Beyond the Creative Industries Sector; An Integrated Approach to Cultural Policy in search for the Economic Growth of Creative Industries in South Africa.

By

Munyaradzi Chatikobo

2018 South African Cultural Observatory (SACO) International Conference: Beyond the Creative Industries – Issues in National And Regional Economies

7-8 March 2017
Nelsen Mandela Bay Stadium
Port Elizabeth, South Africa
‘Onion model’ of Culture: It all really starts with one’s perceptions

CULTURAL POLICY LANDSCAPE IN SA - BACKGROUND & CONTEXT

1. **Ambiguous** relationship between creative industries & local development sectors at all 3 tier levels
2. **Relegation** of culture to the **periphery of development**
3. **Direct consumption** of cultural goods is perceived as a luxury – poverty
4. **Explicit cultural policy frameworks** seem to limit themselves to creative industries
5. **Informal Sector** being driven by **Implicit** (unwritten & written) Cultural Policies
6. **Stunted growth** of some subsector of the creative industries - Theatre, music, literature, fine arts, crafts
7. **Innovative cultural & creative initiatives** point to vast possibilities ‘**beyond the creative industries**’
KEY QUESTIONS ???

1. What **opportunities** are available for creative industries ‘**beyond the creative industries**’?

2. What are the **linkages, gaps and barriers** in the current cultural policy framework which impact **economic growth** in the creative industries in South Africa?

3. How can **policy formulations & reviews** address some of these **gaps and barriers** to facilitate economic growth in the cultural and creative industries and **beyond** the sectors?
CONCEPTS & KEY TERMS- Culture, Cultural Policy, Creative Industries

Cultural Policy-
Production of cultural goods & services

Culture as “a way of life” - All elements of life
Identity, language, beliefs, clothing, Food, shelter, Health, Human Rights, justice, knowledge, education, memory, tools, science, technology etc

Culture as an expression of “a way of life” - Art(s)
Performing arts, photography, visual arts, digital arts, music publishing, film & TV, advertising, architecture, fashion, design, heritage etc

Cultural Policy-- Distribution & Consumption of cultural goods & services
CONCEPTS & KEY TERMS- (Contd)

- Public Sector
- Private Sector
- Civil Society Organizations
- Community Economic Development
- Social Economy Businesses
- Social Economy
- Public Sector Nonprofits
1. The “interaction between the creative ecology and the real world” (MacDonald, 2013, p. 293)

2. **Instrumentality** and commodification in Cultural policy “use of ‘culture’, and particularly the ‘arts’, as instrumental tools for the attainment of non-cultural, non-arts, goals and objectives”. (Gray, 2007, p.203)

3. **Applying arts** in social transformation, healing, education, activism- eg the work of Drama for Life, Lefika La Phodiso, Themba Interactive and Clowns Without Boarders

4. Potential role of **implicit cultural policy** ‘beyond creative industries’
CULTURAL POLICY LANDSCAPE:
CITY OF JOHANNESBURG, GAUTENG PROVINCE & NATIONAL CULTURAL POLICY FRAMEWORK

National
1996 White Paper on Arts, Culture & Heritage

Gauteng Province

Johannesburg Municipality
OPPORTUNITIES FOR CREATIVE INDUSTRIES ‘BEYOND CREATIVE INDUSTRIES’
-HUMAN RIGHTS & SOCIAL JUSTICE

Ready Markets & Clients - Existing initiatives which are driven by day to day needs of our society with Civil Society, Governments and International Organizations as markets
OPPORTUNITIES FOR CREATIVE INDUSTRIES ‘BEYOND CREATIVE INDUSTRIES’ - ARTS IN HEALTH

‘Floating arts Programmes looking for a home’

Drama Therapy programmes and other arts programmes in clinical spaces
- Drama for Life Programmes
- Lefika la Phodiso-The Arts Therapy Centre
- Themba Interactive
‘Neglected Natural Partnership’ – Arts and Education are inseparable but opportunities are not fully protected and supported by the current explicit cultural

- ASSITEJ South Africa – Initiatives in schools- if the policy framework was enabling, ASSITEJ and its vast membership would be an integral part of the Basic Education

- Drama for Life’s Mvuso School and Community Education Programme which has been running in the Western part of City of Johannesburg
OPPORTUNITIES FOR CREATIVE INDUSTRIES ‘BEYOND CREATIVE INDUSTRIES - ARTS IN LESS ASSSESSIBLE SPACES
OPPORTUNITIES FOR CREATIVE INDUSTRIES ‘BEYOND CREATIVE INDUSTRIES’
- ARTS IN INFORMAL Spaces

‘Unorganised Arts Programme’- Arts experiences on the streets, in homes, in backyards,

- The Maboneng Township Arts Experience
- Community Based Theatre Initiatives across Theatre of the majority =Mainstream Theatre (Mshengu, 2016)
DAC- through the current 1996 White Paper on Arts Culture and Heritage established Business and Arts South Africa (BASA) has made strides to establish linkages through explicit policy frameworks BUT there is no structure that holds the linkages post the establishment of relationships
LINKS, GAPS & BARRIERS IN THE CULTURAL POLICY FRAMEWORK

1. Acknowledgement of the role of culture in development – social cohesion, nation building, economic development, cultural diplomacy


3. Disconnections between the 3 tiers of government- 1996 White Paper, the Gauteng Province 5 Strategic Frameworks and (Roodt, 2006)

4. ‘Silo approach’ to Cultural and Creative Industries policy development and review processes- the 23 Member Arts and Culture Task Group (ACTAG) in the 1996 White Paper. Limited-involvement of experts from other sectors in the ongoing review process.

5. Misinterpretation and over emphasis on institutionalization by explicit cultural policy- resulting in exclusion of the intended target population
TOWARDS AN INTEGRATED CULTURAL POLICY FRAMEWORKS

1. Cultural Planning - embedding cultural sensitive values and decision making in all sectors (Sirayi, 2008) (Nawa et al, 2014)


3. Multi-disciplinary perspective and cross-disciplinary approaches to cultural policy

4. Integrated Development Planning (IDP) – an approach to planning that involves the entire municipality and its citizens in finding the best solutions to achieve good long-term development.
TOWARDS AN INTERGRATED CULTURAL POLICY FRAMEWORK – (Contd)
CONCLUDING REMARKS

1. Beyond the creative ‘New Markets’ for cultural goods and services reside more beyond cultural and creative industries where the arts find relevance in the day to day ways of life.

2. Considering the weak financial capacity of the ‘Traditional Markets’ for cultural goods and services there is need to consider cultural policies which can convert grant makers into markets.

3. Explicit cultural policy frameworks across the 3 tiers of seem to stifle the economic potential of creative industries ‘beyond creative industries’

4. The concept of cultural planning if implemented correctly can result in implicit cultural policies which can be managed alongside explicit cultural policies.
thank you