

# **STRENGTHENING LOCAL CULTURAL POLICY IN ZIMBABWE**

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**Presentation by Butholezwe Kgosi Nyathi  
Amagugu International Heritage Centre,  
Zimbabwe**

# Amagugu International Heritage Centre

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# About Amagugu

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- 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

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# Strengthening Local Cultural Policy in Zimbabwe Project

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- Collaborative effort between Amagugu and UNESCO. 2005 Convention on Protection and Promotion of the Diversity of Cultural Expressions. International Fund for Cultural Diversity
- 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?

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- 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

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## 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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Website – [www.amaguguheritage.org/downloads](http://www.amaguguheritage.org/downloads)

Facebook – Amagugu International Heritage Centre

Instagram – @amaguguheritage

Twitter – @amaguguheritage

# THANK YOU

