



# LETP LIVE EVENT TECHNICAL & PRODUCTION CONFERENCE

   **2016**  
A SARA Initiative



## PROGRAMME



**arts & culture**

Department:  
Arts and Culture  
REPUBLIC OF SOUTH AFRICA



**BUILDING A BETTER  
AFRICA  
AND A BETTER  
WORLD**

# CONTENTS

- 
- 
- 
- 
- 1 Message from Minister
  - 5 Message from SARA
  - 6-7 Programme
  - 8-11 Speakers
  - 12-13 Notes
  - 14 Sponsor and Partners

# Message from the Minister



2016  
A SARA Initiative

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



The inaugural Live Events Technical and Production Conference (LETPC) was held in 2015 as an event of note in the history of the sector. It was the first of its kind in the African continent to bring together great minds and industry experts under one roof for a common cause - that of sharing ideas for the development of the sector.

It is therefore important that this meeting of minds happens in the month of May in which we commemorate the founding of the Organisation of African Unity (OAU) on the 25th May 1963. We have commenced with an Africa Month programme that takes place throughout this month and is primarily a festival of ideas. For the 2016 edition of Africa Month our theme for the Africa Month programme is "Building a Better Africa and Better World".

In 2016 we see the second edition of the LETPC drawing from the strengths of the inaugural event of 2015 and continuing to attract participation from different parts of the African Continent and the World.

The programme line up shows clearly the determination of the industry for transformation and a continued focus on the agenda of training and skills development. This bodes well with our vision of

Building a Better Africa and a Better World.

A focus on training and skills development for the youth is of importance as the future of the industry is in the hands of the younger generation. When the younger generation is empowered, it can play a better role in contributing to a healthy and growing economy in which creative industries can flourish.

Let us use this platform to share best practices, exchange knowledge and grow in leaps and bounds strengthened by this rich interaction.

In conclusion, I am reminded of the African proverb that says: until the lion tells its own story, tales of the hunt will always glorify the hunter.

Let this gathering tell the story of an Africa rising and the narratives of a continental creative economy that will be strengthened through the sharing of skills and imparting of knowledge that happens at this 2nd Conference.

I wish you well in your deliberations.

**Minister Nathi Mthethwa,  
Minister of Arts and Culture**



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REPUBLIC OF SOUTH AFRICA



**BUILDING A BETTER  
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# BUILDING A BETTER **AFRICA** AND A BETTER **WORLD**



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# WELCOME TO AFRICA MONTH

Building a Better Africa and a Better World



## 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 sikelele' 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.

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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**





# Conference Programme

## Sunnyside Park Hotel, The Ballroom

### DAY 1

Thursday, 12 May 2016 09H30 – 18h00

Conference Facilitator: Sharif Baker

Registration: Arrival Tea, Coffee, Pastries			
09h00 – 09h30	<b>Ministry of Arts and Culture, (official delegation)</b> <i>Department of Arts and Culture</i>	Keynote Address	SA 
10h00 – 10h30	<b>Collen Hlatshwayo</b> <i>Department of Arts and Culture</i>	Events Technical & Production Services Strategy	UK 
10h30 – 11h10	<b>John Botham OBE</b> <i>Semperior LTD</i>	Employability skills for young people	UK 
11h10 – 11h50	<b>Dr Adrian Brooks</b> <i>Backstage Academy</i>	From Backstage Academy to a real job – Identifying and closing the skills gap	UK 
11h50 – 12h10	<b>PANEL DISCUSSION:</b> CATHSSETA, MICT Seta, SAQA, QCTO, John Botham, Adrian Brooks		
12h10 – 12h25 Refreshment Break			
12h30 – 13h10	<b>Falco Zanini</b> <i>VPLT</i>	Education for safety in the entertainment industry – A German Case Study	GER 
13h10 – 13h30	<b>PANEL DISCUSSION:</b> JOC, Jim Digby, Bruce Schwartz (TPSA Council), Mike Lord (Alliance Safety)		
13h30 – 14h15 Lunch			
14h30 – 15h10	<b>Jacob Maphutha</b> <i>DTI</i>	An update from the DTI	SA 
15h10 – 15h50	<b>Oupa Salemane</b> <i>Transformation Forum</i>	Transformation Plan & Sector BEE Codes	SA 
15h50 – 16h30	<b>Quintus Myburgh</b> <i>Gearhouse</i>	Transformation in the industry and where to next	SA 
16h30 – 17h00	<b>PANEL DISCUSSION:</b> Tshepiso Sello (Known Associates), Gearhouse, Oupa Salemane, DTI, Helen Brewer (MICE Academy)		
Wrap-up day 1			
Refreshments & Networking			





## DAY 2

**Friday, 13 May 2016 09h30 – 18h00**

**Conference Facilitator: Sharif Baker**

08h30 – 09h15		Registration: Arrival Tea. Coffee, Pastries	
09h30 – 10h10	<b>Julius Grafton</b> <i>CX Networx</i>	Australia's Live Production Industrial Award and crew pay	AUS 
10h10 – 10h30	<b>PANEL DISCUSSION:</b> Lydia Moleele (Lyds Productions), Malcolm Finlay (SACIA), Aubrey Ndaba (Techforum SA), Helen Brewer (MICE Academy)		
10h30 – 11h10	<b>Iyiola Ayoade</b> <i>Multiple Concepts Group</i>	Event, technical & production challenges & opportunities in Ghana	GHANA 
11h10 – 11h50	<b>Tshepiso Sello</b> <i>Known Associates</i>	Road blocks & challenges for women, in the live events & production industry	SA 
11h50 – 12h10		Refreshment Break	
12h15 – 12h55	<b>Jim Digby</b> <i>Event Safety Alliance</i>	Production management and safety within the live events industry	USA 
12h55 – 13h15	<b>PANEL DISCUSSION:</b> Langa Mancunga (LNM Entertainment), JOC, Rafiq Asmal, Jim Digby		
13h15 – 13h50	<b>Mike Lord</b> <i>Alliance</i>	Event Safety and its impact on the South African Events Industry	SA 
14h00 – 14h45		Lunch	
14h50 – 15h30	<b>John Botham</b> <i>Semperor LTD</i>	Employability skills – the Follow-up	UK 
15h30 – 16h00	<b>Sharif Baker</b> <i>Barooch</i>	Small business development challenges in the industry	SA 
16h00 – 16h40	<b>Tony Kgoroge</b> <i>CCIFSA</i>	Sector Links	SA 
16h00 – 16h30		Refreshment Break	
17h05 – 17h45		Wrap-up day 2	

## DAY 3

**Saturday, 14 May 2016 10h00 – 12h00**

**Conference Facilitator: Sharif Baker**

09h00 – 09h45		Registration Arrival Tea. Coffee, Pastries	
The Way Forward		The Way Forward	
Conference Facilitator		Open audience conversation Wrap up	
Facilitator		Acknowledgements & Closing	
Lunch & Networking			



# Speakers



**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 to the UK Secretary of State for Education.

Significant roles within the education technology market include his position as Chairman ABK Computers, Director of Education Riverdeep Software, and Director of Education D-Link.

More recently Director of Education for Apple Computers UK, where he was responsible for technology training and 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 presented at the BETT

Education technology show in London, The Global Education Forum in Dubai and

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.



**Julius Grafton**  
*CX Network*

Julius Grafton is an Australian entertainment technology industry veteran with over 45 years' experience. This former lighting designer and audio engineer has led CX Network, the industry media outlet across Australia and New Zealand, for the past 25-years.

Julius advocates for technical crew workers' rights, and is a member of Live Perfor-

mance Australia, ACETA and ETNZ. He is the Sydney representative of the Australian Road Crew Association, raising funds for the welfare of retired technical crew.

He ran a technical college that delivered accredited Diploma courses in Sydney for 10 years, derived from the Live Production, Theatre and Events training package.

From 1994 Julius ran safety seminars at EN-TECH Tradeshow, and again from 2011 at CX Summer Roadshow - a national touring tradeshow across Australia. In 2015 Julius repurchased and rebranded ENTECH as ENTECH Roadshow. It ran one-day events

in February this year in Brisbane, Sydney, Melbourne, Adelaide and Perth. It will run in July across Auckland, Wellington and Christchurch (NZ). Julius has shareholding in SECTECH and ICETech.

CX Network publish three magazines and produce internet TV programs.

**Qualifications:**  
Post graduate Diploma of Management, MGSM (2000)  
Certificate IV in Training and Assessment TAA (2008) BSZ (2002)  
Certificate IV in Lighting (2002) and Certificate IV in Sound (2002)



**Tshipiso Sello**  
*Known Associates*

Over 13 years Tshipiso Sello has built an illustrious career as an events, communication and marketing practitioner, and TV/feature film producer.

She graduated from the University of Cape Town in 2002 with a Bachelor of Arts degree, majoring in politics and economics.

Tshipiso currently owns several businesses, namely Known Associates (communications company), Rainbow Experiential Marketing (events and marketing agency) and Zing Entertainment (TV and film production company).

She has a wealth of experience in the entertainment industry in a diversity of roles, working with numerous high profile international brands on local and global projects. She has toured with numerous South African artists, including Jimmy Dlodlu, Judith Sephuma and Hugh Masekela, marketing their music at international jazz festivals. She continues to work as a producer. A

recent achievement is producing the official Mandela 95th birthday event, a musical called Credo - A Testament to the Freedom Charter, broadcasted live on SABC3.

She works with South African and international clients, gleaming from training received working with Dutch based Mojo Concerts, owners of the North Sea Jazz Festival brand. She has also worked with numerous African clients in Egypt, Nigeria, Ghana and Ivory Coast.

She is a fervent South African who wants to play an integral part in nation building.



**Falco Zanini**  
*VPLT, the German Event Technology Association*

Born in 1962, Falco Zanini has worked in the Entertainment Industry since 1980. Starting as a stagehand in his hometown Hannover in Germany, he continued his career working as a truss construction technician, rigger and crew chief. After some years on the road with Trucking Service Cologne, Falco founded a crew-staffing company focussing on

implementing proper safety measures for the crew.

Certified as „Meister für Veranstaltungstechnik“ (Master of Entertainment Technology), Falco deals daily with event safety and premises licensing application. Always interested in workplace health and safety, Falco finished the official German OSHA/Health and Safety Executive courses to become Fire Safety Adviser, Health and Safety Advisor and CDM-Coordinator.

Presently Falco works as a health and safety consultant for the entertainment industry.

His customers range from small garage-size rental companies up to internationally well-known suppliers. Falco also regularly speaks at conferences and holds training courses on business-related topics. Another part of his work is conducting premises licensing for concerts and open-air festivals as well as coordinating H+S in respect to CDM-Regulations.

For Falco, interacting with colleagues and transferring knowledge and expertise is very important. Therefore, he is an active member in three trade associations and writes for several magazines including the VPLT-Magazine and Event-Partner.



# Speakers



**Jim Digby**  
*Event Safety Alliance*

Jim Digby is a more-than-30 year veteran of the entertainment industry. He is the founder and Chairman of the Event Safety Alliance and owner of Collaborative Endeavor Group (CEG),

providing international touring strategies and complete production solutions for the live entertainment industry.

He currently serves as Director of Touring and Production for the multi-million selling artists Linkin Park, and has previously worked with artists as diverse as The Backstreet Boys, Bon Jovi, and Marilyn Manson.

He is a four-time recipient of Tourlink's "Production Manager of the year" award, as well as Parnell's "Production Manager of the Year" award for 2012. A fierce advocate for event safety and ethical touring models, he is a highly-regarded keynote speaker and sits on the Board of Directors for the Behind the Scenes charitable foundation.



**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

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, Astralite 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

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.



**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 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 lent 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 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 associates 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!



**Iyiola Ayodele**  
*Multiple Concepts Group*

Iyiola Ayodele is the Executive Chairman of the Multiple Concepts Group Ghana Ltd, the holding company for Charterhouse, West Africa's foremost events and AV production company.

A graduate of Economics and Statistics from the University of Benin in Nigeria, Mr Ayodele has over 25 years' experience in

Banking, Advertising, Event Management and Audio Visual Production. As team leader he oversees all Charterhouse operations in Ghana, Nigeria, Liberia, Sierra Leone and Cape Verde.

In the last 18 years he has led his team to produce over 500 live events, brand activations and TV productions. These include the Vodafone Ghana Music Awards (17 years), Miss Malaika Beauty Reality show (13 years), MTN Hitmaker, an annual comedy series dubbed "A Night of 1000 Laughs & Music", Ghana Rocks, Ovation Red Carols and various international music concerts. These include Jay Z, Chris

Brown, Shaggy, Akon, Big Sean, Boyz to Men, Wayne Wonder, and Buster Rhymes, amongst others.

Concept creation, event and production design and creative direction are his core areas of specialisation.

As a dominant force within the West African live events and production industry, Mr. Ayodele is set to take his company across the rest of Africa. He believes everyone has a personal story to tell and he is ready to tell his.



# Speakers



**Quintus Myburgh**  
*Gearhouse*

As a contributor to B-BBEE and Transformation in various sectors for more than a decade, Quintus's fields of expertise have been influential in the Financial Services Sector, Information and Communications Technology industry as well as applying the objectives of the Generic Codes of

## Good Practice.

During the past 10 years he has established a proven track record of providing consistent levels of best business practices, involving B-BBEE reporting and analysis, the verification process, as well as annual reporting and stakeholder management.

Quintus has completed a Leadership Development Programme through the Gordon Institute of Business Science University of Pretoria, a Management Advancement Programme through WITS

Business School, and recently completed the B-BBEE Management Development Programme through the UNISA Graduate School of Business Leadership.

His accolades include having won the Top Achiever prize and being a finalist three times during his 15 year tenure at Nedbank, as well as contributing towards Nedbank receiving The Transformation Champion of the Year award at The Motlekar Holdings BBQ Awards during 2013.



**Mike Load**  
*Alliance Safety*

Mike joined the events industry in 1996 working as a production assistant on ZZ Top, after working on over 30 international events, he joined the Dome @ Northgate in the Operations Department, in 2002, he was appointed as the General Manager of the Dome @ Northgate till 2006. Part of his responsibilities was to develop a safety and disaster plan for the Dome. With the demise of African Media Entertainment in 2007, Mike decided to open a venue and safety consultancy business and worked

as a consultant to the events industry. In 2008, Thebe Exhibitions and Events Group asked Mike to join them on a full-time basis as the General Manager overseeing the venue division, events division, and Thebe Safety division. In 2010, After Mike joined the Alliance team as a Director/Owner of the business to grow the safety and disaster planning business in South Africa as an industry specialist.

Since joining the Dome @ Northgate in 1998, Mike has been involved with on average 70 events a year with his involvement at the Dome from 1998 to 2008 for ten years, which is over 700 different types of events. Alliance Safety Management started in 2009, has on average been appointed the safety officer

for about 150 events per annum, and we have managed the safety since the company opened for seven years is more than 1,000 events.

Having managed the safety and disaster planning for over 27 stadium music labels to tour South Africa, he has personally been involved with over 75 international stadium in South Africa since 2011.

Mike has performed many presentations to industry role players at TPISA, SACCI, and EXSA forums including in Africa and recently represented the panel discussion at Africa Travel Week exploring the challenges in Africa.



**Tony Kgoronge**  
*CCIFSA*

Tony Kgoronge is an actor and director, known for Hotel Rwanda (2004), Invictus (2009) and Blood Diamond (2006).

He played Walter Sisulu in the Mandela: Long Walk to Freedom (2013).

Tony is the president of The Cultural and Creative Industries Federation of South Africa (CCIFSA). CCIFSA is the controlling body set up with the assistance of the Department of Arts and Culture for cultural and creative sectors in South

Africa. It was formed as a non-profit company (NPC) to promote and develop the social and economic interests of the cultural and creative industries and to act as the controlling body for these sectors. The company is governed by a Board of Directors in accordance with the CCIFSA Memorandum of Incorporation.



# Speakers



**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.

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.

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 JAZZ 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 SMMEs.

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 Kiptown, Soweto
- Chairperson 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.

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