

Entry now open for new-look Business Day BASA Awards, supported by Anglo American

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Entry into the 13th Annual Business Day BASA Awards, supported by Anglo American, is now open - and this year there are several exciting new categories that substantially broaden the reach of South Africa's most prestigious business and arts award event.

The 12 categories open for entry now cover an increased range of creative mediums with architecture joining the likes of design, visual arts, dance, theatre, physical performance, fashion and music in being eligible for recognition.

Among the new categories is the Art Champion Award, designed to pay tribute to an individual whose personal passion has significantly propelled the involvement of business in the arts over the past year.

"What we are seeing with the refined categories is a recognition of the power of individuals to drive the relationship between the business they work for and arts projects that they wholeheartedly believe in," comments *Business Day* editor, Peter Bruce.

This is echoed by Premilla Hamid, Head of Public Affairs, Anglo American SA, "Whilst the past year has been challenging for a number of businesses, it's encouraging to still see the commitment of business to the arts projects they support. Being a long standing supporter of arts and culture, we are indeed proud of our partnership with the Business Day BASA Awards, as it is, a project that is aligned to our commitment to create growth and development in South Africa; and what better way to do this than by recognising and celebrating the great strides achieved in this sector."

The all-important two-way relationship between businesses (or individuals) and arts projects underpins all 12 categories in the 13th Annual Business Day BASA Awards, supported by Anglo American. It's also the defining feature of the highly-coveted Chairman's Award which is nominated and decided by the judging panel and last year was won by the Field Band Foundation and its raft of business partners including De Beers, PG Group, PG Bison, Anglo American, Remgro/Venfin, Stefanutti Stocks, Investec, KPMG and Ogilvy in Durban.

"We have also redefined the categories to pay closer attention to the creativity that is required on both sides to ensure the success, sustainability, and development of business and arts partnerships," comments Michelle Constant, CEO of Business and Arts South Africa.

A fine example of this is the Innovation Award, which recognises the most innovative and progressive partnership in all mediums of creativity. It must also be a partnership that served all partners' purposes effectively over the past 12 months, and highlighted creativity and originality in the process.

The Sustainable Partnership Award builds on the previous category of Long-Term Development, giving recognition to a company which has significantly developed and expanded its commitment to an arts project over three years or longer and can demonstrate the value and sustainability to both the business and arts project.

With regard to the sustainability of projects Business and Arts South Africa has decided that projects may be nominated on a year on year basis as part of its sustainability strategy regardless of previous wins.

In total, the Business Day BASA Awards, supported by Anglo American, features 12 categories with nine of these being open for general entry. 2010 also sees the awards launch a brand new, easy to use online nomination process to facilitate ease of entry. This is to be found on the Business and Arts South Africa website at <http://www.basa.co.za>. The Awards

section features guidelines, rules and regulations and the online nomination forms.

It is important for participants to note that the shortlisted nominees may be required to do a presentation to the panel of judges in Johannesburg during July 2010. The closing date for entries is 21 May 2010.

“We believe that these one-on-one presentations will also be able to show the judges the passionate stories behind the impact, value and success of business and arts partnerships,” says Constant.

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