

BASA reveals line-up of events for 2014

Business and Arts South Africa (BASA) is again cementing its standing as the country's leading art-business agency with an excellent line-up of events and programmes in 2014. A significant portion of the 2014 calendar is aimed at BASA business members, underscoring the benefits of business membership to the organisation.



There are also a number of events that continue BASA's commitment to bettering business skills in the arts sector, in particular the extensive BASA Education Programme for 2014.

"We have spent a great deal of energy and time preparing different programmes and initiatives that work in tandem creating an equitable and sustainable business-arts partnerships for the benefit of the whole of society," says BASA CEO, Michelle Constant.

Among the member-focused events are the upcoming BASA Africa Breakfasts series. These events explore how the arts act as a progressive enabler for business entering African markets, and will feature case studies and speakers both locally and from the continent. The first event takes place in March.

Following on from the successful inaugural event in 2013, the 2014 Business and Arts South Africa Arts in Business Symposium will demonstrate how arts based initiatives can drive and develop innovation, create sustainable value and increase profitability in business. Globally renowned arts and business expert, Giovanni Schiuma kicked off the series last year and drew a capacity audience to the Gordon Institute of Business Science (GIBS) in October.

A highlight is sure to be the 17th Business Day BASA Awards, supported by Hollard. The Awards, jointly sponsored by Business Day and Business and Arts South Africa and supported by Hollard, recognise and reward excellence and innovation in the field of business support for the arts.

Business-arts innovation

In addition, BASA will continue with its firm commitment to innovate in the business-arts terrain, as seen by last year's development of the BASA | Middel & Partners SED Programme. Already in use by businesses, big and small, the programme provides a simplified on-line platform for businesses to maximise their SED points on their B-BBEE scorecard

BASA's three-tiered Education Programme is part of a commitment to developing innovative educational programmes that seek to ensure the relevance and sustainability of the arts in society.

Arts organisations and individuals wishing to start a non or for profit organisation are the target of BASA Basics. The programme introduces emerging artists to the legal options and processes available in the establishment of an arts organisation, and further supports arts organisations with simple workable business models in order to take the organisation forward.

For arts organisations wanting to go the for profit route, BASA has established a partnership with Shanduka Black Umbrellas that enables BASA to jointly identify potential high impact businesses in the arts sector and provide these businesses with the skills, support and development they require in order to become sustainable and create jobs

BASA Intermediate is aimed at registered arts organisations with a basic business model and plan. The intermediate programme focuses on the strategic objectives developed from the overall business model/plan..

Finally, BASA Professional is aimed arts organisations that have been in operation for couple of years but are faced with strategic organisational challenges including governance, marketing and HR.

As a demonstration of BASA's holistic approach, the Business and Arts South Africa's Mentorship programme continues to play a role in introducing better business skills into the arts sector.

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