



Sibikwa Arts Centre

2022 Annual General Report



Contents

Message from the Chairperson.....3

Introduction4

Organisation, Governance and Operations5

PRIORITY 1: Sibikwa as a hub/a destination for the Arts6

PRIORITY 2: Hybrid Funding/Income Generation Model8

PRIORITY 3: Donor Funding8

PRIORITY 4: Accredited, non-accredited vocational and skills courses.....9

PRIORITY 5: International/Continental/National Partnerships and Exchanges11

PRIORITY 6: Digital Marketing, Media Publicity and Audience Development.....12

Conclusion.....12

Annexure 1: Organisational Figures and Information13

Annexure 2: 2022 Marketing and Media Statistical Report.....14



Message from the Chairperson

"There's something about the flower that grows through the rocks. Somewhere along its journey, it decided that it would reach for what was unseen, keep going in the direction of something that wasn't felt, it decided that it would be. That it would become. And it did." ~ C. JoyBell C.

In 2022, with the world still trying to recover from the impact of covid-19 on humanity and the economy, concepts of growth, beauty and hope, remained difficult for many. It was indeed a year where we all experienced the challenges of the socio-economic instability of the times and had to dig deep to find the resilience to overcome. Sibikwa was not exempt, but in keeping its view fixed on its purpose, ended the year with many notable achievements. Below are a few highlights.

Sibikwa enlarged its global footprint

Following years of partnership building, we were proud to be able to realise 3 international events in 2022, that - within Sibikwa's vision and legacy of responding to the issues challenging a society seeking democracy, transformation and inclusivity - brought to life on stage new-world explorations of gender, equality, disability and governance. Through the perspective of arts and culture, cultural exchange and collaboration, these international events offered workshops, conversations and performances that truly and meaningfully challenged perceptions and expanded understandings.

Sibikwa expanded its funding support base

Beyond our long-standing partnerships with national and international departments, agencies and governments, we were pleased to bring on board 2 new funding partners in 2022 and look forward to the opportunities for further partnership that may emerge. A testament to Sibikwa's ethical and accountable governance mechanisms and constant vision of sustainability, we continue on a path of exploring alternative commerce opportunities, that reduce our dependence on an over-capacitated public funding model.

Sibikwa extended its platforms for democratic access

In 2022, Sibikwa launched and presented initiatives, programmes and events that sought to encourage and promote the voices of marginalised youth, women and people with disabilities. Education, performance and employment opportunities, centred on prioritising representation, inclusion and diversity, were offered for local, national and online engagement through the work of our youth performers with mixed abilities, our female ensemble, our festival for dancers with and without disabilities, and performances and workshops for young audiences.

It is always assuring that our annual flagship arts education programmes stand strong in their service to young people, teachers, schools and society at large. In addition to the Sibikwa Arts Academy and Artists in Schools Programme, it was commendable that Sibikwa introduced a creative industries career exhibition and entrepreneurship incubator to ensure that any person at any level of their development could benefit from participating in arts and culture.

More and more we become aware of the power of community, partnership and the arts. I extend sincere gratitude to the Sibikwa Board, staff, partners and participants whose unremitting belief in and support for the organisation and our work, allows us to blossom out of the hardships that we experience year on year.

Sincerely,



Pamela Grayman
Chairperson, Sibikwa Board of Directors

Introduction

The doors to Sibikwa opened on 10 January 2022, with staff, management and our Board somewhat apprehensive as to what the year would bring after two years of ever present COVID derailing our plans and rendering Sibikwa in a constant state of adjustment to stay on track. The year turned out to be much better than expected though there were a few bumps on the way which we got over thanks to our purpose-driven partners, our dedicated staff and our supportive Board.

We introduced 2 new programmes in 2022, a Creative Industries Career Exhibition, in the spirit of the Freedom Charter's principle that "the doors of learning shall be open", and the Uvuko Creative Arts Entrepreneurship Incubator, responding to the challenges that young creatives face in establishing viable businesses, offering a CATHSSETA accredited programme, supported by the Goethe Institut.

Sibikwa continues to advocate for arts education through our 3 cornerstone education projects:

- Our Artist in Schools Project, which reached 36 schools and over 3000 learners, mainly between Grades 4 and 9, in Gauteng;
- The Sibikwa Arts Academy, which runs over the weekends mainly targeted at school-going learners, who received incredible drama and dance results from external examining bodies;
- Our Inclusive Creative Arts Programme (ICAP) for learners with mixed abilities. This year, the ICAP learners remounted 2 productions: Memories of June 16 and Banna ba Sebele, playing to capacity audiences, and from June 2022, were registered for a short skills course in Drama and Dance under CATHSSETA.

Our Adult Acting Classes - a more recent 12-week training programme offered by Sibikwa and facilitated by Sibusiso Mkhize - are gaining interest and diverse participation.

Our commitment to advancing access to the arts, remains steadfast. This year, we hosted 3 new international projects:

- The Stories We Tell, a partnership between the Lyric Theatre (London, UK), the National Youth Theatre of Kenya (Nairobi, Kenya) and Sibikwa, which invited 6 young women - 2 from each country - between the ages of 18 and 25 who identified as LGBTIQ+, to participate in a process which explored "the other", under the direction of Ameera Conrad and Thankiso Mamabolo, made possible by the British Council.
- The Body Moves International Inclusive Dance Festival for able-bodied and disabled dancers, which brought together a host of performers from Europe, South Africa and Uganda, with thanks to the Embassy of Ireland, the Kingdom of the Netherlands, The Representation of Flanders, the Italian Istituto di Cultura, the British Council, Tractus Art, and the Department of Sport, Arts and Culture. It was gratifying to host Flatfoot Downies Company (Durban) and Unmute (Cape Town), acknowledging their pioneering work in the field of dance and disability.
- The SA-EU Dialogues: Democracy in the Context of Culture, in partnership with the SA-EU Strategic Partnership - The Dialogue Facility, Department of Cooperative Governance, Department of Sports, Arts and Culture, South African Local Government Association, South African Cities Network and EU partner countries: France, Flanders, Ireland and Italy. The final in a series of SA-EU Community Arts, Culture and Democracy Dialogues, initiated in 2017, to enable a participatory, integrated and actionable approach to policy and practice.

Sibikwa also presented a Phola Vibe Jazz session featuring BandaBanda & The Crocodiles, and hosted the Mantsoe Amacha Festival: New Voices, New Narratives, New Audiences, presenting performances and workshops for young audiences, by artists from Gauteng, KwaZulu Natal and Botswana, reimagining perspectives of identity, tradition and contemporary society. On Women's Day, we proudly introduced the Sibikwa Sisters, an all-female multidisciplinary ensemble, who focus on creating work addressing pertinent gender issues, in particular South African black women's realities.

We endeavour to create job opportunities, advance knowledge, skills and capacities, and provide communities democratic access to the arts, all-the-while trying to navigate the precarious landscape of community arts funding and sustainability.

Sibikwa closed for the holidays on 15 December 2022, looking forward to a 2023, filled with culture, creativity, curiosity and collaboration!

Organisation, Governance and Operations

Human Resources

Sibikwa has survived for over 34 years because of its unrelenting commitment to facilitating the development of individuals and communities through the performing arts and building administrative and financial capacities, policies and procedures within the organisation. We are focused, determined and able to realize our vision through the generous financial support of our funding partners, sound governance systems maintained with the guidance and oversight of our committed, supportive and active Board, our passionate and dedicated staff, and the thousands of people who trust in the value of our work.

Within the adaptable, forward-looking and innovative culture of the organisation, in January 2022, Sibikwa established an expert projects and planning panel, responsible for strategizing, advancing and managing Sibikwa as an arts hub. To support the technical preparation and production, marketing and publicity and secretarial duties for the Project and Planning Panel, an Arts and Events Manager, was appointed. While a valid and valiant attempt at an 'out-of-the-ordinary' organisational structure, the professions of the panellists challenged their integration and capacity in the organisation and in relation to Sibikwa's extensive calendar of events and fundraising requirements. As a result, the panel and manager position, were dissolved in June. While the responsibilities have been split between staff members, this vacant post is central to our vision to be an active, accessible and dynamic hub.

Acknowledging the increasing cost of living, Sibikwa is constantly seeking opportunities to create employment opportunities and supplement employee salaries. In 2022, Sibikwa filled the vacant conference management position and welcomed 8 new interns as part of the FirstRand Foundation's FirstJobs programme. The IDC's Social Empowerment Fund is another initiative that Sibikwa is a part of, benefiting 35 staff, interns and young creatives. Professional development remains a core component of the organisation, supporting the further studies of our 4 senior managers and organising skills development workshops for teachers.



Finances and Fundraising

The country and the world are still reeling from the effects of the covid-19 pandemic on livelihoods and the economy. We are seeing the impact of this on audience development, shifting funding priorities, decreasing Corporate Social Investment and marketing spends and increasing competition for public funds. Our agility affords us opportunities to ensure that the show can go on, even in tumultuous times.

We are thankful that the strength of our partnerships with TotalEnergies, the Oppenheimer Memorial Trust and the Department of Sport, Arts and Culture, along with the Irish Embassy, Government of Flanders, Italian Cultural Institute, Kingdom of the Netherlands and British Council who continue to extend their support for the organisation and our programme. We are beginning to see the fruits of our labour in developing and strengthening our relationship with the City of Ekurhuleni, particularly the Department of Economic Development (Enterprise Development and Tourism), on youth development, job creation and environmental awareness projects. Moreover, we are thrilled to have welcomed the Goethe Institute and the Commonwealth Foundation as new partners on Sibikwa's arts advancement and advocacy programmes, positioning Sibikwa well as a model and thought leader in this development space.

Please see Annexure 1 for Organisational Figures and Entity and Funding Information

PRIORITY 1: Sibikwa as a hub/a destination for the Arts

On 21 February and 10 March 2022, the Inclusive Creative Arts Programme learners performed *Thandiwe Wa Bantu*, an interactive play focused on addressing bullying, to 147 learners from high schools in Gauteng. From 17 – 27 May 2022, they presented *Memories of June 16 Performances*, with resounding success. The event generated R66 250 in ticket sales, with an audience of 1325 learners and teachers. From 24 August to 2 September 2022, they presented *Banna ba Sebele*, a participatory gender-based violence production told from the perspective of young men, to an audience of 426 learners, teachers and general public. The development of these young people with mixed abilities is working towards achieving the vision of establishing a Youth Performing Arts Company in 2023.



On 1 May, Sibikwa hosted a *Phola VibeZ! Jazz Session* ft. *BandaBanda & The Crocodiles*. Although there were a number of notable challenges that resulted in low audience figures and a late start to the event, the performance was of a high standard and was enjoyed by those in attendance.

On 20 and 21 July 2022, Sibikwa hosted a *Creatives Industries Career Exhibition*; an idea that has been lingering and finally realised this year. It was enthusiastically received with exhibitors across the spectrum disciplines and institutions, from universities, to NGOs to commercial and industry entities. With support from the City of Ekurhuleni's Department of Economic Development, the venue was transformed into an exciting creative space - each exhibitor sat behind a brightly painted door frame, a mobile hung from the ceiling and words of the Freedom Charter "the doors of learning shall be open" were positioned so that learners read them as they entered the venue.



From 30 July to 15 August 2022, Sibikwa, in partnership with the Lyric Hammersmith Theatre and Youth Theatre Kenya, with funding from the British Council, hosted the collaborative project titled '*Stories We Tell*'. The project - an international cultural exchange residency for young queer theatre makers from South Africa, the UK and Kenya - brought together 6 participants from 3 countries and 2 continents to explore and celebrate African and British queer experiences. After 2 weeks of exploration and creation, on Friday 12 August 2022, the project culminated in the presentation of a creative sharing of the conversations, insights and learnings of the participants, followed by a Q&A session.

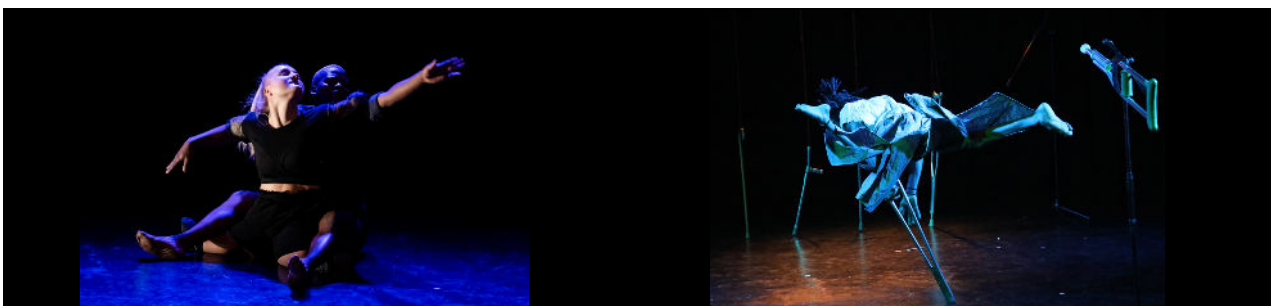


On Women's Day, 9 August 2022, we announced the Sibikwa Sisters, our multidisciplinary female ensemble, founded on the principles of Chapter 2 [Bill of Rights] Section 9 [Equality Clause] of the South African Constitution enshrining the rights of all people, and affirming the democratic values of human dignity, equality and freedom. The company shared a devised piece of work to introduce themselves, their work and their vision to use contemporary multi-media approaches to respond to pertinent social issues, including gender inclusivity and in particular South African black women's realities. For 16 Days of Activism (25 November – 10 December), the ensemble presented an online series of performances titled Indlela.

In celebration of Heritage Month, on 3 and 4 September Sibikwa presented the Mantsoe Amacha Theatre and Dance Festival, to an audience of 147 people. The programme aimed to encourage audiences and participants to reimagine perspectives of identity, tradition and contemporary society; through performances and workshops by artists from Gauteng, KwaZulu Natal and Botswana.

From 1 to 3 March 2022 and 4 to 6 October 2022, we hosted the SA-EU Dialogues: Democracy in the Context of Culture, in partnership with the SA-EU Strategic Partnership - The Dialogue Facility, Department of Cooperative Governance, Department of Sports, Arts and Culture, South African Local Government Association, South African Cities Network and EU partner countries: France, Flanders, Ireland and Italy. The final in a series of SA-EU Community Arts, Culture and Democracy Dialogues, initiated in 2017, these conferences invited delegates from across South Africa with additional engagement through livestream, to participate in consultation for the development of a South African Cultural Charter that will enable an actionable approach to local governance in policy and practice that is culturally integrated, accessible, inclusive and participatory for the betterment of its communities.

From 10 to 16 October, we hosted the BODY MOVES International Inclusive Dance Festival with integrated dancers/companies from Italy, Flanders, Ireland, Netherlands, Uganda and South Africa. An integrated and inclusive festival, which provided disabled and able-bodied dancers the same opportunities to perform while promoting cultural exchange, collaboration and cooperation between African and European countries, the programme included workshops, conversations and performances. From the responses and feedback received from participants and audience members, the festival was an incredibly meaningful and valuable platform, challenging perceptions and expanding understandings of dance and disability. The performance days, on 15 and 16 October, were attended by 301 people.



PRIORITY 2: Hybrid Funding/Income Generation Model

Strategic Objective	Description of Strategic Activities/Projects	Output KPI	2021 Actual	2022 Actual
To increase our own income generated	Hire of Vehicle and Venue; Ticket Sales; Registration Fees; Corporate Gigs and Events; Merchandise; Theatre Tours; SACE Teacher Training Workshops	Amount of money raised per annum for hire and learners' fees.	R66 610.00	R758 039.00

In 2021, Sibikwa's own generated income was an anomaly, reflecting the significant implications for Sibikwa and the sector, at the height of the covid-19 pandemic. In 2022, this figure returned to a more usual amount, comprising predominantly vehicle and venue hire income, ticket sales and registration fees. There remains an opportunity to increase Sibikwa's own generated income through a strategic plan and targeted campaign focused on corporate gigs and events, merchandising, theatre tours and SACE teacher training workshops.

PRIORITY 3: Donor Funding

Strategic Objective	Description of Strategic Activities/Projects	Output KPI	2021 Actual	2022 Actual
To increase the funding base.	Create more partnership with corporate and government, provide more accredited training, sound financial practices and remain accountable and responsible.	Amount of money raised per annum.	R5 924 370.00	R5 866 373.00
		Number of funding partners.	11	14

New funding partners in 2022

Commonwealth Foundation	Goethe Institute	Italian Cultural Institute
-------------------------	------------------	----------------------------

Funding partners in 2021, retained in 2022

British Council Business and Arts South Africa Department of Sport, Arts, Culture and Recreation French Cultural Institute	National Arts Council Oppenheimer Memorial Trust TotalEnergies
---	--

2022 returning funding partners

While the Embassies of Flanders, Netherlands and Ireland did not fund Sibikwa in 2021, they are long-standing partners, who work with Sibikwa on cultural exchange projects and returned as funding partners in 2022 for the Body Moves International Inclusive Dance Festival. Similarly, the SA-EU Strategic Partnership – The Dialogue Facility, were previous partners that did not award Sibikwa funds in 2021, as the Shukuma Mzansi! SA-EU Dialogue scheduled for 2021, was postponed to 2022 as a result of the covid-19 pandemic.

Funding partners not returning in 2022

Although the Arts and Culture Trust and Concerts SA did not fund Sibikwa in 2022, they remain key partners with opportunities to partner on aligned projects in future. Rand Merchant Bank had awarded Sibikwa a grant of R2 550 000.00 for a community artists and arts centres capacity building programme running from 2018 to 2020. The funds received in 2021, were the final exit grant payment. Sibikwa will continue partnership efforts with Rand Merchant Bank, however, this is complicated by consistent shifts in the organisation that manages the CSI funds for the Bank. At the end of 2021, the SAMRO Foundation, phased out funding for projects and music performance education, due to changes in its priorities to support improvements in the music industry's cohesion, music-business skills and skills relating to the creation of new music works, giving priority to SAMRO Members.

PRIORITY 4: Accredited, non-accredited vocational and skills courses

Programme	Strategic Objective	Description of Strategic Activities/Projects	Output KPIs	2022 Target	2022 Actual	
CATHSSETA Accredited Courses	To increase the number of Learnerships, Internships and Short Courses.	Courses in arts administration, drama and dance, and facilitation	Number of programmes offered	3	4	
			Number of learners	32	38	
			Learner success rate	100%	(Note 1)	
Artists In Schools Programme – AIS (Note 2)	To improve the way in which the Creative Arts curriculum is taught at public schools.	Facilitators trained in the Creative Arts curriculum and work with subject teachers at schools	Number of schools engaged	36	36	
			SACE workshops for teachers	Number of workshops (40 teachers per workshop)	5	5
			Artists in Schools Programme	Number of learners participating	5000	5574
Sibikwa Arts Academy - SAA	To create a platform for young people to participate in the arts.	Classes and exams in performing and visual arts	Number of learners	160	153 (Note 3)	
			Community development events	Open day, Holiday Programme and Concerts	(Note 4)	
			Learning engagements through performances and workshops	Internal and external professional engagements	(Note 5)	
Inclusive Creative Arts Programme - ICAP	To create a platform for young people to participate in the arts.	Classes and exams in performing arts	Number of learners	22	19 (Note 6)	
			Community development events	Number of productions	3	3
			Learning engagements through performances and workshops	Internal and external professional engagements	(Note 7)	
Adult Acting Classes - AAC	To create a platform for adults who want to participate in the arts.	Classes in performing arts	Number of learners	30	9 (Note 8)	
			Community development events	Drama Showcase	(Note 9)	

Note 1: Success rates can only be calculated on completion of the Dance and Drama Short Skills Course in June 2023.

Note 2: These figures relate to the 2021/2022 AIS Programme. Our targets for 2022/2023 will be measured on completion of the programme in March 2023.

Note 3: A small number of learners dropped out of the programme over the course of the year, due to personal/family challenges.

Note 4: We were pleased that Covid did not prevent the implementation of our Open Day, Concerts and Holiday Programme, presented at orphanages, old age homes, shelters and places of safety, to bring a little light and joy to these communities in our society often disregarded.

Note 5: Learners attended performances by the National Children's Theatre, at the Dance Factory, a solo dance piece by Vincent Mantsoe at the Joburg Theatre, followed by a workshop and a conversation with at Sibikwa, and the European Film Festival hosted at Sibikwa, as well as events presented by Sibikwa.

Sibikwa Arts Centre Annual General Report 2022

Note 6: 3 learners have withdrawn from the programme, due to health, family and other personal factors.

Note 7: Learners attended performances at theatres in Gauteng, workshops at other arts centres, as well as events presented by Sibikwa.

Note 8: Our target of 30 participants was based on the idea of running 3 cycles with 10 participants in each, over the year. However, only 1 cycle was delivered.

Note 9: Participants requested not to have a performance showcase, however, those interested performed and received certificates during the SAA Year-End Ceremony.

With regard to CATHSSETA Accredited Short Courses, we have planned and implemented:

- The Uvuko Creative Arts Entrepreneurship Incubator Programme.
- A Dance and Drama Short Skills Course for the Inclusive Creative Arts Programme learners.
- An Internship Programme for performing arts, office admin and graphic design interns.
- A Facilitation Course for the Female Ensemble and Artists in Schools Artist-Facilitators.

This year, with support from the Goethe-Institut, Sibikwa launched our first Creative Arts Entrepreneurship Incubator. Which, running from March – June 2022, aimed to address the challenges faced by creatives in establishing and sustaining viable businesses in the current socio-economic climate. At the core of this programme is connecting training and mentorship to business development, income generation and market expansion opportunities. The CATHSSETA accredited training phase with 9 creatives culminated in the participants pitching a socially responsive, artistically innovative, and financially sustainable project concept, following which 3 were selected and supported to develop and implement their project under the mentorship of an industry expert.

Entrepreneur Bongumusa Twala of eKasie Kitchen:

“The Uvuko Creative Arts Incubator Programme together with Sibikwa Arts Centre, the German Federal Ministry & Goethe Institute, did an amazing job by introducing such an initiative because it has made me realize that there’s more to entrepreneurship than I thought. Now I understand a lot of things about marketing, how to blend in your market, how to grow and sell your business or product, what guidelines to follow and to always be on top of your game. I’ve learnt how to work under pressure, how to think on my feet, and that time is really valuable and as an entrepreneur it is very important to spend it wisely.”

From June 2022, with block bursaries funded by the National Arts Council, 22 Inclusive Creative Arts Programme learners have been enrolled to participate in an accredited Dance and Drama training programme. This being the 3rd year of attending the ICAP for some of the learners, it was imperative that Sibikwa formalise the programme and exit opportunities for learners, to ensure a clear and supported direction for each individual. Part of this exit strategy includes internships and fundraising for the development of a Youth Performing Arts Company, which could provide employment and income generation opportunities for these young people on completion of their training programme. 22 learners completed aptitude tests to identify their work-related strengths and possible career avenues. We are thankful for grant funding provided by Total Energies, which enabled 13 of these learners with learning and development challenges to be assessed by a registered Educational Psychologist. This provided Sibikwa the necessary insight to further design the programme to suit their individual needs.



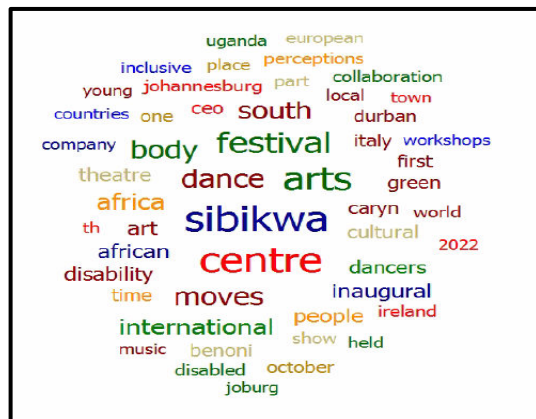
With regard to the Artists in Schools Programme, we have maintained our target of 36 facilitators in 36 schools across Gauteng. In furtherance of Sibikwa’s purpose to contribute to the Creative and Cultural Industries value chain, we have received SACE accreditation to provide Creative Arts Teacher Training Workshops for Foundation Phase Teachers. This in addition to the Intermediate Phase Programme that we are already accredited to provide.

PRIORITY 5: International/Continental/National Partnerships and Exchanges

Strategic Objective	Description of Strategic Activities/Projects	Output KPIs	2022 Target	2022 Actual
To build and strengthen international interactions and partnerships for knowledge and skill transfer and exchange.	Conferences, collaborations, and training.	Number of events.	4	11

Our targets were to secure international partnerships for the following projects this year:

- The Kabusha International Dance Festival was transferred to the Body Moves International Inclusive Dance Festival, which partnered with Italy, Ireland, Flanders and Netherlands.
- The EU Film Festival hosted at Sibikwa and attended by Sibikwa Arts Academy learners.
- The Stories We Tell, in collaboration with the Lyric Hammersmith Theatre and Youth Theatre Kenya.
- The SA-EU Dialogue, which partnered with France, Italy, Ireland and Flanders, and was presented at Sibikwa and live streamed in March and October 2022.



In addition to achieving the above-mentioned partnerships, Sibikwa further:

- Hosted 60 community arts centre managers, administrators and federation officials from the North West Federation of Community Arts Centres in March 2022, providing workshops in ethics and governance, and arts administration; along with a tour of Sibikwa and discussion around our approaches to the governance, advocacy and sustainability of the organisation and our programmes.
- Partnered with the National Arts Council, to provide fundraising capacity building workshops for 20 artists and arts managers and administrators, in March 2022.
- Participated in a Community Arts panel discussion for a Flemish delegation at the Windybrow Arts Centre on 6 April 2022, followed by a visit to Sibikwa.
- Presented our Artists in Schools Programme to the Minister of Sport, Arts and Culture and other officials and delegates in July 2022, as a model for the Sports in Schools Programme being established.
- Facilitated an arts policy workshop for the Ekurhuleni Region in Daveyton in July 2022.
- Contributed to City of Ekurhuleni’s Women in the Arts Panel in August 2022.
- Presented at the French Cultural Institute’s Paths to Democracy Forum in October 2022.

To further Sibikwa’s footprint, ripple effect and contribution to the global body of work around community arts, we have been working on a book titled Strategies for Survival at SIBIKWA 1988–2021: Landmarks of South African Theatre History, celebrating and sharing some of Sibikwa’s adaptive strategies for the continued advancement of theatre, dance, music and arts education, training and governance in tumultuous times. The final manuscript including authored chapters, photographs and a catalogue of Sibikwa’s work, was submitted to Routledge for publication at the end of December 2022.

PRIORITY 6: Digital Marketing, Media Publicity and Audience Development

Platform	Strategic Objective	Description of Strategic Activities/Projects	Output KPI	2021 Actual	2022 Actual
FACEBOOK*	To increase our reach and engagements.	Post videos, images and information.	Reach and engagement	1075	1274
INSTAGRAM	To create a visual profile and increase our reach and engagements.	Post videos, images and information.	Reach and engagement	2402	2964
TWITTER	To promote events and happenings and increase our reach and profile.	Post, provoke and engage in relevant discussions.	Reach and engagement	774	1005
LINKDIN	To enhance Sibikwa's professional profile and increase connections.	Post blog style articles and other thought leadership activities.	Connections and engagement	951	1231
MEDIA (TV, radio, print & online)	To promote Sibikwa and events, and increase our publicity through features and mentions.	Keep an updated media contact list.	Number and reach of media engagements.	53	44

*Accounting for Sibikwa Arts Facebook Page, excluding 8611 likes and 10252 followers on Sibikwa Arts Centre Facebook Page.

Sibikwa has engaged Blue Key Digital Marketing to assist with our social media strategy. We continue with efforts to build our YouTube channel, increase traffic to our website, and identify a suitable publicity company and audience developer.

Please see Annexure 2 for a detailed 2022 Marketing and Media Statistical Report.

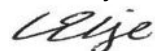
Conclusion

This report illustrates the difficulties and achievements of Sibikwa in 2022, a year that buzzed with exciting and important projects, partnerships and engagements. Notwithstanding, the bumps and obstacles along the way, I am proud of the Sibikwa team and thankful to our Board and partners for journeying with us through many highs, and our fair share of lows. There is no doubt that despite the fluctuations, the Sibikwa staff rallied to ensure that we met our obligations to partners and stakeholders, delivered our programmes at the quality standard that Sibikwa is known for, and that we achieved the highest possible degree of success.

Overcoming the challenges experienced this year would not have been possible without the continued support of longstanding funders and partners, and the extraordinary support received from the Board. On behalf of the team, I extend sincere thanks to the Board for your generosity, patience and passion. We remain on a growth and development track, and we are grateful for your guidance and support along the way. Sibikwa is privileged to have such a committed, active and invested Board and we look forward to our continued advancement of the organisation together, in the new year.

As a team, we are beginning to understand the meaning of the phrase 'change is the only constant', and are building trust in ourselves and the organisation to hold and continue moving through the changes that we experience. We committed ourselves to navigating the year with the energy and vigour that has carried us through previous tumultuous times; re-imagining and planning for what recovering from the pandemic would look like. The year definitely provided a deeper sense of the importance of empathy, resilience and community – and we ended 2022 a much more tight-knit team, with a bright-eyed view of 2023.

Sincerely,



Caryn Green
CEO

Annexure 1: Organisational Figures and Information

Beneficiaries and Reach			
Programme	Beneficiaries	Reach	Total
Sibikwa Arts Academy	Young Children and Youth	Ekurhuleni and Gauteng	153
	Families and Community	Ekurhuleni and Gauteng	800
Inclusive Creative Arts Programme	Out of school, out of work Youth	Ekurhuleni	22
Artists in Schools Creative Arts Project	Facilitators, Assessors, Primary and High School Learners and Teachers	Primary and High Schools across Gauteng	5810
Uvuko Creative Arts Incubator	Creative and Cultural Entrepreneurs	Ekurhuleni	9
	Entrepreneur Launch Audiences	Ekurhuleni and Gauteng	250
Showcases and Events	General Public	Global	3200*
21 the beneficiaries and reach was 11645, the 6% decrease in 2022 may be attributed to strategic projects not implemented following the dissolution of the Projects and Planning Panel. This figure excludes online audiences.			10244

Staffing				
Period	Category	Employment Classification	2021	2022
12 months	Full-Time	Organisational Staff	14	14
		Interns	5	8
6 – 12 months	Part-Time	Sibikwa Arts Academy Teachers	11	11
		Inclusive Creative Arts Programme Teachers	4	4
		Community Arts Development Project Trainers, Managers, Administrators and Provincial Coordinators	34	-
		Uvuko Incubator Trainers & Mentors	-	9
		Researchers and Contributing Authors	12	10
1 – 6 months	Medium-Term	Artists in Schools Facilitators & Quality Assurers	37	37
0 – 1 month	Once-Off/Ad Hoc	Education & Training Workshop Facilitators	9	10
		Event Performers (External Appointments)	40	80
21 Sibikwa's total jobs created was 10% lower than in 2022.			166	183

Board of Directors	
Name	Position
Pamela Grayman	Chairperson
Zwelakhe Gumede	Finance
Rick Edmonds	Marketing
Mologadi Kekana	Marketing
Smal Ndaba	Community Liaison
Phyllis Klotz	Education

Funders		
Department of Sport, Arts and Culture (DSAC)	Total Energies	Business and Arts South Africa
National Arts Council	Oppenheimer Memorial Trust	British Council
Gauteng Department of Sport, Arts and Culture	Commonwealth Foundation	Embassies of Flanders, Netherlands & Ireland
SA-EU Strategic Partnership – Dialogue Facility	Goethe Institute	Italian & French Cultural Institutes
21 Sibikwa's total funding received was R5 924 370, less than 1% higher than the R5 866 373 raised in 2022.		

Organisational Information

Section 21 Company, Registration #: 1990/003433/08

NPO # 022-834 | PBO # 130000222

VAT #:4150204735 | BEE Rating: Level 1

CATHSSETA Accreditation #: 613/P/000256/2014

SACE Accreditation #: NG13471

Annexure 2: 2022 Marketing and Media Statistical Report

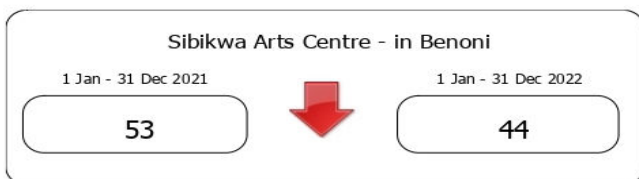
Sibikwa Arts Centre

1 Jan - 31 Dec 2022

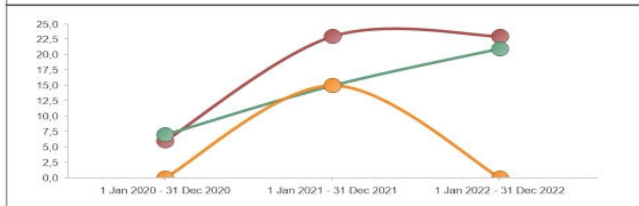
Michael - 20 Mar 09:20

An overview of the clip count and AVE for three reporting periods, including trend graphs and top values.

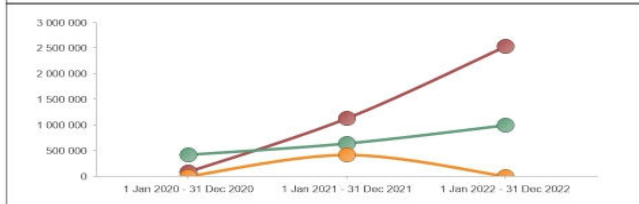
Yearly Statistical Report
1 Jan - 31 Dec 2022 (365 days)



Clip Count	1 Jan - 31 Dec 2020	1 Jan - 31 Dec 2021	1 Jan - 31 Dec 2022		
Print	6	23	23	-	0%
Broadcast	7	15	21	▲	40%
Online	0	15	0	▼	100%
	13	53	44		



AVE	1 Jan - 31 Dec 2020	1 Jan - 31 Dec 2021	1 Jan - 31 Dec 2022		
Print	88 370	1 132 325	2 532 945	▲	124%
Broadcast	420 927	642 059	995 530	▲	55%
Online	0	416 813	0	▼	100%
	509,297	2 191 196	3 528 475		



Overview:

Overall clip count for Sibikwa Arts Centre - in Benoni decreased in 1 Jan - 31 Dec 2022 compared to 1 Jan - 31 Dec 2021 by 9 mentions or as a difference of 17%

Clip Count

1 Jan - 31 Dec 2022's individual service result shows that print has decreased by 0 (0%) clippings to 23, broadcast is up by 6 (40%) to 21, and online decreased by 15 (100%) to 0 - The total combined for 1 Jan - 31 Dec 2022 was 44, down on the previous year of 53.

AVE

1 Jan - 31 Dec 2022's individual service result shows that print AVE has increased by R1 400 621 (124%) to R2 532 945, broadcast is up by R353 471 (55%) to R995 530, and online decreased by R416 813 (100%) to R0 - The total combined for 1 Jan - 31 Dec 2022 was R3 528 475, up on the previous year of R2 191 196.

Print 1 Jan - 31 Dec 2022

Clip Count 23
AVE R 2 532 945,48
Publication La Voce (3)
Media Type Daily Newspaper (7)
Media Group Daily (16)
Region South Africa (11)
Byline Kedibone Modise (8)

Broadcast

Clip Count 21
AVE R 995 529,93
Media Type Commercial (6)
TV Station ENCA (4)
Radio Station SAFM (4)
Region South Africa (13)

Total combined monitoring units for Sibikwa Arts Centre - in Benoni

1 Jan - 31 Dec 2022

Print	23	52%
Broadcast	21	48%
Online	0	0%
	44	



Sibikwa Arts Centre

1 Jan - 31 Dec 2022

Michael - 20 Mar 09:20

Displays the most frequently mentioned words for the selected date range, highlighting key topics and trends within the media coverage.

Yearly Statistical Report
1 Jan - 31 Dec 2022 (365 days)



Overview:
Overall clip count for Sibikwa Arts Centre - in Benoni decreased in 1 Jan - 31 Dec 2022 compared to 1 Jan - 31 Dec 2021 by 9 mentions or as a difference of 17%



Sibikwa Arts Centre

1 Jan - 31 Dec 2022

Michael - 20 Mar 09:20

A list of media coverage across all services, including AVE and circulation.

Yearly Statistical Report
1 Jan - 31 Dec 2022 (365 days)

Sibikwa Arts Centre - in Benoni

Print	23	17,232	R 2 532 945.48
🔗 Cape Argus	12 Oct 22 Story of loyalty, love and liberty, says autp.9	DAI	825 R 79 563.00
🔗 The Star	12 Oct 22 Story of loyalty, love and liberty, says autp.9	DAI	855 R 130 438.80
🔗 The Star	25 Oct 22 Inclusive dance festival challenges percepp.4	DAI	428 R 65 295.68
🔗 Sunday Independent (First Edition)	09 Oct 22 Body Moves Dance Festival unites all bodip.3	SUN	1,140 R 135 660.00
🔗 Mail & Guardian, Friday	22 Apr 22 An art dream to live by p.39	WEE	572 R 44 884.84
🔗 Post (Kwazulu Natal)	23 Nov 22 Dance gives access to all p.13	WEE	463 R 18 723.72
🔗 Benoni City Times	28 Oct 22 Bodies get moving at festival p.16	UCP	138 R 8 002.62
🔗 Benoni City Times	04 Nov 22 OUR PEOPLE OUT & ABOUT p.6	UCP	661 R 38 331.39
🔗 Queensburgh News	26 Aug 22 JOMBA! offers free dance workshops p.6	UCP	232 R 5 721.12
🔗 The Citizen (Gauteng), City	20 Oct 22 Body moves to celebrate art p.14	DAI	196 R 14 760.76
🔗 Daily Sun, Sun Buzz	22 Dec 22 INDLELA TO TACKLE GBV! p.10	DAI	545 R 68 353.90
🔗 Ekurhuleni News	27 Oct 22 ARTS MEETS COURAGE AT DANCE FESTI\p.1	UCP	433 R 11 742.96
🔗 The Citizen (Country Edition), City	20 Oct 22 Body moves to celebrate art p.14	DAI	196 R 14 760.76
🔗 Daily Dispatch, Daily Life	05 Jul 22 Sir Alba Arts Academy's uplifting dance scp.8	DAI	2,038 R 116 492.08
🔗 La Voce	31 Aug 22 UPCOMING EVENTS 2022 p.4	UCP	479 R 6 198.26
🔗 La Voce	07 Sep 22 La Comunita Italiana del Sudafrica dice adp.2	UCP	513 R 6 638.22
🔗 La Voce	14 Sep 22 UPCOMING EVENTS 2022 p.5	UCP	633 R 8 191.02
🔗 Sunday Weekend Argus, Sunday Insider	07 Aug 22 Celebrating the women taking centre stagp.9	SUN	1,132 R 289 237.32
🔗 Sunday Weekend Argus, Sunday Insider	11 Dec 22 Curtain call for 2022 this is what went dovp.9	SUN	1,163 R 297 158.13
🔗 Sunday Independent (First Edition), Sunday In	07 Aug 22 Celebrating the women taking centre stagp.9	SUN	1,132 R 289 237.32
🔗 Sunday Independent (First Edition), Sunday In	11 Dec 22 Curtain call for 2022 this is what went dovp.9	SUN	1,163 R 297 158.13
🔗 Sunday Tribune (Final), Sunday Insider	07 Aug 22 Celebrating the women taking centre stagp.9	SUN	1,132 R 289 237.32
🔗 Sunday Tribune (Final), Sunday Insider	11 Dec 22 Curtain call for 2022 this is what went dovp.9	SUN	1,163 R 297 158.13
Broadcast	21	R 995 529.93	
🔗 SAFM	Living Redefined 01 Mar 22 4th Shukuma Mzansi! SA-EU Dialogue	PBS	00:04:44 R 19 028.00
🔗 SAFM	Living Redefined 02 Mar 22 Show line up on SAFM Living Redefined	PBS	00:01:45 R 7 035.00
🔗 SAFM	Living Redefined 02 Mar 22 Shukuma Mzansi SA Youth Dialogue	PBS	00:06:45 R 27 135.00
🔗 SAFM	The Jet Set Breakfast 24 Sep 22 Sibikwa Art Centre hosts BODY MOVES Inclusive	PBS	00:10:03 R 35 577.00
🔗 702	Weekend Breakfast 25 Sep 22 Show line up on Weekend Breakfast	COMMERCI	00:04:00 R 29 880.00
🔗 702	Weekend Breakfast 25 Sep 22 Body Moves International Inclusive Dance Festiv	COMMERCI	00:09:41 R 72 334.50
🔗 SABC 2	Morning Live 15 Oct 22 A look at the inaugural Body Moves Internation	PBS	00:08:12 R 114 800.00
🔗 Metro FM	Lets talk About It 11 Oct 22 Inaugural BODY MOVES International Inclusive I	COMMERCI	00:10:21 R 46 575.00
🔗 5FM	5 Lunch 04 Oct 22 YoungBlood5 feature	COMMERCI	00:04:10 R 34 750.00
🔗 Umhlobo Wenene	Khanyisa Kukhanye Mh 05 Oct 22 Body Moves International Inclusive Dance Festiv	PBS	00:05:27 R 90 579.00
🔗 ENCA	eNCA The South Africa 05 Oct 22 Enabling access to arts for all	PAID	00:05:21 R 139 100.00
🔗 ENCA	NewsLink 05 Oct 22 Body Moves Festival - Addressing Disability thro	PAID	00:01:07 R 29 033.33
🔗 ENCA	All Angles 05 Oct 22 Body Moves Festival - Addressing Disability thro	PAID	00:01:04 R 27 733.33
🔗 ENCA	Today 05 Oct 22 Body Moves Festival - Addressing Disability thro	PAID	00:01:05 R 28 166.67
🔗 Ekurhuleni FM	The Weekly View 04 Mar 22 4th Shukuma Mzansi! South Africa - European U	COMMUN	00:10:49 R 8 761.50
🔗 Alex FM	The Kingsway 19 Oct 22 Sibikwa Arts Centre host inaugural 'Body Moves'	COMMUN	00:05:05 R 32 848.50
🔗 Alex FM	The Kingsway 19 Oct 22 Continue -- 1 of 1 -- Sibikwa Arts Centre host inc	COMMUN	00:05:03 R 32 633.10
🔗 Ekdos FM	Dun Pap en Botter 01 Mar 22 The 4th Shukuma Mzansi SA-EU Dialogue	COMMUN	00:17:06 R 47 880.00
🔗 Power FM	Power Up 23 Sep 22 Show Line Up - Power Up	COMMERCI	00:00:19 R 696.67
🔗 Power FM	Power Up 23 Sep 22 Focus on the Sibikwa Arts Centre	COMMERCI	00:18:05 R 39 783.33
🔗 SABC News	Morning Live Weekend 15 Oct 22 A look at the inaugural Body Moves Internation	PAID	00:08:12 R 131 200.00