

Wide range of benefits attract diverse spread of new members to BASA

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Business and Arts South Africa is starting the year with a slate of new members, drawn from a diversity of businesses - but all committed to furthering their relationship with the arts.



Among the new members is The Walt Disney Company Africa. Says Country Manager, Christine Service, "As a company committed to developing creative work ranging from film, television music, live theatre and more we are excited to have joined the BASA network.

"This partnership, we hope, will not only helps us to access likeminded companies to work with on some of our projects but also will connect us to the attractive pool of creative talent in SA."

The Walt Disney Company Africa has brought the Steven Spielberg directed movie, *War Horse*, to South Africa. The film is based on the book by Michael Morpurgo - also the basis for the award-winning theatre production that uses life-sized puppets by the internationally renowned, Cape Town-based Handspring Puppet Company. One of the horses, Topthorn, made a special appearance at the 14th Annual Business Day BASA Awards, supported by Anglo American.

The multiple benefits offered by Business and Arts South Africa are a significant attraction for businesses like The Walt Disney Company and other new members, including Coffeebeans Routes, Keith Kirsten Horticulture International (Pty) Ltd, Louis Karol Architecture & Interiors, PPC Cement, Julia Meintjes Fine Art, Stephan Welz & Co (Pty) Limited, 3 Millar Warehouse, Snazzi Solutions, Trainiac SA (Pty) Ltd, and Johannesburg-based fashion designer, Suzaan Heyns. Sibisi Gallery, which opened at Melrose Arch in February, is another new BASA member.

Many of BASA's new members are already involved in arts projects - among them Coffeebeans Routes which is flying the flag for cultural tourism in Cape Town with plans to expand to other parts of the country.

PPC Cement is a previous Business Day BASA Awards, supported by Anglo American, award winner, taking home the Increasing Access to the Arts in 2011 for 'from the hip: kulumakahle - Tell-Tale Signs Schools' Tour'. PPC is also the sponsor of the Young Concrete Sculptor Awards (YCSA) competition aimed at artists of 18 years and older who are either beginners in the field of sculpture or who are not yet considered professional or established artists.

As the country's only internationally recognised development agency committed to incorporating the arts into business in a way that feeds into corporate success, BASA's core benefit is working with its members to identify potential opportunities (in terms of sponsorship and corporate social investment) within the arts sector, based on a brief provided by the company, with the aim of brokering partnerships. A Bespoke Research service is also available to BASA's members - all of whom can include their membership of the organisation as part of a commitment to Corporate Social Investment.

In addition, networking opportunities, as well as publicity and promotion through BASA's multiple media partnerships are part of BASA's regular membership benefits. For many members, the regular events held by BASA are a route to taking part in the organisation's many projects including the BASA Mentorship Programme, supported by Etana. Members are

also kept abreast of the prestigious Business Day BASA Awards, supported by Anglo American.

To find out more about how to become a Business and Arts South Africa member and the benefits that come with this, please visit www.basa.co.za or contact 011 - 447 2295.

About Business and Arts South Africa NPC:

Business and Arts South Africa NPC is an internationally recognised South African development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa NPC encourages mutually beneficial partnerships between business and the arts. Business and Arts South Africa NPC was founded in 1997 as a joint initiative of government and the business sector, to secure the future development of the arts industry in South Africa, through increased corporate sector involvement. Established as a Non Profit Company, Business and Arts South Africa NPC is accountable to both government and its business members.

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