



## Online guest lecture visiting professor Avril Joffe: "Public Policy for the Informal Cultural Economy: lessons from the global South"

On **December 13, 2021** we cordially invite you to an **online** lecture from our visiting professor **Avril Joffe (Head of Department for Cultural Policy and Management, Wits School of Arts, South Africa)**.

Avril Joffe presents her ongoing research into informality and the cultural economy. COVID-19 has emphasized the importance of cultural activities in supporting communities and individual livelihoods outside the formal structures of governmental support and the formal economy.

Even in normal times, it is estimated that more than 60% of all economic activity worldwide takes place in the informal sector. The proportion is almost certainly higher in the creative and cultural sectors, both in the real and online world. Despite all the obvious disadvantages such as exploitation and vulnerability within the informal sector, it is crucial to create opportunities for women, young people, the unqualified or people with an insecure status.

This is a very important theme in "the Global South", but of course it also has resonance in the global north with the proliferation of more freelance work and gig economy work in the creative ecosystem.

### Programme

- **18h-19h:** online lecture Avril Joffe
- **19h-20h:** Q&A with the audience

### Location

Online: Zoom link will follow after registration

## Registration

Participation is free but registration is required.

[Please register here](#)

## On Avril Joffe

Avril Joffe is a development economist with more than twenty years of professional experience in the fields of art and culture, development in cultural and creative industries and more than 35 years of experience in project management, organizational management and policy development. She currently heads the Cultural Policy and Management Department at the Wits School of Arts, University of the Witwatersrand. There she conducts research in the field of cultural policy, cultural economy and the intersection with cities and urban development. She is also an advisor to the Arts Council and a member of the UNESCO Commission in South Africa

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