



#Artout Project Proposal Networking Sessions Concept paper

1. NAME:

“#Artout - Information and Inspiration Sessions”

2. PURPOSE:

To create a regular networking space for Cape Town's arts and culture community to share industry relevant information and opportunities through social engagement in a relaxed environment, with the intent to help build a more cohesive arts and culture community in Cape Town by:

- Sharing research, resources and experience based knowledge;
- Sharing and debating issues;
- Breaking down silos within and across sectors; and
- Building a networking hub to facilitate further sharing of information.

3. VISION:

City of Cape Town:

- To create mechanisms to guide the allocation of resources i.e. human, financial, city services and property towards the support of arts, culture and the creative industries in Cape Town.
- Create mechanisms for the development of an enabling environment that fosters partnership building with stakeholders outside of the City.

See: [Arts, Culture and Creative Industries Policy \(No.29892\) No. 3. \(1\) \(a\),\(c\)](#)

Arterial Network of SA:

- To create civil society networks of cultural role-players and empower their work for the cultural dimension of development. Arterial undertakes research, training and advocacy functions to build individual and organisational capacity, and create an enabling and sustainable environment for democratic arts practice in Africa.

4. PROBLEM STATEMENTS:

The Cape Town Arts Culture and Creative Industry Sector:

- Is fragmented and operates in silos;
- Has a complexity of cultural differences; and
- In the main does not understand the value of “working together”.

5. OBJECTIVES

- Three sessions for the financial year ending 30 June 2016.
 - 10 November 2015 / 25 February 2016 / last week of May 2016
- Audience to represent a good spread of the arts and culture community.
- Audience attendance figures:
 - Event 1 = 50 attendees
 - Event 2 = 75 attendees
 - Event 3 = 100 attendees

- Test and determine the best networking session format.
- Grow and update a database, and increase Arterial Network membership.

6. AUDIENCE:

Representatives of all disciplines and genres within the arts and culture spectrum including but not limited to:

Dance	Theatre	Literature	Spoken Word
Music	Public Art	Visual Art	Cultural
			Organisations
Fashion	Craft	Furniture	Arts and Culture
			Educators
Design	Dance Sport	Performing Art	Event Managers
Film	Digital		

7. ROLES AND RESPONSIBILITIES

City of Cape Town as a partner will:

- Secure City of Cape Town venues for the sessions pending its availability.
- Secure light refreshment/catering for the sessions.
- Secure audio visual requirements for the sessions.
- Share our guest list / database with ANSA.
- Co-chair the sessions with ANSA.

Arterial Network of SA as a partner will:

- Secure guest speaker/s for the sessions.
- Manage the invitations and RSVP's
- Manage all the marketing and communication needs for these sessions.
- Chair the sessions.
- Document all decisions, burning issues, way forward from these sessions.

8. MARKETING AND COMMUNICATION:

- a. ANSA draft marketing plan – to be supplied
- b. COCT communication plan– to be supplied

9. CONTENT / THEMES:

Proposed conversations could include but not limited to:

- Funding
- Events, Festivals
- Cross Collaboration
- Arts Education
- International trends
- Cultural promotion & tourism
- Audience Development
- Legislation
- Public art, exhibitions
- Cultural Spaces

10. TIMELINE:

Three sessions – 10 November 2015 / 25 February 2016 / last week of May 2016

Tasks	Date	Responsible Person
Discussion with ANSA to finalise concept document	1 September 2015	Lesley Truter
Finalise themes for sessions	17 October 2015	COCT / ANSA
Concept document accepted / approved by all	30 September 2015	COCT / ANSA
Book and confirm venue	30 September 2015	Lesley Truter
Confirm speakers for first session	17 October 2015	Valmont Layne
Arrange catering/ audio visual	30 September 2015	Lesley Truter
Marketing plan rollout	30 September 2015	Valmont Layne
Finalise guest list	19 October 2015	COCT / ANSA
Finalise agenda / format	19 October 2015	COCT / ANSA
Finalise sponsorship	19 October 2015	Valmont Layne
Host event	10 November 2015 @ City Hall, Blue Room from 18:00 to 20:00	All