



JIKA COMMUNITY ARTS FESTIVAL

BACKGROUND

The project is conceptualized as a two (2) days “**Jika Community Arts Festival** ”. With this festival JPAC intends to:

- Develop a community arts project that is thoroughly informed by every community's specific arts challenges, aspirations and desires for a better future practice.
- Tailor-make the project for the community's specific needs arts industry and unheard voices from Free State communities
- Launch fieldwork and master classes with participating communities for the duration of the project and beyond, thus ensuring sustainability, access and broad participation.
- Maximize utilization of JPAC resources and infrastructure to ensure the excellent and efficient achievement of goals and objectives at hand.

EXECUTIVE SUMMARY

- Jika Performing Arts College (Pty Ltd) intends to run performing arts programs with its target market being the theatre, poetry, dance and film practitioners. JPAC has realized that there is glaring development void at the level of community arts. The debates on aesthetics, professionalism and entrepreneurship are not stimulated. JPAC found it appropriate to register and ideology that is relevantly responsive to the needs of the community practitioners and stimulating appetite of the public free state cooked arts.
- To enthuse the Free State Province with memorable and explosive annual community activity that radiates excellence, professionalism and an attempt at self-empowerment. Further to demonstrate JPAC determination to make an effective contribution to the African Century through sound and accountable financial systems, effective marketing, development, empowerment and skilful human resources that will ensure the delivery of ***Jika Community Arts Festival***

VISION AND MISSION

Vision

To enthuse the Free State Province with memorable and explosive annual community arts activity that radiates excellence, professionalism and an attempt at self-empowerment.



Mission

To stage 10 Community Arts Festivals in 10 communities with each district hosting 2 Community Arts Festivals

AIMS AND OBJECTIVES

- Create a platform for development, appreciation and practising of community arts.
- To run fieldwork programs and master classes for all the participating groups.
- Showcase the plethora of celebrated and emerging talent from the Free State.
- Select groups for seasons at JPAC – Theatre, BCAS - Theatre, Maraba Theatre, Titan's Theatre and JITDF.

KEYS TO SUCCESS



- Effective utilization of media and digital platforms.
- Financial accountability and good corporate governance.
- Extensive use of JPAC infrastructure and resources.
- Effective communication at all levels throughout the project team and funders.

THE CONCEPT

- **Jika Community Arts Festival** will be a platform for community groups to showcase their talents in theatre, dance, poetry, music and filmmaking.
- Professional shows will be commissioned to highlight the profile of the festival;
- Members from these professional shows will form part of the panel assessing all community arts.

PARTICIPATION

- Community arts groups in theatre, dance, poetry, music and filmmaking will be expected to apply online - **download an application** from the website **fill, scan** and **email back** to the provided email address. Applicants must pay **R200** registration fee

JCAF PROVISIONS

JCAF WILL PROVIDE

- Marketing,
- Tickets,
- Technical; sound and lights,
- Venue and;
- Administration.

INTERNSHIPS, Individuals who are interested in learning about the abovementioned services, will be given an internship opportunity, the period which shall be determined by JPAC.

EXIT OPPORTUNITIES

- Community groups selected from JCAF will be provided with **Fieldwork** in preparation for a **season** at JPAC Theatre, BCAS Theatre, Maraba Theatre, Titans Theatre and JITDF.
- All other groups not selected for the above, will also receive **master classes** and **mobile clinics** in specific skills that will have been identified as a need to improve during the festival
- Promising actors and actresses will be **featured** into professional theatre plays and stages
- Individuals with interest in technical will be provided with **master classes** and **mentorship** during their **internship** with the JPAC

COST DRIVERS

- Marketing and Advertising
- Transportation
- Meals
- Accommodation
- Venue hire
- Artists Fees
- Photography and Show Reels
- Sound and Stage lights hire

