

TAKING THEATRE TO THE SCHOOLS
PROPOSAL

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Executive summary

Komeng Music and Dance Project was founded on the 28th of November 2022 by the experienced artists that has served the industry for quite several years. The organization has been influential in developmental project around Maquassi Hills Local Municipality mostly in the schools arts and cultural activities such as SASCE and indigenous arts and cultural competition. The organization. The organization is actively involved in the local, district and provincial activities such as: The North West Cultural Calabash, aardlop, Maquassi Hills Service Point (acsr) activities, annual crime stop festival etc. The organization it is spear headed by passionate and dedicated youth/artist that are hungry to make impact in the community by using arts, culture and heritage as a vehicle, while at the time educating and entertaining the communities.

Vision

Our vision is a world where the arts and culture and heritage are respected, appreciated and celebrated. We envision a society that recognizes the importance of arts, culture and heritage in promoting social cohesion, diversity and individual and collective well-being. We strive to be a leading organization in promoting, preserving and advancing the arts, culture and heritage for present and future generations.

Mission

Is to promote, preserve, and advance the arts, culture and heritage while promoting social inclusion, diversity and collective prosperity. We aim to achieve this by collaborating with artists, cultural practitioners, heritage specialists, and communities to advance knowledge.

Objectives

- Enhancing knowledge in arts, culture and heritage.
- Promote the expression of cultural diversity.
- To create job opportunities for creative sector and heritage activists.
- To develop material and resource to support performing arts.

Project background statement

Having a theatre program in schools will provide an opportunity for learners to explore their creativity and broaden their horizon outside of traditional academic subjects. It will also foster teamwork and collaboration skills, as learners will have the chance to work with their peers on productions. As a theatre enthusiast and educator, I believe that theatre can offer numerous benefits to our learners including emotional and social development, confidence building and creative expression.

Project description

Taking theatre to the school is a comprehensive theater program designed to offer quality theatre education to primary school's learners around maquassi hills local municipality. As theatre education is essential for children's development and can significantly improve their communication, public speaking, and critical thinking skills. Taking theatre to the school is a theatre program that provides high-quality theatre education to young upcoming artists within their school's environment. The program will offer several courses, including acting, stagecraft, and technical theatre learning, and each course is specially designed to engage and inspire young minds. Our target market is eight (8) primary schools around maquassi hills local municipality that they don't have theatre program and they only offer limited curriculum in drama. The program will be implemented within the school environment, and our teachers will be professionals with extensive experience level. We aim to provide schools with a comprehensive theatre curriculum that can complement their learners overall learning. The program will be implemented as after school program.

Project objectives

- The program will boost creativity and self-expression- theatre encourage creativity, imagination, and self- expression. It provides an outlet for learners to express themselves and explore their ideas and emotions, which can lead to improved self-confidence and communication skills, these skills are highly valued in the workplace,
- Develop teamwork and leadership skills- theatre is a collaborative art form that requires teamwork and leadership. By working together to produce a play or performance, learners will learn to communicate, cooperate, and collaborate.
- Overall taking theatre to the school program will contribute significantly to the development of learners/upcoming artists and create job opportunities for youth in the creative sector, providing skills and experience that can benefit them throughout their lives.
- Increase empathy- Theatre allows learners to explore different perspectives and emotions. This can help them develop empathy and understanding towards others
- Provide a creative outlet- Theatre provides a safe and creative outlet for learners to express themselves and explore their emotions.

Swot analysis

Strength

- Opportunity to boost individual artistic profile.
- Unique selling point in bringing live theatre to schools.
- Potential for educational outcomes, supporting national curriculum standards.
- Possible long term impact on younger generations wanting to engage with theatre.

Weakness

- Requires investment in transport and set design.
- Potential challenges in adapting performances to fit different school venues.
- Likely restricted to a specific demographic in the school audience.
- Not commercially viable as other theatre ventures with greater reach.

Opportunities

- Possibility to develop partnership with schools and other educational organisations,
- Potential for fundraising and grant opportunities.
- Chance to develop a positive reputation within communities.
- Opportunity to explore and develop new educational theatre productions that fit with curriculum standards.

Threads

- Increased competition from other theatre companies with similar offerings.
- Potential for negative review affecting future bookings.
- Risk of cancellations or reschedules due to unforeseen circumstances.
- Uncertainty around government and education policy affecting demand.

Action plan

Activity plan	Start date	End date
Consultations and recruitment	15 April 2024	06 May 2024
Workshops and trainings	13 May 2024	27 September 2024
Presentations	30 September 2024	05 November 2024
Compelling activities and financial report	07 November 2024	11 November 2024
Report submission	14 November 2024	14 November 2024

Budget breakdown

items	Amount
Artistic fee	R 168 000.00
Management fee	R 52 500.00
Marketing and promotions	R 30 000.00
Transport	R 20 000.00
Administration fee	R 5 000.00
Awards	R 20 000.00
Bank charges	R 2 000.00
Auditors fee	R 3 000.00

Grand total R 300 500.00

Conclusion

The more we realize the need to partner with all relevant creative industry stake holders to promote its mandate and work as collect community to beat social challenges and embrace the culture of other nationalists in Africa, We will be able to create employment opportunities for the unskilled youth, women and disabled people, build social cohesion and national building at the same time through this partnership.