

The Music Business Development Centre

The MUSIC BUSINESS DEVELOPMENT CENTRE is based at the BAT Centre in Durban. The center is the result of a partnership agreement between the Department Of Economic Development and Tourism, the BAT Centre Trust and BEES Consulting Group (BCG) in Johannesburg. The goal of the Centre is to develop an action-orientated Kwa Zulu Natal Music Industry Cluster. The strategy is to institute a programme, driven by the BAT Centre, to develop music sector SMME support services.

OBJECTIVES

- to conduct a Kwa Zulu Natal Music Industry supporting service
- to identify training organizations and other service providers and their related needs for developing Music Industry SMMEs
- to develop and implement the Music Industry Support Services Development programme
- to provide the resources and capacity building for the development of business skills among musicians, technicians, music organizations and music culture managers
- to provide advice and new information to all role players in the industry
- to present useful options for creative career pathways in the music industry
- to collaborate on similar initiatives for music industry development with other role players in the industry
- to create partnerships with role players outside the music industry
- to run training and development programmes in music business education

The Music Business Development Project for the KZN Music Industry Cluster was set up in February, 2002. The first task of the project was to train and develop under employed as well as unemployed sound and lighting technicians. The project also includes a research element that has helped in the identification of relevant stakeholders for the cluster. A meeting of these stakeholders will be called at a later stage to discuss their role and terms of reference in the cluster development process. To date, over twenty freelance sound and lighting technicians have been interviewed and trained in skills development for their sector. The challenge of the Music Development Office is to establish, in consultation with the stakeholders, suitable work placement for these technicians in the immediate, middle and long terms.

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