



# Creative Arts Institute



**Nurturing Visionaries**

**Shaping Artists**

[www.creativearts.africa](http://www.creativearts.africa)



# About CAI

Since its inception in February 2012, The Creative Arts Institute (CAI) has been an unwavering beacon of innovation, diversity, and creative expression. We are not just an institution; we are a movement, driven by the passion of three remarkable South Africans with backgrounds as varied and vibrant as the hues on an artist's palette.

As a non-profit company, CAI embodies our founders' profound commitment to cultivating artistic excellence and personal growth. Rooted in the rich tapestry of South African culture, CAI stands as a specialized institution of Arts, reshaping education by seamlessly blending academic rigor with boundless creative exploration.

Our core objective is clear: to empower emerging talents with an integrated academic and arts education program that extends beyond the Matric phase. This intensive curriculum serves as a crucible for the transformation of passionate individuals into entrepreneurial artists. Through an innovative synthesis of rigorous learning and immersive artistic endeavours, CAI nurtures well-rounded, forward-thinking creators who are poised to leave an indelible mark on the world.



# Why We Collaborated

## Crafting a Vision Together

The Creative Arts Institute (CAI) emerged from a potent collaboration of individuals fueled by a shared love for the arts. Our diverse backgrounds converged with a singular goal: to revolutionize arts education in South Africa. This synergy of talents allowed us to fuse academic excellence with artistic brilliance, offering a holistic education that empowers artists with the skills they need to succeed.

## Unified Expertise, Unprecedented Impact:

Pooling our unique expertise in arts, business, and education, we formed a collective force that envisioned a new era of artistic learning. Our collaboration is the driving force behind CAI's mission to empower artists as entrepreneurial trailblazers, shaping the future of the arts industry with creativity, innovation, and business acumen.



# What We Offer

At CAI, we're dedicated to nurturing the creative potential within every student. Our specialized Creative School of the Arts offers a unique and comprehensive education that blends academic excellence with artistic mastery. We believe in producing well-rounded, entrepreneurial artists who not only excel in their chosen artistic disciplines but also understand the dynamics of the arts industry. Here's what we will have on offer:

## Comprehensive Arts Education

Our curriculum will be carefully designed to provide a holistic education that encompasses a wide range of artistic disciplines:

- Visual Arts
- Music
- Media Skills (Radio & Television)
- Drama
- Dance
- Film

## Academic Excellence

We believe that a strong academic foundation is essential for every artist. Our academic program includes:

- Music Law & Contracts
- Marketing & Branding
- Business Studies
- Taxation and Finance

## Entrepreneurial Focus

CAI is not just about honing artistic skills; it's about cultivating self-sufficiency and entrepreneurship.

We're committed to fostering:

- Entrepreneurial Mindset
- Self-Sustainability
- Industry Insights

At CAI, we're not just educating artists; we're shaping future industry leaders who are equipped to thrive in a dynamic and competitive creative landscape. If you're ready to embark on a transformative journey that merges your artistic dreams with practical skills, CAI is the place for you.

**Welcome to a world of creativity, innovation, and endless possibilities.**





# Meet Our Creative Minds

Mr. Padima is a graduate of California State University Long Beach and California State University Dominguez Hills (USA) with the following qualifications B.S Marketing, Contemporary Marketing Certificate and Certificate in Internet Business & Marketing. He currently serves as President and CEO of Marangrang Power Solutions. He has 14 years' experience in Destination Marketing, having worked for the South African Tourism worldwide offices and the North West Parks & Tourism Board. Mr. Padima also has extensive experience in the retail and media industry, both Television and Radio.



**Raymond Padima**

**Managing Director & Founder**

For 10 years (1994 - 2004) he gained International Marketing experience while he was based in the USA (Los Angeles & New York) and Australia (Sydney) leveraging extensive leisure and business tourism relationships with travel, tourism marketing and publicity agencies on behalf of the South African Government.

Mr. Padima is also the Managing Director of CAI, an arts school in development that will bring much needed resources and developmental input into the business side of the media industry in South Africa. The aim is to develop entrepreneurial artists who will change the world.

Mr. Padima's experience also extends to the following areas:

- Media Relations and Management,
- Alternative energy and power.



# Meet Our Creative Minds

With over 28 years of experience in Advertising, Communications, and Event Management, I have excelled in various roles, from account management to overseeing conferences and events in industries such as finance, FMCG, telecommunications, broadcasting, and tourism. My dynamic leadership and client relationship management skills, combined with a results-driven mindset, have allowed me to consistently deliver successful projects. I am adept in product research, brand management, project management, and administrative functions like report writing and stakeholder presentations.



**Kealeboga Primrose Jonathan**

**Director CMO**

My qualifications include a Diploma and BPhil Honours in Marketing Management from the IMM Graduate School of Marketing, as well as certifications in conference and events management and digital strategy. Throughout my career, I have had the privilege of working with an impressive array of brands across various sectors. Some of these include ABSA, Anglo American, Bidvest, Condom Brands (Lovers +, Choice & Trust), DSTV, Inspired Education Group, MetLife, South African Tourism, Steers, SuperSport, and Unilever many brands. I have also collaborated with Valvoline, Vodacom, and Western Union Spar, delivering exceptional results in client relationship management and event execution.





# Meet Our Creative Minds

Ms. Padima holds the following qualifications:

- B Comm Marketing (UNISA)
- Diploma in Education (Taung College of Education)
- Associate Degree in Business Administration (El Camino College, Los Angeles USA)
- Certificate in Internet Business & Marketing (California State University, USA)
- Diploma in Hotel & Restaurant Management (ICS, Pennsylvania, USA)



**Boitumelo Padima**

**Director COO**

She is currently a practicing High School Educator at Mondeor High School. She has work experience and competencies in the following areas:

- Marketing and Communication
- Office Management and Customer Relations
- As well as an educationist.



# Meet Our Creative Minds

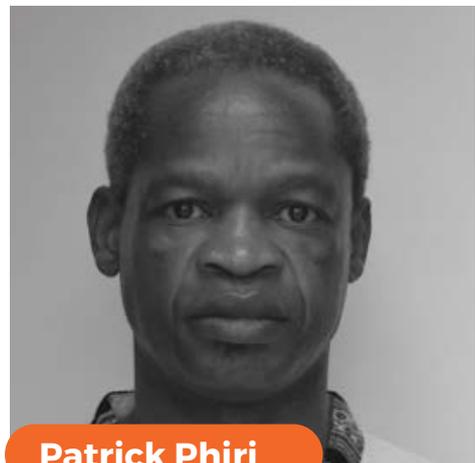
Mr. Phiri is a qualified project manager with over 24 years experience in infrastructure development and maintenance. He holds a BSc in Construction Management as well as a Diploma in Civil Engineering. Below are some of the key competencies and experience

Worked with Basil Read Construction on major projects around Johannesburg. Projects included construction of Shopping Centres and office buildings.

2002-2005: Project Manager for Johannesburg Water. Projects included major water and sewer infrastructure for the City of Johannesburg.

Contracts Manager and later Chief Operations Officer until 2007 for Ilima Projects.

2007-2009: Partner and Senior Project Manager – I.N. & Associates. Involved in project management of various multimillion rand projects. Projects include building of Casinos, blocks of flats and 2010 World Cup Training Stadium.



**Patrick Phiri**

**Project Manager**



## Meet Our Creative Minds

Dr Sheila Xakaza-Kumalo is a seasoned eLearning specialist driving the curriculum transformation at UNISA a leading Comprehensive Open Distance and eLearning (CODeL) institution in Africa. Her vast academic experience is etched in both Basic and Higher Education sectors in leadership management knowledge and skills. In her Doctorate she specialized in Information Technology (IT). This was a deliberate effort in educational technology and advocacy of 'access for all' to education. She develops policies and endorses meaningful strategies that effectively implement low cost educational technology integration in underprivileged training environments in South Africa.



**Dr Sheila Xakaza-Kumalo**

**Non Executive Director**

She is a keen researcher in eLearning and has presented several academic papers in various international and local conferences. She serves in strategic committees at the university and a DHET Ministerial appointee serving as Council member.



## Meet Our Creative Minds

Ms. Mazoka has a Masters in Media Management from New York City's, New School University and a B.A. degree in Broadcast Journalism from Howard University in Washington DC. Ms Mazoka worked in New York city for 11 years in the public service media field in the areas of Education, Stakeholder Management, TV Production and on-air presenting. Ms Mazoka also served as an adjunct lecturer at The New School University, teaching graduate level courses in the area of Media Literacy and Media Ethics.



**Che Che Mazoka**

**Non-Executive Chairperson**

One of her leading roles saw her as the Head of Funding and Partnerships for the South African Broadcasting Corporation (SABC), securing non-commercial funding from domestic, international foundations/corporations, government departments for the production of educational content and messaging on the public broadcasters platforms. Ms Mazoka has since left the SABC to venture into other industries.

Mazoka's skills include management, negotiating, partnerships and the creation and execution of projects in both the private and public/development sector.



# Company Information

## Company Address

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## Company Details

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## Company Contact

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## Company Accountant

**Lucy Magabe**

Registered Accountant

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