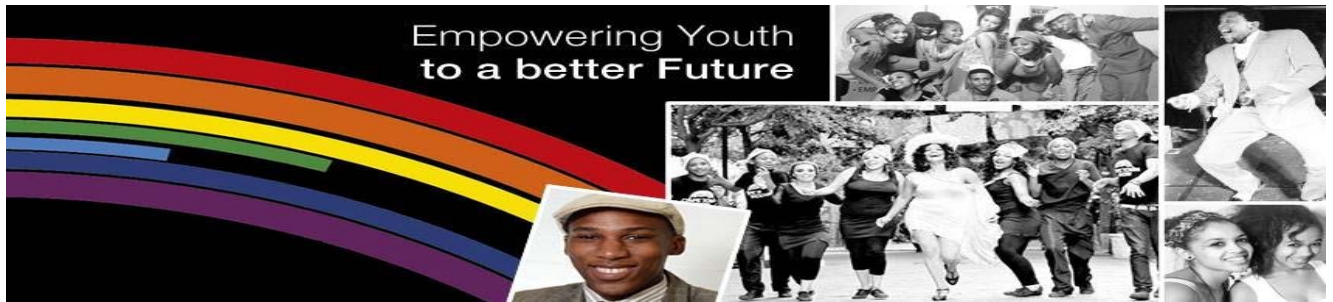


THE RAINBOW ACADEMY STUDENT PROGRAMME



Registration Number 2010/019136/08

NAME: TURNSTYLE 177 T/A THE RAINBOW ACADEMY
Registration number: NPC 2010/019136/08 and NPO (092-334-NPO)
Physical Address: 106 Adderley Street, 3rd Floor, Cape Town, 8000
Telephone: 021-4264759
Email: Thenjiwe@rainbowacademy.co.za or info@rainbowacademy.co.za
Website: www.rainbowacademy.co.za

1. INTRODUCTION AND BACKGROUND:

The Rainbow Academy is a South African registered, non for profit School of Performing Arts and Business (NPO) that runs a one year skills training and work programme in the music and performing arts industry for youth aged 17-25 years old. The Academy was established in June 2010 at Mandela Rhodes Place in Cape Town. Thirty Students are enrolled each year to complete a one year training programme with exams, qualifications and work experience in music, musical theatre, business and hospitality. The programme runs from February to December. Students are equipped with the necessary skills to pursue a higher education and/or to work in the Performing Arts and Creative Industries.

2. 2017 TRAINING PROGRAMME: WHAT WE OFFER

- London Trinity College Music Examinations: Grade 1-3/4 (NQF Level 3)
- London Trinity College Group Musical Theatre Examinations: Grade 6-8 (NQF Level 3)
- Rock School, SA Music Examinations: Grade 1-4 (NQF Level 3)
- Music Theory: London Trinity College: Grade 1- 3 (Rainbow Academy)
- African Music (Rainbow Academy)
- Business Training (Cyan Development Concept)
- Hospitality /Tourism Training (The International Hotel School)
- Life Skills Training (Cornerstone College)
- Recyclable Arts and Crafts Programme
- Shows and Performances Programme
- In-House Job Training and Placements

3. CRITERIA:

Applicants must:

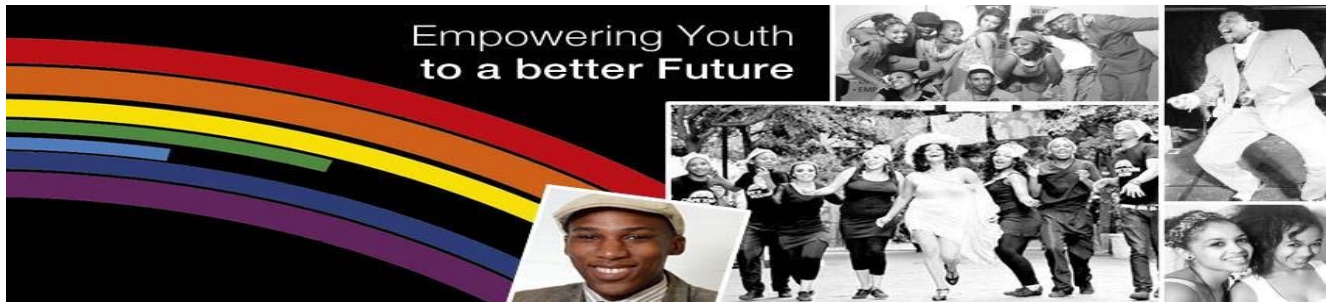
- Have matric
- Be between the ages of 17-25 years old and be a Youth resident from a "most in need" community
- Be talented in Music or Musical Theatre (must be able to sing, dance and act)
- No formal training required
- Must be able to commit to full-time studies and work
- Must have proof for financial assistance
- Be strongly motivated to work and pursue a career
- Successfully pass an interview and performance audition

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4. THE RAINBOW ACADEMY TEAM: BOARD MEMBERS:

HONORARY CHAIRMAN

Frank Gormley

DIRECTORS

Urs Lanz; Delecia Forbes; Vaughn Fransch; Denay Willie (CEO); Simphiwe Mathebula; Tony Alvyn, Rashid Toeffy

MEMBERS

Bob Rightford

STAFF:

ACADEMY PRINCIPAL PROGRAMME MANAGER AND STUDENT AFFAIRS

Thenjiwe Mgedisi (Mam T)

OPERATIONS MANAGER

Lana Florence

OPERATIONS/ARTS& CRAFTS

Leroy Sias

5. SPONSORS AND SUPPORTERS

- Eurocape Holdings
- Distell Foundation
- SAMRO Foundation
- Kallvest
- Mandela Rhodes Place Hotel and Spa
- Xgen Management Services (Pty) LTD
- The TAJ Hotel, Cape Town
- Ogilvy & Mather
- Active Ice
- The Bantry Bay Boutique Hotel
- Student At Home
- Techlinc
- Woolworths My School Programme
- National Arts Council

6. PROGRAMME PARTNERS

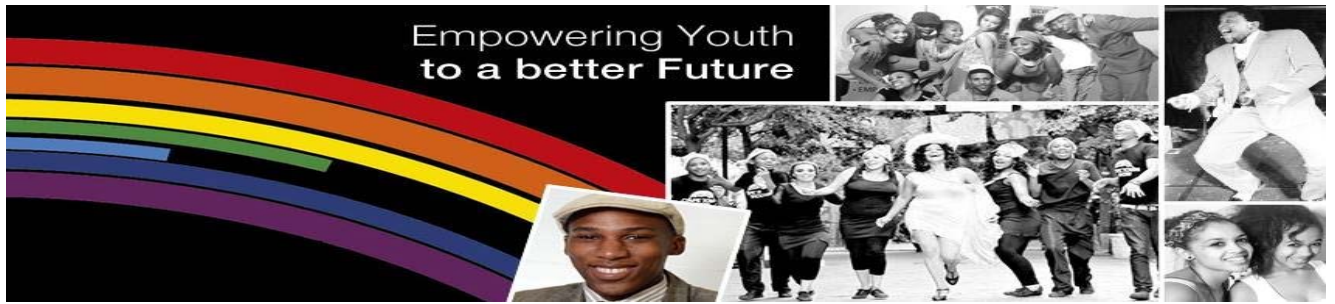
- Cyan Development Concepts (Business)
- The International Hotel School, Cape Town (Hospitality)
- Cornerstone Institute (Life Skills)
- Stellenbosch University (Higher education enrollment in music)

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7. A. OUR STUDENT PROGRAMME: THE PERFORMING ARTS PROGRAMME

The Academy offers training in music and musical theatre (singing; drama and dance).

Students are placed into either the music or musical theatre training programme with examinations and work opportunities such as performances; shows and gigs. Students achieve NQF Levels 3-4 qualifications in music and performing arts that enables them to pursue a higher education; start their own business or pursue further employment opportunities in the performing arts industry.

LIST OF MUSIC STREAM SUBJECTS:

1. Practical music lessons – piano; drums; guitar; saxophone; bass
2. Aural (ear training)
3. Music theory
4. Music ensemble
5. African music
6. Business
7. Hospitality/Tourism
8. Life skills
9. Fitness/MOT(SA)

LIST OF MUSICAL THEATRE (MT) STREAM SUBJECTS:

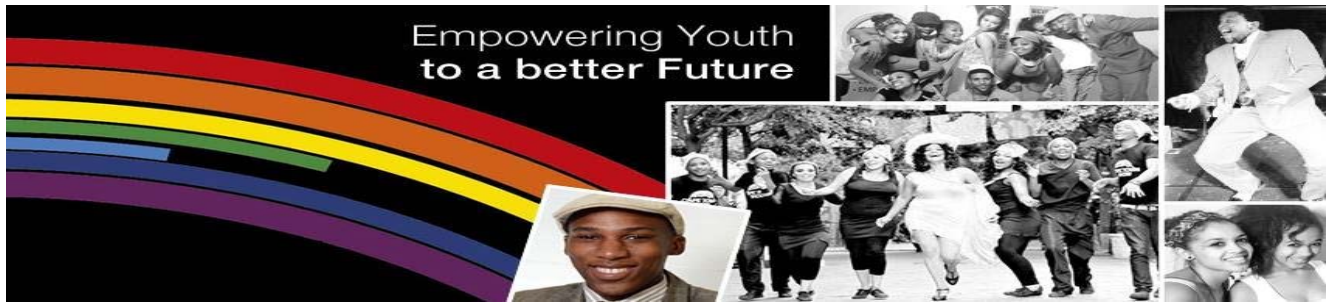
1. Group singing
2. Group drama
3. Group dance
4. MT ensemble
5. Music theory
6. MT history & theory
7. African music
8. Business
9. Hospitality/Tourism
10. Life skills
11. Fitness/ MOT(SA)

Musical theatre combines the skills of acting, dancing and singing. Training is focused on exploring the interaction between these three performance skills and applying them appropriately to meet the performance requirements of particular pieces. Staging a musical performance demands a high level of concentration, stamina and the ability to coordinate a range of skills. Performers in musical theatre

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therefore need to be multi skilled. As well as being able to act, students are required to participate in dance routines and have the ability to sing.

Students will rehearse and perform a role within a musical theatre performance in order to gain the experience, ability and skill of combining acting, singing and dancing.

Musical theatre is a significant area of employment within the live and recorded performance branches of the industry. Opportunities include chorus and ensemble work, as well as leading roles. Musical theatre requires actors who can sing and dance; dancers who can act and sing; singers who can act and dance and performers who may have all three skills are more or less equal in measure.

7.B THE BUSINESS PROGRAMME IN PARTNERSHIP WITH CYAN DEVELOPMENT CONCEPTS:

The primary goal of the business programme is for students to start thinking of themselves as small 'business entities' and to learn the necessary industry and business skills required to build successful careers as performers and entrepreneurs in the industry. Training is both theoretical and practical with students learning the business of the performing arts industry including completing a business plan and applying their skills in various in-house events and projects throughout the year.

7.C BUSINESS MODULE INCLUDES:

1. Job Skills
2. Marketing Skills
3. Leadership Development
4. ICT Basic Concepts and Terminology
5. MS PowerPoint
6. Qualities and Personality Traits of an event Manager
7. Event Planning
8. Networking and Social Skills
9. Understanding AV requirement
10. Budgets and Events Management

7.D THE HOSPITALITY TRAINING IN PARTNERSHIP WITH THE INTERNATIONAL HOTEL SCHOOL

Training covered:

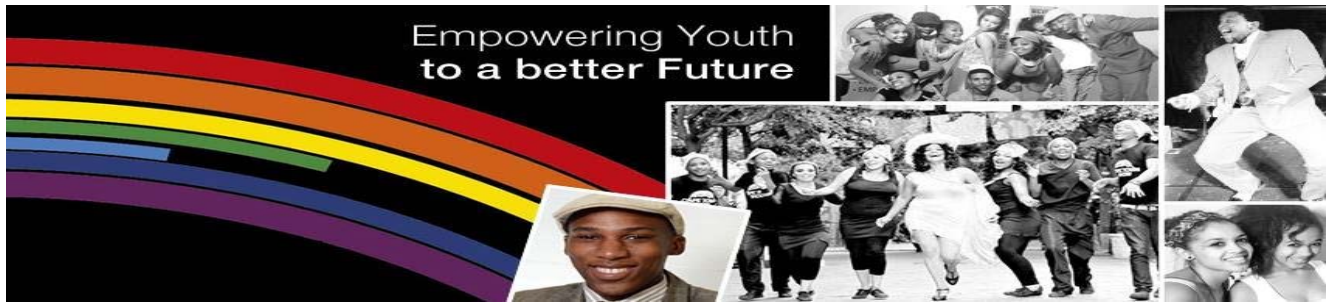
- Basic Waiter Training
- Food and Beverage Training
- New Business Development
- The Wine, Tourism & Travel Industry
- First Aid Training

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7.E THE LIFE SKILLS IN PARTNERSHIP WITH CORNERSTONE COLLEGE:

Training Covered:

- Effective Communication
- Conflict Resolution
- Problem Solving
- Critical Thinking:
- Interpersonal Relationships:
- Coping with Stress
- One on One Counseling sessions is available for students. Bookings are essential

8. LIST OF ANNUAL EVENTS

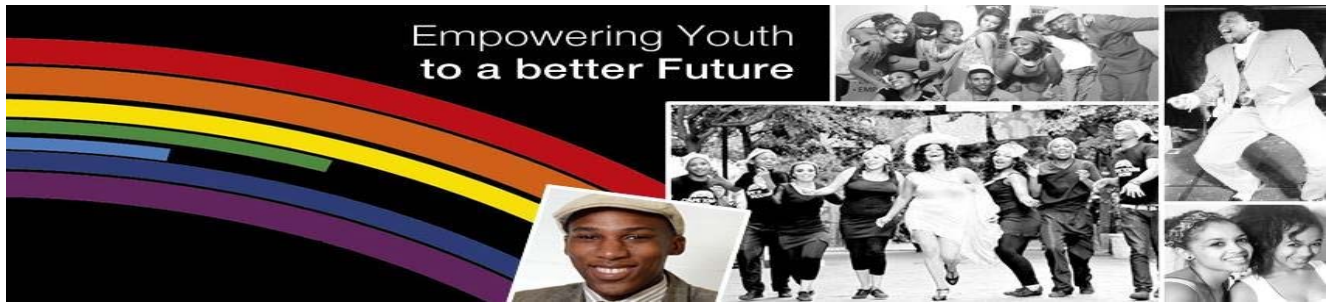
- **February** Iziko Shows; CT Carnival and CANSA
- **March** Freedom Day performance
- **April** Student event and start of Schools Drive
- **May** Recital Event **October** Schools and Community Recruitment Drive for new intake of students
- **May** Schools and Community Recruitment Drive for new intake of students
- **June** Youth Day Special performance and fundraising drive
- **July** Madiba Month Special Performance and Winter Drive with the CCID
- **August** Women's Day Special Performance and Raffle or other fundraising drive
- **September** Heritage Day Performance
- **October** Student exams
- **October** Schools and Community Auditions for the Rainbow Academy for the following year
- **October** The annual fund raising event
- **November** Student Event
- **November** Gala Dinner and Graduation
- **November – December** The Cape Town Show/Christmas Show
- **December** Christmas Drive (A community drive to collect Christmas gifts for the children at Red Cross Hospital)
- **December-February** (Planning period for Organization but also ideal team for student shows and events)

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9. **MONTHLY STUDENT ACTIVITIES**

- Cape Town Partnership City Walk Saturdays
- SRC Board meetings and reports
- Student fundraising and PR activities with Sponsors
- Student blogs, shows and events
- Shows and performances (corporate bookings, quarterly recitals, monthly shows)
- Community drives and performances at old age homes, shelters, etc.
- Term exam weeks & assessments
- 67 Bottles for Mandela Campaign (Legacy Campaign)

10. **WEEKLY ACTIVITIES:**

- Classes run Monday-Friday, 9-4pm for students
- **Fridays:** Performers Class - weekly performance slot where students perform live for the public in a concert setting.
- **Weekly Music Gigs:** The Rainbow Academy has our teachers and graduates perform each week at various hotels and live music venues. We have a weekly gig guide available. Please see our newsletter.

11. **FUNDRAISING, VOLUNTEER WORK PROMOTIONS:**

These are compulsory performances for students that include several public shows, performances, quarterly recitals, placement into regular live gigs, participation in our live music promotions programme and one annual big production for The Academy. This is an amazing opportunity for students to showcase their talent; hone their skills; meet new important contacts; make friends; raise funds and have lots of fun!

12. **QUARTERLY TESTS, REPORTS, RECITALS, WORK**

Students will have quarterly tests and recitals at the end of each term for quality control and to ensure good management. Students must ensure to meet DPR Requirements for each term. This is compulsory.

On behalf of all of us at THE RAINBOW ACADEMY we wish you a warm WELCOME and trust that 2017 will be a positively life-changing year for you!

For more information please visit our website: WWW.RAINBOWACADEMY.CO.ZA

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