Africa Flesh of the Sun and Flesh of the Sky Let us make Africa the Tree of Life



SOUTH AFRICAN ANTHEM

Nkosi sikelel' iAfrika Maluphakanyisw' uphondo lwayo, Yizwa imithandazo yethu, Nkosi sikelela, thina lusapho lwayo.

Morena boloka setjhaba sa heso, O fedise dintwa le matshwenyeho, O se boloke, O se boloke setjhaba sa heso, Setjhaba sa South Afrika - South Afrika.

Uit die blou van onse hemel, Uit die diepte van ons see, Oor ons ewige gebergtes, Waar die kranse antwoord gee,

Sounds the call to come together, And united we shall stand, Let us live and strive for freedom, In South Africa our land.

THE TECHNICAL & PRODUCTION EXPERIENCE



Behind every piece of new technology there has to be someone to make it work

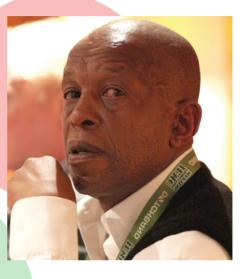


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Message from South African Roadies Association





We thank you for joining us as we learn, share, debate and interact in Africa's first ever Live Event, Technical & Production Conference to address the critical need to upgrade and align with international live event technical and production standards and focus on how to grow and take this sector forward in South Africa.

"A successful live music and performing arts industry rides on the back of the technical and

production industry. Without the trained and experienced technical operators, no performing arts show can achieve its full potential. The availability of experienced technical and production personnel is fundamental to the growth of any nation's music, performing arts and creative industries."

FREDDIE NYATHELA President: South African Roadies Association



Welcome Cocktail Function Wednesday, 13TH May 2015 @ 19h00 Sunnyside Park Hotel, The Ballroom

Conference Programme Sunnyside Park Hotel, The Prospect Room

DAY 1

Thursday, 14 May 2015 10h00 - 18h00

09h00 – 09h45	Registration: Arri	val Tea. Coffee, Pastries	
10h00 – 10h20	Minister of Arts and Culture, The Honourable, Mr Nathi Mthethwa Department of Arts and Culture	Keynote Address	SA
10h30 – 11h00	John Botham OBE Semperior LTD	21st-Century Skills for a Successful Economy	UK
11h00 – 11h10	Q&A Session		
11h10–11h30	Refres	hment Break	
11h30 – 12h10	Dr Adrian Brooks Backstage Academy	Live Events Technical and Production qualifications and standards	UK
12h10 – 12h30	Panel Discussion		
12h30– 13h10	Randell Greenlee VPLT, the German Event Technology Association	Training Standards & Industry certification	GER
13h10– 13h30	Panel Discussion		
13h30 – 14h15		Lunch	
14h15 – 14h45	Rashid Lombard Rashid Lombard Inc	Integrating live event technical and production skills training and skills development in the workplace	SA
14h45– 14h55	Q&A Session		
14h55 – 15h30	John Botham OBE Semperior LTD	Setting up a vocational and technology college in Africa	UK
15h30– 15h40	Q&A Session		
15h40 – 16h10	Refres	hment Break	
16h10 – 16h30	Nkosinathi Biko / Josef van Schalkwyk Gearhouse	Building the Technical Production Services Industry to International Standards	SA
16h30 – 16h40	Q&A Session		
16h40 – 17h00	Jacob Maphutha Department of Trade & Industry	Transformation & B-BBEE	SA
17h00 – 17h10	Q&A Session		
17h10 – 17h30	Oupa Salemane Event, Technical & Production Transformation Forum	Transformation Plan & BEE Codes	SA
17h30 – 17h40	Q&A Session		
17h40 – 18h00	Wra	o-up day 1	

DAY 2 Friday, 15 May 2015 10h00 – 18h00

09h00 - 09h45		Registration: Arrival Tea. Coffee, Pastries	
10h00 – 10h20	Department of Higher Education &Training (speaker tbc)	To be advised	SA
10h30 – 11h10	Pauline Tambling CBE Creative & Cultural Skills	Building partnerships between the creative industries and education	UK
11h10–11h30	Panel Discussion		
11h30 – 12h00	Refreshment Break		
12h00 – 12h40	Andy Lenthall Production Services Association	Educating influencers and measuring industry influence	UK
12h40 – 13h00	Panel Discussion		
13h00 – 13h20	Sharif Baker Bharooch Event Styling & Management	Understanding the roles & the reasons of having a production, technical and stage manager	SA
13h20 – 13h30	Q&A Session		
		Lunch	
14h30 – 15h10	Frank Andrewartha Quest Engineering	Enterprise Development and careers guide	AUS
15h10 – 15h30	Panel Discussion	·	
15h30 – 15h50	Kagiso Moima Blackmotion Production	Enterprise Development in the live event industry. "Contributing Positively to the Continent, Africa"	SA
15h50 – 16h00	Q&A Session	<u>.</u>	
16h00 – 16h30	Refreshment Break		
16h30 – 16h55	Kevan Jones South African Communications Industries Association (SACIA)	Professional recognition for AV technicians working across Southern Africa	SA
16h55 – 17h05	Q&A Session		
17h05 – 17h45		Wrap-up day 2	

DAY 3

Saturday, 16 May 2015 10h00 – 12h00

09h00 – 09h45	Registration Arrival Tea. Coffee, Pastries		
10h00 – 10h50	Peter Stark OBE cultures in regeneration	Emerging conclusions on Newtown and the Creative Industries and its implications for live events	SA/UK
10h50 – 11h00	Q&A Session		
11h00 – 12h00	Wrap up & Way Forward Cl	osing Speeches Conference Ends	
12h00 – 13h30		Lunch & Networking	





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John Botham OBE Semperior LTD

John Botham **OBE**, Independent Education and Technology Consultant and former

Head Teacher, has over 40 years experience working within education and the education technology market. Honoured with an OBE in 1997 for his 'Services to Education' in the Queen's New Year's Honours List, John held a number of important posts within education, including his role as Head Teacher, Director of Education for Sheffield Education Action Zone and as an Advisor

sales solutions for the UK education sector and Director of Education for Advocacy Apple Europe, where his remit was to devise and present education solutions to high level European leaders. Much sought after on the conference circuit, John has

Pauline Tambling

Creative & Cultural Skills

Pauline Tambling is

Cultural Skills, the UK

CEO of Creative &

sector skills council

for craft, design, cultural itage, music, performing arts,

literature and the visual arts, based at The Backstage Centre in Purfleet, Essex.

Until April 2009 Pauline was Chief Operat-

ing Officer of Creative & Cultural Skills. She

previously worked at Arts Council England

presented at the BETT Education technology show in London, to the UK Secretary of State for Education. The Global Education Forum in Dubai and

Significant roles within the education

technology market include his position as Chairman ABK Computers, Director

of Education Riverdeep Software, and

More recently Director of Education for Apple Computers UK, where he was

responsible for technology training and

Director of Education D-Link.

up and ran the Royal Opera's Education Programme (1983 to 1997) following seven years in teaching.

Pauline is Chair of Shape (an arts and disability organization), a board member of Drama UK and High House Production Park, a member of the Clore Leadership Strategy Group, a member of North Hertfordshire College Studio Schools Trust and chair of the da Vinci School for Creative Enterprise. In London she is a member of the Mayor's Cultural Strategy Group and

Her publications include Performing Arts

the Ministry of Education Conference in Bahrain

He has also been commissioned to advise Education Ministries across the globe about their ICT requirements and solutions, including to name but a few, the Ministry of Education in Kuwait, Turkey (Istanbul and Ankara) Qatar, Bahrain, UAE, Thailand and Nordrhein-Westfalen State Ministry of Education in Germany. John was recently engaged to design a Technology and Vocational College in Gambia for Gambian and Nigerian students.

John is married with two grown up children and lives in the South of France.

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in the Primary School (Blackwell 1990) Orchestral education programmes: intents and Purposes (with John Harland) and various academic articles. She also devised two television series for BBC2. Previously non-executive roles include as a governor of the University for the Creative Arts, member of the arts committee of St George's Healthcare Trust and trustee of Shakespeare Schools Festival.

Pauline was awarded a CBE in the 2014 Queen's Birthday Honours for services to education and training in the cultural sector.

Rashid Lombard Rashid Lombard Inc

Rashid Lombard applies his expertise in producing and management of entertainment and entertainers.

International political and war photojournalist by trade, former station manager of Fine Music Radio and former programming manager at P4 Smooth Jazz Radio, Rashid produced e-TV's well-received "Jazz Café"



Randell Greenlee VPLT, the German Event Technology Association

Randell R. Greenlee is Director of International Relations and Communication for

the VPLT - The German Entertainment Technology Association. American-born, Randell worked as an international scene and lighting designer before he was drawn to the event industry by agencies looking for a designer and director for trade fair shows, exhibitions, and events

A Cape Town legend in his own right, with some 20 years' experience managing music concerts and events. Founder and Festival Director of the Cape Town International Jazz Festival from 2000 to 2014, has a played a pivotal role in conceptualising. strategising and implementing the marketing strategies for the festival now branded as "Africa's Grandest Gathering "

In 2014 Rashid received the Presidentia Order of Ikhamanga. The Order of Ikhamanga is a South African honour. It was instituted on 30 November 2003 and is granted by the President of South Africa for achievements in arts, culture, literature,

His theatrical experience has convinced him that important goals can only be achieved through teamwork. After acting as a managing partner of a creative communication agency, he has free-lanced since 1996 in the event marketplace. An instructor at the VPLT "DEAplus" since 2001, he teaches classes in the courses "Master of Entertainment Technology and "Project Management: Trade Fairs und Events"

In 2011 he was named an Associate Lecturer at the University of Applied Sciences and Arts in Hannover for the degree programme: Bachelor of Event Management. In his free time, he enjoys

music, journalism, and sports (which were initially recognised by the Order of the Baobab).

Rashid has now moved on to establish Rashid Lombard Inc (Pty) Ltd to share his knowledge and skills in the Creative Industries.

playing the guitar and singing in a choir.

Randell enjoy working with other international associations in the entertainment technology business towards improving the quality and safety of our work environment.

chairs its Cultural Skills Group.

Pauline has an M.A. from Leeds University.

in five senior roles (1998 - 2007)and set





Kagiso Moima Blackmotion Productions

Kagiso KG Moima is the Founder and President of Blackmotion Productions, a

Multi-National Technical Entertainment Company that offers customized quality event services with

Dr Adrian Brooks Backstage Academy

Adrian is responsible for founding Litestructures in 1990, the LS-Live rehearsal studio in 2005 and Backstage

Academy in 2009. Originally qualified as a teacher in Manchester, Adrian went on to become a founding member of Astralloy, a specialist manufacturer of aluminium products. It was whilst working at this company in 1982 that Adrian and a fellow



Sharif Baker Bharooch Event Styling & Management

I was born and raised in a suburb just outside central London in a time when music and dance was

taking a different turn from Rock & Roll, Rnb and Disco into pop and alternative music. It was a time when we all wore leg warmers and were break dancing on street corners or imitating our icons from the TV hit "Fame". I was no different and so much so I decided to pursue this way of life further by engaging in a Drama & Music Academy so as to further my passion.

With the family decision to move to South Africa in the mid 80's my desire to become the next big thing was squashed but not forgotten and once I had established more than 15 years of experience in the entertainment industry.

A full-service entertainment company that focuses its energies and resources in: Lighting, Sound, LED Screens, Stage and Audio Visual Systems in Africa. Mr. Moima was introduced to the industry at the age of 17 years through a career expo in the former Eastern Transvaal now Mpumalanga.

colleague invented Astralite, the first Aluminium Trussing system of its type in the world. It soon became clear that the new generation of aluminium structures, aimed at the entertainment, leisure, retail and architectural markets would provide the way forward.

Litestructures built on the reputation of Astralite and several notable 'firsts' have emerged from the Litestructures stable; industry standard staging system Litedeck, Astralive which was the first system to incorporate live tracking to carry mains power and data and the purpose-built rehearsal arena LS-Live, used by many

myself I quickly got involved with Sun International in assisting and arranging not only local events but a few internationals, with my first exposure being to Mr. Peabo Bryson, from that moment on my destiny was set and the entertainment industry become part of my blood.

Apart from being part of various productions, in 1994 I started performing on stage as of my passion for music, this leant access and in-sight to a different world to the industry and I quickly became versed to the technical aspects of the industry and how it enhanced a performer..this intrigued me further and a desire was born to understand and master all aspects of the industry.

Since 2000 I have had the opportunity to not only engage on various levels of a production but also directly been involved with the design and technical As a social entrepreneur in light of high unemployment in his community he embarked on a new business venture in a form of an Amusement Park to assist in curbing the scourge of unemployment. He is also a youth leader in Siyabuswa, Mpumalanga under the Nkangala District, where he helps young rural unemployed youths to develop businesses in their communities to ultimately contribute positively to Africa.

touring bands for production test-runs.

Adrian currently spends a considerable amount of his time developing Backstage Academy to further develop the much needed training and qualifications for people who are working and developing their careers in the Live Events Industry. In 2014, Adrian was honoured by the University of Bolton – Doctor of Business Administration for outstanding contribution to Business and Entertainment.

orchestration of many events, both local and international and am proud to have been associated with artists such as George Benson, Diana Ross and Ronan Keating to mention but a few and these experiences have today afforded me an education to the event industry that quite honestly cannot be attained in any class room. Today I, as Sharif baker can proudly boast my services and reputation within the industry, which can be attested, by all industry asociates that know me.

To conclude, my motto still stands and that is that I pride myself on the fact that I learn every day and that all that I do is with passion and thus should I make a mistake, I do not falter and constantly look back at it with hurt....I rather take it with me and let it guide me for all endeavors I encounter further in life!

Andy Lenthall Production Services Association

After 11 years as General Manager of the Production Services Association (PSA), Andy Lenthal has overseen the growth of the organisation to over 1400 members.

During its 21 years, the PSA has been involved in developing guidance, training, education, research and lobbying initiatives that have led to the recognition of production services as a valuable contributor to the UK's economy and a vital element to our cultural landscape. The role of the PSA in skills and knowledge transfer spreads beyond traditional education into those organisations that have influence on out sector, giving authorities a greater understanding of how we work. The PSA is currently involved with a number of key employers in the development of a new Apprenticeship Standard for Live Event Technicians, part of a UK Government initiative to put the development of apprentice training in the hands of employers.





Frank Andrewartha Ouest Enaineerina

Frank started in the Australian music industry in late 1974 as a musician but it was not long before Frank was building sound systems. The

earhouse

Nkosinathi Biko

and social activism.

He is director of Red

Josef van Schalkwyk

Josef completed an

Honours Degree in

Drama, 1978, at the

University of Pretoria. During his studies.

he delivered History of Costume Theory and practical

Gearhouse

acquired a stake in Gearhouse

South Africa (Pty) Ltd in 2006. Accordingly,

he is the Chairman of Gearhouse South Africa (Ptv) Ltd and of In Venue Technical

boasts an impressive portfolio of business

absence of suitable live audio systems on the Australian market was such that if you wanted a PA system for a band, you needed to build it yourself. The imported alternatives were expensive and not very suited to the local conditions. Over

this time the Australian concert sound technology and live music developed to be a leading influence on the world stage Fast forward forty one years and Frank is one of the owners of Australian audio manufacturing company Quest Engineering. Within the last forty years, Frank has occupied just about every position in the music and audio production industry. As a live sound guy he has production managed well over 2,000 shows, run a production company and also toured around Australia and overseas as a production manager, sound guy and concert sound technician.

Frank is also a founding board member and secretary of the Australian commercial entertainment technology association (ACETA), to help raise the standards within the Australian industry.

Apart from his business commitments he gives presentations and lectures to industry organisations on subjects such as, speaker system technology, concert sound tech and history, as well as low cost marketing and career development. He is still actively engaged in the live sound and production industry at all levels.

Nkosinathi Biko

Coral Investments, which

Management (Pty) Ltd.

He is a Director of Afrithon Group (Ptv) Ltd He is the founder and Executive Trustee of the Steve Biko Foundation through which he has organised the global interest in the legacy of the late freedom fighter, Steve Biko, into a vehicle for community development, including the erection of the award winning Steve Biko Centre.

He has served as a trustee on many NPO boards including LoveLife Trust, South African History Archives, and The Steve Biko Centre for Biotethics and The Business Place eQonce, to name a few.

Development and Management from the University of the Witwatersrand.He is a the USA, Brazil, Argentina, Australia, Jamaica, and Southern Africa.

Mr. Biko holds a Degree of BSoc Sci

in Economics, from the University of

Cape Town and a PG.Dip. in Property

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work for the Performing Arts Council where his interest in the "Backstage" part of theatre was awakened. At Gearhouse South Africa's Durban branch, Josef was tasked with

implementing the self-funded Gearhouse Learnership, based on the Live Event Technical Production SAQA registered learnership. Although Gearhouse had been involved with the initial standards development with the Unit Standard Generating Body, the company adapted

renowned speaker on the International speaking circuit including England, France,

this to align it more closely with specific career paths within the Live Event Industry, taking the course outside of the SETA requirements for funding. During research for his Assessor accreditation, Josef gained a comprehensive understanding of the needs and processes for skills development using the Outcomes Based Education system, and the not-so-anticipated results, of the adoption of this education model.

lecturing, as a Teaching Assistant and Junior lecturer and afterwards went to



Kevan Jones South African

Communications Industries Association (SACIA) Kevan Jones is

Executive Director of the Southern African

Communications Industries Association (SACIA), a SAQA-registered professional body for the audio-visual industry in Southern Africa. Kevan has many years' experience working in the broadcast and audio-visual industry across Africa and the Middle East.

He holds InfoComm International's professional CTS designation for proven knowledge in audio- visual systems and management. He also holds an MA degree from Regents University London - School of Psychology and Psychotherapy.









Peter Stark OBE cultures in regeneration

Peter Stark OBE is an internationally acknowledged leader in cultural policy

research, leadership and management. In 1985, leading the funding agency for the arts in the North of England, he initiated the policies that led to the Gateshead Quays developments and the culturally led transformation of his native Tyneside – including The Gateshead Millennium Bridge, the Baltic Visual Arts Centre and the ground breaking International Music Centre - The Sage Gateshead.

His earlier career was in experimental



Jacob Maphutha Department of Trade & Industry

Mr. Jacob Maphutha is the Director for Broad Based Black Economic

Empowerment in the Department of Trade and Industry responsible for transformation sector charters since 2011, an Agricultural Economist by profession.

ly at Northumbria University in 2000 and an I leader Honorary Professorship at Nelson Mandela Metropolitan University in 2010. ip the Between 2000 and 2012, he lived and North worked in South Africa where he now has

worked in South Africa where he now has rights of Permanent Residence. His work here began in Inner City Johannesburg in Newtown, on Constitution Hill and in co-founding the Masters programme in Cultural Management at Wits. He then relocated to the Eastern Cape, working in Mandela Bay and in the former Transkei and Ciskei, founding Sihlanganiswa Ziinkonjane/The Swallows Partnership and establishing his company - cultures

and community arts, as a cultural

management teacher and as founding Director of South Hill Park Community

Arts Centre. He was awarded the OBE in

1990 for his work at Northern Arts, a Chair

In his current position he is responsible to oversee the effective development, gazette and implementation of Sector Charters and related B-BBEE strategies at sector level.

Since joining the public service his area of focus has always been on development and implementation of policies and strategies for the transformation and growth of the South African economy. He currently serves either as a full time or an ad hoc member of some of the Sector Charter Councils. in regeneration http://www.cultures. regeneration.com

Although he is now based in the UK again, he continues to work in South Africa, currently developing a cultural precinct as a context for the Soweto Theatre, considering options for the future of Rissik Street Post Office and in Newtown where he leads a team considering how the Precinct can be 're-visioned' and restructured.

His presentation at the SARA LETPC Conference will be the first public sharing of the teams emerging thinking on Newtown's future, including the major role foreseen for the Creative Industries, Training and Events.

To date, he had two articles featured in the publications of the public sector - one on land reform and the other one on AgriBEE.

He holds a Masters degree in Agricultural Economics from the University of Stellenbosch, and Masters degree in Business Leadership with UNISA School of Business Leadership.

Oupa Salemane Event, Technical & Production SA Transformation Forum

Oupa Salemane was born in Orlando East, Soweto. He

matriculated at Orlando West High School and thereafter went on to study for a B.Sc (Occ. Ther.) degree at the Medical University of South Africa in 1983. It was during his university stint that the JAZE FOUNDATION was formed.

Oupa is a member of The Event, Technical & Production Transformation Forum (ETPTF), that was established at the instance of the DTI in 2011, with the purpose of transforming the (sporting, entertainment, recreational, conference, exhibition, religious, cultural, meetings or similar activities hosted at a stadium or any other venue) industry, especially with regard to the implementation of B-BBEE Policy. The founding member associations of the Forum include SAMPA, SARA, EXSA, IFEA Africa, SAACI, SACIA and other SMME's.

As the Treasurer-General of SAMPA (South African Music Promoters' Association), Oupa was appointed the Acting Chairperson of the Forum.

Other community activities he is involved in include:

Member of Cosac Music Academy,

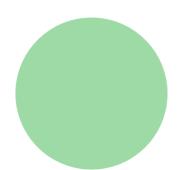
Newtown

Member of Becomo Art Centre at the Walter Sisulu Centre of Dedication • in Kliptown, Soweto • Chairpeson of Jazz-Fusion Update Appreciation Society, Soweto

Oupa is also a Founder member of the JAZZ FOUNDATION of SOUTH AFRICA and has been the CEO since March 2001.

Throughout the years, he has been involved in the conceptualization of the Jazz Foundation's unique and artistically brilliant concepts such as, Mogale Arts Festival, Jazz meets Symphony and Melodi International Collaborations concerts.





Notes

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SUNNYSIDE PARK HOTEL











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