

# The BASA Education Programme, supported by Etana, comes to Cape Town

Issued by [Business and Arts South Africa](#)

6 Mar 2013

The BASA Education Programme, supported by Etana, is heading to Cape Town in March with the aim of educating, training and up-skilling arts organisations in the region.

The one day series of workshops takes place on Tuesday, 19 March, at Iziko Slave Lodge and follows-on from a very successful workshop series in Johannesburg.

The Cape Town series begins at 10:30am with a session on Corporate Sponsorship of the Arts - a perspective on CSI (Corporate Social Investment) and Marketing Spend, presented by Irma Albers, Arts and Culture Controller, at Distell Ltd.

It's followed by a workshop at 1pm by Adam Pike, Associate Partner at Webber Wentzel, gives insight into Duties and Liabilities for Board Directors.

The day wraps up at 2.30pm on Understanding and Connecting with Your Customer, presented by Mike Freed, founding Director of Freedthinkers.

"My focus will be on funding strategies and objectives of corporate sponsorship in the arts," comments Albers. "I will also be highlighting the key elements needed in making the sponsorship approach - all with the outcome of a mutually beneficial relationship."

Pike will provide crucial insight into the duties and liabilities for Board Directors, especially Directors serving on non-profit arts boards. He'll also look at different aspects of corporate governance as they relate to Board functions and Director's roles in non-profit organisations. In addition, the relationship of King III's to liability in the Companies Act will be examined.

"The Institute of Directors has recently issued a guide to the application of King III for non-profit organisations," says Pike.

"It is clearer now, more than ever, that non-profit organisations are required to ensure that they carry out their mandates in line with best practice. Moreover, the management of non-profit organisations is subject to the same scrutiny as directors of profit companies. The perceived altruistic purpose of non-profit organisations can no longer serve as an excuse for poor corporate governance."

In the closing workshop, Freed's presentation will equip workshop participants with the tools to understand and connect with "customers" in four parts.

"The arts are food for the soul of individuals and our nation," says Freed. "Helping artists to be the best they can be is as vital for our country's health as protecting our food and water supplies"

To be part of the BASA Education Programme, supported by Etana, and attend these important, insightful and stimulating workshops contact: BASA at [info@basa.co.za](mailto:info@basa.co.za) or call the Head Office on 011 447 2295/2289.

## NOTES FOR EDITORS

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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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