

OVERVIEW OF CENDANA'S ACHIEVEMENTS: SEPTEMBER 2017 TO DECEMBER 2019

Since its launch on 6th September 2017, the Cultural Economy Development Agency (CENDANA) has been tasked to develop and promote Malaysia's cultural economy.

CENDANA's ground-up effort advocates and uplifts the cultural ecosystem guided by the three strategic pillars which are:

1. **Energising the arts** by stimulating demand for Malaysian arts from the wider public and trade;
2. **Empowering communities** which increases opportunities of success for Malaysian artists and increases quality of work; and
3. **Reorganising** how we advocate for **policies** and frameworks that encourage the sustainable development of the cultural economy

Below is a snapshot of CENDANA's achievement to date from 2017 to 2019. A full version of CENDANA's accomplishments will be made available by June 2020.



CENDANA has supported a total of 183 arts and culture activities in this time, surpassing its target by 126% in 2018 and 128% in 2019.

Actions taken

A total of RM8.22mil funding was disbursed over three years, with the highest amount of RM3.57mil used for over 116 activities in 2018, over various funding platforms including Emerging Artist Incubation, Mobility, Development and Sponsorship Funding Programmes.

The Mobility Funding Programme supports return air transfers and covers cargo freight of touring equipment up to RM30,000 per application. It seeks to extend the reach of high-quality work by broadening the range of venues presenting it, development of formal or informal touring networks, as well as forging stronger relationships between artists, audiences, producers, venues and promoters.

The Sponsorship funding platform assists a large spectrum of artists and cultural workers. In 2018, for example, such funds were used to support Malaysian independent musicians to develop new markets in Europe, as well as to empower youth in Potehi glove puppet theatre and enable a Malaysian arts organisation to perform off Broadway at the Public Theatre, New York.

Purpose served

In 2017, the beneficiaries of this funding were able to generate a revenue of RM2.71mil and reach an audience of 143,978. These beneficiaries included artists and cultural workers from the performing arts, independent music and visual arts sectors of the creative economy.

In 2018, RM1.9mil was generated and 151,978 audience reached.

Impact created

The injection of these funds within the arts and culture sector have in return led to increased spending and income. New jobs were created for a wide spectrum of people including volunteers, artists, technical and support staff, panels and mentors as well as new part-time employment.

What's more, is that this positive economic impact is measurable. The economic multiplier effect in 2018 again surpassed the initial target of 2.36x, to 3.1x, which was a 131% rate. In 2019 we met our target at 2.5x.

In 2018, 35 upskilling activities were carried out resulting in 1,557 upskilled workers, a 335% success. In 2019, 562 workers were upskilled. An example of this upskilling exercise took place at the ACE Bootcamp workshops which involved musicians, promoters, recording labels, artist managers and cultural workers all who were related to the indie music scene.

Methodology

The information contained in this infographic are for the period between June 2017 and December 2019, and were collected from various documents provided to Frost & Sullivan as at August 2019, such as:

- Final evaluation reports and project monitoring surveys
- Progress reports
- Post-event reports and surveys
- CENDANA's annual performances report
- Funding details by CENDANA i.e total funds approved and disbursed.

In addition, Frost & Sullivan collected selected publicly available information via secondary research, to validate and deep-dive in selected arts and culture programmes initiated and supported by CENDANA.

Frost & Sullivan later presented the findings from this analysis to CENDANA. The information available in this document are extracted from the internal report developed by Frost & Sullivan for CENDANA.