

AMFEST ATTENDS THE JACARANDA MUSIC FESTIVAL AND CONFERENCE in Harare, Zimbabwe.

October 2021

Goal: Create an impact report from CCA and JMF Conference that can be sent to press, media, and funding orgs. See example from Plot's [Zim Hip Hop Summit 2017](#).

Directions: This is a collaborative document. Find your name highlighted in yellow and fill in with brief details. Plot will work on converting the info and graphically presenting the information. Alice will work on a press release.

Summary

Ngoma NeHosho, a Zimbabwean Arts Trust, held its annual music festival in Harare, Zimbabwe from 04 to the 10th of October, 2021. The festival with AMFEST in attendance featured a hybrid presentation of online live-streamed music performances as well as a limited physical audience event to be held at The Venue in Avondale, Harare. In addition to the live music performances, a program of workshops, panel discussions, speed dating networking sessions and showcases were held during the festival; attended by music students, artists, music industry professionals and other professionals connected to the music industry in observation of Covid regulations.

This year, the Jacaranda Music Festival collaborated with Cultural Connections Africa, a pan-African non-profit organization that supports African music and culture across the globe to host CCA's annual meeting and conference in Harare for the first time. AMFEST Executive (Olukayode Adebayo) who is also a member of the CCA was fully involved in The CCA meetings and conference which was attended by 11 CCA members, who are experienced cultural stakeholders from across Africa and the world. The meeting is part of CCA's mission is to promote knowledge exchange and create opportunities and capacity building for all members, while instilling global awareness of African culture and music. Lastly, Ngoma neHosho will continue to work with Music Crossroads Academy on ongoing workshops programming beyond festival dates.

CCA worked in tandem with Walter Wanyanya's Jacaranda Music Festival (JMF) in Harare, Zimbabwe to host the first CCA Member's Summit. 11 CCA members came through for the week. Over 5 days, we had 2 days of internal member discussions, 1 public presentation/cocktail reception, 2 days of public

workshops and panels (part of JMF), and 2 days of excursions and concerts (part of JMF). We made many connections including embassies and government entities.

Audience Demographics

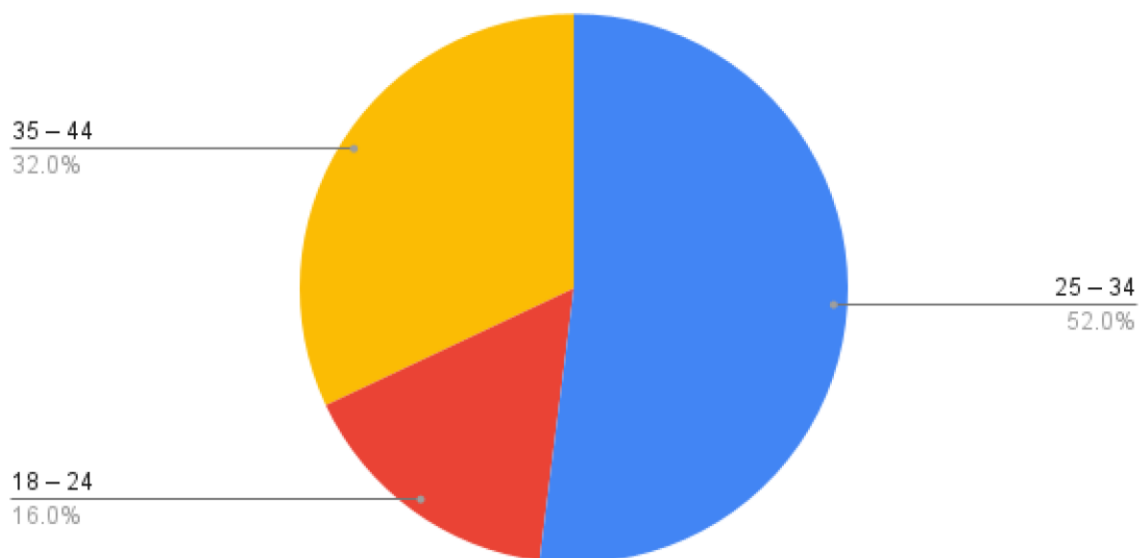
JMF Conference

1. JMF had 55 participants for the conference and workshops each day, 23 women and 32 men.
2. Day one of the Festival was attended by 200 people and Day 2 by 250 people excluding the music acts and staff.
3. JMF Twitter Spaces conversation had 100+ people
4. JMF In-app Whatsapp workshop was attended by 105 participants.
5. JMF Social Media live streams for the conference and concerts were watched by 4000+ people across all platforms

The following demographic statistics are taken from a sample size of the JMF Music Business Hub Whatsapp Group. Members of the group submitted letters of intent and the final 30 workshop participants were selected from that group. We collected demographic survey responses from the Whatsapp group, not the workshop participants - but it's a good sample regardless.

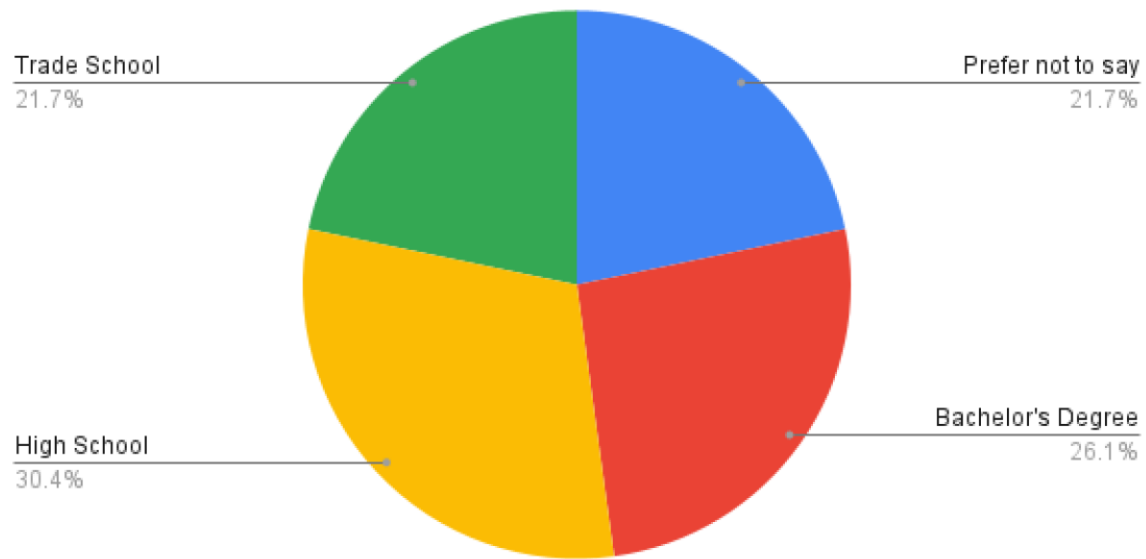
Workshop Participant Age

JMF Music Business Hub WhatsApp Group



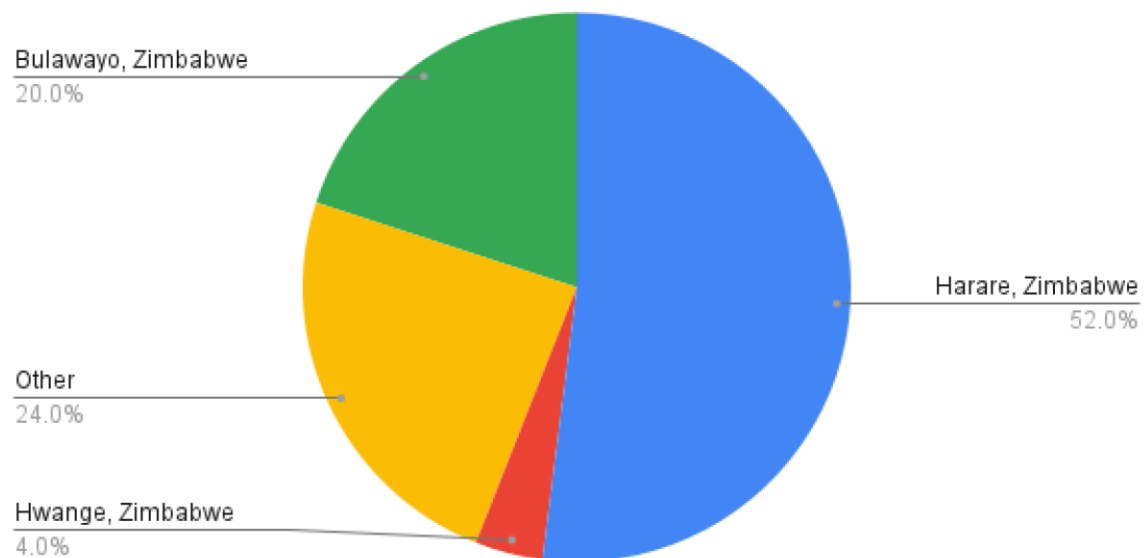
Highest Degree or Level of Education Completed

JMF Music Business Hub WhatsApp Group

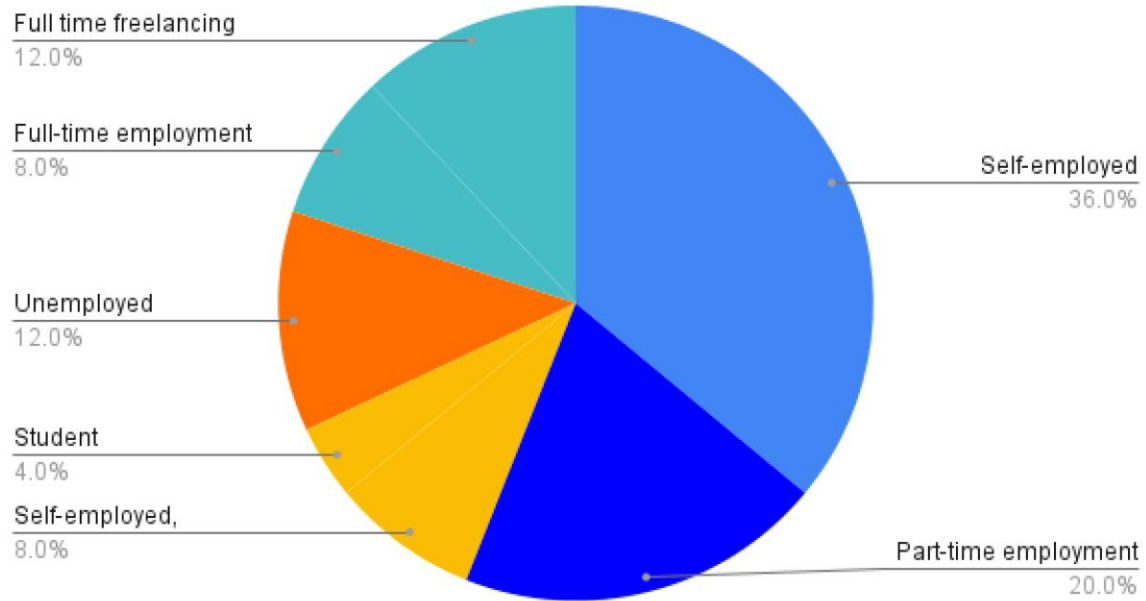


Home City

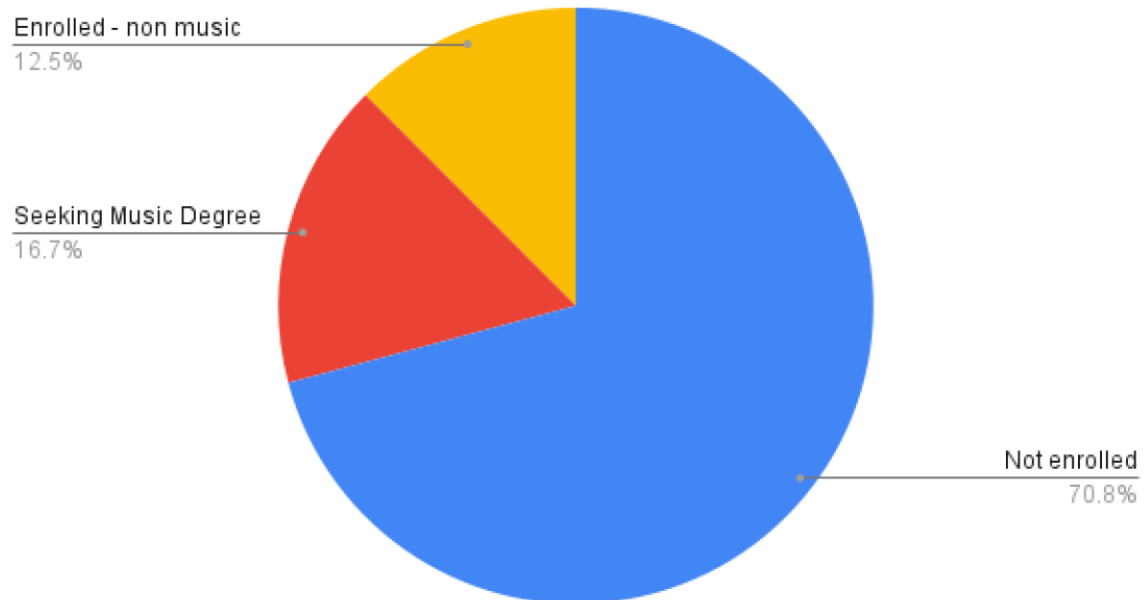
JMF Music Business Hub WhatsApp Group



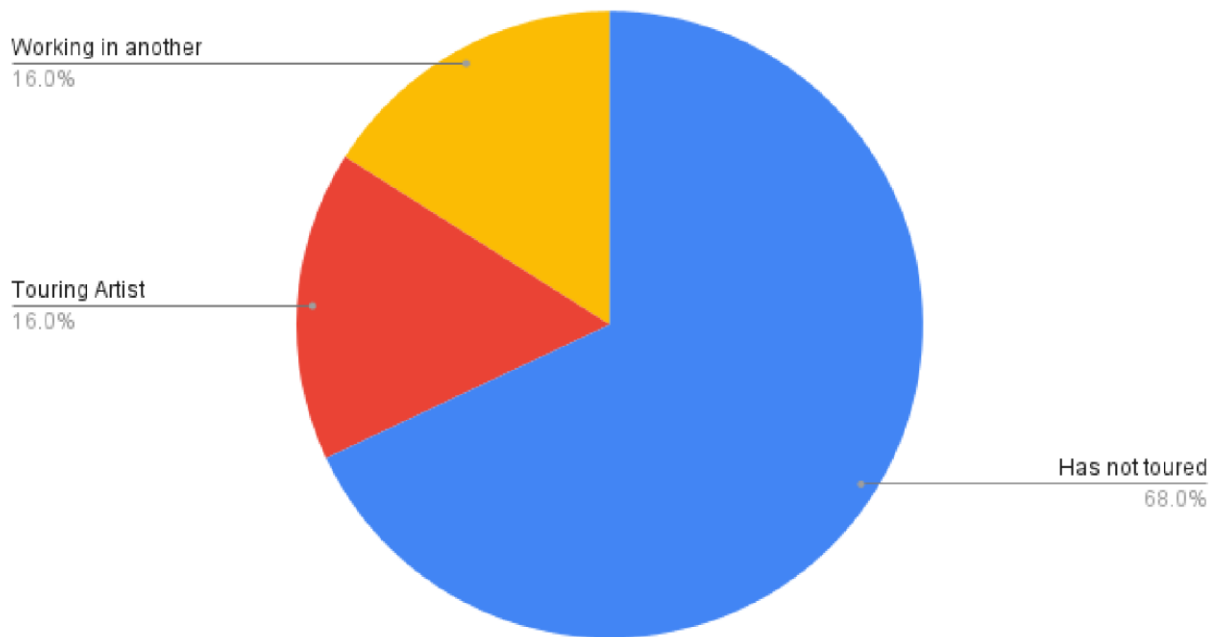
Current Employment Status



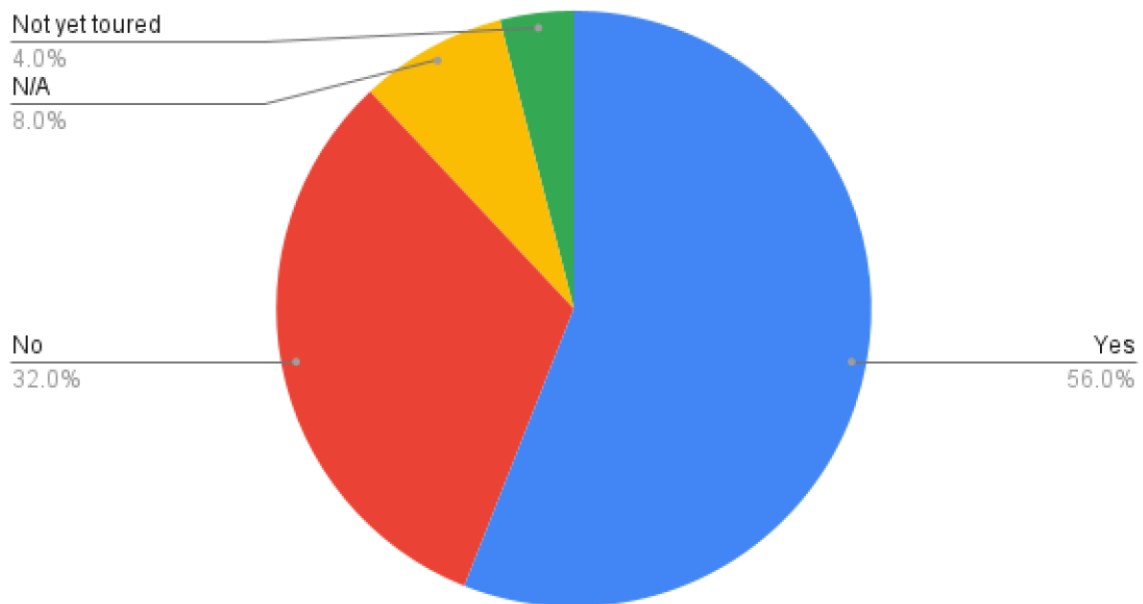
Participants Currently Enrolled in University



Current Career Status



Participants that have toured outside their home region



Hosting Partners

Ngoma Nehosho

Supporting Partners

Africalia, Old Mutual and Stanbic Bank, Music Crossroads

Media Partners

Intentionally Daring

Organizers

Marcus Gora

Walter Wanyanya

Alice Feldman

Redemta Msipa

Overview

JMF 2021

Ngoma Nehosho will proudly host its fourth edition of The Jacaranda Music Festival in Harare, Zimbabwe. The Jacaranda Music Festival will kick off with a music and creative business conference over 4 days starting on the 4th of October 2021 to the 7th of October 2021. The workshops will feature guest speakers and panellists from Nigeria, South Africa, Namibia, Zambia, Angola, Spain, Mozambique, Egypt and USA. The workshops will be open to all those that are active and those that would like to learn more about how to enhance their growth and actively participate in the very vibrant global creative economy. Africa has so much untapped talent and we believe these workshops are key in unlocking doors and creating global connections for our artists. From the 8th to the 10th of October we will have the musical performance showcases. We are currently planning to have the festival as a hybrid festival meaning we will have a physical and a virtual presence guided by the prevailing COVID regulations of Zimbabwe. The health of our artists and those that attend the festival is of highest priority and we are working with all the relevant authorities to make sure that we protect everyone from harm. In light of what we have all gone through because of the pandemic the theme for this year's edition is simple - 'Celebrate Life'.

CCA First Annual Member's Summit

How Can We Partner Together to Strengthen Africa's Growing Creative Economies?

Cultural Connections Africa – SA, a Non-Profit Government entity registered in South Africa, is an inter-African network of music, dance, and cultural arts professionals focused on collaboration and cultural exchange across the African continent and with other international partners. The mission of the network is to connect music industry professionals with cultural

stakeholders to share resources, create innovative solutions to address common challenges, provide peer-to-peer mentorship, offer professional development, and foster economic growth for communities through culture.

That's the question the CCA and this conference aim to answer. Over the course of a week, CCA members networked with one another and participated in initiatives and discussions that will grow and develop capacity for the creative economy in Africa.

The purpose of the first inaugural Cultural Connections Africa (CCA) Summit – Harare is to bring members of the CCA's guild of 25 experienced music industry professionals and cultural arts stakeholders from 14 African countries to Harare this October to interface around the decision-making processes and innovations that will shape the future of music on the African continent. The conference created a platform on which to develop and grow upon the CCA's ongoing efforts to bridge gaps across regions of Africa's cultural arts eco system by connecting the individuals, artists, organizations, and countries the CCA and its members represent. The four-day hybrid (in-person and virtual) event will invite participatory dialogue between CCA members, government stakeholders, and the general public through its program of Conference Sessions, Networking Meetings, and Public Workshops centered on growing Africa's creative economy.

Delegates

CCA Conference Delegates

1. Katherine McVicker – Boston, MA USA
2. Alice Feldman – Boston, MA USA
3. Walter Wanyanya – Harare, Zimbabwe
4. James Titelman – Sweden
5. Andrew Joshua Georgiou – Johannesburg, South Africa
6. Plot Mhako – Germany
7. Ignacio Priego Jimeno - Cairo, Egypt
8. Brad Holmes – Johannesburg, South Africa
9. Atlas Dumas – Durban, South Africa
10. Olukayode Adebayo – Lagos, Nigeria

Walter Wanyanya

HARARE (ZIMBABWE)

Jacaranda Festival



Ngoma NeHosho

Founder and Director

Oliver Mtukudzi
Artist Manager

Founder and Director

Founder

TechTools Avondale-Harare

Katherine McVicker

BOSTON, MA (USA)

Music Works International

Founder and Director

Cultural Connections Africa

Founder



Joshua Georgiou

SOUTH AFRICA

Hugh Masekela Heritage Foundation

Board of Directors

Hugh Masekela

Artist Manager

Brad Holmes

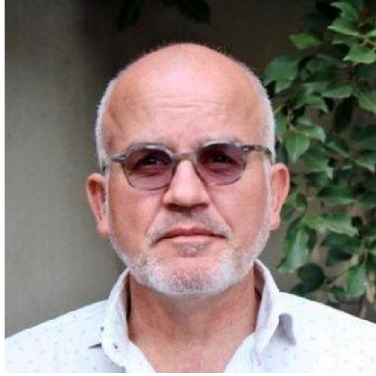
SOUTH AFRICA

Bassline Festival



Founder and Director

Bassline Venue



Founder

**Olukayode
Adebayo**
LAGOS, NIGERIA

KAM Africa Ltd

Founder

AMFEST (Africa Music Festival & Culture Expo)

Founder - Ckrowd (www.ckrowd.com)

pronouncedas Crowd.



Ignacio Priego Jimeno

CAIRO, EGYPT

Yugen Blakrok

POST POST

Music In Africa Foundation

New Music South Africa.

Creative Workers Union of South Africa

SAMRO Foundation



Plot Mhako

GERMANY / ZIMBABWE

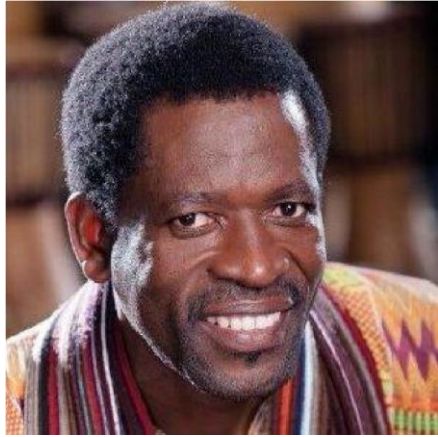
EarGround Radio

Founder

Jibilika Dance Trust

Founder





Atlas Dumas

**DURBAN (SOUTH
AFRICA)**

Sagiya Foundation

*Founder and
Director*

James Titelman

ANGOLA / SWEDEN

Poola M'boombu Produções

Director



Alice Feldman

BOSTON, MA (USA)

Music Works International

Director of Development

JetLAG Festival

Creative Director

JMF Conference Workshop Schedule



JMF2021

MUSIC BUSINESS CONFERENCE

CONFERENCE | WORKSHOPS | NETWORKING | MASTERCLASSES | SHOWCASES AND MORE

VENUE: THE VENUE, 23 KENNY ROAD, AVONDALE, HARARE

DAY 1 - WEDNESDAY, 6 OCTOBER 2021

TIME	TOPIC	DESCRIPTION	SPEAKER	MODERATOR
8.45am	Tea / Networking / Registration			
9.15am	WELCOME!	Introduction to the Jacaranda Music Festival and the Music Business Conference and Workshops 2021	So Profound (Director - Intentionally Daring)	
9.30am	BREAKAWAY GROUP: Stage Management workshop for women.	The modules covered are: 1. Introduction to Stage management 2. Music Festival history, statistics and musical trends 3. Gender and Social challenges within industry 4. Festival Team and crew structures 5. Stage design and construction 6. Planning tools and templates 7. Scheduling shows and sound checks 8. Stage lighting and screen information 9. Stage sound and traditional instrument requirements 10. Analysis of artist technical riders 11. Performance Preparation, crisis management, 12. Stage wrap and reporting	Carine Tredgold	
9.30am	INTRODUCTION TO INSTRUMENT MAKING AND TRADITIONAL SONGS. FOCUS ON MBIRA.	Introduction to Mbira making. Learn various types of Mbira and basic songs. Learn about the history of these instruments and their contribution to our music over time.	Wilfred "Nyamasviswa" Mafrika (Mawungira eNharira)	So Profound
10.00am	Keynote Eddie Hatitye (Music In Africa Foundation)			
10.30am	DIGITAL DISTRIBUTION MASTER CLASS	Introduction to: • MASTER RIGHTS • PUBLISHING RIGHTS • DIGITAL DISTRIBUTION • BRANDING	Karabo Motijoane (Sheer Publishing) Thomas Sondlo (Brand Manager)	So Profound
11.30am	ANYONE CAN BOOK A GIG!	Professional Development Workshop for Career Musicians - Music works international	Kathrine McVicker	Alice Feldman
1.00pm	LUNCH			
2.00pm	BUILDING STRONG BRIDGES - Learn about the Music Industry From an international expert panel by CCA.	This session will have presentations on: a. Artist Management b. Business development, c. Touring and performance	Josh Georgiou (Hugh Masekela Foundation) Ignacio Priego Brad Holmes (Bassline) Olukayode Adebayo (AMFEST)	So Profound
3.30pm	NETWORKING SESSION			
4.00pm	END			





JMF2021

MUSIC BUSINESS CONFERENCE

CONFERENCE | WORKSHOPS | NETWORKING | MASTERCLASSES | SHOWCASES AND MORE

VENUE: THE VENUE, 23 KENNY ROAD, AVONDALE, HARARE

DAY 2 - THURSDAY, 7 OCTOBER 2021

TIME	TOPIC	DESCRIPTION	SPEAKER	MODERATOR
9.00am	Tea / Networking / Registration			
9.30am	BREAKAWAY GROUP	Stage management	Carine Tredgold	
9.30am	SONGWRITING and music composition workshop	This workshop takes participants through the basics of songwriting, approaching songwriting as a standalone role as well as music composition, both can be a good revenue stream.	Alexio Kawara	So Profound
10.30am	PERSONAL DEVELOPMENT	Financial Management presentation by OLD MUTUAL	Kudzai Mubaiwa	
11.30am	SPEED DATING	All participants		
11.45am	Discussion: The FUTURE of Zimbabwean POP MUSIC	Discussion on the state of pop music in Zimbabwe, its character, how it is evolving and what it will take for it to go from local to regional and international.	JMP (producer) Tendai Maraire (Chimurenga Renaissance) Bryan K (Artist, Producer) Kush (Khaya Defero)	Amard (ZiFM)
1.00pm	LUNCH			
7.00pm	Special session in JMF WHATSAPP group - Explore legal issues involved in the music business.	Presentation: Learn about the body of laws that shape and affect the music business.	Traver Mudzonga	So Profound
8.00pm	Twitter Spaces	Discussion and Presentation: The future of Zimbabwean pop music	Danny That Guy & Phil Chard (2 Broke Twimbos) Plot Mhako (Earground)	Misred



Alice will fill in

Social Media



CCA Panel at the JMF Conference on
October 06 2021



JMF Conference Group(Panelists and
Participant)



Katherine mcVicker presents anyone can
Book a Gig



Katherine mcVicker presents anyone can
Book a Gig

Testimonials

Feedback from participants

1. [13:29, 13/10/2021] Rumbidzai Mamvura: It was indeed an educative conference, getting in-depth knowledge from speakers and panelists. I wish all artists can be present next time if the pandemic is over and we all get to learn a lot. I was able to interact with all the invited guests and that itself was icing on top of the cake. They were all welcoming and I see my future bright with such engagements. Thank you!
2. [1:38 PM, 10/6/2021] “Hi Alice its Gift Petro I am an artist manager working with local and regional artists and also the Chairperson and Founder of Music Management forum of Zimbabwe(MMFZ) which is also registered with the National arts council of Zimbabwe and a member of International Music Management forum(IMMF). We met today at the Jacaranda music business conference,your presentation with Katherine was so powerful I really enjoyed it.”
3. “I was part of the jacaranda music festival and you really spoke a word that made me have more zeal for music and I think it's high time I start working on it lol...really looking forward to your help and mentoring” - Kudzie/Sharma



4.

JMF Conference Testimonial

Taffie Matiure

Artist



my role as an artist was mostly focused on just performing and not realizing how much I'm worth.

Learning and networking with music business professionals in and out of Africa has definitely changed my work ethic, song writing skills and how I represent my culture and ethnic background

thank you JMF!!!!!!!



Delegates Impact Report

1. Katherine McVicker – Boston, MA USA

2. Alice Feldman – Boston, MA USA

Education – Our MWI ACBAG workshop was a huge success. I started putting in gears in motion to set up a 10 person focus group for customizing and implementing ACBAG as a teacher training program in Zim. We met and followed up with Josiah from National Arts Council (NAC) and NATCAZ to discuss implementation in Zim. I was also delighted to be a featured speaker in the Stage Management workshop for women held by Carine. Was delighted to see Mbare Art Space and studios and Pakare Paye. I learned so much from the conference topics/workshops/panels and was glad to be able to network with the panelists and learn more from them afterwards.

Consultancy -- Over 2 days provided several consultations for individual artists from the workshop. Met with Rue, a female artist and radio DJ who plans on starting Zim Female

Artist festival who can hire CCA as consultants. Met with Samantha Mtukudzi and talked about re-starting Solo Fest or TukuFest with CCA hired as consultants. Found support from NAC to implement Connect Africa in Zim.

Misc. – This was my first trip to Africa and I'm so thrilled it happened in Zim. Found a new jazz promoter at Kuimba Shire to connect to Walter.

3. Walter Wanyanya – Harare, Zimbabwe

This year's Jacaranda Music festival was nothing short of amazing. We managed to put it all together under very difficult conditions and thanks to a very dedicated team of men and women that I am privileged to work with. One of our goals as CCA was to encourage collaborations among members and to see a whole lot more cross pollination happening across borders through the creative space and us meeting in person for the first time clearly enforced and confirmed this very valid need. Working and meeting virtually for almost two years took away a lot of the magic that comes from physical interaction and the conference provided us with the confirmation that we all needed that we truly have something special in CCA. I am personally honored and privileged to be the first member to host the first CCA conference and I believe we will only see bigger and better things coming out of our efforts. I would like to thank all the CCA members that took time out of their busy schedules to come to Zimbabwe to join us and having the conference as part of the Jacaranda Music Festival added so much more value to our programming for the JMF workshops that saw many of the CCA members taking part as panel speakers to the much needed conversations that will see us building and contributing to the global creative economy. May continue to love, to learn and to teach.

4. Marcus Gora - Harare, Zimbabwe

The Jacaranda Music Festival and Cultural Connection Africa collaboration was a resounding success. The planning, across long distances and the execution on the ground was a showcase of skill and generosity. It was a pleasure to receive all the CCA delegates and their input in the Jacaranda conference was immensely valuable, it raised the quality of our programming and from our participants feedback; most were educated and inspired.

5. James Titelman – Sweden

6. Andrew Josh Georgiou – Johannesburg, South Africa

7. Plot Mhako – Germany

8. Ignacio Priego Jimeno - Cairo, Egypt

9. Brad Holmes – Johannesburg, South Africa 10. Atlas Dumas – Durban, South

Africa

Professionalism and Zimbabwe Experience

It was my first but great experience to be part of The Jacaranda Music Festival. I heard about JMF over the years until I was introduced to Mr Walter Wanyanya as a major contributor towards the existence and success of the JMF. Thanks to Katherine McVicker for inviting me to join CCA, hence I got to experience the dedication and professionalism offered by the entire team that produced JMF 2021. I appreciate the great hospitality and warmth welcomed by Zimbabweans from executives to the general artists and media personalities. The Jacaranda Music Festival and CCA collaboration deserve further funding opportunities to sustain their common objectives.

Zimbabwe Talent

The fascinating presentation by Mbira Artist Mr Wilfred “Nyamasvisva” Mafrika was overwhelming. That was a great exposure for the artist, which could lead to tangible business development for him and many others that were part of the festival.

CCA and Jacaranda Festival Experience

I see it very relevant for The Debut CCA Music Business Summit 2021 that is held in Zimbabwe during JMF, and I see more happening successfully in many countries as well. Great programs and projects were presented and it was confirmed that CCA Team consists of well-experienced and dedicated arts practitioners that have a lot to offer. CCA co-founder Katherine McViker and Alice Feldman presented an informative and invaluable module called “Anyone can Book a Gig”. The module is a tool that every artist needs to use to sustain a career in the art space. Mr Olukayode Adebayo – Lagos, Nigeria is one of CCA creatives that presented one of the most imperative projects called “CKROWD” www.ckrowd.com. The creative system Connect Africa that was developed and presented by the CCA R&D team is one of the AI tools that will connect the creative industry and unite art practitioners worldwide.

My Network outcomes

The Jacaranda Festival and CCA Music Business Summit created a platform for me to present Dim-Dep Musical to various art promoters from different countries/continents. Based on its creative content and artistic presentation, Dim-Dep Musical planted a seed of possible collaborations to host the production, touring in many countries. Dim-Dep Musical is a Theatre Production about the conservation of natural resources and sustainable living. The catchy factor in a production is its flash back to The Stone Age Era, while it unfolds the comparison on human impact on natural resources, which lead to global warming, depletion of Ozone Layer and climate change. Members of CCA showed so much interest for possible collaborations on cultural exchange that brings about edutainment and economic development to the participating parties.

I also strengthen my business relationship with Sheer Publishers. Physical connection with the director of Music in Africa Mr Eddie Hatitye made him understands www.sagiyafoundation.co.za

Possible book publishing business with IMBONGI ARTS BOOKS for Albert Nyathi for his books “My Son” and “My Daughter”.

In Closing

I am very grateful for the success of CCA at the current stage. I am proud that I have contributed to find a home for Cultural Connections Africa in South Africa as a legal home through the South African Department of Social Development. All entity-compliant duties are taken care of and CCA is recognised by many business compliant departments in South Africa.

11. Olukayode Adebayo – Lagos, Nigeria

Collaboration

The CCA/Jacaranda Music Festival collaboration was indeed a successful project for this 2021 version. The zeal, passion and capacity shown by both teams towards delivering this initiative is something both principals should be proud of, WELLDONE.

Harare, The People, My Squad

Zim hospitality and scenery was amazing, the CCA network members are the most cerebral and unique in all their elements. It was like being a part of a **super hero squad**, amazing people. The programme at the Jacaranda Music Conference was delivered excellently, the quality of the speakers and panelist was A class, all were uniquely experienced in all their fields and gave so much quality information and practical experiences to the audience.

My Experience

Visited and met great creative industry stakeholders, met with huge Zimbabwean culture tastemakers, visited Seh Calaz in his domain, visited the Music Studio he is putting up for up & coming artiste where he grew up from. Met a good number of content creators in Music, TV, Podcasting, Arts & Fashion. The visit to Mtukudzi's Compound, meeting his Daughter Samantha Mtukudzi, being on a KOMBI Station podcast (powered by earGROUND) and seeing some of Zimbabwe's finest performers live were big highlights of this meeting for me.

Work & Consultancy

I worked and enjoyed my engagement with the research and development team on Connect Africa Platform, gave some insights into the business of the technology, present and for the future, which we hope can position it properly for development, funding and growth. I received lots of support from a good number of the CCA members regarding our video monetization technology platform www.ckrowd.com and the **AMFEST RWANDA Project**, I will be working with a lot of the network members in executing these initiatives. I am looking forward to facilitating a lot of working relationships with Zimbabwean & Nigerian Creatives. Talks to work with **earGROUND**, **Bassline**, **MWI**, **Sheer Publishing**, **Music in Africa**

Foundation, Shagiya Foundation etc are ongoing. Purpose is to connect Africa in a stronger way through culture, whilst facilitating how everyone that puts efforts into this culture space should get value for all their inputs.

Conclusion

I found a family in all of you guys. It was and will continue to be a pleasure working with you all, for this great cause, for the culture.

Contact

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Cultural Connections Africa - SA

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Emakhosini

KwaMashu

Durban, South Africa 4359

EXTRA STUFF

	Day 1	Wed 06 October, 2021		
8.45am		Registration		
9.15am	WELCOME	Introduction to the Jacaranda Music Festival and the Music Business Conference 2021	So Profound (Director - Intentionally Daring)	

9.30am	<p>BREAKAWAY:</p> <p>Stage Management workshop for women and people from our target groups</p>	<p>The modules covered are:</p> <ol style="list-style-type: none"> 1. Introduction to Stage management 2. Music Festival history, statistics and musical trends 3. Gender and Social challenges within our industry 4. Festival Team and crew structures 5. Stage design and construction 6. Planning tools and templates 7. Scheduling shows and sound checks 8. Stage lighting and screen information 9. Stage sound and traditional instrument requirements 10. Analysis of artist technical riders 11. Performance Preparation, crisis management, 12. Stage wrap and reporting 	Carine Tredgold	
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9.30am	Introduction to Instrument Making and Traditional Songs. Focus on Mbira and Marimba	Introduction to Mbira making. Learn various types of Mbira and basic songs. Introduction to Marimba making. Learn how they are made and basic songs. Learn about the history of these instruments and their contribution to our music over time.	Wilfred “Nyamasvisva” Mafrika	So Profound
10.15am	DIGITAL DISTRIBUTION MASTER CLASS	Introduction to: MASTER RIGHTS PUBLISHING RIGHTS - DIGITAL DISTRIBUTION BRANDING	<ul style="list-style-type: none"> - Karabo Motijoane (Sheer Publishing, South Africa) - Tom Sondlo (Brand Manager, South Africa) 	
11.15am	Anyone can book a gig	Music works international	<ul style="list-style-type: none"> - Kathrine McVicker, - Alice Feldman (USA) 	
1.00pm	LUNCH			

2.00pm	Building Strong Bridges - Learn about the Music Industry From an international expert panel by CCA.	<p>This session will have presentations on:</p> <ul style="list-style-type: none"> a. Artist Management b. Business development, c. Touring and performance 	<ul style="list-style-type: none"> - Ignacio Priego (Egypt/Spain) - Josh Georgiou (Hugh Masekela Foundation - South Africa) Brad Holmes (Bassline -South Africa) - Olukayode Adebayo(AMFE ST, Lagos, Nigeria) 	So Profound
3.30pm		Networking		
4.30pm	end			
	Day 2	Thu 07 October, 2021		
8.45am	Tea/networking			
9.15am	Break away group	Stage management group	Carine Tredgold	
9.15am	Songwriting and music composition workshop.	<p>This workshop takes participants through the basics of songwriting, approaching songwriting as a standalone role as well as music composition, both can be a good revenue stream.</p>	Alexio Kawara	So profound

10.15am	Financial Planning	Old Mutual	Kudzai Mubaiwa	
12.00pm	Break			
12.15pm	Discussion and Presentation: The future of Zimbabwean pop music	Discussion and Presentations on the state of pop music in Zimbabwe, its character, how it is evolving and what it will take for it to go from local to regional and international.	<ul style="list-style-type: none"> - JMP (Producer) - Kush (Khaya Defero, management for SHASHA) - Tendai Maraire (Chimurenga Renaissance) 	Amard
1.00pm	LUNCH			
2.00pm	SPEED DATING			
4.00pm	end			
7.00pm	Special session in JMF WHATSAPP group - Explore legal issues involved in the music business.	Presentation: Learn about the body of laws that shape and affect the music business.	Travor Mudzonga	
8. pm	Twitter Spaces	Future of Zimbabwe pop music	Misred, Two Broke Twimbos, Plot Mhako	