PHINDA-MZALA ENTERTAINMENT PROJECT

PROJECT DESCRIPTION

PROPOSAL LETTER

The name of the project is ARTS & CULTURE CAPACITY BUILDING PROGRAMME it will be an outreach programme that will be a platform for Creative industry Arts. The target market of the artists it will be youths and women, this project is geared to conduct skills development for young artists through cultural event workshops. As an organization we have identified that up-and-coming artists in our society have a lot to offer to continue raise the South African flag but they struggle to get proper platforms to showcase their talents and grow in the music industry. This programme will come in as a solution to help eradicate all the challenges that we see our up-and-coming musicians go through day in and out and also help to prevent the continuous challenge of our musicians' dying poor. The project will start by 05 September 2022 in Germiston Theatre South Africa

We believe that ARTS & CULTURE CAPACITY BUILDING PROGRAMME will give young aspiring and talented musicians a platform to show the world what South Africa still has to offer and revive the spirit of our people through music in the process

PROJECT OBJECTIVES

- To create job opportunities for arts practitioners and emerging artist
- To provide the capacity building to our beneficiaries
- To address social ills that are affecting youth through arts & culture programmes
- To create a skill development programme for the Cultural creatives such as:
  - Performing Rights

Supporters by: Engymak, SAACYF, Ekurhuleni Municipality, BASA, National Lottery Commission, DGMT, Cashbuild Warehouse, Wits University, National Arts Council, Skye distribution, CCIFSA, Tiger Brands, Department of Sports & Culture and INVESTEC

PROJECT IMPACT

Increased local pride and community spirit

It will provide opportunities for participation, skills development, volunteering, social, cultural economic and environmental development. The project will have the capacity to exhibit their cultural identity

Local vendors, artisans, craftspeople and innkeepers may make a large portion of their annual income during the programme

Creation of jobs youths' unemployment will benefit from this project

PROJECT OUTCOMES

- The Programme will assist on social issues by eradicating the high rate of drug abuse, teenage pregnancy and crime and positively promote sober young people who will be international brands in the future as your station always support our disadvantaged families and societies.
- It will also give young musicians a platform to fight social challenges we face in our country through their artistic skills
- The competition will help turn young musicians into entrepreneurs and in return they will create jobs which is part of our mandate of empowering communities.

Supporters by: Engymak, SAACYF, Ekurhuleni Municipality, BASA, National Lottery Commission, DGMT, Cashbuild Warehouse, Wits University, National Arts Council, Skye distribution, CCIFSA, Tiger Brands, Department of Sports & Culture and INVESTEC