

Corporate Support of the Arts in Indonesia and Malaysia

Tokyo Forum

Corporate Philosophy in Promoting the Support of Arts and Culture -Future Business and Arts Partnership for Indonesian and Malaysian Corporations -

Association for Corporate Support of the Arts (President: Mr. Motoki Ozaki) held Tokyo Forum 'Corporate Philosophy in Promoting the Support of the Arts and Culture -Future Business and Arts Partnership for Indonesian and Malaysian Corporations-', at Dentsu Hall (Tokyo) on 26 January 2017, continuing to grow the cooperation with ASEAN countries. The forum invited 5 key persons from Indonesia and Malaysia, who are actively involved in the promotion of arts and culture. Participants including corporate representatives, arts and cultural organizations, researchers and artists shared the significance and achievements of long-time corporate mecenat in Japan. At the same time, they have witnessed the current trends and needs of cultural environment in ASEAN countries where various partnerships are required from now on. Guest speakers have learned the up-to-date value of corporate support of the arts in Japan, and brought this fruitful outcome back to their own countries.

On 25 January 2017, guest speakers also visited Japanese corporations who have been engaged in supporting the arts (Suntory Holdings Limited/Suntory Hall, Sompo Japan Nipponkoa Insurance Inc./Seiji Togo Memorial Sompo Japan Nipponkoa Museum of Art, TonenGeneral Sekiyu K.K./The TonenGeneral Children's Culture Award & Music Award). They have learned corporate philosophies that are rooted in their corporate support of the arts as well as the relationship between their businesses and arts.

■Tokyo Forum



■Guest Speakers



From left: Marco Kusumawijaya (Director, Rujak Center for Urban Studies, Indonesia), Timotheus Lesmana (Founder/Chairman, Indonesian Philanthropy Association, Indonesia), Linde Hoemar Abidin (Founding Member / Treasurer of the Executive Board, The Indonesian Art Coalition, Indonesia), Azimy Wan Ahmad (Imagineer @General Manager, My Performing Arts agency, Malaysia), and Duncan Cave (Program Manager of Urban knowledge, Think City, Malaysia)

【Summary】

- In Indonesia and Malaysia, it is not common for private sectors to support arts and culture. In corporate CSRs, their priority is rather given to education, medical care and poverty eradication, and there is little support in the fields of arts and culture.
- Through research tour and forum, it became clear that Japanese corporations are continuously supporting arts and culture to revitalize the society and to create a rich life for everyone.
- Both Indonesia and Malaysia have steadily made efforts to establish intermediately support organizations, via persuading tax incentive policies in the government, and continuous meetings with private sectors.
- Current situation may be different between Japan and ASEAN countries, but in fact we share similar issues and problems. Association for Corporate Support of the Arts continues to build a network and platform, connecting both domestic and foreign organizations involved in corporate support of the arts and, at the same time, to create more opportunities to share the knowledge between us.

【Three Perspectives】

1. For a better society and affluent living, eyes are on examples of Japanese corporate support of the arts

- ✓ Mr. Azimy from Malaysia commented 'I was very impressed and happy to hear that the contribution to the arts by Japanese corporations is purely 'art for art's sake'.
- ✓ Participating Japanese corporate representative pointed that 'the reason why corporations support arts is because they are always thinking about how they can contribute to the quality of life in modern Japanese matured society. It is our mission as a corporation that owns museum, to introduce arts to a wide range of public, especially to younger generations'.
- ✓ Ms. Linda from Indonesia was impressed with the significance of Japanese corporate mecenat, and concluded that 'we would like to share the values that Japanese corporate mecenat is being carried out to transform people's lives, with corporations in Indonesia'.

2. Issues to be raised: sustainability in the support of arts and culture

- ✓ Mr. Marco from Indonesia said, 'Japan attracts many people both domestically and internationally due to rich and diverse culture as well as beautiful nature, this is because Japanese people have worked hard for a long time. I would like to tell their endless efforts, as a model, to our country'.
- ✓ Ms. Jia Ping from Think City who focuses on the urban rejuvenation, commented, 'an outcome of supporting arts is not as simple as how many visitors we had, but foreseeing the impact of supporting after five years would lead to the sustainability'.

3. Future establishment of an intermediately support organization in Indonesia and Malaysia

- ✓ Ms. Jia Ping pointed, 'If Malaysia also has an intermediately organization such as Association for Corporate Support of the Arts in Japan, corporate funders can get together and talk to each other, which would create a flow in corporate support of the arts. Even with a small amount of funds, they will be able to show what they can do, and then will be able to collect more funds for more distributions'.

■ Guest Speaker Profile

Marco Kusumawijaya (Director and Founder, RUJAK Center for Urban Studies, Indonesia)

Marco, an architect and urbanist, has been focusing on sustainable architecture, urbanism and arts for the last 15 years. He was chair of Jakarta Arts Council in July 2006 - January 2010. He was a fellow at the Asian Leaders Fellowship Programme (ALFP) at the International House of Japan in Tokyo in 2009. He co-founded Rujak Center for Urban Studies in 2010 to promote thinking and practices on sustainability. In 2012 he built Bumi Pemuda Rahayu sustainability learning center in a village near Yogyakarta to house workshops and art residency programs for works with communities and ecological issues, including urban-rural relationship. His architectural works include the Salihara Arts Center in Jakarta.

Timotheus Lesmana (Founder/Chairman, Indonesian Philanthropy Association)

Timotheus completed his bachelor degree in law (SH) from Trisakti University, then continued his study in Institute of Management Education and Development, obtained his master degree in law (MH) in University of Indonesia. He is currently pursuing his PhD with research about "Modelling Sustainable Partnership for Implementing SDGs in Indonesia". He worked at Sinarmas Group from 1997-2014 as Vice Director and Commissioner, and Head of corporate governance and sustainability. In September 2014, he became Indonesian Cleaner Production Centre Executive Director. He also manages his own company PT Envirotech Inovasi Pratama. He has contributed his knowledge in the field of environment, sustainable development, and alternative dispute resolution which give him an honor to participate in Indonesia National Leadership Program hosted by Indonesia Ministry of Defense.

Linda Hoemar Abidin (Founding Member / Treasurer of the Executive Board, The Indonesian Art Coalition)

Linda started classical ballet in Berlin at the age of three, then continued her dance study in Jakarta and New York. She toured internationally as a lead dancer with Elisa Monte Dance Company. After obtaining her Masters in Arts Administrations from Columbia University (NYC) in 1997, she lectured performing arts management studies at the Jakarta Institute for the Arts. She co-founded Kelola Foundation in 1999 to nurture emerging Indonesian artists and art practitioners by facilitating access to learning opportunities and funds (currently Chair of Executive Board). In 2012 she co-founded the Indonesian Art Coalition in response to the need for a nationwide organization that serves as a hub of knowledge and resources to improve the infrastructure and policies regarding the arts to benefit a wider community.

Azimy Wan Ahmad (Imagineer @ General Manager, My Performing Arts Agency)

Azimy Wan Ahmad has been with MyPAA Malaysia since 2013 where he started as the Communications and Strategic Events Manager. He has a 9-year professional background in Public Relations and Marketing Communications covering the hospitality, tourism, arts and entertainment industries before joining MyPAA Malaysia. At MyPAA Malaysia, Azimy has managed and organised several iconic events for the performing arts industry in Malaysia including the fundraising soirée with the King of Malaysia, the Royal Arts Gala, the regional performing arts conference, Borak Arts Series, the creative entrepreneurship platform for the youth community, Borak Arts Youth Series, and many more. MyPAA believes that everyone, especially the corporate community, has a role in ensuring the sustainability of Malaysia's performing arts scene to contribute to the country's vibrancy and shape the creative minds of the future generation. Azimy's experience both as a singer and an administrator has assisted him to understand the industry from various perspectives.

Duncan Cave (Programme Manager of Urban Knowledge, Think City)

Duncan Cave is Programme Manager of Urban Knowledge at Think City Sdn Bhd, a community based urban regeneration organization fully owned by Khazanah Nasional, the strategic investment fund for the Malaysian Government. Think City aims to deliver long term holistic solutions, working closely with local councils, local and international agencies, and various communities, building effective partnerships and enhancing capacity along the way. The Urban Knowledge stream endeavors to provide evidence based solutions through research, publications and piloting of projects, creating a resource centre for Think City's partner organizations.

■ Association for Corporate Support of the Arts (URL : <http://www.mecenat.or.jp/en/>)

Founded in 1990 as a public interest corporation, our mission is to promote social creative activities by arts and culture. To encourage recognitions and understandings of corporate mécénat in societies, we conduct research, investigations, certifications, commendation, networking and publishing.

Chair: Mr. Tatsuyoshi Takashima (Advisor of Dentsu Inc.)

President: Mr. Motoki Ozaki (Chairman of the Board of Kao Corporation)

(Membership: 171 corporations and organizations / 27 individuals *As of 9 February 2017)

[For more information, please contact us]

Association for Corporate Support of the Arts (www.mecenat.or.jp/en/)

PR: Marie Sakamoto/Wakana Nakao

Address: Aise Shiba Bldg, 8F, 5-3-2, Shiba, Minato-ku, Tokyo, 108-0014, Japan

TEL: +81-3-5439-4520 | FAX: +81-3-5439-4521 Email: msakamoto@mecenat.or.jp