



African Artists for Development Status Report

AFRICAN ARTISTS
FOR DEVELOPMENT

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MUSIQUELAINE SA

A constituted not-for-profit Organisation with pending Public Benefit Organisation (PBO), Non-Profit Organisation (NPO), Community Service Organisation (CSO) and Community Benefit Organisation (CBO) registrations.

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1. Preamble

Musiquelaine South Africa is a fully-constituted not-for-profit Organisation with pending Public Benefit Organisation (PBO), Non-Profit Organisation (NPO), Community Service Organisation (CSO) and Community Benefit Organisation (CBO) applications submitted to the relevant South African national and local authorities.

Our core objectives are to:

- promote the development of classical and jazz music in South Africa
- initiate the development of music in disadvantaged community schools
- help learners develop a love of classical and jazz music
- raise the morale of learners and teachers by providing artistic fulfillment
- provide a foundation in classical and jazz music that will empower children on a sustained basis to qualify for higher music education and professional opportunities
- build the human capital required to grow and sustain the South African arts and creative sectors
- pilot projects and models that can be replicated sustainably in support of these sectors elsewhere

Consequently, we devised and initiated the so-called **Township Orchestra Project** in late 2012 to introduce music development at Steenberg High School, a large public school with 1400 learners situated in the Cape Flats on the outskirts of Cape Town. Despite a serious lack of funding, very poor teacher-to-pupil ratio many gang and drug-related challenges rife in the surrounding underprivileged communities, the school has managed to achieve academic and sporting excellence over the last years. We have been working steadily together with the Principal, staff and learners at Steenberg on this project since early 2013.



Based on the success of the Youth Music Development Programme and particularly the Delft Big Band project run by Ian Smith Productions, we also approached Mr Smith and his co-director Ms Pearce to spearhead the Township Orchestra Project. The aim is to bring music excellence to Steenberg's impressive portfolio using a similar philosophy, approach and deliverables as the pair has done for Delft Big Band.

Following numerous meetings and discussions, Musiquelaine SA and AAD signed the *Convention De Cooperation 2013* agreement in July 2013, formalizing the funding of instruments, music tuition and sundry costs from the latter to the former to

underwrite the Township Orchestra Project over a period of four years.

This document comprises both narrative and fiscal reports on the status, milestones and deliverables of the project, and its submission to AAD constitutes part of our reporting obligations in terms of this agreement.

In summary, we are delighted to confirm the project has officially and successfully been launched and is currently underway as planned. More than thirty instruments have been purchased and delivered to the school, and a total of fifty two learners have been signed and are presently undertaking music tuition twice a week with Mr Smith and Ms Pearce of Ian Smith Music Productions (see www.iansmithmusicproductions.com).

On behalf of Steenberg High School, its Principal, teachers, parents, and indeed the learners, we are indebted to AAD and would like to thank them for helping to realise this dream.

2. Project Overview

The following is a brief overview of the Township Orchestra Project fundamentals.

2.1. Primary Services

The primary services for the project were identified as;

- the tuition of music in general, music performance and music theory,
- the direction of one or more orchestras, bands and ensembles
- the evaluation of participants' performances,
- the undertaking of any other tasks, tuition or instruction as and when required for the purposes of the Township Orchestra Project,

These have been contracted to Mr Smith and Ms Pearce of Ian Smith Music Productions. Their general approach and philosophy will be aligned with those prescribed by the Essential Elements 2000 Methodology series for musical instruments, bands and orchestras.

2.2. Participants

The participants comprise a core group of between 40 and 60 current Grade 8 Steenberg High School learners who have been selected to participate in the Project. Members may be added or ejected as required from time-to-time by mutual agreement between all parties involved, however new members must be active Steenberg High School learners.

2.3. Planned Deliverables

There are multiple objectives with corresponding deliverables; however the primary is the successful formation of a Steenberg Symphonic Windband. This is to be the showcase of the project and as such it must exert similar musicality and performance excellence as that achieved by the Delft Big Band within similar time frames. It is anticipated that several smaller 'spin-off' ensembles will also be created, possibly including a Steenberg Jazz Big.

2.4. Major Milestones

The following primary milestones were identified over the next four years, though it is envisioned that many others will also be reached:

- Pre-selection of applicants – before 1 October 2013
- Official launch – 9 October 2013
- Final group selection – before or on 28 October 2013
- Formation of the Steenberg Windband – before the end of the fourth school term in 2013
- First concert (at the school itself) – before the end of the second school term in 2014
- Second concert (to an external audience) – before the end of the fourth school term in 2014
- Subsequent concerts – twice annually in June and Dec respectively
- Performance in France – preferably within 48 months of the Launch Date, but no later than 31 Dec 2017, subject to funding and AAD approval.

3. Project Status

3.1. Milestones

The following milestones for this project have been achieved to date:

3.1.1. Contractor agreement

We engaged Mr Smith from Ian Smith Music Productions numerous times in 2013 regarding this project. A formal meeting was held on 19 Aug 2013 together with the Steenberg Principal, Mr Andre Kraak, to finalise the details, instrument purchases and launch.

3.1.2. Applicants screening

On 6 May 2013 we arranged and funded a performance at Steenberg by the Delft Big Band, which is another disadvantaged community school band started and run by Mr Smith, and one that Musiquelaine SA actively supports. The intent was to show the school an example of what could be achieved with the Township Orchestra Project and identify those who wish to apply.



Delft Big Band performing at SHS



SHS Learners sign up at pre-selection

The event was very successful and more than 70 learners submitted applications. These were then screened and a group of 62 learners attended the inaugural session on 9 October 2013.

A final group of 52 learners was selected from this pool on 21 October based on various criteria.

Instrument purchases

After reviewing numerous quotes and consulting the contractors, the following instruments were purchased in October 2013 using the dedicated 2013 AAD funds:

- 2 x Flutes
- 10 x Clarinets
- 3 x Alto Saxophones
- 3 x Tenor Saxophones
- 4 x Tenor Trombones
- 1 x Bass Trombone
- 2 x French Horns
- 2 x Bb Tubas
- 1 x Bass Guitar
- 1 x Laney Bass Amplifier
- 1 x Ludwig Drum Kit
- 1 x Roland Keyboard
- 1 x Laney Keyboard Amplifier
- 50 x Music Stands
- 1 x Essential Elements Course notes



Some of the instruments
on delivery at SHS

Costs and other details are presented in Annexure A.

All of the above equipment remains the property of Musiquelaine

Steenberg High School on loan with stipulated terms and conditions described in a Memorandum of

ed to



One of the Alto Saxophones
delivered to SHS

Understanding. In return the school has agreed to keep an up-to-date inventory recording the use and condition of each instrument. They also accept full liability of all Musiquelaine SA assets while in their possession and have consequently taken sufficient insurance to the full replacement value. Furthermore, when not in use all of the above equipment is stored in a secure strong-room behind a locked security gate in the school hall.

3.1.3. Official launch

The official Township Project launch was held in the Steenberg school hall on 9 October 2013 and was considered highly successful. There were 62 Grade 8 Steenberg learners present as well as the school principal, members of staff, Mr Smith and Ms Ms Pearce and several members of Musiquelaine SA.



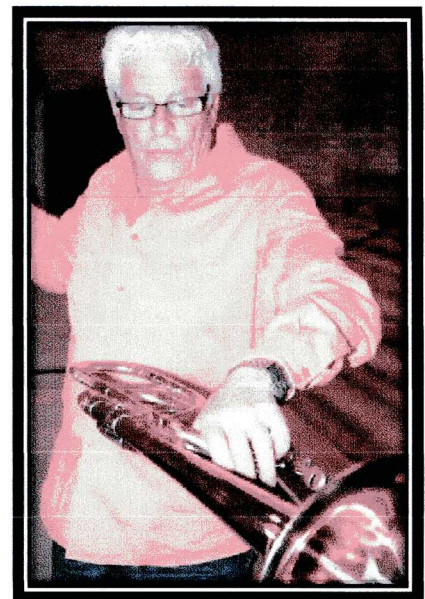
SHS Principal Mr Andre Kraak addresses the learners

Mr Andre Kraak, Steenberg Principal, started proceedings and introduced the stakeholders. Our chairman Mr Louis Fouche provided a background to the project and iterated its objectives. He emphasized the value and rarity of such an opportunity and highlighted how fortunate the learners are to be included in such a project, but also stressed the need for their full commitment over the entire 4-year duration.

Mr Smith then shared his vision for the project and described how the programme would proceed. He elaborated on the values that Mr Fouche had highlighted and also identified some of the pitfalls to be avoided. It became evident that the programme is highly aggressive in terms of both delivery pace and content level, but the reward would be extremely high.

He and Ms Pearce then presented the various instrument one-by-one to the learners, most of whom had never seen or heard any before. Volunteers were invited to 'play' some of the wind instruments, which with some guidance they managed to do. he first official tuition session then commenced. Some basic music terms and concepts were introduced and each participant was issued a theory book and assigned numerous homework tasks to be completed before the next session.

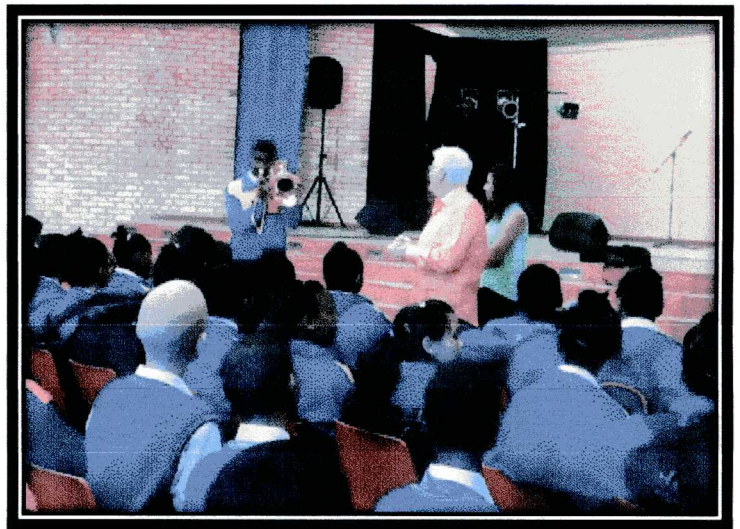
Following the launch, tuition sessions have continued every Monday and Thursday afternoon for a total of 4 hours weekly.



Mr Ian Smith demonstrating
the assembly of a trombone



Ms Dayna Pearce shows a learner how to hold a trumpet



The SHS learners enjoy first attempts on their new instruments at the project launch



3.2. Upcoming Activities

3.2.1. Holiday Workshop

Musiquelaine SA is currently planning and fundraising for an intensive multi-day music workshop to be held at Steenberg during the school holidays in December 2013 - subject to available funding. The objective is to accelerate the programme and avoid momentum loss during the vacation period for the participants of the Township Orchestra Project. The initial budget will be finalised by early November and the event will be confirmed by the end of November if enough funds have been raised.



3.2.2. Media Event

Musiquelaine SA is also planning to hold an official publicity event for the Township Orchestra Project in February 2014. Several community newspapers, radios stations, local churches, mosques and representatives of other community forums will be invited. It will be hosted at Steenberg High School and the objective is to promote AAD and highlight the role they have played in the project, and also to create greater awareness and gain further community support.

