STRENGTHENING LOCAL CULTURAL POLICY IN ZIMBABWE

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About Amagugu

• Established in 2012 by leading Zimbabwean historian Pathisa Nyathi
• Located in Matobo District
• Set within Matobo World Heritage Site
• Facilitate preservation and promotion of indigenous cultural heritage
• Offer a range of participatory cultural activities
• Patronised by institutions of learning, private citizens and tourists
School Boys at Amagugu
Strengthening Local Cultural Policy in Zimbabwe Project


• Project sought to map status of arts, culture and heritage in four rural districts – Beitbridge, Mangwe, Matobo and uMzingwane

• Project key deliverable was formulation of cultural policies and strategies for the four aforementioned RDCs
Why cultural policies and strategies for RDCs?

- Establishment in 2015 of the Ministry of Rural Development, Promotion and Preservation of National Culture and Heritage
- Legacy of rural marginalisation – infrastructure, finance
- Acknowledgement of 67% rural population dividend
- RDCs agents of local level sustainable development
- Poor local level coordination of arts, culture and heritage
- Contribute towards creation of a vibrant and sustainable creative economy
Mapping the Rural Creative and Cultural Industry

Baseline Survey Parameters

• Necessitated by limited secondary data on arts, culture and heritage in rural Zimbabwe
• Mapping of the various CCI sub sectors as well as the respective genres of the artistic expression
• Determination of the CCI contribution to local economic activity
• Interrogation of CCI practitioners’ capacity development needs
• Establishment of the roles being played by state actors in supporting the creative and cultural sector at local level
Baseline Survey Findings

- Total of 87 creative practitioner respondents
- Majority (41%) of respondents were adults in the most economically productive years, between 25-49 years. 18 – 35 years at 21%
- Majority (26) having been operating for 20 years, followed by those running between 11 – 12 years (23)
- Crafts were the most popular form of engagement (54), followed by dance (22)
- Value of assets rarely went beyond $200 for the majority
Baseline Survey Findings Cont’d

- Monthly revenue rarely went beyond $100
- Median net profit value was $15
- In terms of challenges, lack of adequate markets for various products was highlighted by 42% of respondents
- Challenge of limited funding to capitalize, re-capitalise and even scale up ventures was also highlighted by 35.6% of the respondents
Capacity Development of RDCs

- Equip Council leadership with knowledge and skills to proficiently superintend over their new ACH mandate
- Targeted at Council Committee Chairpersons, RDCs management & artists
- Discussion of basic and complex ACH tenets
- Exploration of how ACH connects with service delivery
- Baseline survey report findings presented
Formulation of cultural policies and strategies

- Consultant used baseline survey findings and Councillors’ submission from training workshops
- Drafts presented to RDCs and artists for review
- One RDC has formally adopted and three more set to do so
- Peer review of draft policy and strategy
Emerging Successes

- Shift in attitudes
- Budgetary allocation by Beitbridge Rural District Council
- Formation of dedicated arts, culture and heritage Council Committee
- Establishment of Ward Arts and Culture Assemblies
- Product quality development
- National profiling of rural artists
Challenges

• Lack of national policy
• Loss of institutional memory – forthcoming 2018 elections
• Limited national level budgetary support
• Negative attitudes towards arts, culture and heritage
The Way Forward

- Learning visit to City of Bulawayo
- Mentorship support to RDCs
- Integrate arts, culture and heritage in RDC strategic plans
- Replicate model with all RDCs – engage umbrella associations
- Promote creative entrepreneurship among rural based creative entrepreneurs
Amagugu Social Media Platforms

Website – www.amaguguheritage.org/downloads
Facebook – Amagugu International Heritage Centre
Instagram – @amaguguheritage
Twitter – @amaguguheritage
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