Regional Development - The Cultural & Creative Industries in South Africa: A case study of the Sarah Baartman District

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Context

• The SBD is the largest district in the Eastern Cape
• No large urban centers
• Identification of the CCIs as a potential new economic driver and a tool for LED
• Existing successful CCI firms, events and tourism in the SBD
• Use of geographic information systems (GIS) as a tool for CCI analysis in the district
Clustering

- Porter - “Geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions in a particular field that compete but also co-operate.”

- Development of a comparative advantage in a particular sector

- Promotes regional development, urban renewal and spillovers

- Traditionally occurs in cities due to existing hard and soft infrastructure
Small Towns

• Decline of the former economic mainstays of agriculture and mining
• Unemployment and poverty
• Post-modernist shift – CCIs identified as a potential new driver
• BUT according to the literature, clusters need cities to be successful
• Evidence exists of successful small town and rural clustering
• Some CCIs are well suited to small towns
## The Economic Welfare Indicator

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Conclusions

• Cultural clusters can form in small towns and rural areas
• Cultural and Natural Heritage and Design and Creative Services were the most prominent domains in the SBD. These domains should be targeted for development.
• There is a positive relationship between the presence of CCIs and economic and social welfare performance.
• GIS is a useful tool in the analysis and presentation of results for culture related studies.
THANK YOU!

MEASURING & VALUING SOUTH AFRICA'S CULTURAL & CREATIVE ECONOMY