Research from many parts of Africa reveals the role and significance of cultural heritage and the creative arts in sustainable development. According to Njogu and Mugo-Wanjau (2007, p.189), ‘when used as a dynamic process, culture could be a tool for social change and art can be used for the creation of awareness, behavior modulation, advocacy, therapy and the mobilization of social support.’ The evidence is that the relationship between culture and development can justify the contribution of culture in African economies.

This conference will underscore the need for African governments, educational institutions, and the society at large to conserve, protect, transmit and present the continent’s culture and heritage and the creative arts. The event will reflect on current developments in the Arts and Culture sector and to address areas that need critical attention. The conference will bring together key players from the continent’s arts and culture sector; including policy makers, artists, educationists and the media. It is hoped the event will give impulse to new initiatives for strengthening the continent’s cultural sector and stimulating cooperation between players in the regions.

**Benefits of Attending**

- Promote the conservation, protection and transmission of African culture and heritage.
- Explore how artists can give voice to culturally diverse communities in African countries.
- Appreciate the role and contribution of the arts and heritage sector to economic growth, employment creation and trade.
- Strengthen development focusing on ecotourism as a vehicle for indigenous communities’ economic growth.
- Developing a Human Resource strategy for the cultural heritage and the creative arts sector.
- Tap into civil society creativity and potential in raising the profile of the arts and cultural heritage in Africa.
- Appreciate that the arts and culture sector goes beyond mere music, dance and drama.
- Lobby for the expansion and growth of existing initiatives in the cultural and creative industries to create large scale and high impact programmes.
- Promote Cultural Heritage and Creative Arts Studies in Education

**Who Should Attend?**

- Performance Artists
- Music Consultants
- Lecturers
- Ecotourism Experts/Professionals
- Producers
- Curators
- Research Chairs
- Cultural/Literature Consultants
- Scientists
- Script Writers
- Museum Directors
- Government Policy Makers
- Community Development Leaders
- Employees of Cultural Heritage Institutions & related organizations
- Programme Managers / Officers
- Studio Managers
- Archaeologists
- Directors of Cultural Foundations
- Historians
- Community Based Tourism Advisers
- Production Artists
- Heritage Directors/Managers
- Managers of Culture & Heritage Departments in universities
- Managers of Cultural / Arts Organizations
- Chief Directors
- Mayors
- Traditional Artisans Creative Directors

**Expert Speaker Panel**

Dr Penny Bernard: Senior Lecturer
Dept of Anthropology, Rhodes University

Dr Jan Nel: Acting Head
Department of Entertainment Technology
Tshwane University of Technology

Mr Dumisani Sibayi: Executive Officer
South African Heritage Resource Agency

Mr Baba Buntu: Executive Director
Ebukhosini Solutions

Dr Bassam El Shammaa: Author and Lecturer on Egyptian History.

So Inhwa: Visiting Researcher International Library of African Music

Dr Fraser McNeil: Senior Lecturer
Dept of Anthropology and Archaeology
University of Pretoria

Professor Chris Boonzaaier: Dept of Anthropology and Archaeology
University of Pretoria

Prof. Joseph E. Mbaïwa: Associate Professor (Tourism Studies) University of Botswana

Deirdre Prins – Solani: Director,
Centre For Heritage Development in Africa based in Kenya

Prof Afrikadzata Duku: Published Author and Poet
Afrikadzata Duku Corporatation-Ghana
Day One Conference

29 February 2012

08:00 Registration and Early Morning Refreshments
08:20 Chairperson’s Opening Remarks
08:30 Mini-Workshop: The Place of Museums in Cultural Heritage Preservation.
  - The museum as a community centre
  - Museums as a business venture
  - Museums and the promotion of cultural diversity
  - Research/Documenting African culture.
  - The place of museums in social and economic development.
  - Online teaching teaching/learning and research
  - Formation of traditional music and dance groups
  - Museums and the promotion of tourism
Mr Dumisani Sibayi: Executive Officer
South African Heritage Resource Agency

09:30 The Role of Theatre in Preserving Traditions and Culture.
  - What is the meaning of tradition and culture for current and future generations?
  - How do traditions and culture influence today’s theatre?
  - How can tradition and culture affect our artistic expression and thinking?
  - How can traditions affect form and artistic images on stage?
  - How can the theatre assist in preserving culture and tradition?
Dr Jan Nel: Acting Head
Department of Entertainment Technology, Tshwane University of Technology

10:00 Midmorning Tea Break

10:45 Mini-Workshop: Developing Viable Community-Based Ecotourism projects
  - Planning ecotourism with communities and other stakeholders.
  - Considering the potential conservation gain.
  - Checking the preconditions for ecotourism.
  - Adopting an integrated approach
  - Developing viable community-based ecotourism projects.
  - Establishment of community businesses.
  - Provision of tourism training and marketing assistance.
  - Development of compatible economic activities such as handicraft production and tour guiding
Prof. Joseph E. Mbaiaua: Associate Professor
(Tourism Studies) University of Botswana

12:00 The role of Cultural Villages in the Conservation of Heritage
  - The cultural village and its impact on the sustainability of a culture
  - Cultural villages as part of alternative tourism.
  - The issue of authenticity in its portrayal
  - Social and economic benefits for the host/community
Prof Chris Boonzaaier: Dept of Anthropology & Archaeology
Univ of Pretoria

13:00 Lunch & Networking
14:00 Heritage Development and Preservation
  - Preservation, Management and Promotion of African Cultural Heritage
Deirdre Prins – Solani: Director,
Centre For Heritage Development in Africa based in Kenya
15:00 Afternoon Tea & Networking
15:15 Workshop Continues...

16:00 Chairperson’s Closing Remarks

End of Day One
### Day Two Conference

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Registration and Early Morning Refreshments</td>
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<tr>
<td>08:20</td>
<td>Chairperson’s Opening Remarks</td>
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<tr>
<td>08:30</td>
<td>Pharaoh’s Inventions</td>
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<tr>
<td>10:45</td>
<td>Midmorning Tea Break</td>
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<tr>
<td>11:00</td>
<td>Promotion of Authentic Afrika Culture as the foundation for development on the continent</td>
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<tr>
<td>12:00</td>
<td>Mini-Workshop: Creative Arts Education: concepts and fields of application</td>
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<td>- Challenge in modern education: making the greatest number of people inventive, capable of personal creativity and able to adapt mentally to a changing world, while preserving their own identity and cultural values.</td>
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<td></td>
<td>- Arts education and cultural and artistic traditions.</td>
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<td>- Arts education and the multicultural society</td>
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<td>- Keys to interdisciplinarity</td>
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<td>- Teaching arts and creativity in schools/colleges and universities.</td>
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<tr>
<td>13:00</td>
<td>Lunch &amp; Networking</td>
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<tr>
<td>14:00</td>
<td>How can traditional music maintain relevance in contemporary society?</td>
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<td>- Has traditional music changed with the times - if so, in what ways and by whom?</td>
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<td>- What values can we take from traditional music that will keep it relevant in modern society?</td>
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<td>- Should traditional music change?</td>
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<td>Dr Fraser McNeil: Senior Lecturer,</td>
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<td>Department of Anthropology &amp; Archaeology</td>
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<td>University Of Pretoria</td>
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<td>15:00</td>
<td>Afternoon Tea &amp; Networking</td>
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<tr>
<td>15:15</td>
<td>Exploring opportunities in Korea for South African Artist and heritage practitioners</td>
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<td>So Inhwa: Visiting Researcher,</td>
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<td>International Library of African Music</td>
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### End of Day Two

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### Day Three - Tour

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<tbody>
<tr>
<td>08:00</td>
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<tr>
<td>08:20</td>
<td>Chairperson’s Opening Remarks</td>
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<tr>
<td>08:30</td>
<td>Handing over proceedings to Tour Guide and his team</td>
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<tr>
<td>09:00</td>
<td>Touring of Historical sites at the Cradle of Humankind</td>
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<tr>
<td>13:00</td>
<td>Lunch</td>
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<tr>
<td>14:00</td>
<td>End of The Conference &amp; departure</td>
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