

# **The Effects of the Creative industry on the reduction of the unemployment rate in South Africa**

by

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## Declaration

I declare that the dissertation which I hereby submit for the degree LL.M (International law) at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

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## Abstract

# The effects of the creative industry on the reduction of the unemployment rate in South Africa

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From the music composers, the film producers and the sketch artists to the nail technicians and hairdressers, the creative industry can economically emancipate the youth of Africa.

Employment is a valuable mechanism that enables people to live. It supports one's livelihood. However, the lack of availability thereof, proves to put society in an uncomfortable position.

The unemployment rate experienced in Africa is very high. Research provides that about 29% of the people in SA and around 18% of people in Botswana are unemployed. With the youth being the most vulnerable.

Various programs have been introduced by different administrations over time to address youth unemployment which has been an issue of significant public concern all around.

It would prove that more and more Africans are joining a depressed job market. This is due to the perception that only certain careers can fund a livelihood.

There are jobs available in financial services, power, real estate, hospitality and healthcare and so forth, but these are not necessarily helpful or functional for everyone. Not all youth is academically suited for certain careers, and because of the marginalized education system, people are all heading to the same jobs. This leads to a limited intake into the workforce.

There are hardly enough jobs in the creative industry. African State Parties provide a small portion of their national budget into the industry. The SA government in particular devoted R4.5-billion of its National budget to the Department of Arts and culture for 2018/19, which contributes to the promotion of arts, culture and development and heritage preservation among others. However, much of the SA budget is devoted to Education which includes arts education.

For the potential impact it could have on development, the creative industry deserves more recognition. It is a "Can do" type of field with a large portion of it being informal and at times, people in the industry work for little-to-no income.

State Parties are not injecting enough money into the industry itself for its growth and manifestation. Most of the creative industry is funded by the private sector and thus is difficult to penetrate by the young people living in townships and informal settlements.

Governments will have to play a critical role in finding solutions to the issue of youth unemployment and with the prevalence of a high unemployment rate in South Africa, the creative industry can produce ways in which these challenges can be eradicated.

### **Key words**

- Arts
- Crafts
- Creative industry
- Design
- Employment
- Technology
- Unemployment

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# Chapter 1 – Introduction

## 1.1 Introduction

The unemployment rate in South Africa is at a disturbingly high rate. This research follows the ambit of unemployment in South Africa as it hosts one of the highest levels of unemployment in the world. Unemployment is an unfortunate position in which no individual wants to find themselves. With the population ever-so increasing, more and more pupils leaving school or tertiary institutions are finding themselves in the unemployment line. The effects of unemployment can have negative and irreversible effects on individuals whether physically, emotionally, financially or psychologically.

## 1.2 Problem Statement

Research provides that about 29 % of the people in South Africa and around 18% of people in Botswana are unemployed, with the youth being the most vulnerable. Various programs have been introduced by different administrations over time to address youth unemployment which has been an issue of significant public concern all around.

It would prove that more and more Africans are joining a depressed job market. This is due to the perception that only certain careers can fund a livelihood. There are jobs available in financial services, power, real estate, hospitality and healthcare and so forth, but these are not necessarily helpful or functional for everyone. Not all youth is academically suited for certain careers, and because of the marginalized education system, people are all heading to the same jobs. This leads to a limited intake into the workforce.

Employment is a valuable mechanism that enables people to live. It supports one's livelihood. However, the lack of availability thereof, proves to put society in an uncomfortable position.

The creative industry can economically emancipate the youth of Africa.

There are hardly enough jobs in the creative industry. African State Parties provide a small portion of their national budget into the industry. The South African government in particular devoted R4.5-billion of its National budget to the Department of Arts and culture for 2018/19, which contributes to the promotion of arts, culture and development and heritage preservation among others. However, much of the SA budget is devoted to Education which includes arts education.

For the potential impact it could have on development, the creative industry deserves more recognition. It is a "Can do" type of field with a large portion of it being informal and at times, people in the industry work for little-to-no income.

## 1.3 Aim of study

A look at this study will evaluate the understanding of unemployment and the meaning of employment in South Africa, the creative industry and solutions that the creative industry could potentially address in unemployment and a struggling economy. Such an understanding will include an analysis of results seen internationally in countries that have a big creative industry and thriving economies.



The aim of the study is to establish ways in which States parties can increase the level of employment in their jurisdictions by encouraging growth within the creative industry.

The study will aim to provide a critical evaluation of the processes involved in having an effective creative industry with a view to identify the best process in encouraging its growth.

#### 1.4 Scope and Limitation of study

The study examines the rate of unemployment experienced throughout South Africa among all people of working age and the most vulnerable group being the youth. The study briefly examines the concept of employment and unemployment in the constitutional era compared to apartheid South Africa. Although South Africa dominates the discussion, where appropriate, reference is made to other countries in view of successes achieved in those countries.

#### 1.5 Literature Review

Work is a drug that dull people take to avoid the pangs of unmitigated boredom.

W. Somerset Maugham

A man willing to work, and unable to find work, is perhaps the saddest sight that Fortune's inequality exhibits under this sun.

Thomas Carlyle

As one learns more about the world of work, it becomes prevalent that there is a problem of unemployment. One reason for a weak economy in South Africa is the effect of the many years of the Apartheid political system. Another is that the economy is linked to international economic systems which are at times in crisis. Jobs are often scarce throughout the world as a result of global recession. In 1994 it was estimated that the number of people who could work had increased to 14,3 million but only 5,2 million were in full-time employment.

The Race Relations Survey 1995/96 indicated that 5% of first-time job-seekers would be able to find employment in the formal sector in 1995 and that only 3% of job-seekers were successful. From these predictions it was realized that unemployment is a national problem that affects many people. It is especially difficult for young people who are looking for their first job, even for those who have graduated. However, the more skills one possesses, the better the chances of getting a job. The Race Relations Survey stated that of people younger than 30 years of age, 48.7% were unemployed, while 98% did not have post-school qualifications and 87% had no job skills or training.

The problem of unemployment is especially serious in South Africa because the country already faces many other difficulties which result from its political and economic history. The increase in unemployment in South Africa especially among black workers, has created some public awareness of the problems posed by unemployment.<sup>1</sup> This concern highlights statistics that because black people are a majority in the country, the perils of unemployment for past and present generations is concentrated mainly on black people.

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<sup>1</sup> C Simkins, *Measuring and Predicting Unemployment in South Africa 1960-1970*, in C. Simkins & D. Clarke, *Structural Unemployment in Southern Africa*, 6

Frans Barker furnishes that another dimension to the problem of new entrants to the labour force is legal and illegal migrant workers from neighbouring countries. Because of the high mobility across the country's borders, any increase in employment in South Africa is unlikely to change the unemployment position much, because higher employment is likely to result in a higher influx of migrants.<sup>2</sup>

In a recent speech given at Nordic Africa Institute in Sweden, Moeletsi Mbeki<sup>3</sup> spoke on the mineral wealth in South Africa and how that makes it one of the most richly endowed countries in the world yet it has proportionately the largest impoverished population in Africa. The rate of unemployment among the country's economically active population is 26.7 %. Add another 10% to this figure to include discouraged workers, and the real unemployment rate sits at about 37% of the working population.<sup>4</sup> With this he added that the massive levels of unemployment and poverty translate into high levels of lack of security for our general population with the murder rate being one of the highest for a country that is not at war.

He then went on to say "high levels of unemployment, poverty and inequality are major drivers of insecurity and, to a significant extent, social instability."<sup>5</sup> The country experiences a large number of public disturbances that are associated with unsatisfactory living conditions among the urban poor.<sup>6</sup> The rapid rise of the black middle class comes at a cost. The black middle class demands the same standard of living as the pre-existing white middle class and this requires the transfer of resources through the tax system from the production sector to consumption.<sup>7</sup> The consequence of this transfer is low investment and low economic growth.<sup>8</sup> It also entails the continued low labour absorption rate of the economy and, therefore, the continued high level of unemployment."<sup>9</sup>

One of the main reasons South Africa has the world's highest unemployment rate is a legacy of how the British established the mining industry in the 19<sup>th</sup> century.

According to Clark and Summers, much of the observed joblessness is due to prolonged periods of inability or unwillingness to locate employment.<sup>10</sup> Temporary layoffs have played a central role in recent theoretical and empirical research on unemployment. The theory of contracts, which underlies research on temporary layoffs, has contributed to the understanding of the persistence of inflation. They add that unemployment can increase either because fewer jobs are available or because more workers decide to seek the available jobs.

Many studies have been conducted with regard to the high unemployment rate experienced in South Africa and the world. Among the studies made, are the contributions made by MD McGrath<sup>11</sup> and Thomas Janoski<sup>12</sup> on different types of unemployment and reasons for such unemployment. This including the struggles posed by cyclical and structural unemployment.

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<sup>2</sup> F Barker, *The South African Labour Market: Critical Issues for Renaissance*, 163

<sup>3</sup> Deputy Chairperson of the SA Institute of International Affairs.

<sup>4</sup> News24, City Press, 24-06-2018

<sup>5</sup> n 4 above

<sup>6</sup> n 4 above

<sup>7</sup> n 4 above

<sup>8</sup> n 4 above

<sup>9</sup> n 4 above

<sup>10</sup> L.H Summers & K.B. Clark, *Labour Market Dynamics and Unemployment: A Reconsideration*, in L.H. Summers, *Understanding Unemployment*, 1

<sup>11</sup> M.D McGrath, *Aspects of the Problem of Cyclical Unemployment in South Africa*, 1980

<sup>12</sup> T Janoski et al, *The Causes of Structural Unemployment*, p 40-41, 2014

Paul Krugman has called structural unemployment a “structure of excuses” as he is advocating for government spending to stimulate demand within the context of major cyclical downturn. However, Thomas Janoski and others, while not disagreeing with those points, provide that Krugman focuses mainly on cyclical rather than structural unemployment.<sup>13</sup> They add that structural unemployment is caused by the shift to services and skills mismatches, downsizing, outsourcing and off-shoring, changing technology and structural financialization.<sup>14</sup> An additional point they make is that of CEOs and inflated salaries. After massive new investments, CEOs and Wall Street deal makers pocketed inflated salaries. CEO wages and benefits increase exponentially even when corporate performance is poor.

Another valuable contribution to this study was that done by Professors H.L. and J. Natrass<sup>15</sup> of the University of Natal in 1980. They explored the ways in which technology has eliminated the necessity of human labour. Despite the undoubted contribution that it has made to rising average living standards a number of people argue that technological progress has its dark side too. They believe that the indiscriminate introduction of modern technology, particularly in countries with high levels of unemployment, may in fact do more harm than good and so we have seen.

When the first wave of automation hit the industrial sector in the late 1950s and early 1960s, social critics were quick to sound the alarm. Their concerns were little shared by business leaders at the time who continued to believe that increases in productivity brought about by the new automated technology would only enhance economic growth and promote increased employment and purchasing power.<sup>16</sup>

Rifkin informs that while entrepreneurial, managerial, professional, and technical elites will be necessary to run the formal economy of the future, fewer and fewer workers will be required to assist in the production of goods and services.<sup>17</sup> The market value of labour is diminishing and after centuries of defining human worth in strictly productive terms, the wholesale replacement of human labour with machine labour leaves the mass worker without self-definition or societal function. Because of the possible harm technology could cause in reducing the need for human labour, some people were against technological advances.

T Janoski and others refer to Queen Elizabeth I rejecting knitting innovations and Tiberius executing an entrepreneur who had an idea for unbreakable glass as prominent examples where people rejected technological change. They later contend that countries that restrict or slow change by protecting or favouring threatened industries or workers will stagnate. According to Joseph Schumpeter much acclaim term “creative destruction”<sup>18</sup>, economies that avoid the march of technology are destined to suffer weak economic growth.<sup>19</sup> Schumpeter argues that creative destruction is an instrumental part of capitalism, and as such is dependent upon crises, or economic downturns that produce cyclical unemployment, which are then followed by innovation, new technology and more effective management.<sup>20</sup>

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<sup>13</sup> n 12 above

<sup>14</sup> n 12 above, p. 19

<sup>15</sup> Prof. H.L. Natrass & Prof. J Natrass, *Technology, Capital Intensity And Unemployment in South Africa*, Department of Electronic Engineering and Department of Economics, University of Natal, Durban, July 1980

<sup>16</sup> J. Rifkin, *The End of Work: The Decline of the Global Labour Force and the Dawn of the Post-Market Era*, 11

<sup>17</sup> n 16 above, p. 236

<sup>18</sup> J. Schumpeter, *Capitalism, Socialism and Democracy*, 1950

<sup>19</sup> D. Acemoglu, *Introduction to Modern Economic Growth*, 2009

<sup>20</sup> See n 18 above Schumpeter, also referred to in T. Janoski, D. Luke and C. Oliver, *The Causes of Structural Unemployment*, p. 87-88

The main objective proves that struggling to find a job or employment encourages some individuals to work for themselves. Sole proprietorship or entrepreneurship can help drive the perils of unemployment away. A shifted focus into allowing the creative industry could be just what South Africa needs.

Jen Snowball and Serge Hasidi spoke on how cultural employment in South Africa explores the role of the Cultural and Creative Industries (CCIs) in facilitating job creation and economic growth in South Africa.<sup>21</sup> Included in their work, they provide that the often underestimated 'Creative and Cultural Industries' (CCIs) may offer a route to job creation and the perfect platform for innovation in economic growth. What is more fascinating is that employment in 2014 grew at a much faster rate in the creative industries than in other sectors of the economy.

The Cultural Employment Report indicates that jobs in the creative and cultural industries make up a bigger portion of jobs in the economy than one might have expected. They also contend that these types of jobs are going to become essential contributors to the creation of jobs in South Africa.

The creative industries have been much ignored and neglected in trade and industry in South Africa even though these industries have had much success in other countries and have become contributors to the economies of developed countries.

The Accelerated and Shared Growth Initiative of South Africa (ASGISA) has identified craft and film as propellers of sustainable economic opportunities for SMMEs. This recognition has been driven by the efforts of the Department of Arts and Culture to do-away with the ignorance of the creative industries and encourage it in mainstream trade and industry.

The initiation of Cultural Industries Growth Strategy (CIGS) led to the document 'Creative South Africa: a strategy for realizing the potential of the cultural industries' which was accompanied by reports on the Film and Video sector, Music sector and Craft sector etc. These were selected for their potential to create employment in SA and offer opportunities for rural development as well as rural and urban job creation.

John Kani, a legendary actor on international platforms, speaks about how he came to the realization that the arts and culture sector can be used as a weapon of change. Kani and many other influential artists share these sentiments on the industry. The creative industries encourage not only innovation and creativity, but diversity as well. A driver of the potential positive influence that the industry possesses is that in the creative industries, job-finding can be easier than having to penetrate an already flustered mainstream workplace/job-market.

Other commentators and analysts of societies have commented in interviews on the effects that the creative industry could potentially have on unemployment.

Most writers like Rifkin, refer to the different role that the government is likely to play in the emerging high-tech era, one less tied to the interests of the commercial economy and more aligned with the interests of the social economy in forging new partnerships between the government and third sector to rebuild the social economy and help restore civic life in every nation. This with urgent priorities that top the list like feeding the poor, providing basic health-care services, educating the youth etc. With a basic view of the influence and role of government, the creative industry holds the pot of gold at the end of a rainbow.

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<sup>21</sup> J Snowball & S Hasidi, 'Creative Industries Can Drive Economic Growth, Job Creation', 2017 Jul 17

## 1.6 Methodology

In this study, the author employs a critical and a comparative approach on how the creative industry has assisted other countries and communities in the increase of employment for individuals and therefore having a positive effect on the economy. Such an approach focuses on the deconstruction of the methods followed currently to alleviate unemployment and provides means and ways in which new methods can be utilized comparing them to those used in other communities.

From this perspective the author argues that State parties can realize the right to work for their people by simply shifting some focus from other manners of providing jobs, to the creative industry and in that way, still provide jobs but at a higher and faster rate.

A sociological approach is followed in examining the way in which employed people differ from those who are unemployed emotionally and psychologically, how societies differ in respect of employment levels and lastly, an economic analysis among employed people who are financially stable and can afford to maintain their livelihoods and those who are unemployed and receive no form of remuneration.

## 1.7 Research Questions

### Main research question

How can the creative industry assist in the reduction of the high unemployment rate in South Africa?

### Sub-questions

What is unemployment?

What are the types and causes of unemployment and do they all contribute to the rate of unemployment in South Africa and its elevated crime rate?

What is the creative industry and what aspects of different industries are included in the creative industry?

How much resources are required from State parties and individuals to have a functional creative industry and will the implementation of a functional creative industry contribute to the economy of South Africa and to the dignity of South Africans?

## 1.8 Classification of chapters

Chapter 1 outlines the general introduction, problem statement, aim of study, scope and limitation, literature review, methodology followed in order to arrive at intended objective, research questions, chapter outlines and preliminary conclusion.

In chapter 2, the author discusses unemployment in South Africa, the rate of unemployment, reasons and causes of unemployment, and the effects that unemployment has on the individual and on society at large.

Chapter 3 focuses on the creative industry and the different areas included in the industry, the history of some of these areas and their significance in past, present and future generations.

Chapter 4 provides how the creative industry can solve the crisis of unemployment in South Africa and essentially the African continent as a whole. This chapter provides various mechanisms that can be utilized in order to increase employment in exploring the creative industry.

### 1.9 Preliminary Conclusion

Governments will have to play a critical role in finding solutions to the issue of youth unemployment. State Parties are not injecting enough money into the industry itself for its growth and manifestation. Most of the creative industry is funded by the private sector and thus is difficult to penetrate by the young people living in townships and informal settlements.

## Chapter 2: Unemployment in South Africa

### 2.1 Introduction

In this chapter, a qualitative research method is followed to gain an understanding of the underlying reasons and motivations for unemployment in South Africa, gathered using ethnography as a means of observation while critical perspectives are shared with facts and arguments from statistics and literature. A sociological analysis is explored with regard to different demographics of people and a comparative analysis is done between the different demographics of individuals from different societies, generations and economic viability of different countries.

#### Research questions

In this chapter I ask...

What is unemployment?

What are the causes of unemployment?

What are the different types of unemployment and do they all contribute to the unemployment rate in South Africa?

What effects does a high unemployment rate have on the crime rate of South Africa?

### 2.2 Work

A dictionary definition of 'work' defines it as "activity involving mental or physical effort done in order to achieve a result."<sup>22</sup> In an effort to analyse unemployment levels, it is important to correctly distinguish between work and jobs. On numerous occasions, politicians have made promises of jobs to people, while former president Jacob Zuma made promises of an increased amount of job opportunities in his SONA. Unlike the former, job opportunities means an increased probability, possibility and likeliness to attaining jobs. According to South Africa's former public prosecutor Adv. Thuli Madonsela, "A job means working for someone else while work means being able to be productively or economically occupied."<sup>23</sup> She alludes to the fact that a promise of jobs to the people of South Africa rather than that of work is a diminished promise.

The idea of work in Africa, dates back to the beginning of mankind. When people would work their land and get paid in the crops that would harvest, men would go hunting and catching an animal would bring satisfaction to them as the women would prepare a meal for them and it would be a reward for their hard work. It has always been embedded in the minds of people that work, brings prosperity.

Although it has become somewhat of a cliché to many, the colonization of African countries has largely impacted on the African society as it is and how it perceives a lot of what is happening

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<sup>22</sup> <https://en.oxforddictionaries.com/definition/work>

<sup>23</sup> <https://city-press.news24.com/Voices/thuli-madonsela-does-a-promise-of-jobs-mean-the-same-thing-as-a-promise-of-work-20190307>

currently. Colonialism not only had an impact on resources and minerals but also of the minds of the colonized.

The colonization of the people of Africa had a negative impact on how they thought. Land dispossession, slavery and the imposition of European ways of being in the world have all led to the marginalized ways of thinking for African people. Mphahlele provides that “Colonization of the mind is more powerful than colonization by canon.”<sup>24</sup> This colonized mentality is on-going. Decolonization of the minds of African people is necessary to allow for forward motion and transformation for both the economy and the individual. Decolonization of the mentality of the majority<sup>25</sup> encourages creativity and explores areas of invention and innovation essentially expanding on what work is and what it can be.

The right to work is one exceptional right provided for and enshrined in many international and regional instruments.<sup>26</sup> This right is one to which every individual is entitled and gives people dignity. Dignity as a concept speaks of a person’s worth and value in which they are born with by virtue of being a human being. The right to dignity includes physical and psychological integrity and empowerment and is a founding value in the South African constitution, along with equality and freedom.<sup>27</sup> This right is enshrined in various international instruments, and has a characteristic of universality and inviolability.<sup>28</sup>

An important and valuable factor of the right to work is that it encompasses the ability to participate in the production of goods and servicing the society and allows one to participate in the benefits accrued from such participation to an extent that guarantees an adequate standard of living thus ensuring that nobody is excluded from the economic sphere.<sup>29</sup>

The type of work one does often depends on resources, skills training and educational background.

### 2.3 Employment vs unemployment

Employment essentially, means working for pay in order to provide for one’s needs. In this instance, ‘work’ and ‘employment’ are interchangeable. It occurs between two parties namely the employer and employee, where the employer remunerates the employee for work done by the employee, or from independent employment such as sole proprietorship in which one works for themselves individually and earns remuneration from this. Unemployment simply means a lack of employment.<sup>30</sup> This includes individuals who neither work for employers or themselves. In South Africa, the unemployment rate is rife, especially for the youth. Some of the reasons behind the high unemployment rate among the youth, is the lack of the necessary skills required in the job market.

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<sup>24</sup> Es’kia Mphahlele, South African writer who described his work as the personification of the African paradox – detribalised, westernised but still African. More available at:

<http://www.medioclubsouthafrica.com/culture/42-land/landnews/802-author-eskia-mphahlele-remembered#ixzz5W5cBAGIJ>

<sup>25</sup> The majority being African people.

<sup>26</sup> Article 23 of the UDHR, Article 6(1) CESC, Art 6(2) CESC informs State Parties to take steps in order to achieve the full realization of this right necessary to achieve steady economic, social and cultural development.

<sup>27</sup> South African constitution, section 1

<sup>28</sup> UDHR preamble and Art 1,

<sup>29</sup> <http://hrlibrary.umn.edu/edumat/IHRIP/circle/modules/module10.htm>

<sup>30</sup> Definitions of unemployment are phrased differently in different instruments however the major point is that unemployment refers to joblessness, people who are actively seeking employment or are available to take a job or job opportunity.



This includes problem-solving skills, technologically savviness, communication skills and so forth. Most industries provide training and mentoring for the workplace to assist with that.

Unemployment is a spectre which haunts the home of every worker. In South Africa, as elsewhere, large numbers of the population are finding themselves out of work. This is not often because of the unwillingness to work but simply to the lack of jobs available.

The unemployment rate in South Africa increased to 27.2 percent in the second quarter of 2018 from 26.7 percent in the previous period.<sup>31</sup> The number of those unemployed rose by 103 thousand to 6.08 million while the number of those employed fell by 90 thousand to 16.29 million.<sup>32</sup> Unemployment Rate in South Africa averaged 25.57 percent from 2000 until 2018, reaching an all-time high of 31.20 percent in the first quarter of 2003 and a record low of 21.50 percent in the fourth quarter of 2008.<sup>33</sup>

Economists use unemployment data to assess the health of an economy and to do this, they differentiate between different types of unemployment namely cyclical, frictional, structural and sometimes seasonal. These categories tend in reality to become blurred.<sup>34</sup>

Cyclical unemployment happens as a result of challenges faced by the economy of a country. It occurs because of the uneven pattern of growth which is experienced in capitalistic economies. The level of income and employment does not expand smoothly through time. Instead, growth has an erratic course, with the real national income and employment growing more slowly and possibly falling during slumps.

Frictional unemployment, though not of grave effect, includes that period when switching jobs from one job to another. It is attributable to a time lost in changing jobs, rather than to a lack of job opportunities.<sup>35</sup> If defined broadly enough, the concept can encompass almost all forms of unemployment, but it is generally associated with joblessness of a relatively short duration.<sup>36</sup>

Structural unemployment involves skills that no longer have a space in the labour market. These include skills like digging holes manually on a construction site. With the advancements of technology and automobiles, there are relevant machinery and tractors for such work. Structural unemployment is caused in the main by the inability of certain groups of workers to obtain jobs because they lack the skills which are demanded, or because of the geographical immobility of labour.<sup>37</sup>

Seasonal unemployment on the other hand, can be described using the agricultural sector. Just as watermelons are seasonal fruits, watermelon farmers will be seasonal employees. Seasonal unemployment occurs because of the decreases in the demand for labour at particular times of the year, especially in agriculture.<sup>38</sup>

High unemployment levels are triggered by a marginalized work force. One of the biggest problems on the African continent is poverty, as most of the poorest countries in the world are found on the

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<sup>31</sup> <https://tradingeconomics.com/south-africa/unemployment-rate> , this number has now increased to 29% in 2019.

<sup>32</sup> n 31 above

<sup>33</sup> <https://tradingeconomics.com/south-africa/unemployment-rate>

<sup>34</sup> M.D McGrath, *Aspects of the Problem of Cyclical Unemployment in South Africa*, 1980

<sup>35</sup> n 34 above

<sup>36</sup> n 34 above

<sup>37</sup> n 34 above

<sup>38</sup> n 34 above

African continent. A large number of students who manage to reach tertiary education, flock into similar career paths that provide hope to extinguish any financial difficulty. This includes a career in finance, health, technology, etc. The problem with this is that a large number of university graduates, enter into a workforce that is already strained and cannot accommodate them all. The number of graduates looking to start work largely exceeds the number of jobs that are available. A lot of focus is put on careers that ensure a better life and future for students and less focus is put on skilled labour and skills education.

In order for a country to have financial stability, it is not only about how to manage its current finances but also how to improve on them. Inventions and innovations not only attract attention both locally and internationally, but often become big enough to see big corporations taking interest and therefore have the potential to have an impact on the number of people that could be employed due to it. It could be taken as an example, the invention of a new technological device. In order for such particular product to hit the market, the manufacturing of it must take place including aspects such as the product design and software. This then means the creation of jobs for the people necessary in such production. Essentially, inventions and innovations can have a broad impact on the levels of employment.

## 2.4 Reasons for unemployment

### 2.4.1 University preferences

Choosing which university or tertiary institution to study at has also lately proven to be of major importance. Most companies or employers rather, tend to prefer graduates from particular universities or tertiary institutions of learning such as Wits University or the University of Pretoria. This could be related to the level of theoretical knowledge required for such job, or the amount of practical experience necessary. Depending on the employer or potential employer, students from areas such as Limpopo and the likes, prefer studying at popular universities around Gauteng like Wits and UJ because of course content or TUT for practical knowledge, with the hopes that finding employment will be much easier than if one studies at say the University of Venda especially if the individual seeks employment in big companies. The public sector (government departments) however provide employment for graduates from various tertiary institutions. Tertiary education is also by far one of the most prominent reasons for migration of people from poorer provinces to richer ones that provide hope for the future.

It is worth noting that the poorer provinces in South Africa like the Eastern Cape and Limpopo<sup>39</sup>, also happen to have the lowest percentages of matric results each year.<sup>40</sup> This could be one of the illustrations of the financial progress made in each of these provinces, their development and the educational resources found there.

Generally, poor education levels cause a mismatch in the required skills for the workplace, unskilled labour or just insufficient skilled labour.

Universities offer a broad spectrum of qualifications however, student advisors are not entirely helpful on wanting to assist in alleviating the levels of unemployment but more on what students qualify to study for at tertiary institutions or where their interests lie. South Africa is currently faced

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<sup>39</sup> <https://www.worldatlas.com/articles/the-richest-and-poorest-provinces-of-south-africa.html>

<sup>40</sup> <https://mg.co.za/article/2016-01-07-matric-failure-rate-highest-in-rural-provinces>

with too many individuals who possess similar skills sets. Possessing similar skills proves to be to the detriment of society as the market only has space for so much of a certain skill. This leaves the rest of the people possessing similar skills out of work and without much hope for employment. It is very imperative that it is acknowledged by the masses that a degree is no longer enough to secure a job. Improving general academic skills is just the beginning that leads to further training that will produce a labour force more attractive to most employers.<sup>41</sup>

Another driver of high unemployment is the births and deaths rates which contribute to the population change. The population of South Africa has increased at a rate of 1.5% in 2018. There are more and more people and no means to accelerate ways to accommodate all of them in the work space.

#### 2.4.2 Migration

Migration is also of major contribution to high unemployment rates. Within South Africa, Gauteng is the richest province, and is therefore the most populous. People from other provinces move to Gauteng to look for jobs as it is highly urbanized with large industrial areas like Vanderbijlpark. Countries outside of South Africa and Africa at large, have offices or branches in Gauteng. The province is therefore the hub of the financial, transport, telecommunications, manufacturing, and other industries of the nation.<sup>42</sup> Thus, it is no wonder that despite being the smallest province in South Africa, Gauteng accounts for one-third of the GDP of the country and about 7% of the GDP of the continent.<sup>43</sup>

The Eastern Cape is the poorest province in South Africa, and Limpopo the second poorest. What happens is that a large number of the population in these two provinces, migrate to Gauteng or the Western Cape which is the second richest province in South Africa. This migration opens them up to more job opportunities, better quality education, and facilities than in their home provinces.

With the poorest countries in the world being predominantly African, it only makes sense that the highest unemployment rates would be found in Africa.<sup>44</sup>

Within two decades after the end of Apartheid, the South African economy is the second largest in Africa after Nigeria. This is one of the reasons that many people migrate to the country. The most prominent sectors that keep South Africa's economic engine running are finance, real estate and business services, general government services, as well as trade, catering and accommodation, and manufacturing.<sup>45</sup>

Initially, South Africa's economy was traditionally rooted in the primary sectors as a result of a wealth of mineral resources and favourable agricultural conditions. But recent decades have seen a structural shift in output.

Since the early 1990s, outside of prominent industries in the primary sector, economic growth has been driven mainly by the tertiary sector. This sector is inclusive of wholesale and retail trade, tourism and communications. Now South Africa is moving towards becoming a

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<sup>41</sup> T Janoski et al, *The Causes of Structural Unemployment*, p 40-41, 2014

<sup>42</sup> <https://www.worldatlas.com/articles/the-richest-and-poorest-provinces-of-south-africa.html>

<sup>43</sup> n 42 above

<sup>44</sup> <http://factsmaps.com/countries-with-the-highest-and-lowest-unemployment-rates/>

<sup>45</sup> <http://www.investsa.gov.za/2018/05/major-contributors-sas-gdp/>

knowledge-based economy, with a greater focus on technology, e-commerce, financial and other services.

As in 2017, the major sector of the economy is finance, real estate and business services, which contributes around 22% to GDP. It is followed by general government services at 17%, and then the sector of wholesale, retail and motor trade, catering and accommodation at 15%. Manufacturing is fourth, at 14%.<sup>46</sup>

Another factor that contributes to a large unemployment rate is skill-mismatch. Essentially, this means people possess skills that are not necessarily compatible for jobs that are available or could potentially be available. Sometimes, people are semi-skilled for certain jobs. Being semi-skilled allows for the ability to do a certain job but not to its fullest potential as would someone who is completely skilled would do. SETA was introduced for skills training however it does not seem to be of much assistance lately and didn't replace the apprenticeship system adequately.

### 2.4.3 International trade

Importing goods is a largely practiced phenomenon in South Africa. The country buys more overseas products than locally produced products and locally produced products are therefore very limited. In South Africa, consumers consume/purchase products that are imported into the country than those that are locally produced. South African imports were worth \$70.24 billion in 2009, down from \$90.57 billion in 2008.<sup>47</sup> Imports are often more expensive as they often come in finished form and pass through many channels like customs before reaching their final destination. Purchasing locally produced products not only increases production profits but also increases the level of employment for locals. What is meant by this is that the production of more products, requires an increased workforce. Concurrently, an increased workforce increases productivity and therefore generates more profit.

The field of exporting goods however, is good for the economy of the country. It allows for the creation of jobs for those required to assist in the production of such goods.

The building of more factories in the country is encouraged than the building of more shopping malls. It is believed that the building of factories will create jobs and therefore reduce the level of unemployment, than the building of malls which also creates jobs but profitably, is more beneficial for big international conglomerates. The retail industry for example, is amplified with products produced internationally like branded clothes and shoes. These brands are largely purchased for their style, quality and sometimes the status they bring to people. Wearing a locally produced clothing item designed by a small-time local fashion designer does not have the same effects as wearing an Italian produced jersey by a famous designer who often dresses celebrities on the red carpet. Branded clothing, though expensive, proves to be of very high quality and that creates consumer loyalty. On the contrary however, Chinese goods are popular because of their below average pricing. Chinese goods are often much cheaper than locally produced products because the production of goods in China is large in volume and often of inferior quality.

These reasons often explain why locally produced products are not purchased or trusted as much. However, consumers must be shown that local products can be just as good for much less.

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<sup>46</sup> n 45 above

<sup>47</sup> [http://www.economywatch.com/world\\_economy/southafrica/export-import.html](http://www.economywatch.com/world_economy/southafrica/export-import.html)

Although it seems a good idea to build factories to increase the employment rate. Question lies in what exactly will be produced in those factories. It is important to note that whatever it is that is produced in these factories, must be profitable and increase the level of employment. The need then, is for technologies which are adapted to conditions which exist in different communities that promote autonomous economic and social development and rely on local skills and resources rather than foreign imports.

#### 2.4.4 Skills

In service industries, interpersonal skills often take priority. Skills necessary for jobs are often taught in on-the-job training. Interpersonal skills often require multi-lingual fluency. English proficiency is usually the most imperative and this makes it tough then, for those who aren't fluent (largely blacks who attended township schools and weren't exposed to much of the language).

Computer, mathematical, management and social interaction skills are often needed the most and so many students work to acquire these.<sup>48</sup> However, some schools lack the necessary infrastructure like computers and teaching tools to assist learners and give them the necessary skills.<sup>49</sup>

Well-paid jobs in healthcare, technical sales and advanced retail require more specific technical training, statistical analysis and language skills than did jobs in the past.<sup>50</sup> In a post-apartheid South Africa, we have many different ethnicities, cultures, religions etc. living together so it is important to be able to interact with all types of people.

#### 2.4.5 Technology

Technological progress has been the mainspring of modern economic growth. This does not, however, mean that technology is without its critics.<sup>51</sup> Despite the undoubted contribution that it has made to rising average living standards a number of people argue that technological progress has its dark side too.<sup>52</sup> These people believe that the indiscriminate introduction of modern technology, particularly in countries with high levels of unemployment, may in fact do more harm than good.<sup>53</sup>

Economists have always been uneasy about what machinery does for us and to us. On the one hand, machines are the very embodiment of the investment that drives a capitalist economy. On the other hand, most of the time when a machine moves in, a worker moves out and sometimes many workers.<sup>54</sup> One of the most important aspects of the application of appropriate technology is the

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<sup>48</sup> <https://www.thebalancecareers.com/top-skills-employers-want-2062481>

<sup>49</sup> <https://pmg.org.za/committee-meeting/22096/> N. M. Nel; L. D. N. Tlale; P. Engelbrecht; M. Nel, *Teachers' perceptions of education support structures in the implementation of inclusive education in South Africa*, Koers (Online) vol. 81 n.3, Pretoria 2016 [http://www.scielo.org.za/scielo.php?script=sci\\_arttext&pid=S2304-85572016000300003](http://www.scielo.org.za/scielo.php?script=sci_arttext&pid=S2304-85572016000300003)

<sup>50</sup> <https://thebestschools.org/careers/best-entry-level-jobs/>

<sup>51</sup> Prof. H.L. Nattrass & Prof. J Nattrass, *Technology, Capital Intensity And Unemployment in South Africa*, Department of Electronic Engineering and Department of Economics, University of Natal, Durban, July 1980

<sup>52</sup> n 51 above

<sup>53</sup> n 51 above

<sup>54</sup> RL Heilbromer, Foreword, J Rifkin *The End of Work*, 1995

emphasis placed on the upward movement of the entire social system.<sup>55</sup> Implicit in this approach is the improvement of the quality of life and productivity of the rural population.

As machinery often drives out a large number of people from work, the service sector provides possibilities of employment, such as teachers, lawyers, domestic workers, doctors, police officers etc. Because this was a means of gaining employment, a lot of people flooded into the industry. This sector has now also become exceedingly overpopulated.

The figures of unemployment are likely to rise in future as new entrants in the workforce are finding themselves without jobs and due to the technology revolution, machinery is fast replacing human beings. A good example would be in terms of communication. In earlier centuries, communication was conducted by the use of telegrams then letters which had to be delivered by the postman. The invention of the telephone rendered letters unnecessary as communication became easier. The introduction of cellular phones and computers rendered the work of a postman completely obsolete as now, people send emails, texts and are able to connect with people far away using social media.

The automobile rendered obsolete the horse and donkey carts but however created many more jobs. It is often not the case that products and services of this Age create more jobs but instead decrease them. In the automobile industry, it would result from the many dimensions that go into making an automobile, the different brands, makes and so forth. It includes a lot of manufacturing and even with technological advances, requires human intervention. This would be classified under the second category of advancement which includes technological improvements which are 'complementary' to labour and which on introduction enhance the labour process by improving working conditions or increasing job satisfaction.<sup>56</sup> This class is very wide and would include improvements such as improved ventilation systems in the work place. The key element distinguishing technical advances in this category is the relationship between the technique and the worker.<sup>57</sup> The technique does not replace the man but either improves his work or creates work that was not previously available.<sup>58</sup>

Life as we know it is now far more technologically advanced with new inventions hitting the market every day. In some major industries in South Africa such as manufacturing, agriculture and service sectors, machines are quickly replacing human labour.

In the past, when new technologies have replaced workers in a given sector, new sectors have always emerged to absorb the displaced labourers. Today, all three of the traditional sectors of the economy, namely agriculture, manufacturing and service, are experiencing technological displacement, forcing millions onto the unemployment rolls.<sup>59</sup>

While technological advances replaced human labour in industries, the new computer-based technologies promise a replacement of the human mind itself. ROBOMOP will eliminate the need of a domestic worker. This will eliminate the annoyances of housekeeping for most individuals.

The introduction of new technology always had behind it, the idea that it will increase productivity and lower the cost of production, providing more goods and expanding the markets therefore increasing job opportunities. It has now led to unprecedented levels of unemployment and it is a

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<sup>55</sup> Dr M.J Oliver, *Appropriate Technology: An Important Area in Job Creation*, 1980

<sup>56</sup> n 51 above

<sup>57</sup> n 51 above

<sup>58</sup> n 51 above

<sup>59</sup> J Rifkin, *The End of Work*, xvii, 1995

struggle to maintain employment for people. The idea that technological innovation stimulates perpetual growth and employment has met with stiff opposition over the years.<sup>60</sup>

Even the emerging sector known as the knowledge sector is strained. This sector is made up of a small elite of entrepreneurs, scientists, technicians, computer programmers and so forth. This sector is unable to absorb more than a fraction of those who are unemployed and those entering the workforce.

The inherent bias towards increasing capital intensity in production methods has serious implications for countries such as South Africa, who face growing levels of unemployment and a relative shortage of capital.<sup>61</sup> The bias would not affect these countries if they themselves developed technologies that were especially suited to their own economic climate.<sup>62</sup> Unfortunately, however, the domestic price structure in these countries is usually such that the local firms actually find it more profitable to import foreign technology than to expend time and effort in developing techniques that are better suited to local conditions.<sup>63</sup>

Information and telecommunication technologies threaten a loss of tens of millions of jobs in the years ahead and the steady decline of work in many industries and employment categories.<sup>64</sup> The sad part of this is that inventors and creatives are always looking for ways to improve technology. Soon machines and robots will be doing everything.

Technology threatens to end outdoor farming. Farming is another one of the sources from the primary sector that used to create jobs for people. This sector has since become run by a lot of technology thus resulting in the reduction of employment opportunities. The introduction of indoor farming is becoming more popular as it is an easier way of farming without the problems faced from harsh climates and environment.

Appropriate technologies should create jobs rather than destroy them, and serve the people where they are, rather than to crowd them into already congested cities. It is necessary to develop technologies which are adapted to local needs and which try to maximise the use of local skills and resources.

The South African mining industry has experienced a rough couple of years recently. The industry is strained with operating costs, political upsets and an unfortunate result to health and safety. The Mandela Mining Precinct which was launched in September 2018 looks to support local innovation to provide technological solutions to the challenges faced by the mining industry including mineworkers' health and safety.<sup>65</sup> It also hopes to position mining as a core driver of world-class technological and manufacturing capabilities for the development of the country's economy.<sup>66</sup> This type of advancement in technology hopes to better the circumstances under which miners work and promote production with lesser risks of accidents and fatalities.

Similarly with medical research, technological advancements help with easily finding causes, symptoms and cures for certain diseases. The world's first digital laser for example, was invented by

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<sup>60</sup> See n 59 above p. 16

<sup>61</sup> n 51 above

<sup>62</sup> n 51 above

<sup>63</sup> n 51 above

<sup>64</sup> See n 59 above, p. 33

<sup>65</sup> <http://www.miningne.ws/2018/09/17/mandela-mining-precinct-to-boost-mining-sector/>

<sup>66</sup> <https://www.businessinsider.co.za/5-technologies-that-could-save-sa-mining-2018-5>

CSIR researcher, Sandile Nqobco.<sup>67</sup> It is therefore not in all instances that technology proves negative. In some instances granted it perpetuates unemployment however in many ways it is positive for the environment and society at large.

#### 2.4.6 Digital Industrial Revolution

The Digital Industrial Revolution (DIR) (also known as Industry 4.0) has introduced itself and has intentions of profoundly shaping efforts to promote industrial development.<sup>68</sup> The scale, scope and complexity of this new technological revolution will bring experiences unknown to humankind in the form of Cyber-Physical Systems (CPS) where computers, networks and physical processes are integrated.<sup>69</sup> In an already uncertain global economy the DIR is expected to have disruptive impacts on all economies, but especially on lower- to middle-income countries that find it difficult to keep abreast of the rapid speed of technological advancement and innovation.<sup>70</sup>

Robert Shiller once mentioned, “You cannot wait until a house burns down to buy fire insurance on it. We cannot wait until there are massive dislocations in our society to prepare for the Fourth Industrial Revolution.”<sup>71</sup> The unfortunate part of it is that the resultant disruption to the current world order caused by the DIR will create a clear line of demarcation between those economies that have planned and adapted to the reality of changing demographics, labour markets and the digitisation of the business / public sector value chain.<sup>72</sup>

For South Africa, the Digital Industrial Revolution poses substantial challenges and offers perhaps rather fewer immediately clear-cut opportunities for the domestic economy.<sup>73</sup> Digitalization and the Fourth Industrial Revolution have already started showing signs of a bloodbath on jobs. In November 2018, standard Bank announced that it would cut over five hundred IT jobs at the group as part of restructuring.<sup>74</sup> This occurred as the bank joined Telkom’s ITC subsidiary BCX.<sup>75</sup>

#### 2.4.7 Retail sector

The retail industry is one providing many jobs in this age. Clothing stores provide employment for a large percentage of people who only have an educational background that stops in matric without any continuation of further studies. The rest are employed in the motor mechanics industry, domestic services industries and so forth. These are sometimes called blue collar/general workers.

The tech world has taken over so much that in years to come, shopping personally for clothing will become obsolete because the utilization of online shopping is fast increasing. People shop online for clothes, appliances, food and even cars. All that is required to shop online is a device in which you can’t access these sites, and a credit card in most instances. Ordering online can be done in the

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<sup>67</sup> <http://ewn.co.za/2013/09/18/Breakthrough-laser-technology-from-SA-scientists>

<sup>68</sup> [http://www.dti.gov.za/industrial\\_development/fipt.jsp](http://www.dti.gov.za/industrial_development/fipt.jsp)

<sup>69</sup> n 68 above

<sup>70</sup> n 68 above

<sup>71</sup> RJ Shiller, Nobel laureate in economics 2013, Professor of Economics, Yale University.

<sup>72</sup> <https://www.finextra.com/blogposting/15491/how-prepared-are-you-for-the-4th-industrial-revolution---banking>

<sup>73</sup> n 68 above

<sup>74</sup> <http://www.iol.co.za/business-report/companies/526-standard-bank-jobs-on-the-line-18115573>

<sup>75</sup> <http://www.enca.com/business/standard-bank-cut-jobs>



comfort of one's home and all you do is wait for the delivery to arrive. With the rise of social media influence, many retailers are marketing their products on platforms like Facebook and Instagram. South Africans were expected to spend R45.3bn on online shopping in 2018 with sixty percent of that going to overseas retailers according to the fourth annual PayPal and Ipsos cross-border e-commerce report.<sup>76</sup> Predictions provide that online shopping is forecast to reach R61.9bn in 2020. Of the surveys that took place, 75% of adults reasoned that shopping online was due to convenience.<sup>77</sup> The three most popular categories of online purchases are clothing, entertainment and tickets for events.<sup>78</sup> Major retailers in South Africa that have online stores include Clicks and Mr Price.<sup>79</sup> Takealot is a fast growing online retailer in the country which had a market share of 12.5% in 2017.<sup>80</sup>

The most detrimental challenges of this is that we are growing into a generation of people who are lazy as we allow technology to make us do less, and all these tech advances are eliminating the jobs for the middlemen, namely, the cashiers, store managers and so forth. Technology is advantageous however in that it makes life much easier and enables us to juggle many tasks at once. For instance, instead of going to the store to purchase dinner, one can order online, while washing laundry with the automatic washing machine and cleaning the house.

#### 2.4.8 Restructuring and retrenchments

Sometimes when big companies restructure, they tend to eliminate certain divisions of the company that might not be doing as well as they should or have been rendered unnecessary for the continuation of the company.<sup>81</sup> This often leads to job losses for many people. Retrenchment is when the employer dismisses an employee as part of a process whereby the employer restructures the business to become more profitable or to reduce losses.<sup>82</sup> Under such circumstances, retrenchments for restructuring purposes occur for operational requirements of the business. The operational requirements must be based on technological, business needs or the economic needs of the employer.<sup>83</sup> The employee is thus not at fault. However, according to the Labour Relations Act the employer must pay severance pay, leave pay, notice pay where the employees are not expected to work the notice period, and other pay, such as bonus pay, stipulated in the employment contracts.<sup>84</sup> The LRA therefore provides the procedure to be followed by employers when dealing with retrenchments.

We live in a world where a CEO would rather be paid large amounts of money with two employees earning minimum wage, than a CEO earning fewer millions with a hundred employees earning minimum wage. Most employers preferred to pocket the extra profit realized from productivity

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<sup>76</sup> <http://www.google.co.za/amp/s/www.businesslive.co.za/amp/fm/fm-fox/digital/2018-09-13-behind-sas-online-shopping-habits/>

<sup>77</sup> n 68 above

<sup>78</sup> n 68 above

<sup>79</sup> n 68 above,

<sup>80</sup> <http://www.google.co.za/amp/s/mybroadband.co.za/news/business/207168-biggest-online-shops-in-south-africa.html/ampu>

<sup>81</sup> See Telkom and Denel

<sup>82</sup> <http://www.allardyce.co.za/labour-law-south-africa-2-2/>

<sup>83</sup> n 75 above

<sup>84</sup> Art 189, Art 189A, Art 196 Labour Relations Act 66 of 1995

gains rather than pass the savings along to the workers in the form of higher wages.<sup>85</sup> This is another reason for high unemployment. A lot of people in positions of power cling to their positions for the benefits and forget about uplifting others.

#### 2.4.9 Wages

Employers will only pay a worker so much or rather so little, depending on the level of competition for the jobs. A worker who requires more remuneration will lose a job to one who requires less for such work that can be performed just as well by the cheaper worker. These are the types of challenges people from the city face when seeking employment. Employers look to hire people from rural areas as compared to people from the city as often, they require less remuneration because they can live on less and such less pay could be inadequate to enable someone from the city to live decently. Minimum wages prevent employers from employing people at a rate of remuneration that both parties would be satisfied with. This is why a lot of protest action is seen week in and week out from trade unions and employees seeking better remuneration.

A lot of employees stay far from where they work, which is why most protests include disputes of higher remuneration percentages because most of the wages received from employers, pay for transport to get to work. This was largely caused by systems in the past such as the group areas act. For example, South Africa's national minimum wage legislation which came into effect on 1 January 2019, set the minimum wage at R18 per hour for farmworkers, R15 per hour for domestic workers and R20 per hour across most other sectors of the economy.<sup>86</sup> The problem with the minimum wage being stipulated is that such remuneration would be better for a person living on a lower budget than one who spends more on daily needs. As a result of this, employers either employ individuals who live close to work so as not to have travel expenses, or individuals who require just the minimum.

It therefore can be deduced that unemployment is sometimes caused by regulations in the labour market like those imposed when starting a business.

#### 2.4.10 Retirement age

South Africa has a population of 56 million which increases daily. The level of births and deaths are inconsistent to each other and this leads to a very high population, which tightens the availability of resource distribution. Medical and nutritional progress leads to improved hygiene and better nutrition which results in a high birth rate and a decrease in the death rate. The consequences are increased population growth rates.

Education and training at all levels for all sections of the community must be accelerated and an effective national programme must be designed to educate the people of South Africa about the threat posed by a continued high population growth, and an excessive birth rate.<sup>87</sup>

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<sup>85</sup> See n 41 above, p. 23-24

<sup>86</sup> <https://www.fin24.com/Budget/minimum-wage-will-mboweni-make-it-simpler-for-employers-20190212>

<sup>87</sup> Dr. N. Stutterheim, *The Interrelationship Between Population Growth, Job Availability, Socio-Economic Development and Urbanization*, Chairman, Noristan Ltd.

With more people being born, and less and less people retiring at the appropriate age because of good health and fitness, the workforce gets too populous and this reduces the amount of new people of working age in entering the workforce. People do not retire at the appropriate age anymore with the fear of not knowing whether they will be able to sustain themselves afterwards, especially for those that have not prepared well for their retirement. Sometimes, people do not retire due to wanting their bodies to keep busy.

People cannot be forced not to have big families. However, measures must be put in place to accommodate the rising number of people in the country. China, is the most populous country in the world<sup>88</sup> and without considering the geographical size of the country, the economic climate of China accommodates its people.

A high unemployment rate leads to a lack of consumer purchasing power because people simply do not have the funds to purchase goods and pay for services. Without any source of income, it is difficult to sustain oneself especially in this day and age where people do not grow their own food. Money is required to buy food, clothes, pay utility bills and many other necessities for a household to function. According to Maslow's hierarchy of needs, basic needs include food, water, warmth and rest.

It can then be seen that unemployment and a lack of income threatens the livelihoods of people and equally ruins the domestic setup that people are accustomed to.

This in turn leads to high levels of crime and violence. South Africa has one of the highest crime rates in the world.

The issue of unemployment has an effect on the level of poverty that people live in. People are considered poor when they live below the necessary means required to live a decent life. Essentially, this means the inability to meet one's basic needs also often in international human rights law called the minimum core. Some scholars have described the minimum core concept as the obligation on States to ensure that no significant number of individuals is deprived of the "minimum essential levels" of socio-economic rights.

Without a steady and decent income, people cannot provide for some of their basic needs. This frustration leads to people trying to find easier ways to provide for themselves. Unemployment has an effect on the psyche of a person. This is how people turn to the life of crime. From poverty and the loss of hope for a better future, people turn to a life of crime and violence in order to fend for themselves. Turning to a life of crime provides the ability for one to provide a decent life for one's family. In recent decades, it has proven easier to steal than to find a job.

In this way, it can be deduced that unemployment triggers and stimulates crime and violence. This leaves the masses without societal function and chaos and anarchy thrive. A high crime rate in a country, decreases the level of investor interest and the country cannot be seen as a profitable hub. Without investors, the economy collapses.

#### 2.4.11 Rich countries vs crime rate - Increasing polarization of rich and poor

The difference between the rich and the poor increases rapidly. Looking at the richest countries in the world<sup>89</sup>, in most of them, the crime rate is quite low if not non-existent. According to the World

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<sup>88</sup> Data available at: <https://www.census.gov/popclock/print.php?component=counter>

<sup>89</sup> <http://www.focus-economics.com/blog/richest-countries-in-the-world>

Economic Forum's Travel and Tourism Competitiveness Report 2017, Qatar, which happens to be one of the richest countries in the world ranks as the tenth safest country in the world. The Qatar MDPS states that Qatar has the seventh lowest crime rate in the world, according to the 2017 Global Crime Index.<sup>90</sup> In the Netherlands for instance, prisons have been closed due to the country being so safe.<sup>91</sup> A country with a high GDP per capita is likely to have very little crime because poverty is very minimal and even so, it should be remembered that poverty differs from society to society. Robberies, muggings and hijackings are crimes associated with the intention of attaining something for oneself or for the sole purpose of reselling, that which belonged to someone else, in order to receive money. Countries like the Netherlands, ranked in the top 20 richest countries in the world do not have high levels of such crimes if any at all.

As established that some of the poorest countries are found on the African continent, the continent has seen and still suffers great levels of crime including muggings and hijackings. It however can be established that countries with equality in wealth among its citizens does not necessarily have a high crime rate. A high crime rate is caused usually by a difference in a country's rich and its poor. Poorer people want to equalize themselves with the rich or at least be able to live a life that's not too inadequate from the rich. In a country with people all living the same on similar means, crime is minimal as there isn't really a lot of people to steal from. A sad fact about committing crime even if it's in order to fend for your family, is that it is still an offence that is criminalized because stealing is detrimental for those who really work hard to try to achieve a better life for themselves. And although it covers up a patch at home today, should a person be arrested and convicted, they will have a criminal record for the rest of their lives and the chances of finding employment with a criminal record attached to ones name are then very little to none.

People with criminal records add to the number of unemployed individuals even though to some extent they are unemployable. This causes most convicted criminals to return to a life of crime in order to survive outside of prison. Rehabilitation then therefore, does not take place. However, this does not happen all the time. Some prisoners leave prison with a set of skills that assists to ensure they can live better and earn a living even without formal employment, for instance in entrepreneurship and the likes.

Research has shown that between the 1940s and 1980s, black South Africans all lived on similar means and therefore led similar lifestyles.<sup>92</sup> This was an era when many men would leave their homes and families to find work on the mines. Alluded to this is that as a result of the financial similarities in lifestyles, the crime rate was much less. In those decades, jobs were available and most people of working age were working. This was because primary sectors such as agriculture and some in the secondary sectors were still major sources of production. It was an era that saw many inventions still in the process of being produced and so the availability of jobs was galore. Another reason to this effect is that there weren't as many individuals getting a tertiary education so just being placed in a job whether menial labour or not, was good enough. Because of this, there was a gap in the workforce of certain skills including those that could be acquired by receiving certain tertiary qualifications.

The generation of that era then encouraged the later generation to get an education and skill themselves. The gaps that had previously been wide, were then filled and now, the gaps have been

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<sup>90</sup> <https://www.osac.gov/Pages/ContentReportDetails.aspx?cid=24072>

<sup>91</sup> <http://bigthink.com/stephen-johnson/the-dutch-are-closing-even-more-prisons-as-crime-continue-to-drop>

<sup>92</sup> Mpeta B, Fourie J, Inwood K, *Black living standards in South Africa before democracy: New evidence from height*. 11 Sep 2017, Available at: <http://dx.doi.org/10.17159/sajs.2018/20170052>

closed in many sectors that previously lacked the necessary skills. The industries then became overpopulated with skills that had been lacking previously. These closed gaps have resulted in the unemployment of many people without much means enabling them to penetrate these fields.

Some fields were overpopulated for example teaching. Teachers were in surplus in the past decades and therefore, most people wanted to skill themselves in other fields however lately, there is a shortage of skilled teachers as those who had been in the field years ago, are retiring from the field and the injection into the profession has now decreased. Another reason of this could be the emotional or financial challenges teachers are faced with sometimes.

#### 2.4.12 Social services

Although a large number of unemployment is due a lack of job opportunities, the introduction of social services is possibly both an aid and a problem to seeking employment. While social services assist and allow unemployed and less fortunate people the ability to live and afford their most basic needs, for others it's just a mechanism to avoid employment or instilling themselves with skills. Grant payments paid out to unemployed mothers, though helpful, can sometimes encourage unemployment.

Research shows that for most unemployed mothers, a means to gain the ability to provide for herself and her family, is to have more children.<sup>93</sup> Social services pays out a certain amount to aid in providing for a child however, this money is not nearly enough to provide all necessities. Increasing the number of children essentially worsens the situation because providing for a big family comes with many challenges. The more children one has, the more support is needed in terms not only of finances but emotional support as well. Having many children results in an increased population. South Africa's job market as it stands now, is not in a position where it can accommodate an increase in population as there aren't any sustainable practices currently in place to ensure the employment of all people of working age.

The smaller the family in today's society, the higher the standard of living. Parents with only one, two or three children are better able to provide adequate housing, nutrition and education, thereby maximizing the opportunities of their children, than parents of large families.<sup>94</sup> As small families tend to be close knit, fewer social problems tend to arise. The likelihood of crime and violence is reduced and maintenance of law and order becomes greatly simplified.<sup>95</sup> The reduction in social costs means lower rates and taxes and families receive the benefit of a higher disposable income.<sup>96</sup> It is therefore important to note that individuals cannot be entirely reliant on government funding/assistance.

Unemployment leads to poverty and poverty to crime. Crime extends to minimized international investments and trade which in turn collapses the economy. An economy being in a recession causes cyclical unemployment. The repercussions of a high unemployment rate result in a vicious cycle.

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<sup>93</sup> Included in the statistics are teenage mothers. Teenagers are said to be getting pregnant in order to alleviate the poverty they experience. Article available at: <https://www.news24.com/SouthAfrica/News/Teens-falling-pregnant-to-get-grants-20111122>

<sup>94</sup> Dr. N. Stutterheim, *The Interrelationship Between Population Growth, Job Availability, Socio-Economic Development and Urbanization*, Chairman, Noristan Ltd.

<sup>95</sup> n 94 above

<sup>96</sup> n 94 above

Poverty and unemployment will continue to grow, unless appropriate development technologies, processes and systems can be made available to all people.

## Chapter 3: Creative industry

### 3.1 Introduction

In this chapter, the author analyses the creative industry.

Research questions:

What is the creative industry?

What aspects of different industries are included in this industry?

### 3.2 The creative industry

The creative industry is inclusive of many different aspects which assist in generating knowledge and information for the purposes of expanding one's horizon enabling a broader view and outlook on life. This industry holds a broad spectrum including the arts, culture and innovation. This sector brings life to a dull world.

Often characterized as a sector utilized as a hobby, the creative industry generally generates an income for some, however informal it may seem.

The different elements projected in the creative industry are more so important and attractive because they sometimes add tools to assist in increasing the level of employment without requiring any sort of formal education. Such examples include music, fine arts and design, theatre and many more. These particular industries are catered for in some institutions of learning however it is possible to pursue them without any sort of formal education or skills training.<sup>97</sup> Examples of fields in the industry would be the creative media industry which includes music, film, television, content for computer games and radio and even the likes of hair dressing.

#### 3.2.1 Music

Music, is an international language that transcends the boundaries of language, culture or region. From Celine Dion or Beyonce to Khaja Nin and Brenda Fassie, music can transport one to a universe outside of reality. Musicians throughout the decades have proved that music is food for the soul. It speaks words into the emotions felt by people, and often than not, music describes emotion better than the one experiencing the emotion could explain.

"One good thing about music is that when it hits, you feel no pain."<sup>98</sup> A thought provoking line from a song by the late legendary artist, Robert Marley. In this one line, Bob Marley described the intense effect that music can have on an individual and the therapeutic pros.

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<sup>97</sup> The National Schools of the Arts in Johannesburg and Pro Arte Alphen Park in Pretoria are examples of schools that offer arts education.

<sup>98</sup> B Marley, *Trench Town Rock*, 1975 <https://www.youtube.com/watch?v=5bE2mm78gZM>

Music played an important role in the apartheid era often as a protest mechanism. Singers like Letta Mbulu who were exiled overseas, released music that spoke to people in fighting the injustices of the past.<sup>99</sup> Some songs released in the apartheid era by activist musicians were banned from play and artists found a way to stay relevant without having their music banned in order to pass on a message.<sup>100</sup> These messages gave people hope.

From time immemorial music has been used as a tool for survival. To tell stories, send messages, preserve history, change society, change the status quo, revolutionize, correct injustices and transform minds. It is also meant to entertain and add cheerfulness in people. In African history, tribes would gather around the fire and sing songs to celebrate, to mourn or just to let loose. Beating the drum was also used to add passion in the music and this is why today, many cultures and tribes use the drum as an instrument. The creativity of African people in music is shown in the different types of musical instruments that were made. The tusk of an elephant became a wind instrument which later transpired to influence the trumpets and the vuvuzela used at soccer matches today.

The elephant tusk is an example of how technique and skills to create do not necessarily have to be taught.

Some music genres are synonymous to certain groups of people. Maskandi music for example, is largely popular in KwaZulu-Natal and is often described as Zulu folk music. This sort of music finds acclaim in most parts of KZN. Reggae and reggae dancehall which originated in Jamaica in the late 1960s, is music widely appreciated in the Caribbean and around some parts of Africa. Often related to the Rastafarian culture and movement, reggae music is enjoyed by many because of the beats, the drum and bass sounds and usage of Caribbean languages and accents in the lyrics. Kwaito music is a South African genre of music which is upbeat and iconic to the party and dance culture. This genre is celebrated in townships and forms part of South African township street culture. Essentially, the point is that music is universal. There is a type of music for different demographics including religious music, classical, jazz, hip hop, alternative and so much more.

An advantage of the music industry is that musicians need not have a music education background however they are encouraged to learn as they go.

#### Education and music

Music education, which formalises the field, includes music theory, history and practice. Offering music education to children allows them to learn and educate others in future, classical training in different instruments opens up a whole spectrum of playing musical instruments or teaching, being part of orchestras and even travelling the world. Restaurants and eateries employ musicians to entertain customers all the time.

The South African music industry has seen the rise of artists like Cassper Nyovest, who found success in the industry having no formal background in music education or mainstream education for that matter having dropped out of high school in grade 10. This shows that the music industry requires no set standard of qualifications.

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<sup>99</sup> L Mbulu, *Not yet Uhuru*, <https://www.youtube.com/watch?v=416VT37fNUc>

<sup>100</sup> C Twala, *We miss you Manelo*, <https://www.youtube.com/watch?v=d9boGnleKPC>, in the 1980s artists had to resort to subterfuge to get songs played on the radio to get their messages across. In this song, Chicco Twala uses the name Manelo instead of Mandela to avoid the song being banned.



### 3.2.2 Fine arts and design

This industry encompasses a wide variety of sculptures, paintings, furniture and so much more. Fine arts can be a provocative ideology depicted in a single picture or even an artefact. The wonderful thing about this particular industry is that it is perfect for home or public use and appreciation.

Research done around South Africa has shown that an average up-and-coming painter, could easily sell a single painting for any amount ranging between R2000 – R20 000 depending on the intricacy of the artwork, the time put in for its completion and often than not, the actual artist that created the piece.<sup>101</sup> In industrial and interior designing for example, names such as David Krynauw (an award-winning designer), Rhys Jones, Stefan Diez and Minenhle Zazi Cira are highly rated and thus most of their works go for thousands of Rands. The skill in their creations is of a different dimension and not many others can compare. Such works are more on the pricey side and naturally, they cater for individuals who can afford them. Artists of such a calibre pay uncompromising attention to quality, detail and originality in their work.

Similarly with fashion designers, South African celebrity fashion designers like David Tlale and Thula Sindi, who often showcase their designs at the SA fashion week and on international platforms like New York or Paris fashion week, are largely more expensive than non-celebrity fashion designers who run their studios from home.

The more talented one is deemed to be in this industry, the more expensive one's work becomes. Internationally known works from artists like Van Gogh and Da Vinci easily sell for millions of dollars and often find themselves put in museums for public viewing or auctioned to the highest bidder. The Mona Lisa (by Italian Renaissance painter Leonardo da Vinci) is on permanent display at the Louvre Museum in Paris.

Fine arts can be said to correlate with architecture because in real estate, the designing of the actual structure, with the decor, gives a structure a homey feel. Design and fine arts are elements of creativity that are on all things. If you think about a chair for example, its design, the material used to create that chair, it ought to be remembered that before it was a chair, it was an idea. And that is exactly what fine arts and design is about. It involves the creative thinking of what to make, what to paint, how to create it and who will appreciate the final product and therefore, purchase it.

The ability to paint a beautiful picture or make a fine pottery sculpture, does not need to be studied or taught. Some of these skills a person is born with. Cultural influences sometimes determine the direction taken by one in this industry. When entering the doors of the South African State Theatre, one is immediately introduced to various artworks created by South African artists. These artworks often depict cultural influences or the rich history and heritage of the people. An example of an exceptional icon who found success in the industry through cultural influences is Dr Esther Mahlangu. Born in 1935, Esther began painting as part of the tradition of the handing down of this particular type of painting technique which was transmitted only by women in the past.<sup>102</sup> In 1991, she was commissioned by BMW to create an art car.

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<sup>101</sup> When interviewed, many artists attest to charging rates that are dependent on hours of labour and overheads. Morning Live has these interviews of artists very frequently.

<https://www.riseart.com/artist/nelson-makamo-1>

<sup>102</sup> [http://en.m.wikipwdia.org/wiki/Esther\\_Mahlangu](http://en.m.wikipwdia.org/wiki/Esther_Mahlangu)

Dr Esther Mahlangu's Ndebele paintings went on to become a world phenomenon being used on BMW's 525i series and named the first African Art car which was painted with typical motifs of the Ndebele tribe.<sup>103</sup> Presently, her work can be seen even on household consumables.<sup>104</sup> She currently teaches young girls the technique of painting designs on beads. It is intriguing what a career in the creative industry can do.

Earlier painters like Ghirlandaio (Italian Renaissance painter), had his early work influenced by the austere simplicity of Alessio Baldovinetti and Andrea del Verrocchio. Later his work assumed a more detailed and elegant manner. On a trip to Rome, he depicted "Christ Calling the First Apostles"<sup>105</sup>, but his masterpieces are in Florence, "the frescoes depicting the lives of the Virgin and St. John the Baptist in the Church of Santa Maria Novella"<sup>106</sup>, and those portraying the life of St. Francis<sup>107</sup> in the Sassetti Chapel of the Church of Santa Trinita. One of his easel paintings called "The Old Man with a Boy"<sup>108</sup>, can be found at the Louvre in Paris. Ghirlandaio is one of the artists who have shown that most art is influenced by religion, culture, heritage or lifestyle.

Similar sentiments of influences can be said by many other artists. Most art is the depiction of a belief or lack thereof, an era, a culture or history.

At simple places like the zoo where everybody goes, creativity is explored in many dimensions. For instance, outside of the Pretoria zoo, there are ladies there who sell sculpted African dolls, shoes, wooden spoons, jewellery, traditional garments etc. and these products attract the visitors of the Pretoria zoo on a daily basis. Most of the individuals selling these products handcraft the objects themselves with the sole purpose of selling them to generate an income. The one unfortunate thing about this industry in entrepreneurship is that one cannot always be guaranteed that customers will purchase the items or art work and this is why sometimes, many artefacts cost a lot of money. Not only are the materials to create or make the products sometimes pricey, e.g. canvases, but also the demand thereof can be inconsistent.

Similar opinions can be taken with regards to design. Design is a broad field comprising of fashion, industrial, interior designing and a whole lot more. Most of these can be taught for instance at the TUT Arts campus, FADA of the University of Johannesburg etc. Fashion designers like David Tlale for instance, found fame in designing garments for celebrities and prominent individuals. However, a young designer from a township, rural area or the likes, usually doesn't have consistent clientele like

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<sup>103</sup> In 1991 she was commissioned by BMW to create an art car, notably the first African Art Car.

[https://www.google.co.za/search?q=dr+esther+mahlangu+bmw+art+car&tbm=isch&source=iu&ictx=1&fir=P7ms\\_Fm7BRHM%253A%252CGH\\_rUX6CaFXk-M%252C\\_&vet=1&usg=AI4\\_-kRb8CYJt8vZQUyDFJl-OlvOixOO-g&sa=X&ved=2ahUKewijpuamePhAhUltHEKHRzdD-EQ9QEwAHOECA0QBg#imgrc=P7ms\\_Fm7BRHM:](https://www.google.co.za/search?q=dr+esther+mahlangu+bmw+art+car&tbm=isch&source=iu&ictx=1&fir=P7ms_Fm7BRHM%253A%252CGH_rUX6CaFXk-M%252C_&vet=1&usg=AI4_-kRb8CYJt8vZQUyDFJl-OlvOixOO-g&sa=X&ved=2ahUKewijpuamePhAhUltHEKHRzdD-EQ9QEwAHOECA0QBg#imgrc=P7ms_Fm7BRHM:)

<sup>104</sup> Albany bread and Tastic rice ran promotions for heritage day (2018) in which Dr Esther Mahlangu's artworks were showcased on the packaging. Seven of her designs were presented to Tiger Brands and Albany and Tastic chose which they would use for their packaging respectively.

<sup>105</sup> 1481-82, [https://en.wikipedia.org/wiki/Domenico\\_Ghirlandaio](https://en.wikipedia.org/wiki/Domenico_Ghirlandaio),

[https://en.wikipedia.org/wiki/Vocation\\_of\\_the\\_Apostles](https://en.wikipedia.org/wiki/Vocation_of_the_Apostles)

<sup>106</sup> 1486-90, <https://www.khanacademy.org/humanities/renaissance-reformation/early-renaissance1/painting-in-florence/a/ghirlandaio-birth-of-the-virgin>

<sup>107</sup> 1485,

[https://www.google.co.za/search?q=ghirlandaio+portraying+the+life+of+St.+Francis++in+the+Sassetti+Chapel+of+the+Church+of+Santa+Trinita&tbm=isch&source=iu&ictx=1&fir=Cg727w-eQWKzHM%253A%252Cb9Q5SNEhgscEeM%252C\\_&vet=1&usg=AI4\\_-kT7qjizL4TYQp-rxWK4BXj0999nzw&sa=X&ved=2ahUKewj6vK3cnOPhAhXZTBUiHV\\_6DdoQ9QEwBnoECAkQCA#imgrc=Cg727w-eQWKzHM:](https://www.google.co.za/search?q=ghirlandaio+portraying+the+life+of+St.+Francis++in+the+Sassetti+Chapel+of+the+Church+of+Santa+Trinita&tbm=isch&source=iu&ictx=1&fir=Cg727w-eQWKzHM%253A%252Cb9Q5SNEhgscEeM%252C_&vet=1&usg=AI4_-kT7qjizL4TYQp-rxWK4BXj0999nzw&sa=X&ved=2ahUKewj6vK3cnOPhAhXZTBUiHV_6DdoQ9QEwBnoECAkQCA#imgrc=Cg727w-eQWKzHM:)

<sup>108</sup> D Ghirlandaio, 1490 [http://en.m.wikipedia.org/wiki/An\\_Old\\_Man\\_and\\_his\\_Grandson](http://en.m.wikipedia.org/wiki/An_Old_Man_and_his_Grandson)

the big designers and because of this, they tend to only have work during matric dance season or for weddings.

Design expos like Decorex<sup>109</sup>, allows all sorts of artists to showcase their work in trying to gain popularity and increase their clientele. Recently, there has been viral controversy regarding appliances designed by Zonke Ndaba.<sup>110</sup> The controversy is largely focused on the high pricing of these products.<sup>111</sup> Society dictates that supporting local branding is the way to go but when young designers release products for public sale, they are ostracised for over-pricing.

When producing goods, it is important as a designer, to assess your target market and in this instance, a large number of the South African population cannot afford these appliances. It should be borne in mind that internationally designed appliances of the same nature<sup>112</sup> are supported and so should local brands.

### 3.2.3 Tourism and culture

The creative industry allows individuals to draw inspiration from everyday occurrences. What they see, hear, feel or think.

The Metropolitan Museum of Art, established in 1870 is located in New York City. The museum's permanent collections, some of the most comprehensive in the Western Hemisphere, span a period of 5000 years of civilization. Fourteen curatorial departments embrace the arts from ancient Egypt and the Far and Near East to modern Europe and America. The museum has one of the largest and most complete reference and research libraries in the nation. Free public lectures, gallery talks, showings of art films as well as subscription concert and lecture series. Such museums are part of what makes cities enjoy great amounts of tourism.

Tourism in Africa as a continent is largely driven by its natural beauty and undoubtedly, its cultural heritage and diversity. African museums and cultural sites hold some of the most beautiful arts and crafts, sculptures and artefacts from all around the continent.

Cultural museums are the hub of the artistic elements and practices that each culture/tribe holds as part of their image. These museums are filled with paintings, drawings, artefacts and sculptures that represent the history and heritage of its people. People whose imaginations can depict a whole culture sometimes in a single product. The Pretoria Art Museum for instance has pieces of art that show the history of South Africa.

Culture, art and sometimes nature attracting a lot of tourists is not synonymous to South Africa alone. Each country has its very own rich culture, art, traditions, practices and natural occurrences and wonders.

Egypt (country in North Africa), is home to The Great Sphynx of Giza and the pyramids which were constructed c. 2580 – c. 2560 BC to house the remains of the deceased Pharaohs who ruled over Ancient Egypt. It was believed that a part of the deceased's spirit remained with the corpse. These are artistic creations that have captured and attracted the eyes of many, coining titles such as

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<sup>109</sup> Decorex is a design and lifestyle exhibition which sees designers and artists from all around South Africa showcase their products.

<sup>110</sup> <https://ewn.co.za/2018/10/26/ziyanda-appliances-gets-social-media-buzzing-with-mixed-reactions>

<sup>111</sup> <https://www.houseandgarden.co.za/design/ziyanda-appliances-17731880>

<sup>112</sup> Smeg (Smalterie Metallurgiche Emiliane Guastalla) is an Italian manufacturer of upmarket domestic appliances founded by Vittorio Bertazzoni.

the wonders of the world. The impeccable style of how they were constructed remains mesmerizing centuries after they were created. Similarly, in the country of India for instance, The Taj Mahal, believed to have been completed in its entirety in 1653 was commissioned in 1632 by the Mughal emperor, Shah Jahan (reigned from 1628 to 1658), to house the tomb of his favourite wife, Mumtaz Mahal. The structure is made of ivory-white marble. The complex incorporates beliefs and culture with art and architecture.<sup>113</sup>

The creation of the Pyramid was in a time when design education was not prevalent or known. It is believed however that there might have been a technology used by the Egyptians that has since been lost through the ages.<sup>114</sup> The construction of the pyramids solely lies in beliefs and religious views.<sup>115</sup> This shows that in a sense, architectural designs and structures are products of the creativity of an individual. At the time that these features were built, it couldn't have been easily known what impact they would have on the tourism levels of the specific regions in which they were built and the inspirations that would be drawn from them by people all over the world.

Sometimes, a region and its characteristics, form part of the influences that are gathered by artists in whatever it is that they create or want to create. These types of inspirations can be said to be drawn from one's surroundings. For example, The Ranch, a division of the Protea Hotel group located in Limpopo, is a luxurious facility which hosts some wild-life. In essence of this, the reception area of the hotel has a life-sized stuffed lion as part of its décor. It should be borne in mind that the interior designer was clearly projecting the nature of the place and what it offers. Designers and artists are all creative geniuses who work hand-in-hand in creating spaces that are rich in arts and culture. Stuffed animals such as that one, or wooden carved animals, go for thousands of Rands, depending on their size.<sup>116</sup>

The Voortrekker monument designed by architect Gerard Moerdijk, is widely known for its commemoration of the Pioneer history of Southern Africa and the history of the Afrikaner. In the monument, the Hall of Heroes is the world's longest historical marble frieze and a tapestry with more than three million stitches is housed in the Cenotaph Hall. This monument is a cultural site that attracts visitors.<sup>117</sup>

Places like Maropeng – Cradle of Humankind in Krugersdorp, hosts some of the most beautiful art work depicting the history of the human race. As soon as one enters the gates of the Cradle of humankind, all that surrounds you is the artefacts and richness that illustrate where the early humans lived.

Just as this case, the Sudwala caves in Mpumalanga bore a hub of artistic creation at the Sudwala pavilion. It is by far one of the largest handcrafted arts and crafts centre of its kind that'll lead one to its cultural village for a taste of traditional African dances. Not only is the art showcased here manmade, some of the art comes from natural occurrences like the types of rock that were extracted from the caves.

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<sup>113</sup> The Taj Mahal is covered in white marble. <https://www.wonders-of-the-world.net/Taj-Mahal/Construction-of-the-Taj-Mahal.php>

<sup>114</sup> <https://news.psu.edu/story/141300/2008/03/24/research/probing-question-how-were-egyptian-pyramids-built>

<sup>115</sup> See n 114 above

<sup>116</sup> Research has shown that many wooden carved animals in South Africa are sold by Zimbabwean or Malawian nationals. <https://www.roxannereid.co.za/blog/meet-hout-bays-zimbabwean-artists>

<sup>117</sup> Available at: <http://www.vtm.org.za/>

Similarly, a few hours away from Durban, there is a place called Shakaland. It is said to have been home to one of the most prominent traditional leaders of all time, Shaka Zulu. Shakaland is engulfed with restaurants that sell traditional Zulu cuisine, provide lodging experiences with the traditionally built Zulu huts and entertainment across the board, from Zulu traditional dances to music and a history lesson and tour of the cultural land. The hallways and walls of the entire space are filled with cultural artefacts that were created by some of the most talented artists in the country.

Artists can exhibit their work in all types of places and gain recognition through this.

### 3.2.4 Theatre

Theatre is like cinema, except instead of being on the big screen, it's on stage. Theatre performers often have immense passion and skill for the art. Big players in the industry are of the opinion that stage acting/performance is more difficult and requires more skill than film and TV. This is said because being in front of the camera, there's room for mistakes which can be edited and corrected, while performing on stage allows for no mistakes. The art of theatre is taught to children often from pre-school through to high school in school plays and concerts.

Dating as far back as 55 B.C, theatre found its way in Roman Theatre.<sup>118</sup>The Romans did not confine their theatrical activities to their own country. For the benefit of their armed forces of occupation, they also built theatres in conquered territories. One of the most magnificent theatrical monuments was erected in the first half of the 2d century A.D. in Gaul. In many countries like Greece and China, drama grew out of religion. The 8<sup>th</sup> century saw drama enter its classical epoch with the establishment of the Pear Garden, a school for musicians, dancers and actors.

The theatre of the Middle Ages in Europe was essentially a theatre of the Church, which housed performances originally. The liturgical dramas turned into popular entertainment as the common tongue replaced Latin, the settings grew more elaborate and audiences increased in size.<sup>119</sup>

In 1618, the true prototype of the modern Western playhouse was created in the Teatro Farnese.<sup>120</sup> Though it was a large house, seating 3500, the architect Giambattista Aleotti used only one stage arch and gave it a curtain. Thus he took the decisive step forward to the proscenium stage as it is known today. A couple of centuries later, the rise of motion pictures was seen which corresponded with the decline in construction of playhouses for legitimate theatre. After the second World War, while the building of American commercial theatres was virtually at a standstill, there was a significant rise in theatrical construction on the campuses of American universities and among community theatres.

Fast forward to some years later, theatre was introduced as Theatre in Education (TIE) in the British schooling system. Theatre in education assists in memory-based learning, techniques, intellectual maturity to understand roles, language competence etc. For learners who want to pursue this type of art as a career, having learnt the basics of performance in school helps with self-confidence, communication and imaginative thinking. The sad reality is that in South Africa, with the current education system, teaching children the art of performance is not a priority especially in schools that have poor infrastructure like in the townships and rural areas.

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<sup>118</sup> Burris-Meyer et al, *Theatres and Auditoriums*, 1949

<sup>119</sup> K. Macgowen & W. Melnitz, *The Living Stage: A History of the World Theatre*, 1955

<sup>120</sup> J. Gassner, *Masters of the Drama*, 3<sup>rd</sup> ed. (1954)

The beauty in performance art is that it builds self-confidence, articulation and audibility. These allow children to be comfortable with being heard. It helps to empower them in believing that what they are saying matters, and improves their communication skills.

Theatre in South Africa is however, very impressive. The award-winning theatre production *Marikana-The musical*<sup>121</sup> for instance, portrays a real-life story of a tragic event that really took place in Marikana, North West. The production, a South African State Theatre production, was nominated for awards in 13 categories at the Naledi Theatre awards of which it won 6.

Other productions include *Sarafina*, a play directed by Mbongeni Ngema portraying the challenges experienced during the apartheid era in the form of students involved in the Soweto Riots, depicting similar events of the student Soweto uprising of June 1976. Not only was this production nominated for many international awards, it was also on Broadway. In June 2018, the show was staged at the Johannesburg Theatre to celebrate youth month. After just over two decades of democracy, the production is now staged not only to inspire and encourage the youth but also to celebrate some of South Africa's greatest humanitarians.

Just as film is a visual alternative to literature, theatre is a passion-filled real-life emotive alternative to both.

### 3.2.5 Film, television and radio

#### Radio

The first radio station in South Africa was put up by the South African Railways in Johannesburg on December 29, 1923<sup>122</sup>. Radio is a transmission of frequency used to transport info from giver to receiver. It explores the general art of communication and conversation that a person possesses. With the prominence of radio and before the introduction of television, it was hard to believe that audio-visual transmission could ever be possible. With the introduction of the television, we saw a rising interest in motion picture namely film.

Film matters for the same reason all art matters. It embodies and conveys the values and beliefs of the culture within which and for which it is made. Popular art forms, such as film, are of special importance because they speak to the most central of those values and beliefs. Since its inception film has delighted, amazed and confounded audiences, and it continues to do so.<sup>123</sup>

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<sup>121</sup> The production won 6 Naledi awards back in 2015, On the 16<sup>th</sup> of August 2012, after a standoff of several days that led to the loss of ten lives, South African police opened fire on mine workers who were gathered on a hill at Marikana in the North West province. The tragedy made headlines and shocked the whole world. Meshack Mavuso and Aubrey Poo lead a strong cast of 30 artists that depicts the events that led to the loss of 44 lives at the hands of the police and miners. Marikana – The Musical gives names and personality to the lives lost. This production shows just how much an entire tragedy can be depicted creatively using art forms.

<sup>122</sup> <https://www.sahistory.org.za/dated-event/south-african-broadcasting-corporation-sabc-introduces-its-first-national-news-service>

<sup>123</sup>Allister Mactaggart, Directorate of Art, Design and Creative Industries, Chesterfield College, UK Author: The Film Paintings of David Lynch: Challenging Film Theory, ISBN 9781841503325

Film, in the generic sense, is the basis of all motion picture forms, and is the most pervasive form of communication and entertainment in the postmodern world.<sup>124</sup> It essentially provides a visual alternative to literature. Most writers award it the title 'audio-visual feast for the senses'.

In essence, film highlights and enlightens humans on what makes people all over the world so different or so similar. Just like many types of art, it is a reflection of human nature and practice.

Some regions are somewhat much further than others in the quality of depiction provided for in the film industry. America took the lead in global politics, manufacturing and business. Likewise, as Hollywood grew to become the leading producer of films in the early part of the century, it defined what makes film popular: the story. Hollywood makes stories, it is after all dubbed the 'dream factory', and whether they be complex dramas or spectacular blockbusters, the story is what makes people go out to the cinema, go out and buy the DVD or watch a rerun on TV. A good story, the film's narrative, will always attract an audience.<sup>125</sup>

The dominance of narrative over spectacle is perhaps central to film becoming the popular form of entertainment it is today.

Cinema is one of the most efficient ways to debate political and cultural issues in a global society.<sup>126</sup> It is also a crucial pedagogical tool that facilitates efficient learning and motivates participation from new generations of audiences. It can help audiences, 'old' and 'new', to rethink their place in the world, and crucially, it can also motivate them to do something about the injustices and exploitation to which they are witness.<sup>127</sup> As film production and distribution technologies become more effective and immersive, cinema has an increasingly vital role to play in improving sustainable production and distribution as well as communicating these innovations to global audience.

People all over the world watch movies either on TV, at the cinema or on other tech devices. Film comes in many different forms like drama, horror, action, comedy etc. or a combination. The appreciation of film is shown through the level of interest that people show. Hollywood films have their success measured through box office statistics. For example, the movie Titanic grossed over USD \$1.84 billion with which it remained the highest grossing film of all time until it was surpassed by Avator in 2010.<sup>128</sup> It is worth noting that both films were directed by James Cameron.

For instance, the United Kingdom ranks among the leading film-producing markets in the world, having produced 200 feature films in 2016 alone. Though the scale of filmmaking in the United Kingdom does not rival that of Hollywood in the U.S. or Bollywood in India, filmed entertainment is a key cultural export of the UK. The James Bond and Harry Potter film franchises, both joint UK/U.S. products, rank among the most successful of all time. Worldwide, UK films generated 16.4 percent of global box office revenue in 2016, or roughly 6.5 billion U.S. dollars in ticket sales.<sup>129</sup>

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<sup>124</sup> Keyan Tomaselli, University of KwaZulu-Natal, South Africa Editor: Journal of African Cinemas, ISSN 17549221 Contributor: Studies in Documentary Film, ISSN 17503280 Contributor: Journal of African Media Studies, ISSN 2040199X

<sup>125</sup> Lincoln Geraghty, Extract from Directory of World Cinema: American Hollywood, [https://www.intellectbooks.co.uk/MediaManager/File/filmcatalogue\(web\).pdf](https://www.intellectbooks.co.uk/MediaManager/File/filmcatalogue(web).pdf)

<sup>126</sup> Pietari Kääpä, [https://www.intellectbooks.co.uk/MediaManager/File/filmcatalogue\(web\).pdf](https://www.intellectbooks.co.uk/MediaManager/File/filmcatalogue(web).pdf), Q & A, University of Nottingham Ningbo, China Author: The Cinema of Mika Kaurismäki: Transvergent Cinescapes, Emergent Identities, ISBN 9781841504094 Contributor: Transnational Cinemas, ISSN 20403526

<sup>127</sup> See n 98 and 99 above

<sup>128</sup> <https://www.newsday.com/entertainment/movies/the-biggest-box-office-hits-of-all-time-1.5369007>

<sup>129</sup> <https://www.statista.com/topics/1854/the-uk-film-industry/>



In India, Bollywood is among the largest film industries in the world, ranking second after Hollywood. However, the film industry on its own contributes only about 1% to the GDP. The fascination surrounding Bollywood is largely because of the cultural celebration in the industry. The saris, the food, the dancing etc. really attracts people who relate and those interested in knowing more about the culture.

The United States is a leading nation when it comes to the film industry, among the biggest economies of the world with inventions, innovations and entertainment that are desired by others and influence the global market.

In South Africa, the film industry is not as wide and financially viable as is in Hollywood or Bollywood. This is largely because even though people go to the cinema, not all people have the financial ability to do so. For instance, townships in South Africa do not have cinemas. In order for one to go watch a movie, travel expenses must be added to that.

Townships such as Atteridgeville (West of Pretoria) and Tembisa, once had bioscopes around the 1970s which were then taken over by churches and the likes. This art form was not prioritized by people in the townships and as such, not many studied this art form.

This later changed and people started appreciating the art form and started writing and producing their own stories. However, cinema movies produced in SA are not supported much. The case not being the same in Nigeria.

Since the emergence of its video industry in the 1990s, Nigeria has pioneered an innovative and highly successful model of film production and distribution. Lagos is now home to the fastest-growing film industry in the world, which releases well over 1000 titles a year without assistance from the government, NGOs or international film festivals. The Nigerian video economy offers compelling evidence of the role of informal markets in creating efficient and economically sustainable media industries. Its success also has implications for debates around copyright and media piracy. Writers are of the opinion that reading Nigerian video as an informal creative industry can be a useful way to rematerialize media studies in the overdeveloped world.<sup>130</sup>

With the introduction of channels like Mzansi magic, South African film and film producers, directors and more, can be celebrated for depicting South African stories and truths while enjoying the appreciation received for their work.

Television is similar. It tells stories, relays what people feel, think and like. However, unlike film, television enjoys the likes of reality TV, talk shows, quiz shows, cooking shows, fashion TV, travel channels etc.

The entertainment or media industry like film, television and radio, often require skill sets that are taught in school.

### 3.3 Hair dressers and Nail Technicians

Hair dressers are creative hair technicians who cut, style and colour hair in order to change a person's image. Most hair dressers learn these techniques from hair dressing academies however others don't. Hair dressers are remunerated on an individual basis to each head they work on. This

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<sup>130</sup> Ramon Lobato, *Lessons from Nollywood*, 2010 available at: <https://doi.org/10.1177%2F1367877910369971>, <http://journals.sagepub.com/doi/abs/10.1177/1367877910369971?journalCode=icsa>



entrepreneurial skill is essential for the maintenance of people's images and a wise move in earning a living. Similarly, nail technicians style and shape people's nails. Also part of imaging, nail technicians get paid on an individual-client basis and essentially, decorate people's nails sometimes with gems or glitter. The art of decorating nails can be self-taught and provides an income. Nail technicians can be found in nail bars, hair salons and even spas. The beauty of hair dressing and nail technique is that one is not bound by having to work in a specified environment, some work in salons and others are home-based.

### 3.4 The digital world, gaming and virtual reality

The digital world has the potential to re-energise the creative industry, giving scale and profile to individual artisans whose markets were previously limited to their immediate neighbourhood and allowing people with limited literacy skills to communicate using voice and image. The digital world has a wide market ranging from youngsters to adults. It enables people to communicate and engage through wireless devices especially in this current generation that sees many people heavily reliant on technology, the internet and digital technology.

Although sought out often by computer scientists and programmers, digital technology requires a manifestation of creativity in the human mind on how an advancement in the industry could simplify the means of what is done currently.

Of interest, Asian countries are among the leading specialists of invention and innovation in technology. In recent years, Japan has created many gaming products from toys and play artefacts to video games and virtual reality gaming. It comes as no shock that a survey conducted by Adobe rated Japan the most creative country followed by the US.

In today's world which is overloaded with information and immense use of social media, creativity is generated as each minute, something is created. Tetsuya Honda, founder & managing director of BlueCurrent Group Japan, argues that Japanese creativity is changing the world as the country becomes a significant player in the communications and marketing world. He believes that a combination of "Perfectly Rejecting Perfection" and "The Inner-child" explain why Japanese creativity is well positioned.<sup>131</sup>

With the prevalence of a high unemployment rate in South Africa, the creative industry can produce ways in which these challenges can be eradicated.

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<sup>131</sup> <https://www.prweek.com/article/1356535/opinion-three-secrets-behind-japans-creativity>

## Chapter 4: Creative industry in eradicating unemployment

### 4.1 Introduction

In this chapter, the author explains how the creative industry can be utilized to ensure more job opportunities and therefore reduce the level of unemployment in South Africa.

Research questions:

How much resources are required from State parties and individuals to have a functional creative industry?

Will the implementation of a functional creative industry contribute to the economy of South Africa and to the dignity of South Africans?

### 4.2 Creative industry vs unemployment

The level of unemployment is an important determinant of economic welfare, since unemployment is a major cause of poverty. Structural, seasonal, cyclical and frictional unemployment are often blurred in reality, however, there is a manner in which all these types of unemployment can be eradicated. The creative industry provides employment opportunities which are not restricted by economics, climate, skills training and so forth. This industry accommodates people of different cultures, skills, academic or intellectual capabilities or gender.

Although not expressed to many Africans as a formal and functional career path due to a lack of financial injection and job security, the creative industry has the potential of becoming an economic hub. Productivity in this faculty is however dominated by the informal economy.

Given the very severe levels of youth unemployment in South Africa, the creative industry is crucial for the creation of jobs. This could help with the alleviation of poverty and as a result, combat the high levels of crime. A major component of a high unemployment rate is students who go on to study similar courses in tertiary and acquire similar skills. Research shows that students who go into the arts are a small number.<sup>132</sup>

The creative industry is in itself largely informal. This is deduced from the fact that media powerhouses and entertainment companies are privately owned. Even so, many artists and designers work independently from companies involved in the industry. There are many problems relating to this lack of formality of the creative industry.

Firstly, many employees in the industry like actors on local soap operas or radio and TV presenters, work on a contractual basis. These contracts are often entered into for short periods of time and are subject to renewal. The problem with this is that employees bound by such contracts then struggle

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<sup>132</sup> <https://www.designweek.co.uk/issues/6-12-february-2017/why-are-less-students-taking-on-art-design-at-university/>, [http://www.scielo.org.za/scielo.php?script=sci\\_arttext&pid=S2223-03862017000100012](http://www.scielo.org.za/scielo.php?script=sci_arttext&pid=S2223-03862017000100012), Society should consist of more than just lawyers and doctors but artists too. See (UKZN Press, Pietermaritzburg, 2017, pp. 408. ISBN 978 1 86914 359 6) Daniel Magaziner

to qualify for loans from banks, mortgage bonds etc. because they have no surety.<sup>133</sup> It is difficult to find permanent employment in the creative industry as different sets of skills or personal traits are required from time to time by big employment powerhouses in the industry and that is why most of the employment offered is usually on a contractual basis. The lack of surety is not similar when compared to farmers. Even though farming has informal aspects about it, farmers in South Africa can apply for loans, mortgage bonds etc.

Secondly, there is a lack of formality in the industry, and therefore there is no security. People in the industry for example hair dressers, do not receive subsidies from the government. The creative industry is often subsidized only on large scale businesses which are publicly funded and therefore the small creative outlets are not subsidized at all. What is meant by this is that big businesses are more at an advantage than small businesses. This lack of subsidy includes medical aid, pension funds etc. The livelihoods of artists and creatives in the industry are threatened by the lack of security and formality in the industry. Most critics of public funding for the creative industry are of the opinion that it is with good reason that the industry is mostly not subsidized as this results in extra expenditure expected from the government. However, very little attention is paid to what the possibility of subsidies could do for the future of the industry and essentially, the future of the economy of the country.

Thirdly, public entities in the creative industry like public theatres, complain of a lack of funding. Funding that is directed to the creative industry is not enough to award changes and high class production. Should more funding be directed to the industry, this will result in more production, more shows, more employees and essentially, more income and financial injection from investors will go into the industry, thus allowing for expansion.

Lastly, some of these businesses especially small businesses are not taxed and as such, funds to assist in the empowering of artists and small businesses involved in the creative industry are not available. For example, a hair dresser's or nails technician's small business or a fashion designer's work room in someone else's garage is extensively small scale. It is however imperative to note that even though these businesses are small, some of them work on large profit margins. Tax not being charged on these businesses is largely because of their informal nature. These paid taxes could assist with the creation of jobs for others as and when they are delegated by public enterprises into areas that assist or could potentially assist the community.

South African theatre provides some of the most original works to come out of the writers in the country. These writers tell their own stories. A wonderful idea to come out of this in recent events, is that a lot of playwrights are now being published and this then provides that pupils who are still in high school studying drama will read and study plays written by local playwrights. This means they will relate and find interest so much that they will want to pursue the career. A positive result of this for the writers, is that as their work gets published, not only do they receive public acclaim, publicity and appreciation, but also that it generates a source of income for them.

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<sup>133</sup> Cast of Generations a couple of years ago. Generations is a local primetime soap opera which attracts more than seven-million viewers a night, making it one of the most watched TV shows in the country. In 2014, the show's main actors claimed not to have been treated or remunerated fairly. The actors were demanding higher wages and extended contracts of work considering the audience figures and revenues that were generated by the show. The whole debacle began in 2013 and by the end of 2014, the contracts of the striking employees were terminated by MMSV Productions, producers of the show. This left the actors out of work and on the hunt for jobs.

Examples of playwrights who got published include the likes of William Shakespeare. As far back as can be remembered, high school students learn about William Shakespeare in English literature and the dramatic arts. Artists being appreciated in this manner can be seen as a great achievement.

Much of the same can be said for those involved in other types of performing arts like dance and music. Appreciation and support shown by people to the industry goes a long way in elevating the industry. The sad truth about the industry remains being able to secure a job. And because of this, many instrumentalists earn a living by playing at gigs (social events and gatherings). Places like The Orbit Home of Jazz, in Johannesburg, sees a lot of talent performing daily from instrumentalists to vocalists. However, because not everyone manages to get a slot or opportunity to perform in these places, a lot of people when interviewed allude to doing most of their performances in church or at events and functions. An upside to the creative industry, is that it allows one to showcase their talents in whichever field they feel comfortable. As previously indicated, art is very broad and so it attracts different types of people who appreciate the different elements in it. Some people appreciate music, some dance, some drama and others appreciate crafts and sculptures. Arts festivals see all these elements being celebrated together.<sup>134</sup>

The most incredible thing about the unity in the creative industry is when for example technology comes to play. Computer programmers create programmes that allow people the ability to penetrate the creative industry using software and the likes. Fashion designers are able to create prints using software, and have them printed onto fabric, creating stylish and fresh designs.<sup>135</sup>

The Department of Arts and Culture often devises plans on how arts and culture can manifest to create economic wealth and increase the appreciation of culture while enjoying art. With this in mind, many programmes were created to better establish a rich heritage, diverse in culture and art. However, some art assistance programmes were started as NGOs, created to better the skills of talented actors, dancers and musicians who wanted to pursue a career in the arts. For example, The South African State Theatre has a program called Youth In Trust (YIT). This is a program which offers training in the dramatic arts, dance, film, script writing, poetry, industrial theatre and music for all people. Although this program is worthwhile, more programmes such as this ought to be introduced. With more theatres being built in less privileged areas, such programs will increase the interest of the performing arts in people. This program is found at the South African State Theatre but the issue remains as to what about those who stay in vulnerable areas or just far from the State Theatre.

In the UK, there is a program called the National Youth Arts Trust<sup>136</sup> which affords young people from non-privileged backgrounds access to the performing arts at all stages. It provides bursaries for music, dance and drama tuition for those who cannot afford to fund themselves. A plan must be devised on how in South Africa, funding can be allocated not only for the studying of the arts but also for entrepreneurial purposes within the industry because initializing a business in the creative industry has its challenges. Such however has been attempted for example, with the introduction of ACT. The Arts & Culture Trust (ACT) is South Africa's premier independent arts and culture funding and development agency.

A number of focused funding and development programmes that were implemented by the Arts & Culture trust support a wide spectrum of activities across South Africa. Through the Professional

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<sup>134</sup> National Arts Festival – A local arts festival that takes place annually in Grahamstown. It is Africa's largest and most colourful cultural event which offers the best of both indigenous and imported talent. People flock to the city for a feast of arts, crafts and sheer entertainment.

<sup>135</sup> TV programmes show us: <https://mzansimagic.dstv.com/show/project-runway-sa>

<sup>136</sup> See more at: <http://www.nationalyouthartstrust.org.uk/>

Development Programme, the Trust makes funding available to individual artists, practitioners and arts and culture organisations and institutions in the form of once-off grants. Although a very good idea, a once-off grant does not allow a business to flourish as it would say with three grant payments. The Scholarships Programme facilitates the allocation of three grants to pursue undergraduate performing arts studies and the annual ACT Awards recognises and celebrates excellence in South African arts, culture and creativity.<sup>137</sup> Funding for scholarships etc. is available for those who wish to pursue a career in the industry however not for those already in the industry hoping to expand.

Even with the number of NGOs that have beading programs for women and so on, craftsmen and women who are working tirelessly to create artefacts do not receive any sort of funding from public or private sponsors and so production of their goods remains minimal and they remain small-scale entrepreneurs who cannot expand their businesses. More funding would enable women and men in the creative industry to employ people to assist and in that way, increase productivity while providing employment for the unemployed.

South Africa's interest in the creative industry is growing however this growth is not well-managed and as a result, people in the industry are largely out of work. This is how the term "struggling artist" was coined around the world. Getting a job in the creative side poses its difficulties and challenges. This is why most South Africans involved in the industry, travel outside of the country in order to make and afford a decent living overseas. Classically trained instrumentalists travel to play in orchestras all around the globe while classically trained opera singers move to Europe to pursue a career in opera because the industry is wider and more sustainable in those areas.<sup>138</sup>

In industries such as theatre, penetration into the field is not easy as there aren't a lot of facilities available especially for young children who grow up in townships and rural areas. A city like Pretoria for example, has the South African State Theatre, but accessing it is not easy for someone coming from a less privileged neighbourhood who has no means to get there. Provision must be made by the Department of Arts & culture, to provide facilities which enable all people of different backgrounds, access to the industry.

A lot of complaint was posed by the South African film industry that most of the films they produce are not supported enough.<sup>139</sup> Sometimes it is of grave importance to analyse the reasons behind people not fully supporting the arts. Research has shown that townships in South Africa do not have cinemas.<sup>140</sup> Being far from these facilities does not only mean ticket purchases but transport expenses as well. The closer people are to the theatres and cinemas, the more they can show support to the industry, the more people will find interest in these careers and perhaps get involved in the industry and eventually, the more people will find employment within the creative side.

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<sup>137</sup> See <http://www.act.org.za/>

<sup>138</sup> Opera singers like soprano Pretty Yende who was born in the small town of Piet Retief, lives outside of South Africa because internationally, she generates more income and accolades. She has shared the stage with the most prestigious classical musicians and is booked for up-coming performances in Europe and America. <http://prettyyende.com/>. Artists like Pretty inspire many young children to become musicians with the hopes of becoming as prominent someday. These young children's dreams are valid and can be fulfilled if only as a country, we take a stand and empower the creative industry.

<sup>139</sup> <https://memeburn.com/2018/02/south-africa-movies-success/>

<sup>140</sup> Many bioscopes that were functioning in townships were converted into churches. [https://www.huffingtonpost.co.za/2018/02/27/its-not-that-south-africans-dont-like-local-films\\_a\\_23372222/](https://www.huffingtonpost.co.za/2018/02/27/its-not-that-south-africans-dont-like-local-films_a_23372222/), <https://www.news24.com/Entertainment/SouthAfrica/SA-films-struggle-at-home-20050314>

Accessibility and distribution are challenges that the South African film industry is facing which provides a reason why funding in the creative industry is important.

The topic of receiving public money/funding for the arts and creative industries has been on the tables of many discussions around the world. However, there are critics of that idea who believe that government subsidies increases costs rather than the actual supply of the arts.<sup>141</sup>

Writers believe that if it is widely recognised that the creative industry is important for the preservation of culture and heritage, then there should be no problem financing it from voluntary sources.<sup>142</sup> These voluntary sources would include the sale of tickets, donations, private subscriptions, corporate sponsorships and legacies.<sup>143</sup>

Critics provide that the government is already in trillions of debt and funding a private enterprise like the arts is not necessary.<sup>144</sup> South Africa recorded a government debt equivalent to 53.10 percent of the country's Gross Domestic Product in 2017.<sup>145</sup> It is without a doubt that funding an industry of the arts can seem unnecessary or frivolous. A lot of what has been done or said in relation to the South African government funding the arts more so relates to keeping the heritage and appreciation of the industry alive. If that view is taken, then yes it seems a bit farfetched to expect this kind of funding if it will not have any impact on the economy of the country. It is however essential to recall the phrase "in order to make money, one must spend money." Difficult as it may seem, spending money to fund an industry that can potentially generate the country's economy does not seem like a bad idea.

What must be noted is that when funding of the creative industry increases, this allows for more resources, more theatres, more recording studios, more pottery bars and as such, more jobs, a higher level of employment and therefore more income.

The more people receive income, the more products sell, shows tickets are purchased, cinema movies are watched, and as a result, this generates the economy.<sup>146</sup>

According to a 2015 report by the Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA), in the United States, there are 4.7 million workers in the arts and culture sector. The industry contributes \$698 billion to the US economy which is 4% of the GDP.<sup>147</sup> It generated \$334.9 billion in compensation and a trade surplus of \$25 billion.<sup>148</sup> The production of creative and cultural content is a vital part of the nation's economic well-being and part of what drives the US economy, its growth and job creation.

### 4.3 International creative industries

In China, there is booming demand for creative and cultural products and services. In 2015 the Chinese 'Cultural Industries' grew 11% to a value of 2,723.5 billion CNY (approximately \$525.7 billion

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<sup>141</sup> Many are of the opinion that receiving public funding really means stealing from innocent taxpayers for unworthy courses.

<sup>142</sup> <https://www.debate.org/opinions/should-government-subsidize-the-arts>

<sup>143</sup> Available at <https://www.debate.org/opinions/should-government-subsidize-the-arts>

<sup>144</sup> See <https://www.debate.org/opinions/should-government-subsidize-the-arts> as n 8 above

<sup>145</sup> <https://tradingeconomics.com/south-africa/government-debt-to-gdp>

<sup>146</sup> <http://nfvf.co.za/home/index.php?ipkContentID=255>

<sup>147</sup> <https://www.mpa.org/press/nea/>

<sup>148</sup> n 147 above

CAD).<sup>149</sup> In 2015 they contributed 3.97% to China's GDP, with an ongoing target of 5%.<sup>150</sup> The cultural industries are central to the government's plan to shift from a manufacturing based economy to an innovation and knowledge based economy. Yet if this is to be achieved, the capacity of the sector must be built through international-standard training and educational programmes.

In comparison to South Africa, the US and China are far ahead in the game of prioritizing the creative industry and realizing its potential in generating the country's economy. It is without a doubt that an African country, having had its history, is accepted to be left behind when it comes to development. What is meant by development is financial, psychological, technological and even creative development. What now needs to happen in South Africa is the realization of potential aspects that could improve the lives of people living there. With the statistics shown of two countries that are leading in most industries, it can be concluded that the creative industry not only provides an idea of how to increase the level of employment in the country, but also a solution for many difficulties and challenges faced economically.

The creative industry has proven to contribute a lot to the GDP in many countries, increase employment and grow the economy. South Africa must initiate programmes to prioritize the inclusion of the creative industry in pushing the country forward.

Through the rise of the creative industry, cyclical, structural, frictional and seasonal unemployment will not cause as much difficulties and challenges anymore and will essentially be alleviated. This is because the creative industry is so broad, practical and functional. People watch shows both on TV and in theatres, in order for production to take place, these shows require writers, make-up artists, set designers, lighting technicians and more. With every action movie, there's a stuntman behind all the crazy stunts seen on screen. These are all creatives.

Each day people buy products. Before reaching a consumer, products go through product designs, packaging etc. and this requires individuals who work on that. Designers who either studied such courses, or are skilled in that manner.

People listen to music, people buy music and now with the rising interest in technology, music is bought on iTunes and Spotify. There is no longer a need to visit music stores to purchase CDs. The appreciation of art is prevalent now more than ever. People appreciate art. People buy art. Visual art and design industry grows just as much as real estate. Because for example, people who purchase art, often do so for home use purposes to decorate homes, offices, stores, etc.

This industry requires all sorts of skills and not just particular ones which is why it is broad, more accepting of different sets of skills and training, and has the potential to alleviate the unemployment crisis South Africa has been facing in recent decades. The creative industry provides an economic cycle that would be difficult to disturb because as problems arise, space for creativity and innovation arises and the cycle is kept afloat.

The point here is to recognize the obligation of the State in the reduction of the high unemployment rate and what the arts can contribute in that sense. The creative industry constitutes the reflection and shaping of national and individual identities and must be cherished.

An advantage that ought to be awarded to the creative industry is that while decreasing the level of unemployment, it shies away from the employer/employee set-up to one of entrepreneurship and sole proprietorship. Also, many new jobs available in the free enterprise countries of the world are

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<sup>149</sup> [https://ampia.org/wp/wp-content/uploads/EN\\_SNAPSHOT\\_20171005-1.pdf](https://ampia.org/wp/wp-content/uploads/EN_SNAPSHOT_20171005-1.pdf)

<sup>150</sup> See n 149 above



created by entrepreneurs involved in small-scale labour intensive industries so it's safe to say this industry encourages entrepreneurship.

With more investment in the creative industry as well as government recognition and funding, it is essential that more theatres, more cinemas and studios be built in under privileged areas as well as in privileged to affluent areas that have a lack of these facilities.

Not only will the creative industry create employment for those individuals who are currently unemployed, but it will continue to offer employment opportunities for future generations as it is in most instances, financially self-generating.

On many corners of roads around the city of Durban, Cape Town and Pretoria, there's independent vendors and artists selling artwork, cupboards, sculptures, at different price ranges. Hair dressers in the townships make on average, about R1500 per day between haircuts, relaxes, braiding and weaving and in affluent suburban areas, often a little more however people prefer going to salons in urban areas and townships because it is much cheaper than in suburban areas.<sup>151</sup>

Salons have an average of about 4 employees each dealing with their specialty and this allows the business to be more profitable.<sup>152</sup> A single nail technician with an average clientele of 5 people a day, can generate R1000 per day.<sup>153</sup> The beauty industry is finds way within the creative industry as it involves creative ways in beautifying individuals like coming up with stylish patterns for braiding hair and patterns for nails. With the prevalence of social media usage, it is now easier than ever before to advertise one's business, products or services to the public. Many artists now use social media as a platform to introduce their brands, businesses, and samples of their arts and crafts.<sup>154</sup>

Many of the world's millionaires are people employed in the creative industry. Entertainment and television, film and music have all created more millionaires than many other industries in the world. For example, musician Beyonce has an estimated net worth of \$355 million,<sup>155</sup> while Bollywood actor Shah Rukh Khan ranked richest actor in the world, has a net worth of \$750 million.<sup>156</sup> Because of the saturation in the market, the creative industry is a wider industry that has the potential to solve many problems in SA.

South Africa has something to share with the world. People like Dr Esther Mahlangu prove just how much South Africa is filled with talent and artistic capabilities that cannot be found anywhere else in the world because of South Africa's richness in cultural diversity. South Africans must create their own. A recent fashion show in Paris saw the runway filled with designs inspired by South African patterns and materials. In order to ensure that occurrences such as those don't take place, South

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<sup>151</sup> Interviews done in salons around Centurion, Mamelodi, Atteridgeville and Midrand provided this information.

<sup>152</sup> <https://www.destinyconnect.com/2018/09/04/start-run-successful-salon-business/>

<sup>153</sup> Average income earned, gathered by sitting in at some salons around Atteridgeville and interviewing the salon owners.

Average salaries for employees available at:

[https://www.payscale.com/research/ZA/Industry=Hair\\_and\\_Beauty\\_Salon/Salary](https://www.payscale.com/research/ZA/Industry=Hair_and_Beauty_Salon/Salary)

<sup>154</sup> A young artist and designer by the name Theo Baloyi (an ex accountant) created a shoe brand called "Bathu" that sells sneakers with a specified target market of the youth. Recently, he has had celebrities like Somizi and Duma Ntando advertise his brand on social media and has thus attracted many fans and followers.

<sup>155</sup> <https://www.forbes.com/sites/zackomalleygreenburg/2018/07/11/beyonces-net-worth-355-million-in-2018/#3aaecd724f7d>. Many others like Curtis Jackson, Denzil Washington and more, are worth millions of dollars.

<sup>156</sup> Net worth available at: <https://wealthygorilla.com/richest-actors-world/>



African designers and artists must take a stand and demand their place in the universal world of creativity.

Learners must be taught at school level, that the world is bigger than just formal education and qualification. The world requires out-of-the-box thinkers who create, invent and innovate. Art schools like Pro Arte Alphen Park and the National School for the Arts, were a wise implementation in the country to accommodate learners who wish to study further outside of mainstream learning and to learn more about the arts and grow accustomed to thinking beyond the borders of formal education. This helps prepare learners for the future and educates them on how to enrich themselves.

#### 4.4 Conclusion

Art provides a timeless means of depicting what each era was like. It does not go out of fashion. An example of this includes Tupac's music still being bought 23 years after his passing, renaissance artists having their work displayed in museums to be appreciated by different generations, today and going forward.

With all these different aspects of the creative industry, it is no wonder that one would come to a realization that the industry holds a lot of potential in generating income for many of the unemployed people struggling to find work. From the creative minds that come up with ideas to the actual implementation of the creativity, a big conundrum faced by the youth of South Africa can be alleviated.

These art forms teach people skills outside of the art skills, like discipline, communication, self-sustainability and self-efficiency. With a focus placed on the creative industry, South Africa will see a decline in unemployment, poverty and crime and the rise of a healthier economy.

It is not that Africa does not have the talent or passion to pursue the arts and creative industries, but due to lack of cash injection, not many people see it fit and rewarding to do that. Small, Medium and Micro Enterprises (SMMEs), also referred to as small business, play an important role in an economy. They can be key drivers of economic growth, innovation and job creation.<sup>157</sup> Government policy on South African SMME development was initially documented in the 1995 White Paper on SMME development to increasing financial and non-financial support, creating a demand for the products and services provided by the SMMEs and reducing regulatory constraints for these businesses.<sup>158</sup> Since the introduction of this fund, most businesses that benefit are those in finance, agriculture and technology. Not many businesses in the creative industry are assisted. Many artists can benefit from support received from the Department of Trade and Industry. SMMEs need to be more flexible.

The creative industry as explained with some examples of art and design, has immense employment opportunities which often than not, disregard qualifications and skills training. Just about anyone can be a creative as it is not limited or restricted to a certain standard or preference. Not only can it improve the level of media studies and so forth, but it can help develop many communities in Africa by creating employment opportunities for its people.

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<sup>157</sup>

<http://www.seda.org.za/publications/publications/the%20small,%20medium%20and%20micro%20enterprise%20sector%20of%20south%20africa%20commissioned%20by%20seda.pdf>

<sup>158</sup> [https://www.thedti.gov.za/sme\\_development/docs/White\\_paper.pdf](https://www.thedti.gov.za/sme_development/docs/White_paper.pdf)

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