



arts and culture

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To whom it may concern

I confirm that I have dealt with Ms. Pamela Segakweng from March – July 2007, during which time she was appointed as a consultant by the Department of Arts and Culture (DAC) under the International Relations Division to assist the division in assessing the impact of one of our flagship programmes—the Swedish-South African Cultural Partnership Programme (SSACPP). SSACPP was set up based on the South African policy for arts and culture and on the Swedish objectives for development cooperation, with the primary aims as to:

- reduce poverty in SA
- strengthen and extend democracy
- create the conditions for a broader and more long-term partnership between the two countries i.e. Sweden and SA

Our expectations of the appointed consultant in handling the assignment was to be able to work with a Swedish consultant as a team but for each consultant to be able to produce separate work and later compile a standard report for both governments. Both consultants were required to have in-depth knowledge of development co-operation, funding mechanisms and of the cultural policies in South Africa and Sweden. Ms. Segakweng was selected to be the consultant on this project amongst many other SA consultants invited to tender based on the excellent insights she had in helping the Department to achieve the strategic objectives of the assignment, and her expertise being in line with our requirements. In addition, the quality of the proposal she submitted to the Department was inline with our internal ethos and was well structured and very methodical.

In executing the assignment, she was expected to engage our national structures; stakeholders from the DAC, project partners, actors, artists and participants in various projects from SA and international structures i.e. Sweden. We strongly believe that her extensive experience within the research field enabled her to produce an excellent impact assessment survey across SA and Sweden. In addition her remarkable ethical code in dealing at all levels with individual project sites should be applauded.

The cultural differences between SA and Swedish societies are vast and only professionalism, good grasp of the research discipline of this nature (with international bearing/flair) and sensitivity in dealing with different people across cultures could sustain anyone working on the project of this magnitude-qualities we believe that Ms. Segakweng displayed all the time for the duration of this project- March – July 2007.

Ms. Segakweng has provided our Department with excellent support in the areas pertaining the marketing and overall management of the SSACPP. Her report was hailed by SA stakeholders and our counterparts in Sweden as the best piece of work, insightful, practical and providing workable actions for all in the Programme. Through this assignment, we as the Department have been able to identify some shortcomings in the Programme together with our counterparts in Sweden, and to date we have been constantly working hard to implement the resultant recommendations ongoing basis. Whilst this has been one of the toughest assignments to take on, we strongly believe that Ms. Segakweng was truly instrumental in helping the Department unravel some of the most difficult intricacies of this Programme in the most diligent, professional and with high standards of research and professional ethics.

We will certainly recommend Ms. Segakweng for further challenging and difficult research projects such as ours.

Yours Faithfully



Ms. Zodwa Mpanza
Deputy Director: International Relations



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