



COMPANY PROFILE

INTRODUCTION

South African Music Week Foundation is a think-tank led organisation for social enterprise, product and service initiatives aimed at creating long lasting social impact within semi-urban and rural communities through the creation of local economic ecosystems in rural and urban areas that mentor, educate, create jobs, influence behavioral change and improve quality of life.

Our vision and mission is to action, implement and contribute to the **Intergration and Development efforts within Urban and Semi-Urban** communities with various flagship programmes that will enhance a better living for the current and next generation.



OVERVIEW OF THE CREATIVE INDUSTRY



Internet Advertising

During the next four years, broadband will be the main driver of access spending and leave the dial-up market in its wake. Internet advertising will grow rapidly, fuelled by an expanding broadband subscriber base. Spending is expected to more than double and increase to \$289 billion at a 16.9 % CAGR; Television networks (broadcast and cable): The number of outlets will increase because of digital television and fuel multi-channel advertising, the principal driver of this segment.



Gaming

With the current generation of consoles entering its last year, this segment dropped to single-digit growth in 2005, but growth will be revamped next year with the introduction of the next generation console hardware. Outlook also includes in-depth global analyses and market forecasts for the period for other industry segments, including: newspaper, magazine and book publishing; business information; radio and out-of-home advertising; theme and amusement parks; casino gaming (covering gross gaming revenues generated on-site at casinos); and sports.



Television Distribution

Subscription TV household growth will drive spending in certain regions, while pay-per-view will contribute to growth in other regions. Piracy will, however, remain a major problem, particularly in Asia/Pacific and Latin America. The market will achieve a CAGR of 7.4 %, reaching \$210 billion, compared to \$146 billion last year.



Recorded Music

The recorded music market started showing growth last year, increasing by 5.7 % to \$38 billion. Globally, recorded music spending will rise by an 8.3 % CAGR to \$56 billion in 2027.

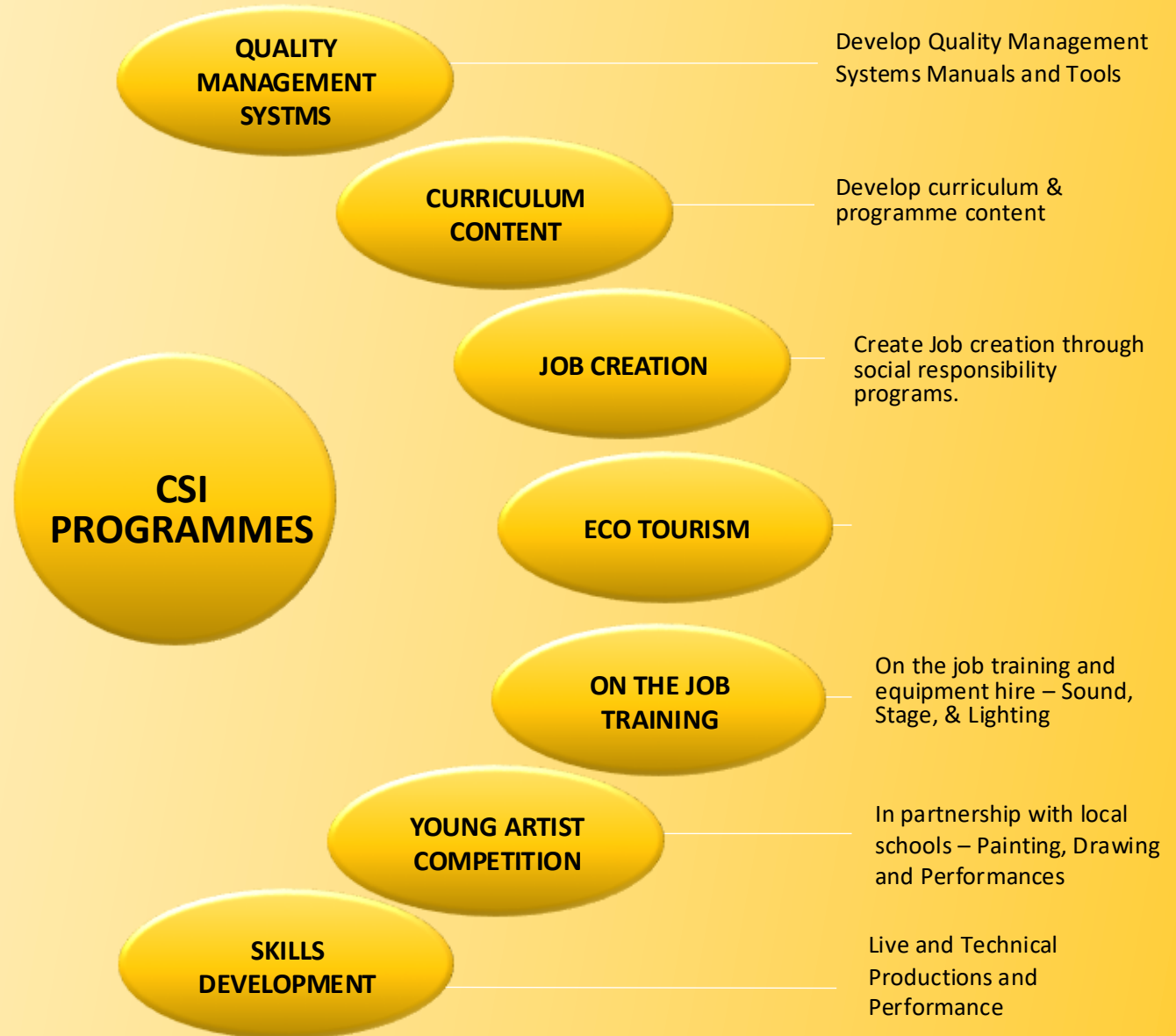
OBJECTIVES

South African Week Music Foundation is a content creating and producing company in music, theatre, television and film, and live events and aims to create and establish a path to success through multi-disciplinary training programme and develop talent in the arts and culture sector

- Nurture and produce professional talent which is on par with international standards in the South African creative industry.
- Expose youth/students to professionals with a credible track record within all facets of the entertainment industry.
- Develop Training Programme to ensure that every Learnerships and Internships has the opportunity to develop to their full potential.

It is proposed that this partnership is meant to develop programme to ensure growth. The proposed objective for the partnership is to create products that will ultimately generate revenue for artists, the Non-Profit Company and Stakeholders

PROGRAMMES



PROGRAMME DETAILS

NAME OF PROJECT		OBJECTIVES OF THE PROGRAMME	BENEFICIARIES	2026/2027 PROPOSED BUDGET
1.	One-on-one mentorship: Connect aspiring young musicians with established industry professionals for guidance on artistry, career development, and life skills.	- To generate interest on the history about the History, Arts and Culture, the business moguls and people of Soweto, South Africa. - To educate, entertain and share information.	Learners, Students and Academic Institutions, business, government and community in general.	R3.5 Million NB: Two Years Programme
2	Artist-led social impact initiatives: Work with artists and youth who host festivals or high school workshops specifically designed to expand opportunities for young people within the creative and tourism economy.	Engage in proactive marketing and PR campaigns to attract both government, corporate, community, local and international philanthropic foundations and organizations for financial, technical and material support	Artists, youth, Educators, Facilitators and Moderators.	R12.6 Million
3	SOUTH AFRICAN MUSIC WEEK FUND (Initiative to create Performing Arts & Sporting Fraternity Insurance Trust Fund)	To lobby and campaign for support for Financial Support in the form of an Insurance Trust Fund for the ageing artists and sports practitioners.	Researchers, the Youth, Artists and the community in general	R4 Million
4	HECTOR PETERSON ARTS, CULTURAL AND HERITAGE PRECINCT - AMPHITHEATRE BUILDING AND THE INTERNATIONAL ART & MEDIA HUB (New Construction)	To establish and support the heritage school of the arts, culture and media studies.	The youth, community at large and the GAUTENG ARTS AND CULTURE & the TOURISM Authority.	R8 Million [1 st Phase]
5	Resources & Infrastructure Support: Partner with government and corporations to fund studio equipment, build safe learning spaces, or provide scholarships for underprivileged artists and youth	To build skills and resilience of artists and youth as creative practitioners and encourage small business development training through technology startups in gaming, coding, graphic design, AI and robotics by partnering with the Wits Tshimilogong digital precinct.	Researchers, the Youth, Artists and the community in general	R6 Million

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NAME OF PROJECT		OBJECTIVES OF THE PROGRAMME	BENEFICIARIES	2027/ 2028 PROPOSED BUDGET
6	ECO TOURISM TRIAL (New Construction)	To promote fitness and wellness, learn about African ecology, and the socio cultural protocols of African medicinal plants.	The community at large / NORTH WEST TOURISM.	R18.6 Million
7	ARTISTS WORKSHOPS AND CURO SHOP	To display artwork for sales with production studios to accommodate pottery, visual arts, sculptures, beadwork, wood art and film productions.	The Youth, Artists and the community in general	R6 Million.
8	ANNUAL WOMEN'S DAY ACTIVITIES Event Management	To offer Business Skills, Technical and Live Production Skills in the Arts and media.	Empowering young girls [Youth Awards Ceremony]	R900 000.00
9	KWANZA/ BLACK HISTORY MONTH Event Management	To promote African Civilianization and Africa as the Cradle of Humankind	Artists and the community in general	R900 000.00
10	ANNUAL HERITAGE DAY ACTIVITIE SAMW_ CSI PROGRAMME Event Management	Annual Film screenings, Poetry, Comedy, Dance, Music & Indigenous Games in association with the..... International Film Week [PROMOTE LOCAL CONTENT].	The community at large / NORTH WEST TOURISM. SUN CITY_ VENUE PROPOSAL FOR FUTURE ????	R3.6 Million.
11	ANNUAL AFRICA DAY Event Management	To affirm Africa and the African diaspora.	The community at large / NORTH WEST TOURISM.	R3 Million
12	ANNUAL SKILLS TRANSFER PROGRAMME Youth Month	- Painting and Drawing annual competition with High Schools to unearth talent through the expression of art. - Weekly Book Clubs and Folk tales sessions.	The Youth, Artists and the community in general	R350 000.00
13	ARTISTS WORKSTATION AND CURO SHOP (New Construction)	To display artwork for sales with production studios to accommodate pottery, visual arts, sculptures, beadwork, wood art and film productions.	The Youth, Artists and the community in general	R6 Million.

EXECUTIVE TEAM



ERNESTINA TAU
Managing Director

The former Mrs Soweto 2024/25 finalist is a 2020 graduate of the Child and Youth Care (CYC) certificate at Nicodem College. In 2019 she further completed the St John College Ancillary Health Care training program. In 2015 she was trained as a HIV&Aids Counsellor at Soweto HIV & Aids Counsellors Association (SOHACA). Until March 2026 she employed at Ikageng Itireleng Aids Ministry as a Caregiver with a qualification of Child and Youth Care Worker. Her professional services includes counselling students and youth while guiding beneficiaries with their school work. A major part of her work includes making referrals of beneficiaries (children or households) to the Department of Home affairs for registration. She identifies children or households with challenges, conducts awareness and educational campaigns with children and guardians about HIV/Aids. She previously worked as a volunteer at Lifeline Counselling Centre as an Online Counsellor. Her interest include project management and PR where she was previously worked as a host for South African Music Week.



OTHILIA MOTAU
Business Development Director

She is a dynamic operations professional with a strong passion for building the young and to development their talent. With a background in managing teams and driving service excellence, creating a fair and organized structure while ensuring that every decision is made with the well-being, input, and needs of people in mind. Her goal as part of the SAMWF team is to help artists thrive on their own and also create platforms that enable collaboration, visibility, and sustainable growth. Professionally, she have extensive experience in operational leadership, where I have successfully managed teams, improved processes, and ensured alignment with organizational goals. She has also played a role in demonstrating strong negotiation and communication skills in my line of work. And looking forward to more challenges.



THANDO SIBISI,
PR & Marketing, Director

A dynamic voice on the mic, is an events MC, radio personality, and podcast presenter known for bringing energy, authenticity, and engaging conversations to every platform. With a natural talent for connecting with audiences, she creates memorable experiences both on stage and on air. Whether hosting live events, curating radio content, or leading thought-provoking podcast discussions, her aim is to entertain, inspire, and keep listeners coming back for more. With strong communication and leadership skills, she leads SA Music Week brand building through PR.