

BASA welcomes new staff members

Issued by [Business and Arts South Africa](#)

23 Aug 2012

Business and Arts South Africa is proud to announce the appointment of Lonwabo Mavuso to the position of Marketing and Operations Manager.



Mavuso, who joined on August 1st and has extensive experience in arts management, takes over from previous Marketing and Operations Manager, Germaine Gamiet, who recently returned to his home province of the Eastern Cape.

Mavuso comes to BASA from his most recent position as Project Manager - Fundraising and Partnerships at Wits University's Drama for Life. Prior to that he was the Project Administrator for the Bafundi Film and TV Festival at the Wits Theatre. The 26-year-old, who has a BA Dramatic Arts from Wits, says he's hoping to bring a fresh perspective to his new role.

"I feel privileged and excited to be given the opportunity to serve at BASA," says Mavuso.

"As much as this will be a learning experience, I believe I can contribute and bring a fresh perspective on how the arts can play a role in business and more importantly in society"

BASA is also excited to announce that Gamiet is now part of the team representing Business and Arts South Africa in this important cultural and business region.

"The opportunity to further BASA's footprint in the Eastern Cape is exciting," states Gamiet. "I look forward to deepening the value conversation around art investment in the region, as well as supporting arts entities towards maximising their impact."

Also part of the current BASA team is Thabo Makgato who has joined the organisation for a few months, as an Intern, to learn about the Business and Arts South Africa model on behalf of the Botswana Society for the Arts (BSA). Botswana is one of several southern African countries that are looking to the Business and Arts South Africa model as a way of engaging business and arts domestically.

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About Business and Arts South Africa NPC:

Business and Arts South Africa NPC is an internationally recognised South African development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa NPC encourages mutually beneficial partnerships between business and the arts. Business

and Arts South Africa NPC was founded in 1997 as a joint initiative of government and the business sector, to secure the future development of the arts industry in South Africa, through increased corporate sector involvement. Established as a Non Profit Company, Business and Arts South Africa NPC is accountable to both government and its business members.

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