Background and Context

- CCIs are seen to aid in physical, social and economic renewal, hence their importance in regional development.
- They also act as a catalyst for activity and investment in an area.
- CCIs tend to be clustered.
- Further, CCIs tend to be clustered around large cities.
- Consequently, very little research on creating cultural policy for smaller towns and cities.
- There is, however, a case for development of CCIs around smaller towns and cities.
- And hence, crafting of cultural policy for regions without large cities and towns.
Using a Case Study: The Sarah Baartman District

- Largest District Municipality in the Eastern Cape Province (Covers 34% of the EC Province)
- Wholly surrounds Nelson Mandela Bay
- In it is Makana District, which hosts the National Arts Festival—the largest arts events in Africa, and one of the
Steps to creating Cultural Policy

01 Identification of what resources are present (including human resources, soft and hard infrastructure)
02 Identification of clusters
03 Analysis of CCI labour markets and ownership patterns
04 Opportunities and challenges from the point of view of CCIs and other key stakeholders
05 Alignment of regional policy aims with provincial and national policy objectives
06 Design and implementation of a regional cultural policy
Identification of what resources are present

• What do you have?
  • Human resources
  • Hard Infrastructure
  • Soft Infrastructure
• Indicates comparative advantage
Identification of clusters

• Major Question-Where are the clusters?
Analysis of CCI labour markets and ownership patterns

- Who are the CCI owners/workers?
  - Identification of the level of human capital, age, demographics etc.
- Existing markets
Opportunities and Challenges

• What are the opportunities and challenges faced by:
  • Key stakeholders
  • CCIs themselves

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Alignment of policy to provincial and national objectives

- Do the proposed outcomes align with national, provincial and regional goals?
- Cultural Policy
Design and Implementation of a regional cultural policy

• Operationalise the policy
• Funding scoring mechanism that prioritises projects that meet the goals of the policy
not all
That's Folks!