



KWAZULU-NATAL PROVINCE

SPORT, ARTS AND CULTURE
REPUBLIC OF SOUTH AFRICA

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Media alert

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To All Media | News Editors | News Reporters

KZN DSAC TO HOLD A MASSIVE GAME-CHANGING SPORT, ARTS AND CULTURE SUMMIT GEARED TOWARDS MONETISING THE SECTOR

FOLLOWING a sport, arts and culture Stakeholders Engagement Summit that Sport, Arts and Culture (KZNDSAC) MEC, Dr Ntuthuko Mahlaba convened with both sectors in September 2023, the Department has moved swiftly to implementing some of the recommendations of that engagement by holding a massive Sport, Arts and Culture Summit this week.

Beginning with workshops of both sectors on 22 May 2024, the Summit will assemble the sport, recreation, cultural and creative industry practitioners, relevant stakeholders, government departments, private sector, business chambers etc, to interact and engage on innovative solutions that are part of the process of growing the outputs and efficacy of the sector within the province.

The exchange element will present the opportunity to share innovative ideas and expand dialogue between practitioners within the sector and government in the interest of promoting mutual understanding, positive change, and cooperation. This will also enable participants an opportunity to reflect on the state of the sector within the province.

Moreover, this is a platform to discuss the implementation of the sector related policies and discuss how work relations can be strengthened among different role players and further possible collaborations. This is in line with the mandate of the Department which is to promote, develop and oversee growth of its structures with a vision of achieving economic empowerment and social cohesion through sport, arts and culture.

MEC Mahlaba said the buzz word is monetising the sector. He said, historically both Sport, Arts and Culture were seen as insignificance when viewed against the backdrop of the rest of the industrial economy. He said the situation has now changed as Sport, Arts and Culture are increasingly considered part of the information or knowledge economy and it is recognised that they make a substantial contribution to employment and jobs creation.



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“In a globalising world where every place begins to fill and look the same, it is Sport, Arts and Culture products and activities that mark out one place from the next, in this sense creating competitive advantage. Sport, Arts and Culture have long been neglected in a mainstream trade and industry policy in South Africa even though it is recognized as a significant contributor of the developed countries. Through this summit we want to harness the full potential of these creative sectors and explore ways of collaborating in order to create sustainable pipelines for talent identification, development and progression,” said Mahlaba.

MEC Mahlaba is also poised to officially re-open Music House KZN on Thursday morning as a symbol of unlocking further opportunities for the Province’s artists to access training, recording and marketing facility closer to home.

Members of the Media are urged to note the following:

Part 1: Reopening of Music House KZN
Date: Thursday. 23 May 2024
Venue: Music House KZN, 2 Derby Street, Greyville Durban
Time: 08h00

Part 2: Sport, Arts and Culture Summit
Date: Thursday, 23 May 2024
Venue: Coastlands Hotel, Musgrave
Time: 09h00

ENDS

ISSUED BY THE KZN DEPARTMENT OF SPORT, ARTS AND CULTURE

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