



ANNUAL REPORT 2024 – 25

WHO WE ARE

The MIAF is a pan-African arts institution dedicated to strengthening the African music landscape by actively supporting its practitioners. Our efforts revolve around designing and circulating opportunities for players in the African music industry to acquire knowledge, collaborate, grow and elevate their professional journeys. Beyond this, we take proactive steps in driving growth-oriented projects that target areas such as information dissemination, skills development, strategic advocacy, networking, collaborations, artist mobility, organisational financing, research and market development. Through our work, we envision a thriving African music sector on the global stage.

VISION

We envisage an equitable and thriving African music sector driven by growth, innovation, exchange, and collaboration, where practitioners are well-informed, connected, and fully leveraging all available opportunities.

MISSION

To support the African music sector through promoting knowledge exchange and creating opportunities and capacity for those who operate in the sector.



2024-25 HIGHLIGHTS



Advancing gender equality through Gender@Work

In 2024–25, Gender@Work entered a new phase of growth with an expanded curriculum, new regional partnerships and the launch of a dedicated online platform offering alumni profiles, learning tools and resources. MIAF is in talks with organisations in Zimbabwe, Tanzania and Seychelles, which will see the expansion of the Gender@Work programme into these countries next year.



Successful delivery of ACCES 2024 in Kigali

ACCES achieved strong results in Kigali, bringing over 1 000 delegates from 46 countries for showcases, discussions and industry exchange. The event reinforced its role as a leading pan-African platform for professional dialogue and collaboration.



City of Tshwane wins bid to host ACCES 2025

The City of Tshwane secured the bid to host the 2025 edition of ACCES, reflecting strong demand from African cities to partner with MIAF and the recognised value of the conference as a catalyst for sector development.



54 000 African music professionals profiled on the portal

The Music In Africa directory passed the 54 000-profile mark, strengthening its position as the most comprehensive database of African music professionals and organisations.



Expansion of MIAF's consultancy work

The Foundation expanded its consultancy and advisory portfolio, supporting organisations, public institutions and international partners with research, sector analysis, capacity development and policy guidance.



Opening of Music In Africa Enterprises (MIAE)

MIAE was successfully registered in South Africa as a for-profit business in line with the MIAF's 10-year strategy approved at the last AGM. This is a key step in strengthening the Foundation's sustainability plan and operational footprint.



Growth of the Instrument Building & Repair programme

The IBR programme, now operating under the VIBRATIONS banner, launched a groundbreaking exhibition at the University of Johannesburg, showcasing over 100 African musical instruments and training 20 instrument makers to build and repair African musical instruments. A dedicated catalogue and unique concert strengthened the reach of the project.



Ongoing implementation of the CREATIFI project in Mozambique

The World Bank-supported CREATIFI project continued with detailed quantitative analysis of the music and audiovisual sectors, development of a national creator database and targeted workshops supporting creators and small businesses in seven cities (Maputo, Matola, Nampula, Quelimane, Beira, Xai-Xai, and Inhambane)



Ongoing implementation of the CREATIFI project in Senegal

In Senegal, CREATIFI was launched with a focus on in-depth data collection across the music and audiovisual sectors, mapping active creators to assist in the formulation of meaningful interventions for the country's creative industries.



Introduction of the National Employment Facility for Creative Industries in South Africa (NEFCISA)

The MIAF is proud to introduce NEFCISA as a major new employment and skills initiative designed to recruit, train and place 1 000 participants across creative sectors in South Africa, in partnership with the Social Employment Fund of South Africa.



MIAF signs historic MoA with the African Union Commission

The Foundation signed a landmark Memorandum of Agreement with the African Union Commission to advance Africa's music sector as a driver of development. The MoA establishes a long-term framework for collaboration, advocacy and continental initiatives, reinforcing MIAF's strategic role at a pan-African level.

CHAIRPERSON'S STATEMENT

This year marks my first as Chairperson of the Foundation. I am honoured by the trust placed in me by the members and fellow Board members, and I remain committed to serving with integrity and accountability.



The year under review has demonstrated the MIAF's growing ability to adapt with speed and clarity during an important period of transition. The Board is encouraged by the organisation's decisive shift towards a results-driven approach, particularly in adopting meaningful revenue alternatives that strengthen long-term sustainability. The progress made in expanding consultancy income and improving commercial performance across key programmes reflects a disciplined response to our changing funding environment.

I am proud to report that the MIAF has established strong partnerships with key institutions during the year under review. Collaborations with the African Union Commission (AUC), the World Bank Group (WBG) and the Industrial Development Corporation (IDC) of South Africa represent important steps towards deepening the Foundation's impact. These relationships reinforce the organisation's credibility and

position the Foundation to play an increasingly strategic role in the development of Africa's creative economy.

From a governance perspective, this has been a strong year. As the Board, we are encouraged by the commitment, hard work and professionalism demonstrated by the Executive Director and his team in advancing the organisation's long-term strategy.

A key part of my role in this first year has been to ensure that the Board operates efficiently and provides the right level of support to the directorate—championing efficiency, sustainability, continuous learning, global relevance, and even experimentation where appropriate. I believe this leadership is essential as the organisation navigates a rapidly evolving sector.

The Board also acknowledges the valuable work of our new advisory committees, which were appointed with revised terms of reference to provide focused support to the Foundation. The Membership and Fundraising Committee and the HR and Risk Management Committee have both played a critical role in ensuring that strategic decisions continue to be guided by sound oversight, risk awareness and the organisation's broader sustainability goals.

Appreciation

On behalf of the Board, I would like to express our appreciation to the directorate, committee members, jury members, partners and members for their continued dedication. I am confident that with your support, the Foundation moves into the coming year with a clear direction, strengthened systems and a renewed commitment to excellence.

Marcus Gora
Chairperson

“The Board is encouraged by the organisation's decisive shift towards a results-driven approach, particularly in adopting meaningful revenue alternatives that strengthen long-term sustainability.”

DIRECTOR'S STATEMENT

The year under review was defined by a deliberate push to diversify our funding base and reduce our reliance on donations and traditional grants.



Our overall revenue from sales grew to €277 848 from €107 584 last year, reflecting strong momentum in our strategic shift towards a more sustainable business model. Within this broader growth trajectory, consultancy and service income increased from €18 883 to €147 510 (a growth of more than 680%). ACCES also recorded strong financial performance, with revenue increasing from €74 952 to €122 393, reflecting both higher demand and improved commercial systems.

This period also marks an important new chapter for our work following the registration of Music In Africa Enterprises (MIAE) – a for-profit business majority owned by the Foundation. The business forms a central part of our long-term sustainability strategy and will unlock new revenue channels linked to a range of identified commercial services. We will share further updates in the coming year as investment processes and business development work progress.

Our ability to deliver major programmes across the continent remains one of our greatest strengths. ACCES travelled successfully to Rwanda in 2024 after a two-year stint in Tanzania, and in the year we worked on the event's maiden visit to the City of Tshwane in South Africa for the 2025 edition. This work is supremely important for the African music industry and will remain a key focus for the Foundation.

The launch of the National Employment Facility for Creative Industries in South Africa (NEFCISA) stands out as a clear example of our agility and relevance. The

programme positions the Foundation as a key player in national workforce development, while expanding our impact profile well beyond our traditional work. NEFCISA is also an important contributor to our long-term sustainability, as it strengthens our operational base and deepens our partnerships across the public and creative sectors.

We continued to make progress across all our programmes, including Gender@Work, the Instrument Building and Repair Programme (now called VIBRATIONS), and the World Bank-funded CREATIFI project in Mozambique and Senegal.

Acknowledgments

I extend my sincere appreciation to our staff, board members, committee members, partners and supporters for their commitment to our mission. Their dedication remains at the heart of everything we achieve.

Eddie Hatitye
Executive Director

“The launch of the National Employment Facility for Creative Industries in South Africa (NEFCISA) stands out as a clear example of our agility and relevance.”

OUR STRATEGY

INFORMATION & OPPORTUNITIES

The Music In Africa platform is our flagship vehicle for providing reliable information and opportunities to the industry.

MARKET INTELLIGENCE

We are introducing scalable services to provide insights and statistics on the economic performance of informal African music markets.

ACCESS TO FINANCE

We plan to establish long-term grant programmes aimed at supporting African music stakeholders.

ACCESS TO MARKETS

Leveraging initiatives like ACCES, we are fostering continental market access for African music creators.

CAPACITY BUILDING

The Foundation is prioritising skill-building initiatives, notably Gender@Work and the Instrument Building and Repair (IBR) project, to empower African music professionals.

INNOVATION

We promote innovations and solutions that help African music professionals maximise revenue in a dynamic digital landscape.

GENDER EQUALITY

Focusing on gender equality and support for grassroots artists, we are committed to inclusivity and equality in the African music sector.

MUSIC RIGHTS ADVOCACY

The Foundation has a mandate to lobby against revenue losses from poor music rights administration in Africa.

GOVERNANCE

Efficient governance remains central, with measures in place to optimise contributions from all our members.



In 2024, the Foundation revised its strategy, focusing on nine pillars to drive growth in Africa's music sector

aces

Music In Africa Conference
Collaborate | Showcase



Eddie Hatitye (South Africa) at ACCES2025 © Music In Africa

READ MORE

In line with our commitment to sustainability, we have streamlined and digitised our annual reports with a view to minimise our ecological footprint. This report comprises interactive sections that are linked to our website. Simply click on any section to explore different parts of our report on our portal.



- [Music In Africa portal](#)
- [ACCES](#)
- [NEFCISA](#)
- [Vibrations - An exhibition of African music instruments](#)
- [Vibrations catalogue](#)
- [Gender@Work](#)
- [CCI Report 2024](#)
- [SCF projects and learnings](#)

SUPPLEMENTARY INFORMATION

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