



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



south african
cultural observatory

NELSON MANDELA
UNIVERSITY

South African Cultural Observatory
21-23 Donkin Street
Central
Port Elizabeth
6000
09 January 2023

To whom it may concern

LETTER OF RECOMMENDATION: IKS CULTURAL CONSULTING

The South African Cultural Observatory (SACO) was initiated by the Department of Sport, Arts and Culture (DSAC) through the Mzansi Golden Economy Strategy (2011), the South African Cultural Observatory (SACO) is a statistical and socio-economic research project, launched in 2014, which charts the socio-economic impact of the arts, culture and heritage (ACH) sectors and the cultural and creative industries (CCIs) in South Africa.

SACO has had the pleasure of working with IKS Cultural Consulting over the past years. During that time we have collaborated on the following research projects:

- Impact Analysis - Live Music and its Venues and the South African economy during COVID-19 (2020)
- Impact and implications of Master KG's song, *Jerusalem*, for advancing international exposure to South African cultural and creative offerings. (2021) (This report presently embargoed due to the song's legal disputes)

The IKS Team and their associates comprise professionals of the highest calibre in the South African arts community. When working with them we have found them reliable, confident, and deeply responsible to the mission of our collaborative projects.

Concerts SA, administered by IKS, has been a vital high-impact project in South Africa for the past decade, promoting live-music around the country. Through its programmes thousands of musicians have benefitted from it, many of whom may have not had the opportunity if it hadn't been for Concerts SA's support.



MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY

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INYUVESI
YAKWAZULU-NATALI



I am delighted to offer my support for the work of IKS Cultural Consulting and its team in their efforts to continue their good work of Concerts SA.

Your sincerely,

A handwritten signature in black ink, appearing to read "Unathi Lutshaba", is written over a stylized circular graphic element.

Unathi Lutshaba
Executive Director: South African Cultural Observatory

