



arts & culture

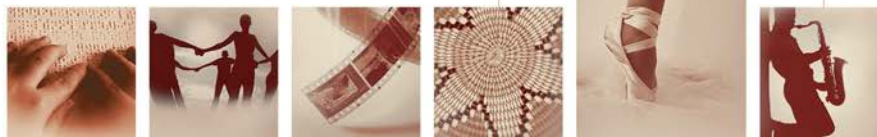
Department:  
Arts and Culture  
REPUBLIC OF SOUTH AFRICA

# A 20 years review of public programming at NARSSA

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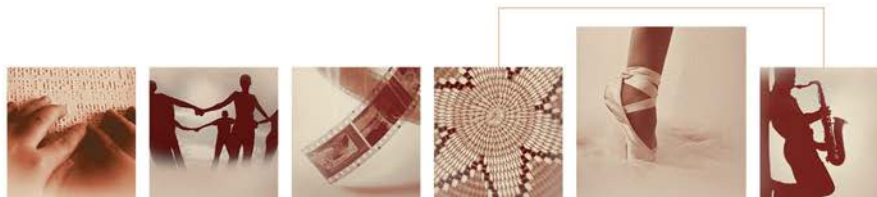
11 July 2014

LAYING THE FOUNDATION FOR GREATNESS



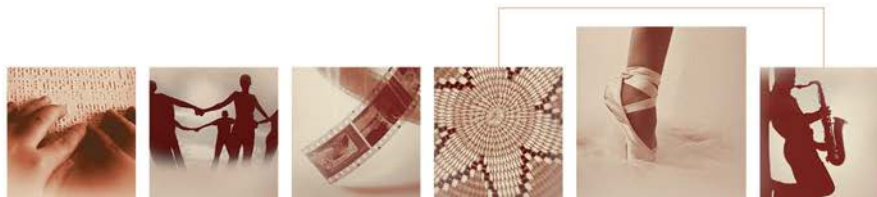
# INTRODUCTION

- **The National Archives and Records Service of South Africa was established by the promulgation of the National Archives of South Africa Act (Act No. 43 of 1996) as amended**
- **This piece of legislation transformed the former State Archives Service into the National Archives and Records Service of South Africa whose mission, function and structure reflect the post apartheid political order;**



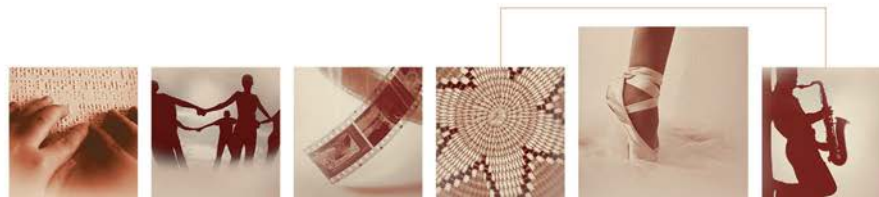
# Objects and Functions of the National Archives

- (a) Preserve public and non-public records with enduring value for use by the public and the State;
- (b) Make such records accessible and promote their use by the public;
- (c) Promote an awareness of archives and records management, and encourage archival and records management activities;
- (d) Generally promote the preservation and use of a national archival heritage.



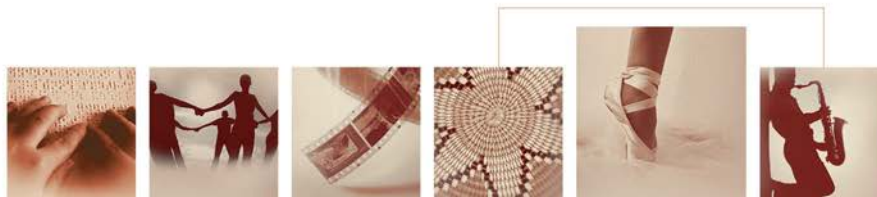
# PURPOSE OF PUBLIC PROGRAMMING AT NARSSA

- **As part of transformation NARSSA formally implemented its Public Programming division in 2003**
- **This was due to the fact that members of the public saw Archives as an elitist institution. Mostly academics and researchers of a specific race.**
- **Means were made to try and change that mentality and encourage the public to use /and or understand what archiving is all about.**
- **The Outreach Section was tasked to implement awareness campaigns that included all members of the public regardless of race, gender or any form of discrimination.**
- **Public Programming assist in increasing the use of Archives by the public**
- **They create a platform for patrons to understand Archives as a heritage institution and its importance.**
- **In 2003 the focus was mostly on Outreach activities where visit were undertaken to communities to talk about Archives, collections preserved at Archives and how they can benefit from using the function e.g. genealogical, land claims research etc.**



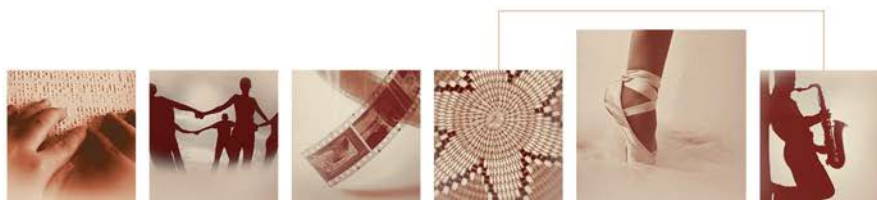
# PUBLIC PROGRAMMING AT NARSSA

- In 2005 high school learners became part of our projects- through the National Archives Week which takes place during the month of May and visit to schools.
- The curriculum for different grades would be checked and archival records that relate to it would be made available to supplement class work.
- Some of these included “Taking the Archives to the People”. Exhibitions on collections, Archives Week, partnerships with other institutions, Career Faires and Film Festivals (NFVSA).



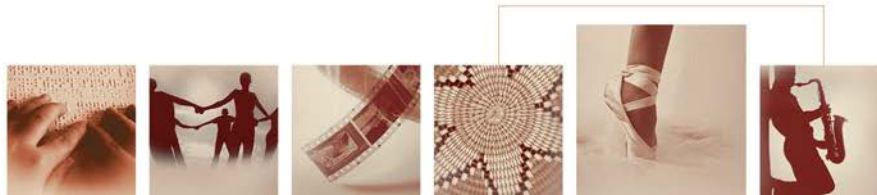
# ACTIVITIES SINCE 2004

- **Development of Promotional Material (Brochures)**
- **National Archives Week**
- **Exhibitions**
- **Partnerships**
- **Web based Adverts**
- **Friends of the Archives**
- **Media Participation**



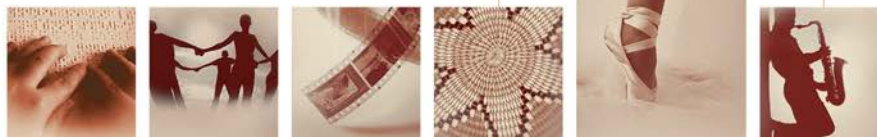
# Development of Promotional Material (Brochures)

- In order to share information brochures were developed
- They give more information about Archives, sections and their responsibilities, contact details, pics of some collections
- This allow archivist to leave reading material in the areas they visit for ease of reference.



# National Archives Week

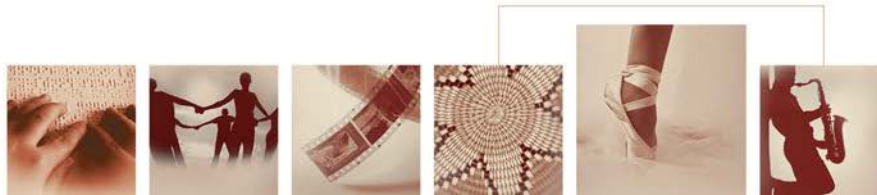
- **This is a National event rolled out by National and Provincial Archives to create awareness**
- **Takes place around 2<sup>nd</sup> week of May -annually**
- **Members of the public get to “see behind the scenes”-strong rooms, conservation area, reading room and engage with Archivists**
- **Learners, records managers, public are invited to participate**





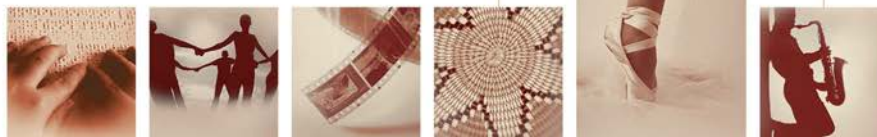
# Exhibitions

- This is one way of showcasing Archival collections that are available
- During national events such as Archives Week, national days, DAC engagements ,the National Archives exhibit collections e.g. June 16 1976 Uprisings, 1956 Women’s March, the Rivonia Trial,10 and 20 yrs of Democracy would be developed.
- This is one way of popularising collections



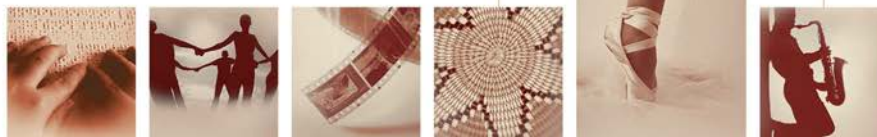
# Partnerships

- **Funding is often a challenge in Archives- partnerships are inevitable**
- **Identify institutions of similar nature e.g. Museums, libraries, universities etc.**
- **Assist in cutting costs by having joint projects which benefits partners .e.g banners that have been put outside the conference halls.**
- **Challenges comes when there is no equal share on prominent items such media briefing and programme-guard against being swallowed by one institution**



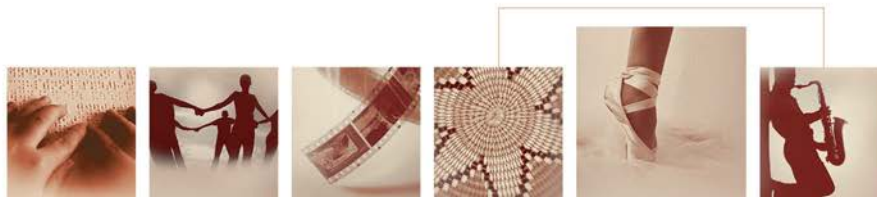
# Web based Adverts

- **There is a need to keep up with technology**
- **Easy access information is often promoted**
- **Technology has allowed for quick easy access and it should be used to popularise archives and its activities e.g. workshops, facility upgrades, released inventories/catalogues**
- **This is an effective way of engaging with clients through social media e.g. facebook twitter,**



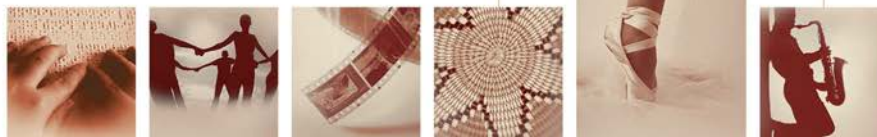
# Friends of the Archives

- **Museums have the “Friends of the Museum” concept**
- **As National Archives this concept has been adopted as well.**
- **Interact with clients, share information, receive donations of any form, advocacy on behalf of Archives.**
- **Identify workshops which would benefit them as well e.g. How to preserve personal archives/information-albums, documents**
- **Genealogical researchers play a major role**



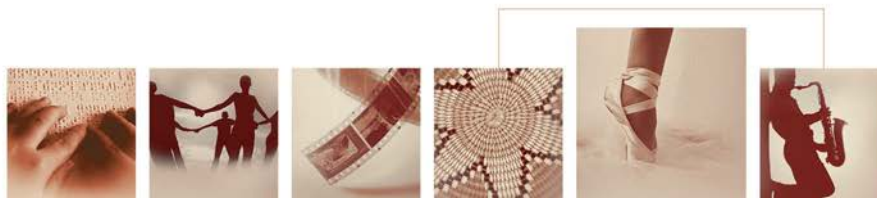
# Media Participation

- **One of the most crucial aspects of public programming**
- **Media assists in spreading/sharing information**
- **Media invitation during events-Communications provides a plan whether it media breakfast, usage of print, audio or visual media.**
- **Lack of funding is often a challenge-an A4 article costs around R50 000.**
- **Competition for space and news/events in a challenges-e.g. Archives Week 2014 –during the elections period**
- **Community media has been used as most of it is free**



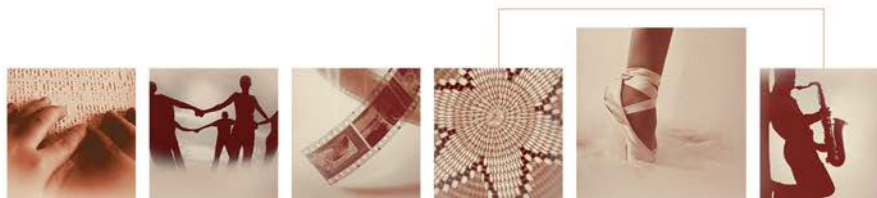
# SUCSESSES

- **An impact study still needs to be done**
- **Increase in the number of researchers**
- **List of private researchers include previously disadvantaged communities**
- **Request for visits have increased-incl academics, learners, government departments and other countries in Africa**
- **Increase in the number of requests for participation in events by other departments**



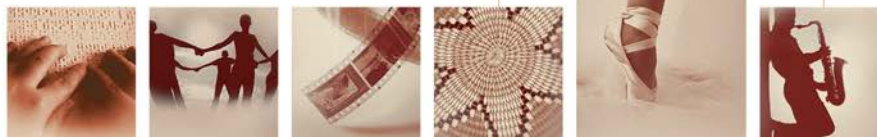
# Challenges

- **Budget is often a challenge as there are competing priorities in the agenda of government and within Archives**
- **Archives website out-dated-hence it is being reviewed**
- **Involvement of Private Archives during Archives Week**
- **Lack of awareness of the International Archives Day –very little is done to popularise this important day.**
- **Media Campaigns are not strong/very effective due to lack of funding to do more**



# Conclusion

- **More needs to be done to create awareness. This will be properly implemented if the sector as a whole(public and private) work together. We envisage launching Archives Week in one province in 2015 where resources will be pulled together to popularise Archives.**





# THANK YOU

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