Regional Vision, National Missions?

Caribbean Creative Economy:
The Case of Jamaica

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SOUTH AFRICAN CULTURAL OBSERVATORY
2nd NATIONAL CONFERENCE
24 & 25 MAY 2017
Johannesburg, South Africa
Every man got a right to decide his own destiny...

Robert Nesta ‘Bob’ Marley
Today’s Presentation:

1. **Caribbean Economies**
   Glorious Absurdity

1. **Regional Vision**
Caribbean Creative Economy: Irony Hegemony and History

3. **National Mission:**
Jamaican Creative Economy Policy: Nurture the Absurd

The Citadel, Haiti
Caribbean Economy, Culture & Creativity

GLORIOUS CULTURAL ABSURDITY

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Middle Income Economies

(a) Percentage of global GDP by country income

(b) Percentage of population by country income
Neocolonialism
"Nobody Canna Cross It (Di Bus Can Swim)"
Cliff-Twang Brown ft Thelmeta Lester
St. Thomas Pan
Powa Music

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CONTRADICTORY EXISTENCE

Neoliberalism and Democracy in the Caribbean

Dave Ramsaran
New World Order?
Caribbean at a Crossroads

Sitting Here in Limbo
Jimmy Cliff
Culture and Creativity: The New Oil

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Glorious Absurdity
Regional Vision

CARIBBEAN CREATIVE ECONOMY: IRONY, HEGEMONY, HISTORY

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PRINCIPAL CARICOM POLICY

• 1996 “The Future of CARIFESTA” (October 1996)
• 2006 Regional Development Strategy and Action Plan
• 2012 Regional Strategy and Action Plan for Cultural Industries in CARICOM
• 2015 Leveraging CARICOM's Human, Cultural and Natural Assets for the Economic Development of the Commission (2015)
Uneven Data

• The total contribution to Jamaica’s GDP in 2005 at US$464.7m or 4.8% of GDP.
• The core copyright sector contributed 1.7%.
• The non-dedicated copyright subsector contributed 1.9% and the remaining two subsectors.
• The independent and partial copyright subsectors, contributed 1.2%.
• Employment- in 2005 the sector accounted for 3.03% of employees or 32,032 persons in 2003.
• The Caribbean Festival Caribana generated Cdn $200M in visitor expenditure, with an attendance of over 1 million persons over 3-4 days.
• The number of visitors for the Trinidad Carnival, the Saint Lucia Jazz Festival and the Barbados Crop over was 42,646, 11,041 and 3,485, respectively.
• Direct tourist expenditure for these events was estimated at US$ 18 million, at US$ 15 million and at US$ 3 million, respectively.
Plan of Action
CARICOM 2015
CARICOM 2015
HEADS AGREEMENT

• National cultural policies
• Multi-sectoral package of incentives
• Support Legislation
• Ratification of international treaties and conventions
• Agreement on a harmonized regional Exemptions Regime
• Sustainable financing mechanisms
• Dedicated institutional support at the national and regional level
• Strengthening educational programmes in the Arts and support services
• Creation of National and Regional Registries of Artists and Cultural Workers

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Caribbean Cultural Production as Carnivalesque

Suzanne Burke
T&T
Caribbean CCI as Resistant

- Represents temporary liberation of the established order
- Subversion and liberation of the assumptions of dominance through humor, chaos and celebration
- Mocking, satirical challenge to authority and traditional social hierarchy and constructs
- Ironies of resistance and supplication in Caribbean Cultural Idiom
# Postcolonial CCI

## Trajectories of Transition

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Cunningham 2009, Hickling 2011

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Cerebral vs Practical Approaches
National Mission

JAMAICAN CREATIVE ECONOMY DEVELOPMENT

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Available Jamaican CCI Data

• Culture and the Cultural and Creative Industries contribute 5.2% to Jamaica’s gross domestic product (GDP)
• CCI’s generate revenue of US$15 to 20 million dollars annually
• CCI’s account for 3% of total employment
• Copyright Sector contributes 5.1% to the GDP of Jamaica, and accounts for 3.0% of all employment.
• It employs approximately 6,000 – 12,000 persons in the music industry of Jamaica
Litany

- Getting Paid
- Discounting Culture
- Legitimization
- ‘Valuing’ Creative Work
- Process vs Product
- Sourcing Capital
- Decent Work Framework for Creative Work
- Absence of Political Will
- Governance Structures and processes
- Markets, Marketing and Distribution
- Training, Certification and Standardization of Skills
- ‘Valuation’ of creative work
- Dialectics of Creativity and Business
- IP Rationalization
- Exploitation
- Anti Social
- Illegalities
- Anti-Establishment

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Focus on Entrepreneurship
Set up Shop

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Policy Development & Strategic Review
National Cultural and Creative Industries Commission
Inclusion of CCI in National Development Plan
Developed a Policy Framework
Engaging Creatives, Attempting to Build Trust
Private Sector Stakeholders
Tourism Interface: Stakeholders from Resort Areas

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Sector Meetings: Film Industry
Finance and Commerce: Bankers and Financiers
Research and Development: Academics and Researchers
Public Service Delivery
Advocacy and Representations
Governance By Election Cycle
Political Inertia

Progress
Prosperity
Conclusion

NURTURE THE ABSURD

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Change of Paradigm

• From ‘cultures of extractionism’ to ‘cultures of sustainability’
• Emphasis on privileging labour rather than capital
• Equality as a driver of growth
• Focus on productivity
• Move from consumption to export and global trade

• Economic Commission on Latin America and the Caribbean (ECLAC), 2015
Approach: Opportunities for PPP

1. Research and Development
2. Facilitating supportive financing structures for industries
3. Marketing and Nation Branding Exercise
4. IP Rationalization
5. Institutional strengthening
6. Business development and incubation
7. Training, certification and standardization of skills
8. The establishment or renovation of facilities
9. Consultations regarding incentives and taxation frameworks, and
10. The facilitation of domestic, regional and international trade.
The Bounty of UBUNTU