

AVRIL JOFFE CURRICULUM VITAE

1. **Family name:** Joffe
2. **First names:** Avril Louise
3. **Date of birth:** 28-10-58
4. **Passport holder:** South African
5. **Residence:** 12 Grace Road, Observatory Extension, Johannesburg, 2198 South Africa
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
Institute of Development Studies, University of Sussex, UK 1986-1988	MPhil (Development Studies)
University of Witwatersrand, 1980	Honours (Industrial Sociology)
University of Witwatersrand, 1977-1979	BA (Economics, Industrial Sociology)

7. Language Skills: Indicate competence on a scale of 1 to 5 (1- excellent; 5 – basic)

Language	Reading	Speaking	Writing
English	1	1	1
French	5	5	5
Afrikaans	3	3	3
Hebrew	4	4	4

8. **Membership of professional bodies:** The Institute of Directors of South Africa, , Business and Arts South Africa, Arterial Network South Africa, Visual Arts Network of South Africa, the Nia Technique, Portland (dance, first degree black belt), The International Federation of Arts and Culture Councils, The European Network on Cultural Management and Policy, ENCACT. I am also a board member of the National Arts Council and serve as the Chairperson of the Audit and Risk Committee.

9. **Other skills:**

Lateral thinking, creative policy formulation and problem-solving

Project management: Effective project management, co-ordination of multi-disciplinary teams, designing, administering and managing large research and consultancy programmes.

Research: Experienced researcher into policy oriented subject areas from industry policy and strategy to trade union development, human resource development, institutional development and governance issues for all tiers of government, workplace organisation, and cultural and creative industry strategy, integration of culture in urban and national development. **Core methodologies** include value chain methodologies, impact assessment, monitoring and evaluation, focus group methodologies, survey design and implementation, process evaluation, and action research.

Training: Competently assessed as an assessor, moderator and assessment guide writer (ASSMTO1, 2 and 4) as well as a plan and design the learning and writing outcomes-based learning materials. Designer and lead trainer of policy makers and practitioners in research skills, entrepreneurship, arts management, lobbying and advocacy as well as on content related subjects relating to development, economic growth, cultural policy making, creative industries and cultural economy.

10. **Present position:**

Head of Department: Cultural Policy and Management, Wits School of the Arts, University of the Witwatersrand (2013-current).

11. **Employment history:**

Founder member of Creativity Avriljoffe CAJ, 1999, previously with Labour Market Alternatives (pty) Ltd (1994-1999)
Sociology Department at Wits (1989-1994) and at University of Cape Town (1981-1982). Personal assistant to struggle stalwart Rev Beyers Naude (1977-1986); ran and managed anti Apartheid community information resource centre, (CRIC) for youth, women, civic and labour organisations (1980-1986).

12. **Key Qualifications:**

Avril Joffe is a development economist with more than 20 years professional experience in the field of arts and culture, culture and development and cultural and creative industries, and more than 35 years in project management, organizational governance, policy development, industry strategy and training. **Research expertise** - from in-country experiences such as Mapping of the creative economy in Gauteng to large projects across many countries such as for the International Labour Organisation; **project management of large research and policy projects and programmes** (the Industrial Strategy Project in South Africa; the ILO project in the SADC region); **mentoring** and management of interns (the Industrial Strategy Project, the Mapp-Seta training programmes; **management of liason and relationship with client and**

politicians (member of ministerial appointed review panel on the Cultural Policy of SA; the specialist advisor to the Arts and Culture Department in the Gauteng Provincial Government and Team Leader for the Department of Arts and Culture projects); **writing, analysis and final document and book editing** (all the work including the many publications completed for the Arterial Network); **Expertise in cultural policy and creative industry development** including institutional organization and cultural governance; elaboration and implementation of cultural policies; integration of culture in sustainable development policies; elaboration and implementation of development strategies in the cultural sectors; development of cultural industries; financing of culture and cultural enterprises; managing international cooperation projects in the field of culture. Avril is a **dancer** with a background in ballet, modern and Spanish dance and is more recently certified as a First Degree Black Belt Nia instructor.

13. Other relevant information (e.g. Publications):

Avril has been on UNESCO's Panel of Experts on Cultural Policy and Governance (2011 ongoing) conducting missions to Mauritius, Seychelles, Ethiopia, and evaluation trips to Morocco, Senegal, Florence and Paris.

Avril was appointed by the Minister of Arts and Culture to a 9 person review panel to rewrite the Cultural Policy of South Africa for the past 3 years. The cultural policy has now been approved by Cabinet and is being considered in Parliament (2015-2018). She was the keynote speaker at the launch of the Mzansi Golden Economy programme, for the Department of Arts's Summit in February 2011 with 1100 guests in Newtown Cultural Precinct, Johannesburg, South Africa. She has conducted many assignments for the Department of Arts and Culture including ratification of charters, programme evaluations, strategy and programme development (cultural industry, carnival, integration into trade protocols, cultural precincts, events and touring opportunities, establishment of the cultural observatory).

Avril has published extensively on culture, cultural and creative economy in Africa in journals and books. Her latest publications include numerous reports and articles written for clients. These include For UNESCO (2018). 'Funding for cultural entrepreneurship to achieve development outcomes' in UNESCO Zapopan: políticas culturales para el desarrollo de comunidad en áreas metropolitanas Mexico: UNESCO (pp 154-164) and (2017). Chapter 8 in RE|Shaping Cultural Policy (the Integration of Culture in Sustainable Development). UN, Creative Economy Report 2013 (Africa contributor) UNCTAD, Creative Economy Report 2008: the challenge of assessing the creative economy: towards informed policy-making (Contributor on sections on Africa) (2008); ILO, Job creation and small business development in the cultural sector in the SADC region: managed research on Performing arts and Dance; Ethno-tourism; Music, Visual arts and Craft and authored the report on Film, video and broadcasting, all available on the ILO website and also for the ILO on 'Export Opportunities and job creation in the Film, video and Broadcast sectors in Senegal'. She has also written training material on Cultural Policy Making for UNESCO and on Cultural entrepreneurship development programme; Management and administration for small businesses in the cultural sector; Train the trainer in cultural industries on entrepreneurship and management; Project Management for the performing arts, dance, music, craft or film organisations or businesses.

In a book published by Palgrave MacMillan edited by Annick Schramme and Ian King with CPM colleagues, Chatikobo, M, Lebethe, A. and J. Mavhungu 'We are independent. We have not been captured: An exploration of cultural governance in the South African arts and culture sector'. In a forthcoming edition of MISTRA (Mapungubwe Institute of Strategic Reflection), Johannesburg on Cultural policy making and the cultural industries in South Africa: towards a new agenda for publication. She has also written on her MA degree for a Special edition edited of Arts and Humanities edited by Justin O'Connor, Jonathan Vickory and Xin Gu on 'Pedagogy as Activist Practice: A reflection on the Cultural Policy and Management degree in South Africa'.

For the pan African arts organisation, Arterial Network Avril has written a cultural policy toolkit, 'Adapting the Wheel' (2010), an Arts Fundraising Toolkit (2011), research on 'The Impact of the Arts on Africa's Creative Economy' (2009) amongst others.

Avril's **dance career** includes being a First Degree Black Belt Nia instructor; she is also a certified Ka Huna Massage therapist. Avril's dance background is in Ballet, Modern, Jazz and Spanish dance. She was a Dance teacher and Administrator of the Jazzercise Dance Centre, Methodist Church, Norwood, Johannesburg, Jan 1984 to August 1986, and has the following Dance Qualifications: Advanced Diploma in Modern Dance (1979); Diploma in Spanish Dancing; Dance Awards: Concours de Ballet: Spanish Dancing (1976).

14. Professional Experience (Highlights):

Date from - to	Location	Company & reference person (name & contact details)	Position	Description
2010-2018	South Africa	DAC Zodwa.m@dac.gov.za/ Louise.G@dac.gov.za/ Mathilda.m@dac.gov.za	Consultant	Ratification of the Charter for African Cultural Renaissance (2012) DAC Quadrennial Periodic Review for UNESCO (2017 -2018) DAC Ministerial review panel (2015-2018) to review and rewrite the Cultural Policy of the country.
2015-2018	South Africa	BASA michelle@basa.co.za	Lead Researcher	Appointed the CPM department to facilitate research into cultural governance for all 26 DAC cultural institutions, conduct training with IODSA for these and develop a toolkit for new board members.
2018- 2022	South Africa and Africa	Austrian Research Council Award D.Stevenson@westernsydney.edu.au	Partner Investigator	Member of multi-institutional team to review global cultural policy making and the work of the UNESCO 2005 Convention
2016-2018	Australia	Monash University justin.oconnor@monash.edu	Visiting Guest Lecturer	Prepared and delivered module on Culture in sustainable development in Africa for the MA in Cultural Economy
2011-2018	Various (Seychelles , Mauritius, Ethiopia, Paris, Johannesburg)	UNESCO Secretariat for Convention on the Promotion and Protection of the Diversity of Cultural Expressions, Danielle Cliché d.cliche@unesco.org	Expert	Work with the Government of Seychelles to draft a creative industries policy that is aligned to the various initiatives in the Seychelles government and that is appropriate to the situation of the arts and culture in the Seychelles (2012). Work with the Government of Mauritius to promote the cultural industries, develop an action plan and design and implement capacity building programmes for government and the arts sector stakeholders (2012) . Design, write and produce a training module on the Design and Implementation of Cultural Policy (2015) Supported Ethiopia to draft their quadrennial periodic report to UNESCO
2014- 2015	Ghana	CKU, Danish Development Agency, Louise Pedersen lfp@cku.dk	Programme Lead	Developing a strategic programme in Ghana to implement the Danish Government's Strategy for Cultural Policy and Cultural Industries. This includes survey of the landscape; business and entrepreneurship evaluation; entrepreneurship training; identification of projects; implementation of programme.
2013	Nigeria, Zimbabwe, South Africa	British Council UK Kate.arthurs@britishcouncil.org	Evaluator	Evaluate the model, impact and outcomes of the Culture Shift Programme of the British Council in three countries Evaluating the Cultural and Creative Economy Programme of British Council in the region (Nigeria, Ghana, Kenya)
2012	South Africa	AFAI Arts27@artslink.co.za	Facilitator/ Trainer	Training of new group of African Cultural Experts for UNESCO in cultural policy, governance and the UNESCO Convention on the Diversity of Cultural Expressions
2012	Kenya	GO Down Arts Centre Judy.ogano@thegodownartscentre.com	Facilitator/ Trainer	Train the Trainer Programme for cultural leaders in the arts sector on project management, networking and advocacy, fundraising and marketing for the arts with participants from east (Kenya, Tanzania, Uganda, Rwanda, Seychelles) and west Africa (Nigeria, Ghana, Liberia)

