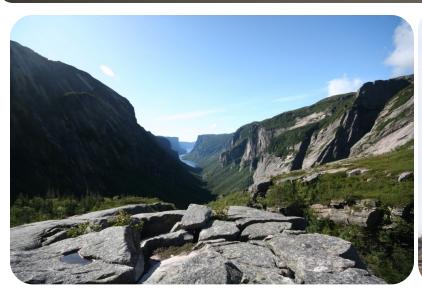
Achieving "Cluster Consciousness:" The Challenges of Defining and Nurturing a Cultural Cluster in a Rural Region

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- The path we'll take
- Clusters and creative

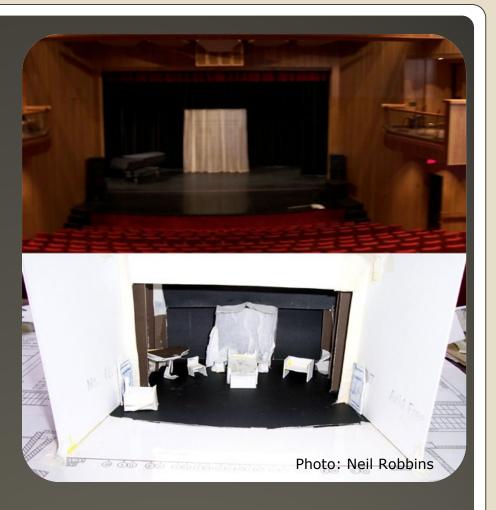
economies

Origintheories



Introduction

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



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



Cultural Cluster Development in Western Newfoundland

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



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

The Context

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





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





- Artists On-StopShop
- 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

