



CREATIVE CASTLE

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CONCEPT DOCUMENT FOR 2024/2025: PROUDLY AFRICAN “SHOW ME YOUR CULTURE SHOW”

Compiled by:
CREATIVE CASTLE NPC
(20 OCTOBER 2023)
“CONFIDENTIAL”

Executive Directors:
S Mdakane(Mr); SV MAVIMBELA(Miss); NNP MDAKANE (Miss)

Company Registration No: 2018/110963/08

INDEX PAGE

No	ITEM DESCRIPTION	Page No
1	CREATIVE CASTLE PROFILE	
	1.1 Background	3
	1.2 Vision and Mission	4
	1.3 Achievements	4
	1.4 Services / Product rendered	5-13
	1.5 NPC registration	13
2	EVENT PROPOSAL STATEMENT TO DEPARTMENT OF DEEDPARTMENT OF SPORTS, ARTS & CULTURE,	13-15
	2.1. NAME OF THE EVENT	6-7
	2.2. PROUDLY AFRICAN “SHOW ME YOUR CULTURE SHOW”	
	2.3 PROJECT LOGISTICS	
	2.3.1 Venue & Date	
	2.3.4 Branding of the venue and surroundings	
	2.3.6 Participant incentives (prizes)	
	2.3.7 Admin & Logistics	
	2.3.8 Marketing	
	2.3.9 Benefits to DSAC, DCSR & Forgotten Angles	
	Annexure A: Estimate Costs for 2024/2025 event	16

1. CREATIVE CASTLE PROFILE

1.1 EXECUTIVE SUMMARY

Creative Castle NPC is a non-profit company founded in March 2018 with an objective to mitigate poverty and alarming increase of unemployment rate in our youth especially in Mpumalanga Province.

Creative Castle NPC will engage in all aspect of business services synonymous to standard organization operating in the Cultural and Creative industry. Our business goal is to work towards becoming one of the leading Cultural & Creative brand in Mpumalanga and South Africa and in the future compete with leading companies in the industry, not only in South Africa but abroad.

We are not ignorant of the fact that building a standard and world class Cultural & Creative Industry (Company) from scratch requires huge capital.

Having realize and acknowledge that Mpumalanga Province is amongst the beautiful tourist destinations in the globe that prides itself with genuine natural beauty as well as talents, we have no reason to succumb to poverty hence, we saw it fit to ensure that our youth needs something that will occupy their space and mind to conquer alcohol and drug abuse plague that eventually leads to issues of Gender Based Violence.

As a pilot our team of passionate and dedicated family/staff brought to life a very positive initiative that seeks to unearth talent in a form of talent search. We have 15 volunteers' staff members, and we pride ourselves with the fact that amongst the 100% is Mpumalanga based where we inherited the experience from our professional colleagues. We believe in giving the locals a chance to show their talents and mature them.

All this exceptional performance we are about to enjoy is a collective effort from our team which is not funded.

The objective of this plan is request funding of **R500, 000.00** which will help in having a coordination of the SHOW and shows that will be 100% Mpumalanga based artists and furthermore it must display our heritage within the province by prioritizing our siSwati, isiNdebele and Xitsonga languages.

We aim to help mitigate unemployment and crime rates by making sure that at least 20-50 young people of our beautiful province are erased from un employment statistics each year and putting Mpumalanga on the world map at the same time displaying our beautiful tourist attractions such as God's window, Three Rondavels, Hotels, Guest Lodges, Chicken Dusts, Car Washes in our locations and many more in the process.

Our wish can only be made possible by securing a stable funding and sponsorships that will carry the cost coming with the execution of the series. We have tangible proof learned from our resent movie (Power of Forgiveness) that good things comes at a heavy price and we will use them just to illustrate the possible projection of the cost we may incur. Power of Forgiveness was written, edited and produced here in Mpumalanga Province hence we will continue to be proud of ourselves. We believe that our next show will elevate us to the greatest heights.

We will make sure that we take all the members of our workforce through the required trainings that will position them to meet the expectation of the company and to compete with other players in South Africa and throughout the globe.

At Creative Castle NPC our client's best interest will always come first, and everything we do will be guided by our values and professional's ethics.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client's need precisely and completely and of course producing or unearthing talents that can compete with the best in the world. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners employees and for our clients.

1.2 COMPANY DESCRIPTION

Creative Castle NPC is owned three (3) directors, Mr Sabelo Mdakane, Ms Simphiwe Mavimbela and Ms Nomfundo Mdakane.

Our Vision

Promoting and Protecting the Creative and Cultural Work

Our mission

Promote and support excellence in the arts, culture and heritage by facilitating talent search, festivals and road shows as well as developmental projects for all in the creative industry

Objectives

- ✓ To work in collaboration with other Private and Public sector so that it will be easy to fight the unemployment rate in our country and.
- ✓ To fight Gender Based Violence, Drug Abuse.
- ✓ Ensuring youth developments in our community.

Goals

- ✓ Employ more than 40 people in the series
- ✓ Empower more than 20 people per year

Our Values

Leadership: The courage to build a better future for all.

Collaboration: Leverage collective talent and skill to achieve our goals.

Integrity: Stay real in everything we do.

Accountability: For it to be, it's our responsibility.

Passion: Committed in heart and mind.

Quality: What we do it's in our best interest to do it well

Efficiency: Attain set goals within expected time.

1.3 PRODUCTS AND SERVICES

(A) Recruitment, Development and Retention of Creative Workers

Creative Castle recruits young and adults creative workers in the Arts, Culture and heritage industry of all races and cultures within the province. Once these groups and individuals are established, development plays a big part to ensure that they maintain highest standards of work in the art-form.

(B) Developmental of the Arts via continual Workshops & Seminars:

Facilitation of all workshops & seminars which take place in the province for the development of economic empowerment through the creative industry, in partnership with other stakeholders. These workshops are aimed at the development of the arts in the creative industry. It is this development that will see Mpumalanga producing world superstars.

(C) Coordinating of Cultural, Creative & Heritage Events:

Planning, organising, marketing and hosting of all Arts, Culture & heritage events in the province, including national events in consultation with stakeholders and sponsors. These include talent search, competitions, festivals and concerts. This is where the Creative Castle will gauge the extent of development attained.

(D) Promotion of community development projects:

Using local based arts, culture and heritage specialists in training, facilitating in these sectors. The following are among some of the facilitators we have developed within the province: Mr. Enock Ngwenya (Wire Specialist), Ms Nelisiwe Mkhathshwa (fashion Designer), Gogo Esther Mahlangu (Visual Arts) Dr.SP Qwabe, Miss Happy Hlebela, Mr. TS Tlou, Dr Thanduxolo Maboea, Mrs Frances Conradie and Mr Edward Phiri. These are also highly professional composers in our province: Mr Jabu Luphoko, Mr. Jabu Ngwenya, the young Mr Lunga Dlamini and others. Furthermore, during arts, culture & heritage events, economic development of local businesses (e.g. guest-houses, salons, taxi/bus services, clothing designers, etc) are driven.

(E) Recognition of or Arts, Culture, Creative and Heritage heroes and Heroines (Activists):

Mpumalanga is one of the province that did not recognised/ awards its own activists in the arts, cultural, creative and heritage sector. We have seen sports awards for those that have excelled from this province. Despite that there were so many attempts by the department to do so through other organizations, but this was not done in a properly manner. Creative Castle NPC with its reputation will bring back this initiative of awarding our own in all the sectors.

1.4 STRATEGIC AND MARKET ANALYSIS

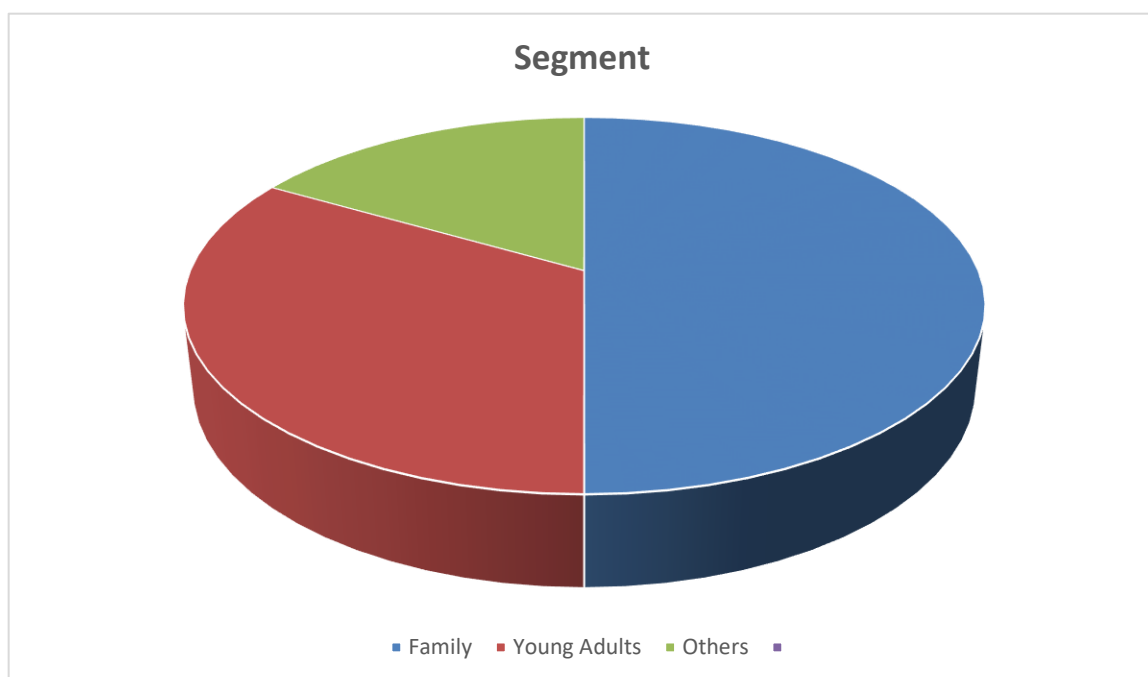
The local business community has shown great support for the services especially the crafters and fashion designers that we did in the past as the community takes pride in having an opportunity to feature in the our search that we conducted.

Competitive Analysis

We believe that we hold strong competitive advantage against our competitors because our core strength lies in the power of our team that we have. We have a team that can go all the way to give our clients value for their money. We are well positioned in the heart of Mpumalanga and we will attract loads of clients because of the work we do. This gives us a first mover advantage against rivalry.

Target Market Segment Strategy

These two market segments, families, and young adults are targeted specifically because they comprise the two largest segments of Mpumalanga's population. Our Series is determined to be a community-oriented business and seeks to serve as much of the population as possible. However, the show will be available for attending by all age groups



MARKETING PLAN

Creative Castle NPC intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business's developed show/ concert among its targeted market. Below is an overview of the marketing strategies and objectives of Creative Castle NPC.

Marketing Strategies

- (F) Establish a strong presence in targeted domestic film markets.
- (G) Establish connections with entertainment advertising agencies and marketing firms
- (H) Build a large network of financial backers.

Marketing Strategies

Management intends to use a qualified advertising companies to help the company reach its intended audience for each event. This campaign will include the use of traditional print and media advertising as well as the internet. Direct advertising campaigns will be significant to the Company. Timely coverage of the PR Company's intellectual properties will be further directed through on going press relations, news releases and feature stories targeted at key professional communities and other media outlets. Publicity activities will be designed to generate ongoing coverage about the Company in targeted media by providing writers and editors with newsworthy releases, features, stories, briefs and visual material for their columns and stories.

Sale Strategy.

Our sales marketing team will be recruited based on their vast experience in the arts and culture industry, and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall goal of the organization.

We will also ensure that our excellent shows speak for us in the marketplace.

Our business goal is to build Creative Castle NPC to become one of the leading choice in the whole of Mpumalanga South Africa which is why we have mapped out strategy that will help us take advantage of the available market and grow to become a major force to reckon with not only South Africa but in the world stage as well.

Creative Castle NPC is set to make use of the following marketing and sales strategies top attract client.

- Introduce our business by sending introductory letter alongside our brochure to organizations and key stake holders in the film industry in Mpumalanga and other parts of the South Africa.
- Advertise our business in relevant entertainment magazines, Newspaper, Tv Stations and Radio.
- List our business on yellow pages ads (local directories)
- Attend relevant international and local Creative festival, expos, seminars, and concerts.
- Create different packages for different Category of clients in order to work with their budgets and still produce top notch video or movies for them
- Leverage on the internet to promote our business.
- Engage in direct marketing approach
- Encourage word of mouth marketing from our loyal and satisfied clients

Publicity and Advertising Strategy

We are aware that there is not any business that despises new clients. This is the reason why we have been able to work with brand and publicity specialty to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market.

Below are the platform we intend to leverage on to promote and advertise Creative Castle NPC;

- Place adverts on both print and electronic media platforms.
-

- Box Office, Live Streaming, DVDs
- Maximize our official website to promote our business.
- Leverage on the internet and social media platforms like; YouTube, Instagram, Facebook, Twitter, LinkedIn, Badoo, Google+ and other platforms (music online forums) to promote our business.
- Offer pro born services as part of our community social responsibility
- Ensure that we position our banners and billboards in strategic positions all around Mpumalanga.

1.5 MANAGEMENT TEAM

The Company was founded by Mr Sabelo Mdakane, Ms Simphiwe Mavimbela & Ms Nomfundo Mdakane with much interest and a lot of experience in the cultural & Creative industry under an 80/20% ratio. The only 20% is owned by the current management team appearing on the organogram. Through their knowledge, they will be able to bring the operations of the business to profitability within its first year of operations.

Our Business structure

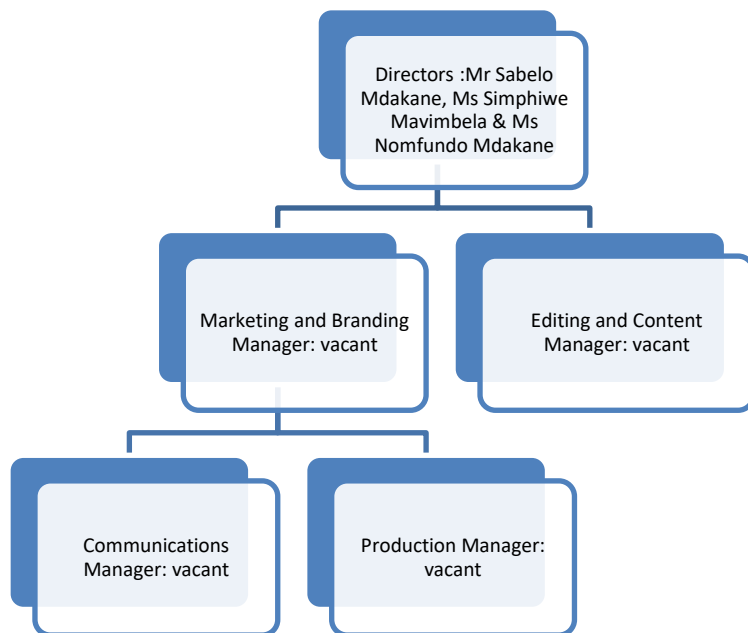
The success of the business is to a large extent dependent on the business structure of the organization and the people who occupy the availability role. Creative Castle NPC will build solid business structure that can support the growth of our creative industry business.

We will ensure that we hire competent hands to help us build the business of our dream. The that we want to become one of the leading film and video production brand in the industry in the whole of South Africa of America makes it highly necessary for our organization to deliberately build a well-structured business from onset.

We will work hard to ensure that we only attract people with the right mindset to help us achieve our business goals and objectives in record time. Below is the business structure that we will build Creative Castle NPC.

- Chief Executive Officer
 - Entertainment Lawyer/Legal Secretary
 - General Manager
 - Admin and HR Manager
 - Marketing and Sales Executive
 - Accountant/ bookkeeper
 - Front Desk Officer
 - Researchers
-

ORGANOGRAM



1.6 JOB ROLES AND RESPONSIBILITIES

Chief Executive Officer:

Increase management's effectiveness by recruiting, selecting, orienting, training, coaching, counselling and disciplining managers; communicating values, strategies and objective; assigning accountabilities; planning; monitoring and appraising job results, developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

Responsible for providing direction for the business

Creates, communicates and implements the organization's vision, mission and overall direction leading the development and implementation of the overall organization's strategy

Responsible for authorizing and documents on behalf of the company

Evaluates the success of the organization.

Marketing and Sales Executive

Once the movie is ready, then the marketing team will go out to market and promote it.

- Identify, prioritize and reaches out to new partners and business opportunity.
- Identifies business opportunity follows up on development leads and contacts; participates in the structuring and financing of projects; assure the completion of music projects.
- Responsible for supervising implementation, advocate for the customer's needs and communicate with clients, cinema operators and movie distributors.
- Develops, executes and evaluates new plans for expanding increase sales.

- Documents all customer contact and information
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

Production Manager

- A production manager's role is being the head of the administrative business of the production
- Organizing the crew and technical requirements

Editing and Content Manager

- Edit the footage that has been shot to create the final products.

Entertainment Lawyer/ Legal Secretary

- Responsible for drawing up contracts and other legal documents for the company
- Welcomes guests and clients by greeting them in person or on the telephone, answering or directing inquiries.
- Produces information by transcribing, formatting, inputting, editing, retrieving, copying and transmitting text, data and graphics, coordinating case preparation.
- Provides historical reference by developing and utilizing filing and retrieval systems; recording meeting discussions, maintaining transcripts, documenting and maintaining evidence.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Research Manager

- Responsible for managing every activity that goes in the studio
- Responsible for managing the company's video editing department
- Handle any other responsibility as assigned by Chief Executive Officer

Project Convener

- Responsible for developing concept and from start to finish
- Responsible for choosing the right locations to host the show
- Works with the accountant and other stake holders in the company to draw - up a budget for any projects.
- Handle any other responsibility as assigned by the Chief Executive Officer

Marketing & PR Manager

- Responsible for handle any picture related job for the company; helps achieve certain specific sounds or feeling to portray through that matches with the show (especially for pictures).
- Responsible for handling all aspects of video shooting on location.

Admin and HR Manager

- Responsible for overseeing the smooth running of HR and administrative task for the organization.
- Maintains office applies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operations of film shooting and studio equipment by completing preventive maintenance requirements, calling for repairs
- Defines job positions for recruitment and managing interviewing process.
- Carries out staff indication for new team members
- Responsible for training, evaluation and assessment of employs
- Responsible for arranging travel, meetings and appointments
- Design job descriptions with KPI to drive performance management for clients.
- Regularly hold meetings with key stakeholders to review the effectiveness of HR policies, procedures and Process
- Facilitates and coordinates strategies sessions.
- Works directly with clients in a non-advising capacity, such as answering questions, scheduling appointments, and making sure all training concerns are properly taken care off.
- Oversees the smooth running of the daily office activities.

Accountant/bookkeeper

- Responsible for preparing financial reports, budgets and financial statements for the organization
 - Provides managements with financial analyses, development budgets and accounting reports; analyses financial feasibility for the most complex proposed projects; conducts market research to forecasting trends and business conditions.
 - Responsible for financial for financial forecasting and risk analysis
 - Performs cash management, general ledger accounting and financial reporting for one or more properties.
 - Responsible for developing and managing financial systems and policies
 - Responsible for administrating payrolls.
 - Ensures compliance with taxation legislation
 - Handles all financial transaction for the company.
 - Serves as internal auditor for the company
-

Client Service Executive

- Ensures that all contacts with clients (e-mail, walk in center, SMS, or phone) provides the client with personalized customer service experience of the highest level.
- Through interaction with clients on the phone, uses every opportunity to build clients interest in company's products and services.
- Manages administrative duties assigned by the manager in the effective and timely manner.
- Consistently stays abreast of any new information on the company's products, promotional campaign etc. to ensure accurate and helpful information is supplied ton clients when they make enquiries.

Front Desk Officer

- Receives Visitors/Clients on behalf of the organization
- Receives parcels/documents for the company
- Handles inquiries via e-mail and phone calls for the organization
- Distribute mails for the organization
- Handles any other duties as assigned the line manager.

1.7 SWOT ANALYSIS

Creative Castle NPC ENGAGED THE SERVICES OF A CORE professional in the area of cultural & creative production consulting and business structuring to assist the organization in building a standard an world class arts & culture sector that can favorable compete with other leading Cultural & Creative Industry brands in the South Africa of America.

Part of what the business consultant did was to work with the management of the company in conducting a comprehensive SWAT analysis for Creative Castle NPC. Here is a summary from the result of the SWOAT analysis that was conducted on behalf of Creative Castle NPC:

- **Strength**

Our core strength lies in the power of our team and the latest talent search and workshop on intellectual property (IP) & compliance that we coordinated. We have a team that can all the way to give our clients value for their money; a team that can organize a world class event that can favorably compete with event organized by leaders in the industry.

We are well positioned in the heart of Mpumalanga and we know we will attract loads of clients & artists from the first day we coordinate our event.

- **Weakness**

As a new Cultural & Creative organization based in Mpumalanga - the headquarter of cultural & industry in the world, it might take some time for our organization to break into the market and attract some well-

established artist and bigger corporations and investors; that is perhaps our major weakness. Another weakness is that we may not have required cash to pump into the promotion our business the way we would want to. Also our weakness is the place to house our organization. Currently we are operating in a private house.

- **Opportunities**

The opportunity in the cultural & creative industry is massive especially in a place like Mpumalanga- where and we are ready to take advantage of any opportunity that comes our way.

- **Threats**

We like other brands in the industry, have our own fair share of threats. Hence, technology and the internet which of course is a major tool for the advancement and gains achieved in the cultural & creative industry can also poses a threat to the industry.

The truth is that with advancement of technology, it is now easier for individuals to online viewership and festival without the help of professional film and video production companies. So also, just like any other business, one of the major threats that we are likely going to face is economic downturn.

It is a fact that economic downturn affects purchasing spending power. Another threat that may likely confront us is the arrival of a new Cultural & Creative organization company in same location where our target market exists and who may want to adapt same Business model like us.

1.8 KEYS TO SUCCESS

- Proper theme selection for the audience and venue environment.
- Careful management of internal finances to control costs
- Great customer service

1.8 NPC REGISTRATION

The company was successfully registered with section 223 of 2008 in terms of the company Act. (Act 71 of in 2008). The registration number is **2018/110963/08**

PART 1:

PROPOSAL STATEMENT TO DEPARTMENT OF SPORTS, ARTS & CULTURE (DSAC)

PROPOSAL STATEMENT:

Creative Castle NPC has identified the increased **need to coordinate show called “Proudly African “me your Culture” 2024/2025** by driving vigorously the programs listed below:

- *Coordinating a arts, cultural & heritage show*
 - *Cultural dance, Storytelling & Poetry*
 - **Showcasing different cultures in Africa in different style (dance, storytelling and poetry)**
 - *Facilitating youth development programs in performing arts shows*
 - *Amatshitshi within Gert Sibande District (UNomkhubulwane)*
-

- *Promoting rare music programs in rural communities of the Mpumalanga Province*
- *Economic empowerment of woman, youth and artists at large through performing arts*
- *Skills development and transfer to ensure sustenance of local arts and culture*
- *Maximise audience participation in rare music events*
- *Driving social cohesion through music.*
- Job creation for different sectors to ensure
- Celebrating 30th Democracy in South Africa
 - Most of the youth are not privileged to information to the democracy and there are no platforms to raise their concerns or appreciation of being free South African

2. REQUEST STATEMENT:

Creative Castle hereby requests DSAC & DCSR and Forgotten Angle to grant funding for 2024/20225 year, to execute the show listed below.

2.1 DISTRICT CULTURAL DANCE, POETRY & STORY TELLIGN SHOW: “PROUDLY AFRICAN, SHOW ME YOUR CULTURE DANCE, STORY-TELLING & POETRY FESTIVAL”.

There are number of difference Citizen residing in South Africa, especially in Mpumalanga:

The show will be in the following form

- 2.1.1 Performance & Celebration
- 2.1.2 Poetry
- 2.1.3 Story- telling

For this reason, Creative Castle has seen a gap that needs to be closed as soon as possible. This will encourage these creative workers to take their work seriously and also the worth of it. We therefore request DSAC consider funding us for this initiative.

2.3 PROJECT LOGISTICS

2.3.1 Venue & Date:

- Proposed venue shall be decided upon by the two parties involved and shall rotate among the four regions depending on the availability of the resources. For 2023/24 event, venue shall be sought around the four (7) local municipalities of Gert Sibande District Municipality (Msukaligwa, Chief Albert Luthuli, Mkhondo, Dipaliseng, Govan Mbeki, Isaka Ka Seme, & Lekwa by successfully securing a venue with adequate capacity and resources. Date of the event shall be 09 December 2023

2.3.2 Branding of the venue and its surrounding:

All stakeholders who are in partnership of the funding (DSAC, DCSR shall use their own branding equipment including the suppliers listed on its own database for job creation opportunities.

Displaying and selling of cultural items (exhibition) shall be included as part of promotion, with the restricted procedure authorised by the funder and Creative Castle NPC.

2.3.3 Event duration:

The event will be held in an indoor and outdoor venue

2.3.4 Participant incentives (prizes):

Incentives shall be paid as reflected on the table shown on Annexure A.

3.1 **Benefits to the us (Creative Castle NPC) & CCI**

- (a) **Building of profile:** Creative Castle will have an opportunity to build its profile so that it matches other well know companies/ organizations in the industry.
- (b) **Platform for creative workers :** Creative Workers that do not have access recognition
- (c) **Skills Development for Creative Workers: Creative Workers** will get opportunity to be developed, recognised and otherwise
- (d) **Economic empowerment:** selling of quality products and royalties will eventually empower our artists financially

3.2 **Benefits to the DSAC:**

(a) **Community engagement.** Each municipality consists +-50 informal/ unpopular creative workers. DSAC, are unable to reach every corner in Mpumalanga. This will be the vehicle for DSAC to reach most of the vulnerable artists/ creative workers.

(b) **Conveyance of DSAC, messages to the public:** (e.g. HOD, DG or appointed Representative) will have annual platform to convey key messages of the organization it wishes to share with the community as part of service delivery (e.g. yearly priorities, projects progress, etc.).

(c) **Attraction informal:** Most of Mpumalanga Artists are old in age and are illiterate to access information via technology. Some are from rural areas where technology is a challenge. This event/ project will bring changes to them as the information will be close to them.

(f) **Drive to increase awareness of DSAC, membership in Mpumalanga:** As Mpumalanga is one of the rural areas, most creative workers are not familiar with the marketing platform.

Annexure A: Estimate Costs for 2024/2025 Provincial Programs:

BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE			
DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
1. ACTIVITY PLAN BUDGET: OPERATIONAL			R93,000.00
Accounting/ bookkeeping fee	1	R5,000.00	R5,000.00
Audit fee	1	R10,000.00	R10,000.00
Bank Charges	1	R3,000.00	R3,000.00
Stipends / Allowances for office bearers	5	R15,000.00	R75,000.00
2. ACTIVITY PLAN BUDGET: EVENTS			R407,000.00
Hospitality (main event)	400	R230.00	R92,000.00
Performance fee for artists groups & individual	10	R15,000.00	R150,000.00
Backups (Generator & Marquees)	1	R10,000.00	R10,000.00
Security Services	1	R15,000.00	R15,000.00
Transport for artists and other activities	5	R15,000.00	R75,000.00
Marketing & Communication with Logos of funders (Branding)	1	R50,000.00	R50,000.00
Venue hire	1	R15,000.00	R15,000.00
SUBTOTAL			R,000.00
Grand Total			R500,000.00