

Achieving “Cluster Consciousness:” The Challenges of Defining and Nurturing a Cultural Cluster in a Rural Region

Presented by:

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- The path we'll take
- Clusters and creative economies
- Origin theories



Photo courtesy of The Western Star

Introduction

- Where is rural in all of this?
- "Urbanism" as a form of exclusion
- Cultural policy ignored rural, and rural policy ignored culture



Photo: Neil Robbins

Rural

- Cluster consciousness
- Acting as a cluster
- Identity and cluster membership



Is This a Cluster?

- Making the sector visible
- Communicating common interests
- Fostering broader linkages



Photo courtesy of The Western Star

Cultural Cluster Development in Western Newfoundland

- Regional demographics
- Regional economic overview
- Economic impact of the cultural sector
- Cultural assets



no average culture.

Here in Western Newfoundland, we're alive with culture. Take the time to be more awake – more alive – more inspired – than ever. Get out here for traditional music festivals, inspired cuisine and some of the most beautiful people you will ever meet – us, all here. All you need to bring is your lust for life.

Southeast Coast

Canada Day Celebration
Jul 1, 2019
Celebrate Canada's birthday and remember those that fought at the Battle of Brudenell Head. Celebrate with a musical performance for children and families.
Location: J.J. Chisholme Provincial Park
Contact: Geoff Bailey
Tel: 709-632-4529
Email: geoff@gowestern.ca
Web: www.gowestern.ca

Canada Day Days
Jul 12, 2019
On a quiet day throughout the region, it's the spirit of the occasion that's the focus. An inspiration series. Don't allow your music to be completely forgotten. Bring in the spirit.
Location: J.J. Chisholme Provincial Park
Contact: Geoff Bailey
Tel: 709-632-4529
Email: geoff@gowestern.ca
Web: www.gowestern.ca

Heritage Days Festival
Jul 28, 2019 to Aug 7, 2019
A celebration of the rich history and heritage of the region.
Location: Fort Annapolis
Contact: Paula Harvey
Tel: 709-652-2200
Email: pharvey@gowestern.ca
Web: www.gowestern.ca

Ann Harvey Day
Jul 20, 2019 to Aug 2, 2019
Celebrating the life and legacy of Ann Harvey, a pioneer in the region.
Location: Fort Annapolis
Contact: Paula Harvey
Tel: 709-652-2200
Email: pharvey@gowestern.ca
Web: www.gowestern.ca

Rames Festival
Aug 2, 2019 to Aug 9, 2019
The Nation's largest and most popular music festival for new and established musicians.
Location: Rames
Contact: Bob May
Tel: 809-585-2825
Email: info@ramessouthern.com
Web: www.ramessouthern.com

Boy St George Area

Protein and Fish Festival
May 25, 2019 to May 26, 2019
A look at the Southern Coast and how it has become a hub for protein and fish. A celebration of the region's protein and fish industry.
Location: Black Point Provincial Park

Central Coast

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Source: <http://www.gowesternnewfoundland.com/> Festival and Event Guide

The Context

- Opportunity-based Team Approach
- Proactive Development of Opportunities
- Early collaboration with emerging clusters



Photo courtesy of The Western Star



Photo: Neil Robbins

A Role for Government

- Formal sector consultation with follow-up
- Informal “kitchen” consultations
- Opportunity development
- Initiatives



What Have We Done?

- Regional arts and culture marketing strategy

- One-Stop Shop

- Arts Business Network

- Development of Gros Morne region as a cultural event destination and as a centre for professional development



From The First Round of Talks

- The Gros Morne Cultural Blueprint
- Arts Collective

Photo: Neil Robbins



Source: Rotary Arts Group

- Artists On-Stop Shop
- Rotary Arts Centre

To This

- Role of “outside” agencies in cluster development
- The pitfalls of prescription



Conclusion

- Take risks
- Get into the kitchens
- Validate local culture
- Network
- Document



Lessons learned

Questions?

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