

FIELD BAND FOUNDATION NPC

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Narrative report on the Field Band Foundation (FBF) *National Championships 2016*

Issued by Field Band Foundation CEO Nicky du Plessis, 26 February 2016.

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A Introduction

The bi-annual National Championships of the Field Band Foundation showcase the results of the Foundation's performance teaching in music, movement, costume, and integrated choreography at its highest level. It is a healthy challenge to all 48 Field Band across South Africa to qualify for this apex event, a demonstration to leading citizens of what their more disadvantaged peers are driven by, and of the excellence they are willing for and capable of.

Most profoundly, it is an event of top-notch urban performance exposure to our community members, an example of positive competition, and of inter-regional collaboration.

To broader society, our National Championships give the most visible anchor to our work of life-skills training that expands individual and community horizons of opportunity. It heralds a future of "can-do" in SA as utterly possible, and necessary. It is true empowerment, defined by joyful self-belief, and an exuberant pursuit of individual, group, and generational success.

The Foundation is pleased to report that the 2016 National Championships raised performance excellence, care to duty, and innovative interpretation to new standards of excellence.

This *Report* details the event's main components, for your kind attention.

It is presented with an understanding that this work requires the full effort and backing of our broader Foundation Family – of members, South African private sector sponsors, international and local training partners, public sector collaborators, in-kind and voluntary suppliers, band leadership, FBF staff members.

It is presented in salute of them all.

Event venue

Nike Football Training Centre
Cnr. Mokoena and Chris Hani Roads,
Klipspruit, Soweto,
Johannesburg,
Gauteng.

(M68 Klipspruit Soweto Gauteng 1837, M68, Soweto, 1837)

Event date

Saturday 20 February 2016.

Foundation enablers

- All venue and associated on-field costs, along with all cross-country Field Band member movement and accommodation/sustenance, and equipment logistics, sponsored by the Department of Arts & Culture (DAC). In the three-year partnership, the DAC has also enabled the Foundation's associated Regional Championships to take place (see below).

- Event publications and VIP restricted area hosting costs generously borne by De Beers Consolidated Mines.
- Event branding presence proudly welcomed from FBF partners Anglo American, Black Like Me, De Beers, Emalahleni Municipality, FK Norway, Investec, Norges Musikkorps Forbund, PFG Building Glass, PG Bison, PPC Cement, PULSE.

B Event executive summary

With 1 500 participants performing before hundreds of members of the public, sponsoring company representatives, SA government and international partners, the 2016 National Championships of the Field Band Foundation were a huge success of joyful choreography, inventive dance, and musical excellence.

Held on a sunny Saturday 20 February at Soweto's funky Nike Football Training Centre, the event brought together the Foundation's 12 top Field Bands. Selected through their outstanding performances in four Regional Championships held in 2015, the bands were from Alexandra (supported by Investec), Blouberg (De Beers), Dordrecht (Emalahleni Municipality), Hammanskraal (Black Like Me), Kimberley (De Beers/PPC), Kuruman (Anglo American), Musina (De Beers), Parys (Ponahalo De Beers), Soweto (Investec), Springs (PFG Londulusha), Thabazimbi (Anglo American), and Tsantsabane (Anglo American).

Winning the National Championships for their first time were Limpopo's De Beers Blouberg Field Band. Second place was taken by PFG Londulusha Field Band (Springs), and third place was taken by De Beers Musina Field Band, another Limpopo triumph.

In the more junior First Division, top honours went to the Hammanskraal Field Band (sponsored by Black Like Me), while second and third spots were awarded to the Anglo American Kuruman Field Band and Ponahalo De Beers Field Band (Parys) respectively. (See full band and section results below).

The event was opened by Department of Arts and Culture Acting DG Vusithemba Ndima, with welcoming speeches given by De Beers Consolidated Mines CEO Phillip Barton, Field Band Foundation chairman Brian Gibson, and Foundation CEO Nicky du Plessis.

Since its founding in 1997 to use a local variant of the global performance band concept to bring focussed life-skills training to young people in areas of disadvantage, the Field Band Foundation has seen more than 40 000 youngsters go through its programmes, 23 800 for a minimum of three years, in 79 600 years of developmental training.

The Foundation currently has more than 6 500 members in 48 bands across SA, and receives significant corporate support. State support has come through the Department of Arts & Culture, and international support primarily through partners in Norway, Flanders, and the US.

C Event rationale

The skills development in music and event and performance training provided by the Field Band Foundation for 23 Field Bands across the country has given members an opportunity to be part of large events, from a production aspect as well as the obvious performing aspects.

The Regional Championships (held in four different areas all over the country) mean that every single member does have a chance to compete at this level at least. For those bands who are selected to go through to the national event, this becomes the highlight of the year. For many members based far away from urban areas, this is the only chance they get to leave their home town and travel somewhere to participate with peers. They are exposed to different cultural traditions, varying performance styles and have a unique experience of being part of a nation-wide value-based youth movement.

Events such as these are also a chance for families and communities to come together in solidarity and generate good will. The FBF recognises all this and so continually strives to maintain the festival model, despite the high financial costs, because of so many different positive aspects:

Increase of entrepreneurial activities connected to arts and culture events

The National Championships required a range of support services, from bus transport, caterers, emergency health services to professional sound technicians and equipment providers. This stimulates the local economy.

Opportunities for private/public engagement

As all field bands have corporate sponsors who are involved in the development and visibility of their bands, the National Championships provided a chance for public authorities to engage with these committed private sector representatives through the VIP hospitality event that is supported by DAC and De Beers. Coming together for the important goal of youth development is a good opportunity to build relationships as well as cement important ties in the regions.

Contribution to the value chain of cultural and creative industries

Research shows that festivals are one of the fastest growing vehicles for the economic development of the arts. They occupy critical positions in the value chain – offering both distribution and consumption opportunities. With the Regional and National Championships model, young people have a chance to both show their skills as performers but also learn about what it means to organise and participate in a well-run event. They are being exposed to audience reception and expectations and are learning that it is high quality work that is rewarded and so the incentive to improve and grow is strong.

Job creation and income generation for artists

Developing youth to become talented artists creates entrepreneurs. Musicians, artistic producers and arts businesses are formed out of the members. The FBF has developed members who have made a living either by playing in state supported bands (SA National Defence Force, etc.) or in local musical theatre productions, and even internationally by performing in shows such as the Lion King in Germany and in South America.

D Participant/beneficiary selection

Regional competitions are the run up to the National Championships. These Regional Festivals are held at sports clubs or stadiums in the host province, and from here, the bands compete to be chosen to compete again at the National Championships. The regional performances are judged on creativity, musicianship, choreography and show design.

The Regional Festivals were held on 11 and 18 July 2015 as follows:

- Gauteng Regionals, 18 July held at Kagiso Sports Stadium, Soweto, Johannesburg;
- Eastern Cape Regionals, 18 July held at Dordrecht Youth Centre, Dordrecht, Eastern Cape;
- Limpopo Regionals, 11 July held at Ipelegeng Community Sports Ground, Thabazimbi, Limpopo;
- Northern Cape Regionals 11 July held at Batlharos Stadium, Kuruman, Northern Cape.

Field Bands chosen to participate at the National Championships 2016 were selected in two categories:

- First Division - Field Bands younger than 5 years
- Premier Division - Field Bands older than 5 years.

Inclusive empowerment

This is the first time one of the bands with a specific mandate to include people with disabilities has been selected for the National Championships. The Ponahalo De Beers Field Band was the first inclusive band opened in Parys, Free State in 2012. All members regardless of their disability are welcome to join the band and are incorporated according to where they would like to be in the band. Since the Parys Field Band was started, the FBF has opened two other bands in the Free State that are inclusive – in Viljoenskroon and Kroonstad.

The PULSE team (a Norwegian-sponsored project focussing on how music can be used as a health benefit) has shown that music impacts positively on tutors and members to break down barriers of including people living with disabilities. The FBF looks forward to monitoring and evaluating the growth of these members as they perform at the Regionals and National Championships and show the members from across the nine provinces in South Africa that they can implement and include members living with disability into the bands.

E Restricted access areas – VIP guests

(Jointly hosted by the Department of Arts & Culture, De Beers Consolidated Mines, and FBF.)

- Access controlled (volunteer Wits University students manning registration).
- Opening display room, ground floor, main building (medium security)

- Set-aside high security VVIP room, first floor, main building, restricted to entourage of: Acting Director-General, DAC, De Beers Consolidated Mines CEO Phillip Barton, Field Band Foundation directors.
- VIP viewing deck and small bar on main building roof accessible by stairs only (medium security).
- VIP disability access to set-aside viewing area in front of main building, reached via main reception side entrance of main building (medium security). Catering: Market caterers.
- Morning snacks, tea, coffee, juice from 08:00.
- Full brunch and soft drinks bar, and tea, coffee - served from 10:00.

Photographic exhibition

09:00: Exhibition opened by FBF CEO Nicky du Plessis

Title: The Special Relationship

Subject: Ponahalo De Beers Field Bands (Free State: Parys, Viljoenskroon, Kroonstad)

Artist: Ms Angela Buckland

Commission: Field Band Foundation

Description: Performance bands of more than 130 young members each are found in Field Band Foundation operations in all South African provinces. These are multi-phase projects of intense musical, choreography, leadership, life-skills and social development training.

Field Bands are specifically situated in communities that are under profound socio-economic strain, but their realities differ markedly one place to another. Thanks to special grants made for this purpose by the Ponahalo De Beers Trusts, a commission of one of SA's most thoughtful photographers of socio-economic imagery, Durban-based Angela Buckland, afforded some sharing of her insights about how the Foundation, made flesh by band members, works day-to-day.

F Event programme

09:30 National Anthem

09:35 *Welcoming remarks by:*

- FBF chairman Brian Gibson
- De Beers Consolidated Mines CEO Phillip Barton
- Field Band Foundation CEO Nicky du Plessis

- Department of Arts & Culture Acting Director-General Vusithemba Ndima (official opening).

Premier Division

10:15	De Beers PPC Kimberley Field Band	Kimberley
10:27	Anglo American Thabazimbi Field Band	Thabazimbi
10:39	De Beers Musina Field Band	Musina
10:51	De Beers Blouberg Field Band	Blouberg
11:00	Anglo American Tsantsabane Field Band	Postmasburg
11:12	Investec Black Like Me - Soweto Field Band	Soweto
11:24	Investec Alexandra Field Band	Alexandra
11:36	PFG Londulusha Field Band	Springs

First Division

11:48	Ponahalo De Beers Parys Field Band	Parys
12:00	Black Like Me - Hammanskraal Field Band	Hammanskraal
12:12	Emalahleni Dordrecht Field Band	Dordrecht
12:24	Anglo American Kuruman Field Band	Kuruman

Judges

Dep. B/Master Zanele Madondo	Brass
Nkosinathi Ntshangase	Brass
Thando Nkangana	Marching percussion
Odd-Erik Nordberg (Norway)	Pit percussion
Mark Hawkins	Best overall show and visual design
Paul Modjadji	Dance
Ragnhild Sandbakk (Norway)	Best overall music performance
B/Master Prince Lengoasa	Best overall music performance
B/Master Brian Boucher	Creative excellence
Lt. Col. Timothy Mabaso	Creative excellence
Nolubabalo Piyose	Timing
Peter Aaron	Convenor

G Competition results

PREMIER DIVISION

BRASS

3rd Place Brass

De Beers Musina Field Band

2nd Place Brass

De Beers PPC Kimberly Field Band

De Beers Best Brass Trophy

De Beers Blouberg Field Band

PERCUSSION

3rd Place Marching Percussion

De Beers PPC Kimberly Field Band

2nd Place Marching Percussion

De Beers Blouberg Field Band

Best Percussion

Trophy PFG Londulusha Field Band

STEEL DRUM & MARIMBA

3rd Place Pit Percussion

Investec Alexandra Field Band

2nd Place Pit Percussion

Anglo American Thabazimbi Field Band

Best Steel Drum and Marimba Trophy

De Beers Blouberg Field Band

DANCE

3rd Place Dance Performance

Anglo American Tsantsabane Field Band

2nd Place Dance Performance

Investec Alexandra Field Band

Colour Guard Trophy – Best Dance

PFG Londulusha Field Band

FINAL PLACING

Creative Excellence Trophy

De Beers Blouberg Field Band

Black Like Me –

Trophy De Beers Blouberg Field Band

Best Overall Musical Performance

Winterguard Trophy – Best Show Design

PFG Londulusha Field Band

Bronze Medal

Investec Black Like Me Soweto Field Band

Bronze Medal

Anglo American Tsantsabane Field Band

Silver Medal

Anglo American Thabazimbi

Second Runners-up Trophy & Silver Medal

De Beers Musina Field Band

GSA – First Runners-up Trophy & Gold Medal

PFG Londulusha Field Band

Bertie and Ronnie Lubner –

De Beers Blouberg Field Band

National Champions Trophy & Gold Medal

FIRST DIVISION

PERCUSSION

Best Marching Percussion 3rd Place

Ponahalo De Beers Parys Field Band

Best Marching Percussion 2nd Place

Anglo American Kuruman Field Band

Best Marching Percussion 1st Place

Black Like Me Hammanskraal Field Band

DANCE PERFORMANCE

Best Dance Performance 3rd Place

Ponahalo De Beers Parys Field Band

Best Dance Performance 2nd Place
Best Dance Performance 1st Place

Anglo American Kuruman Field Band
Black Like Me Hammanskraal Field Band

BRASS PERFROMANCE

Best Brass Performance 3rd Place
Best Brass Performance 2nd Place
Best Brass Performance 1st Place

Ponahalo De Beers Parys Field Band
Anglo American Kuruman Field Band
Black Like Me Hammanskraal Field Band

PIT PERCUSSION

Best Pit Percussion Performance 3rd Place
Best Pit Percussion Performance 2nd Place
Best Pit Percussion Performance 1st Place

Ponahalo De Beers Parys Field Band
Black Like Me Hammanskraal Field Band
Anglo American Kuruman Field Band

FINAL PLACING

4TH PLACE
First Division Second Runner-up and Bronze Medal

Emalahleni Municipality Field Band
Ponahalo De Beers Field Band

Overall First Division

First Runner- up and Silver Medal
De Beers First Division National
Champions Trophy and Gold Medal

Anglo American Kuruman Field Band
Black Like Me Hammanskraal Field Band

H Logistics, SHE report

Transport

This year all transport of the FBF regions to the National Championships was contracted out to local bus companies. Two 60-seater buses for each competing band were used, and they transported members to the accommodation venue and to the Wanderers Stadium. These bus companies offered efficient and attentive service and everyone travelled safely throughout the event.

Accommodation, health and safety

Accommodation was organised at Skeen Primary school in Alexandra, Johannesburg, at which all classrooms were available to accommodate the members. Field Bands were all accommodated at Skeen Primary School overnight on 19 February.

There were security guards deployed to secure the premises and ensure that boundaries were well covered.

Gift Shezi, head of the A-Z security company and his team also gave a safety brief to all members on how to use fire extinguishers and what to do in the case of a fire or accident. A-Z Security also ensured that there were emergency services available at the school to attend to any medical needs.

Joint operations committee, security and emergency services

A-Z Security Company applied to the JOC on behalf of the FBF for the National Championships. The event was approved as all protocol was compliant with the City of Johannesburg JOC. As the Deputy Minister was originally scheduled to attend, the level of security and therefore cost was increased. Unfortunately, the Deputy Minister was not able to attend which meant that this extra cost was unnecessary.

Security staff controlled the movement of the members, public and access to the VIP parking, as well as maintaining the safety of members as they embarked and disembarked on their buses. Emergency services were available in the form of ambulances and medical services on site.

I At a glance: national championships in numbers

Competing band members	1 500
Number of Field Bands	12
FBF staff members on event duty	98
Volunteers on event duty	37
Wits University 4th-year communications volunteers	10
Private security deployed	72
DAC and De Beers-hosted guests	210
Spectators	546
Meals served	5 990
Mobile showers	39
Refillable sports water bottles	1 500
T-shirts	1 500
Caps	1 575
Field Band buses	22
22- and 8-seater mini-buses	16
Travel by band members	12 900km.

J Communications campaign

Field Band Foundation breaks the internet

In a welcome triumph for a not-for-profit community development company, the Field Band Foundation (FBF) “broke” South Africa’s internet in late February 2016 – the crescendo to the first stage of a carefully-managed campaign involving media specialists of different disciplines.

In communications parlance, to “break the internet” is to become a top-5 “hot topic” nationally. On 20 February, the FBF “trended” on South Africa’s highly influential Twitter platforms, attracting the fourth highest number of social media activists (162 000) to any topic in the country.

It marked the end of the first stage of a managed campaign of “drumbeat and crescendo”. This stage-ending “crescendo” lasted 10 days, ending with the FBF 2016 National Championships.

In the crescendo’s first eight days, the FBF engaged on Twitter with 39 264 target accounts. This then ratcheted up to the deployment of 28 specialist volunteers who broadcast set FBF campaign messages in a six-hour engagement with 161 845 people in 458 668 screen impressions spread over 19 and 20 February.

Elsewhere, the 10 days saw a four-minute video (produced by VWV global brand specialists) viewed 498 times on the FBF website, while the FBF’s LinkedIn public subscriber numbers doubled.

Two special editions of the emailed “Music for Life!” e-zine were tracked as being opened by 1 114 addressees (a hit rate above 70%, against the comparable industry average of between 7% and 17%), while a single-issue electronic alert spoke to 624 community and business leaders.

The Foundation published 11 times on its Facebook platform during the crescendo. These messages were read 11 879 times.

Traditional media

The crescendo campaign period saw traditional media in print and electronic targeted nationally and regionally.

While the national championships provided the necessary “news hook” for the issuing of media releases, the opportunity was also used to distribute a separate, seven-page Media Advisory, giving media houses an in-depth briefing on the FBF’s work in reinforcement of the Foundation’s longer-term media and sustainability strategies.

Foundation personnel were hosted on *Radio Today* and on *Classic FM* to discuss the national championships; an article preceding the event appeared in *ArtsLink*; and extensive national *Sunday Times* coverage is expected.

It is too soon to know the extent of coverage received on traditional media platforms. What will in due course become known must necessarily remain incomplete, as the Foundation is unfortunately not able to employ professional media monitoring services.

(A full list of traditional media contacted and informed during the lead-up to the FBF National Championships appears as Appendix A to this report.)

A long-term rollout

February 2016 marks the first “tipping point” of a long FBF communications campaign.

Using various cost-effective online platforms, telling the FBF story follows a classic communications drumbeat-to-crescendo timeline that plays out over several years. The strategy launched to the public in January 2015 and moved to its second stage last October. It is based on consistent, relevant messages in content and in look-and-feel about the Foundation’s reach and developmental impact, its private sector backing and public sector partnerships, and its international ambassadorial role.

The first part of each campaign stage is its “drumbeat” – publishing on different platforms that keep the FBF’s brand top-of-mind, newsworthy, real, relevant, interesting, and experienced by audiences as leader-in-class. Theme emphasis is adjusted annually.

The time-lined drumbeat is used internally to reassure supporters, set company standards for staff, and to encourage ordinary members. Externally, it helps shape perceptions of the FBF, moulds company message, partners sponsor brands with the Foundation, cements the FBF’s own brand recognition, deepens message believability, and nurtures affection for its purpose.

Rather than wanting mass audiences in a communications “spray gun”, the campaign speaks directly and wherever possible one-to-one to upper-middle class individuals most likely to be interested in the Foundation’s work, influential in directing support to the FBF, or involved in nation building.

They are segmented within the South African Audience Research Foundation’s LSM’s 9 and 10 (SA’s highest in material ownership, and home to both private and public sector management).

The FBF understands that rigid communication calendars are a misleading comfort. Instead, its message presentation, platform emphasis, and timelines adjust regularly, informed by analyses of audience engagement with FBF platforms, and of competitor activity.

Sixty-five direct message competitors (relevant state, non-profit company, cause-related, or donor-facing) are observed in nine fields of activity, with 15 receiving close attention.

The Field Band Foundation’s communications function works in tandem with experts deployed in its support by WHAM! Media (message design, competitor watch, strategy adjustment), Ogilvy & Mather, Durban (corporate identity and brand custodianship, print and outdoor design), Mariannhill Media (website updates, e-zine design and distribution, social media designs and updates, segmented target lists), VWV global brand management (video), and De Beers public and corporate affairs (internet branding).

With the National Championships completing the FBF’s Stage 1 Crescendo, the strategy’s Drumbeat Stage 2 began on 22 February.

K Conclusion

The FBF National Championships 2016 was a resounding success based on member participation in excess of 1 400 beneficiaries, an audience in excess of 500, and in terms of the Foundation and DAC's overall community development objectives.

The Field Band Foundation is profoundly grateful to all its myriad supporters for enabling this event of nation building and youth empowerment to be so successfully undertaken.

(Ends.)

APPENDIX A

FBF 2016 National Championships Media release, and media advisory distribution: Traditional Media

Newspapers

- Sunday Independent
- Sunday Times
- Business Times (Sunday Times)
- City Press
- The Sun
- Rapport, Die Burger, Beeld, Die Volksblad
- Sunday World
- Sowetan
- Mail & Guardian
- The Star
- Pretoria News
- The New Age
- The Times
- The Citizen
- Beeld
- Business Day
- North Eastern Tribune
- Diamond Fields Advertiser.

Magazines

- Drum
- Financial Mail
- Finweek
- Joburg Style
- Sandton Magazine
- Soweto Magazine
- Destiny.

Electronic media, and media production houses

- S'khonyana Productions
- Tswelopele Productions
- Homebrew Films
- Red Pepper Pictures
- SABC 1 production control
- SABC 2 production control
- SABC 3 production control
- SABC Business
- SABC News
- Urban Brew Studios
- e-TV
- Soweto TV

- CNBC Africa
- Business Day TV
- Summit TV
- Radio 2000
- Radio Sonder Grense
- SAfm
- 5FM
- Metro FM
- Jacaranda FM
- 94.7 Highveld Stereo
- Y-FM
- Kaya FM
- Talk Radio 702
- SABC Radio News
- Classic FM
- Radio Today
- Power FM
- Jozi FM.

Websites

- Music Industry Online
- Entertainment Africa.Com
- Joburg.co.za
- JHB Live
- Just Curious
- Screen Africa
- City of Johannesburg
- Zkhiphani
- Aqua Online
- Classic Feel
- The Daily Maverick
- BizCommunity
- ArtsLink.

Appendix B

Field Band Foundation NPC – key facts

- The Field Band Foundation (FBF) (www.fieldband.org.za), a non-profit company, was established in 1997 to bring the global performance band concept to disadvantaged areas of South Africa and to develop a uniquely indigenous variant of this performance type.
- The Foundation's chairman is Brian Gibson; the CEO is Nicky du Plessis; the company is 19 years-old; the head office is in Rivonia, Johannesburg.
- Through FBF activities, young people are taught such life-skills as commitment, competitiveness, teamwork, discipline and timekeeping. The advantages of heightened self-esteem and associated self-confidence are inculcated.
- The Foundation has 48 Field Bands, each usually consisting of 137 members, aged seven to 21 years, in all provinces. Membership in 2015 was more than 6 500.
- More than 40 000 youngsters have passed through FBF programmes in 18 years; 23 800 of them for a minimum of three years, in 79 600 years of developmental training.
- Band membership is free of charge, but carries strictly enforced responsibilities.
- While teaching music, movement and dance is the core of the Foundation's activities, band members also receive:
 - HIV and Aids peer education
 - General education in social development
 - Specific life-skills training.
- Interaction between children from different racial, linguistic and cultural groups, and cross-regionally, happens through regional and national competitions, and through advanced training workshops.
- The Foundation, in collaboration with counterparts in Norway and the US, runs an exchange programme for deserving students, while employment may also be offered within the Foundation when possible. Various tertiary bursaries are also offered to deserving students.
- The Foundation is primarily funded through South African corporate support, as well as from the public sector (Department of Arts & Culture), and through international support from longstanding partners in Europe and the US.

Appendix C

FBF information services

Website:

www.fieldband.org.za

2014 Report to Society (with full KPMG-audited financials):

<http://fieldband.org.za/wp-content/uploads/27021-FBF-Annual-Report-2015.pdf>

Music downloads:

<http://fieldband.org.za/music-downloads/>

Full-colour images:

<http://fieldband.org.za/pictures/>

Social media:

Facebook: Field Band Foundation South Africa

Twitter: @fieldband_sa

LinkedIn: Field Band Foundation

Quarterly e-zine:

Music for Life! free subscription - send name and the word “subscribe” to info@fieldband.org.za.