

DISCUSSION PAPER 8:

ARTS, CULTURE AND HERITAGE TECHNICAL SUPPORT SERVICES SECTOR (LIGHTING, SOUND STAGE DESIGN)

The events services and technical services sector forms part of the wider creative economy, which incorporates the arts, cultural industries (sometimes also referred to as the 'copyright' or 'content' industries), creative industries as well as all those employed for 'creative thinking'.

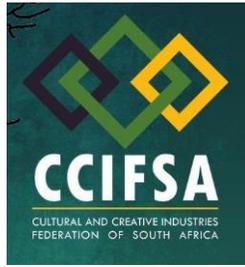
Event Services = All the managerial, technical, human, legal and other tangible and/or intangible goods and services and ancillary supporting goods and services required for the planning, management, production or staging, and post-event activities, required for the delivery of an event. Therefore, events services can be described as all activities required for the delivery of an event – that include core services and goods traditionally provided by event organisers and event managers for the successful planning, management and execution of an event. Event services however, also include services provided by related sectors including business tourism, hospitality, transport, food and beverage, marketing and communications, legal, research and other business services.

Technical Services = Audio, barriers, broadcasting, communications, crowd management, editing, electrical, emergency, health, installations, lighting, media, medical care, noise, production, rigging, safety, security, sound, special effects, special needs, staging, structures, traffic management, transport, trussing, TV, vibration and visuals. Technical services in turn forms a subset of the events services sector and includes all technical and logistical activities and equipment supply for the enhancement of an event.

All of the above clearly illustrate the rich value chain of employment opportunities for an appropriately organized sector under technical support services linked to eventing and productions.

Key areas relating to this sector for it to grow and sustain:

- Compliance and quality assurance
- Partnerships, co-ordination and sustainability
- Transformation and empowerment
- Skills and human resources development
- Insurance and risk management



Key Points of Note:

- Events can cover a wide range of activities, displays or experiences
- The purpose of such activities are manifold including for business, sport, leisure, recreation, religious, cultural, educational, scientific, technological or charitable objectives
- Events can be for commercial gain or not
- Events can be open to the public or have restricted access
- Events can have tourism appeal and create strong associations with specific destinations
- Events require a space in which to be staged – either a venue, a route, a precinct or other similar location

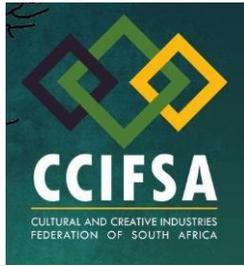
Challenges to the growth in sustainable events, both internationally and in South Africa, is the lack of awareness of event sustainability, as well as a lack of capacity to deliver sustainable events.

However, increasingly there is leadership, support, education and methods of recognition within the events industry for sustainable events. Evidence of this is the formation of trade organisations dedicated to pursuing a sustainable events industry, the support of government in sustainable events initiatives, the emergence of management standards as well as reporting frameworks for sustainable events, sustainable event certification and awards, as well as training and resources aimed at providing the knowledge and skills required by events professionals to deliver sustainable events.

In South Africa events have the potential to be active tools for environmental preservation, and in particular social improvement. Although there are sterling examples of sustainable events in South Africa, the percentage of events that have a sustainability policy and actively pursue sustainable objectives is small and could be improved.

Both government as well as trade organisations are promoting sustainability in events and while this is not a priority it contributes towards creating an awareness of the need for sustainable events. Interventions now needed include a concerted drive to create awareness among event professionals, making resources readily available for event professionals who want to learn more about sustainable events, and to provide effective training to upskill event professionals.

It can be anticipated that with a rising consciousness about sustainable business practices, the demand for sustainable events will rise and that the industry has to be prepared to meet this demand.



DISCUSSION:

Need for concerted efforts to training programmes for lighting and sound technicians to complement this sector as there is a scarcity of this skill in KZN. This sector is mainly dominated by whites and Indians companies who employ the bulk of African technicians.