

Township Impact Hive



Soweto Music Business Workshop 2025

Impact Report



Organised by: Township Impact Hive

Location: Eyethu Venue, Soweto

Year: 2025

Attendees: 200+

1. Executive Summary

The Soweto Music Business Workshop 2025 was a landmark creative economy development initiative aimed at equipping township-based musicians, creatives, and music entrepreneurs with practical knowledge about the music business, monetisation pathways, and industry sustainability.

Hosted at the iconic Eyethu Venue in Soweto, the workshop brought together industry institutions, music professionals, creatives, and cultural contributors in a collaborative environment that blended education, inspiration, recognition, and tangible opportunity. Despite being largely self-funded, the event successfully attracted reputable industry partners, high-profile speakers, and delivered measurable outcomes for 200+ attendees. The 2025 workshop laid a strong foundation for scaling impact in 2026 and beyond.

2. Objectives of the Workshop

The key objectives of the Soweto Music Business Workshop 2025 were to:

- Provide practical education on the music business value chain
- Demystify the realities of monetising music in South Africa
- Increase awareness of music rights, royalties, and intellectual property
- Create access to industry knowledge and networks for township creatives
- Honour and preserve Soweto's music legacy
- Foster collaboration between industry institutions and local creatives

3. Event Overview

Venue: Eyethu Venue, Soweto

Format: One-day in-person workshop

Target Audience:

- Independent artists and musicians
- DJs and producers
- Artist managers and event promoters
- Music entrepreneurs and creatives
- Youth aspiring to enter the music industry

The event combined panel discussions, individual talks, live artistic expression, recognition ceremonies, and partner-led knowledge sessions.

4. Strategic Partnerships & Support

The success of the 2025 workshop was made possible through strong partnerships and industry support:

Knowledge & Industry Partners

- SAMPRO – Education on needletime royalties and artist rights
- RISA – Industry insights and music sector perspectives
- Spotify – Digital music distribution, streaming insights, and artist support
- Soul Candi Institute of Music – Music education opportunities

In-Kind & Logistical Support

- Proaudio – Equipment donation and technical support
- Aquamenti – Water sponsorship
- Disoufeng Pub – Catering for guests

Collaborative Partners

- Soweto Sound Collective – Programming collaboration, audio/visual equipment and community mobilization

These partnerships reinforced the credibility and industry relevance of the workshop.

5. Speakers & Contributors

The 2025 workshop featured a diverse and impactful lineup of speakers and contributors, including:

- Bra Hotsticks Mabuse – Music legend and industry pioneer
- Njelic – Internationally recognised electronic music artist
- Siphwe Mtshali - Actor & Presenter
- Katleho Bontle Motingoe - CEO of Tribal Media Group
- Zulu Mafia – Artist and creative contributor
- Zabalaza (Thotbox) – Independent music platform and creative entrepreneur
- Butho Thomas (Mculo Media) – Music media and digital distribution insights
- Phindo (The Soil) – Artist perspective on longevity and collaboration
- Calvin Merci (Manager of Robot Boi) – Artist management and business insights
- Jozi FM personnel – Media and radio industry perspectives
- Elliot Sithole – Fine art artist and cultural contributor
- Johannesburg City Theatres - Audio & Visuals
- Lesego Tau - Author and Publisher
- Samke Mhlogo - Broadcaster

The presence of both established and emerging voices created a balanced and relatable learning environment.

6. Honouring Soweto Music Legends

A key highlight of the workshop was the recognition of Soweto music legends, acknowledging their contribution to South African music and culture.

Honourees:

- Jairus Jakarumba Nkwe
- Bra Hotsticks Mabuse

Each honouree received:

- A certificate of recognition
- A custom-designed T-shirt
- A hand-drawn portrait created live by fine artist Elliot Sithole

This segment reinforced the importance of preserving musical heritage while educating the next generation.

7. Tangible Outcomes & Attendee Benefits

Unlike traditional talk-based events, the 2025 workshop delivered direct value to attendees:

- One attendee received professional music equipment donated by Proaudio
- All attendees received Spotify merchandise
- Selected attendees were offered music education opportunities through the Soul Candi Institute of Music
- Attendees gained direct access to industry professionals and institutions

The Soul Candi education programme will be administered in 2026, extending the workshop's impact beyond the event day.

8. Community & Cultural Impact

The Soweto Music Business Workshop 2025 contributed to:

- Strengthening the township music ecosystem
- Supporting local suppliers and businesses
- Creating a platform for intergenerational knowledge exchange
- Promoting Soweto as a hub of music, creativity, and innovation

By hosting the event at Eyethu and working with local partners, the workshop remained deeply rooted in community ownership and cultural authenticity.

9. Challenges & Learnings

- Limited funding restricted the scale of the event
- High demand highlighted the need for a multi-day format
- Artists expressed a strong need for deeper education on royalties and IP

These learnings directly informed the decision to expand the workshop into a 2-day programme in 2026.

10. Looking Ahead: 2026 Vision

Building on the success of 2025, Township Impact Hive aims to:

- Expand the workshop into a 2-day programme focused on Monetisation and Royalties
- Increase the number of beneficiaries
- Formalise education and mentorship pathways
- Secure funding and sponsorship for long-term sustainability
- Strengthen Soweto's position in the national music business landscape



11. Conclusion

The Soweto Music Business Workshop 2025 demonstrated the power of community-driven, industry-supported creative development initiatives. Through collaboration, cultural respect, and practical education, the workshop created real value for township musicians and creatives.

With the right support, the programme is well-positioned to scale its impact and become a flagship music business development platform in South Africa.

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