

CULTURAL POLICY OF ZIMBABWE

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FOREWORD

The Arts and Cultural Industries have over the past few years emerged as one of Zimbabwe's major sources of foreign currency, employment and a tool to assert the people's national identity. They have contributed immensely in attracting tourist inflows and in building the country's image. The government has also enhanced this by increasing the support given to national cultural institutions such as the National Arts Council of Zimbabwe, the National Gallery of Zimbabwe, the National Library and Documentation Service and the National Museums and Monuments to ensure that culture becomes one of the most important engines of development.

The promotion and development of the Arts and Cultural Industries can only enhance the capacity to create new jobs, generate income and increased inflows of foreign currency if it is based on a clear policy. It is the intention of this policy to achieve this and to give direction as to which areas the corporate sector, non-governmental organisations and international partners need to focus on.

This cultural Policy of Zimbabwe is a result of wide consultations with arts and culture institutions, arts associations, youth and women organisations, organisations for the physically handicapped and the whole spectrum of the education system. The consultations culminated in the workshop that drafted this Cultural Policy Document which we hope will act as catalyst for the expansion of the creative industry and the Arts in general. The policy gives direction to development efforts being undertaken by all stakeholders in the promotion of the arts and cultural sector.

The policy should enable the harmonisation of all the sectors, both governmental and non-governmental, in the arts and culture sectors. The role of the traditional leaders, knowledge systems and the tourism sector have also been included in the Policy to ensure that there is holistic development of communities.

Honourable A.S. Chigwedere

MINISTER OF EDUCATION, SPORT AND CULTURE

PREAMBLE

Zimbabwe has a rich cultural heritage built over a long period of time. The defeat of indigenous people by settler colonialists in the first Chimurenga witnessed some erosion of our traditions, values and religion. Colonialism wanted to create a black man with foreign cultural traditions. Our rich cultural heritage, which withstood this onslaught, has to be promoted and preserved as it defines us as a people within the global community.

Our cultural values, norms, rituals and religion have managed to shape us as a people with own way of life, religion, beliefs and the way we relate to our environment. Our value systems and beliefs give us an identity as a people.

We are a diverse cultural and racial society which has co-existed for centuries peacefully owing to the respect and dignity given to various ethnic groups within our communities.

Some of our traditional, values and beliefs seem to be disappearing owing to various factors, which include colonialism, urbanisation, globalisation and acculturation. The need to promote and preserve our cultural heritage has become more important in the face of the above factors. Concerted efforts have to be put in place to preserve this cultural heritage for posterity and to maintain it as a unique part of world cultural heritage.

There is need to increase the level of funding to strengthen the capacity of institutions responsible for the preservation and promotion of culture. Culture is not only about preservation as our successful forays into creative development of contemporary art and culture have already underlined our capacity to excel in this department. Many artists have made powerful in-roads in the global arena with their products and such efforts should be supported and recognised. A smart partnership between the Government and corporate sector has to be built to increase funding levels to the cultural sector. There is need to establish a cultural fund for the benefit of arts and cultural groups to promote research, preservation and creativity.

The role of public institutions dealing with the promotion and preservation of our cultural heritage should be clearly spelt out. Their programmes should be coordinated.

Our people should have the right to develop, access and enjoy culture and all its manifestations.

We should use our culture to show all our strengths and project a positive personality on the international arena. In this instance, artists should be viewed as good ambassadors for the country and there is need to recognise their efforts.

The policy framework should encourage us to think beyond our borders. Zimbabweans are a very adaptive people. Concerted efforts should be made to sell Zimbabwean culture and cultural products in countries where our people have taken residence.

Our culture, particularly religion, was one of the unifying factors during the second Chimurenga. The need to revitalise it, both as a unifying factor and for nation building, both locally and abroad cannot be over emphasised.

There is need to tap the potential of the creative and cultural industry both for employment creation and economic and social development of our country.

There is a need to come up with programmes that will promote the appropriation, participation and consumption of our arts and culture - hence the need for this policy framework.

Culture can be defined as the sum total of a way of life a society can offer in terms of material implements and possession; in terms of intellectual and educational level of development; in terms of standards of living and ways of life; in terms of values and value systems, and in terms of social relations between members of the society, in terms of arts and crafts and in terms of religion.

A people without a culture are a people without identity. A people's culture gives them the reason to live as it guides them to make correct and beneficial choices in life.

Culture is of crucial importance in the development of a nation, and its integration as it ensures that economic development is in line with philosophical values and social values. Zimbabwe's development must therefore be looked at holistically. Culture must be seen as integral to development, and since development cannot take place without the full support and participation of the people, it is essential that all Zimbabweans participate actively in the creation and promotion of a culture that is responsive to their needs and aspirations.

In our country, colonisation brought with it cultural conflict between the two cultures of Africa and Europe.

The need to protect and nurture Zimbabwean indigenous culture which lays claim to the cultural identity and authenticity of our nation is paramount.

Because culture necessarily permeates every aspect of human activity and involves every person, it is essential to formulate a cultural policy that is based on a partnership between Government and various cultural organisations.

Vision

- ❖ To build Zimbabwean culture based on our traditional values, beliefs and contemporary aspects that respect the dignity and creativity of the indigenous people.

Objectives

The broad objectives of the National Cultural Policy of Zimbabwe are to: -

- Promote Zimbabwe culture in multi - cultural society and take into account the different ethnic, linguistic and religious groups;
- Ensure that all political and economic development programmes take into account the culture of the people;
- Encourage an environment that allows the growth of traditional cultural technologies as part of development of contemporary science and technology;
- Make provision for the development of research and propagate Zimbabwe's history, cultural institutions and traditions as a heritage to protect, project and transform for prosperity;

- Promote environmental care and improvement as a way to enhance the quality of life through policies and actions aimed at a more efficient management of national resources;
- Promote the evolution of a dynamic national culture that reflects the historic realities and experiences of Zimbabwe's past, the changes that have taken place, the present and future directions;
- Promote those social and moral values that Zimbabwe stands for, patriotism, freedom, independence, democracy, self reliance and the respect for human dignity;
- Provide for effective suitable cultural administrative structures and strengthen the administrative structure of the Culture Division and departments responsible for culture in various ministries;
- Stimulate the growth of all development professions such as architecture, town planning, civil engineering and others in order to enhance traditional values in the living environment in Zimbabwe;
- Provide for all development of traditional medicine and its enhancement of contemporary medicine;
- Promote cultural expression of different ethnic, linguistic and religious groups in Zimbabwe;
- Support and develop Zimbabwean individuals and groups working in culture by providing support and promotional systems particularly of training and fellowships;
- Promote environmental care and improvement as a way to enhance the quality of life through policies and actions aimed at a more efficient management of national resources.
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- Provide for effective suitable cultural administrative structures and strengthen and administrative structure of the Culture Division and departments responsible for culture in various ministries;
- Stimulate the growth of all developments professionals such as architecture, town planning, civil engineering and others in order to enhance traditional values in the living environment in Zimbabwe;
- Provide for all development of traditional medicine and its enhancement of contemporary medicine;
- Promote cultural expression of different ethnic, linguistic and religious groups of Zimbabwe;
- Support and develop Zimbabwean individuals and groups working in culture by providing support and promotional systems particularly of training and fellowships;
- Raise the level of professionalism in the arts;
- Promote Africanism by developing knowledge and experience of the culture of other African countries in particular those of SADC and PTA, now COMESA, through cultural exchanges exhibitions and festivals;
- Promote and reflect Zimbabwean culture internationally with artistic integrity,

- Promote the African languages in order to make them effective tools in the country's socio - economic development.

DEFINITION OF TERMS

Applied Arts

Works that have a functional component such as architecture ceramics, textile, furniture and fashion design and are generally not mass-produced.

Copyrights

The economic and moral rights of an artist to his creative published works.

Communication

The process of relaying or importing information and meaning thereof.

Cultural Agents

Persons working in the field of culture, including creators, performers, administrators and professionals associated with such cultural activities as audio , visual arts, crafts, the performing arts, publishing, the cultural heritage and cultural tourism.

Cultural Industries

The Production, whether for sale, consumption or enjoyment, of cultural products which seek to educate, inform and entertain with messages, symbols, information or moral and aesthetic values of a given people or society.

Culture

The totality of a people's way of life, the whole complex of distinctive spiritual material, intellectual and emotional features that characterise a society or social group and includes not only arts and literature, but also modes of life, the fundamental rights of the human being, value systems and traditions and beliefs.

Disability

Lack of utilisation of a part of one's body.

Form of media

Community media, commercial media, public media, regional media and global media.

Fine Arts

Encompasses painting, sculpture, photography and graphic design.

They convey images and ideas that the artist has created in order to stimulate an emotional response from the viewer.

Gender

Socially and culturally constructed roles, privileges, responsibilities, power and influence, social relations, expectations and values of men and women, girls and boys.

Indigenous language

A language indigenous or native to a state, which is not language of a migrant or non-native social group.

Literary Arts

Creative writing, literature poetry and prose linguistics, manuscript and the publishing industry.

Material Culture

Tangible products that encompass a people's aesthetic values.

Media

All means, vehicles or channels of communication including print media, broadcast media, film, video and new information technologies.

Media Freedom

An environment in which the media operates without restraint and in accordance with the law.

Performing Arts

Encompass dance, music and theatre.

Stakeholder

Any institution, organisation or individual with a particular interest in cultural activities.

Visual Arts

Encompass sculptures, painting, crafts, photography film and television.

Acronyms

- ❖ WIPO - World Intellectual Property Organisation

- ❖ ARIPO - African Regional Intellectual Property Organisation
- ❖ MOESC - Ministry of Education, Sport and Culture
- ❖ NAC - National Art Gallery of Zimbabwe
- ❖ AU - African Union
- ❖ SADC - Southern African Development Community

Key Stakeholders

- ❖ Ministry of Education, Sport and Culture and Parastatals under it
- ❖ Ministry of Home Affairs
- ❖ Ministry of Foreign Affairs
- ❖ Ministry of Justice Legal and Parliamentary Affairs
- ❖ Ministry of Higher and Tertiary Education
- ❖ Ministry of Environment and Tourism
- ❖ Department of Science and Technology
- ❖ Zimbabwe Revenue Authority
- ❖ Chief's Council
- ❖ Department of Information and Publicity in the office of the President and Cabinet
- ❖ Zimbabwe Broadcasting Holdings
- ❖ Corporate Sector and Private Individuals

1.0 CULTURAL IDENTITY

Introduction

People, unlike other living life on earth, have an identity and the main characteristic of this identity is language, which is a God given fit to mankind. Zimbabweans speak a variety of indigenous languages and to add to these languages they also use English. All these languages are important as a means of communication. The languages are a strong instrument of identity be it culturally or otherwise. With language, one has a powerful tool to communicate joy, love, fear, praise and other values. With language we are able to describe cultural issues, effect praise, values and norms. With language you can thwart conflicts, engage in fruitful discourse and foster growth on the spiritual, physical and social state of a being.

1.1 Zimbabwean Languages

- 1.1.1 Accord protection of mother tongue through usage during the first two years of formal schools.
- 1.1.2 Literary artists should be encouraged to make a deliberate move to write books in indigenous languages.
- 1.1.3 People must be encouraged to learn our indigenous languages especially minority ones.
- 1.1.4 The state should promote the learning of Braille and the production of necessary materials.
- 1.1.5 Promote language development through relevant literature and the promotion of literary festivals.
- 1.1.6 Efforts should be made to train sign language teachers and Braille teachers to fully effect learning through these two mediums.
- 1.1.7 Indigenous languages should be used as a means of general communication to promote development through understanding of concepts.
- 1.1.8 Research work should be carried out on all indigenous languages and efforts made to develop dictionaries, textbooks and orthographies.

1.2 Religion, Traditional Beliefs and Myths

Human Culture is built on traditional beliefs, religion and myths. These generally form the basis of historical culture. Some of the beliefs fall away with time but those that remain live to sustaining a people's culture. Our religious conceptual framework is truly built on the historical exploits of our people and the virtues embedded in our religious beliefs. Zimbabweans have embraced a variety of religions that include traditional religious beliefs, Christianity, Islam and many others. However, our people have always been united in this religious diversity and our policy encourages people to worship as they see fit as long as they do not trample on other people's religious beliefs.

1.2.1 Strategies

- 1.2.1 Promote religious tolerance through accepting diversity.
- 1.2.2 All church groups to conduct their church business in an atmosphere that is tolerant of others.
- 1.2.3 Continue to allow the building of church schools and other church buildings.

1.2.4 Allow for open debate on religious issues.

1.3 Customs, Culture Values, Ethics and External Influence

With everyone in the world having opened up to the global village and with all foreign culture forces knocking at our doorsteps, Zimbabweans need to rekindle customs, values and those of our norms that are capable of laying a solid foundation for the resuscitation of the spirit of respect, integrity, tolerance, compassion “unhu”/Ubuntu and at the same time fostering natural pride. It is important that these virtues are transmitted to our children and youths through our cultural education so as to promote national identity which will enable the nation to adopt those global values that they would have assessed to have meaning in their Zimbabwean lives. It is also important to educate our people about such values and family symbols such as relationships and totems.

1.3.1 Strategies

Create an environment for the dissemination of practices that will teach the appreciation of cultural values, norms and myths.

1.3.2 Research and debates to be carried out so as to remove unfortunate myths and misconceptions that are associated with culture.

1.3.3 Ensure that the school curriculum that promotes these virtues for building a proud, warm and friendly nation.

1.3.4 Promote concepts of extended family system by encouraging family relationship that existed before and those aspects in the contemporary family ties that promote family ties.

1.3.5 Zimbabwean concepts and practice e.g. lobola be protected as instruments of unifying families and strengthening family bonds.

1.4 National Dress Design

The state, through this instrument, will promote the design and creation of a national attire based on flora, fauna, monuments and other national features and symbols. The attire should bring out truly Zimbabwean Culture and Identification. The nation should be encouraged not only to dress in the national dress, but also dress in a decent manner that is accepted by our value system.

1.4.1 Strategies

1.4.1.1 Invite Zimbabweans to create designs for their national dress fabric.

- 1.4.1.2 Facilitate the holding of festivals, national days and ceremonies where Zimbabweans can display their regalia and National dress styles.
- 1.4.1.3 Encourage Zimbabwean designers to design and create attire, which reflects Zimbabwean aesthetic lifestyles.
- 1.4.1.4 Encourage the media to promote the National Dress Fabric at public occasions like Independence and Africa Days.

1.5 Heritage, Monuments and Preservation

It is important to preserve our national heritage in order to enrich our lives through our past culture. We should use oral traditions to appreciate what used to happen in our past. Our monuments, which speak volumes on what kind of history we have should be preserved in pristine, condition and be promoted for cultural consumption.

1.5.1 Strategies

- 1.5.1.1 Research must be carried out to give all those with knowledge of our oral history a chance to have the knowledge recorded.
- 1.5.1.2 Other researches should be carried out to improve on the knowledge we already have about our past.
- 1.5.1.3 Priority will be placed on the establishment of facilities that store and exhibit national heritage, its restoration and use to promote the cultural identity and history of Zimbabwe.
- 1.5.1.4 Cultural studies through Archives, Monuments, and other storage centres should be carried out to research, preserve cultural and historical heritage, oral and material culture.
- 1.5.1.5 Establish or designate culture centres in the provinces, districts and villages where major cultural events can be promoted.

There is need to strengthen existing centres.
- 1.5.1.6 Uphold our heritage through awareness and exchange.

1.6 Food and Settlement

It is imperative for us as people to be proud of that which is our own, especially in terms of food and our eating habits. Architecturally, we should build on past construction endeavours, improve on these through modernisation that does not make us lose the basic essences of true Zimbabwean architecture.

Steps should be taken to preserve and promote traditional recipes and food preparation habits. Steps should also be taken to improve on these recipes and food preparation habits. The Zimbabwean society should take steps to promote pride in consuming our own natural and nutritious foods and we should derive pride in home grown and locally inspired architecture, which should use indigenous materials as the main components of building structures.

1.6.1 Strategies

- 1.6.1.1 Families should be encouraged to prepare and consume traditional dishes, which help to preserve good health.
- 1.6.1.2 Encourage our farming communities to grow indigenous grains and vegetables on a large scale.
- 1.6.1.3 Promote the consumption of local indigenous dishes through introducing such menus in hotels and other catering public institutions.
- 1.6.1.4 Serve traditional dishes at special and national occasions.
- 1.6.1.5 Encourage nutritionists and dieticians to write menus based on traditional dishes.
- 1.6.1.6 Train dieticians and nutritionists in the preservation, preparation and serving of traditional dishes.
- 1.6.1.7 Encourage dieticians and nutritionists to research and document details on traditional food.
- 1.6.1.8 Create environment awareness in order to protect such building materials that come from the grass, woodlots and stones.
- 1.6.1.9 Promote the design and improvement of basic building structures through architectural competitions, seminars and conferences.
- 1.6.1.10 Promote indigenous architecture through exposure in the media.

2.0 EDUCATION AND TRAINING

2.1 Traditional Knowledge Systems

The Zimbabwean traditional knowledge and educational goals should be concerned with the development of the whole person. Our traditional knowledge systems should provide sources for the curriculum needs to our societies and such knowledge should be infused into the main school curricula.

2.1.1 Strategies

- i. Family and community socialisation process should strengthen our traditional values through the utilisation of discipline, positive values, strong ethics, morals and collectivism constituting unhu/ ubuntu.
- ii. Our traditional performing and visual arts should be handed down from generation to generation through socialisation in the home, community and traditional education syllabi in schools, colleges and universities.

2.0 Communication

2.2.1 Print Media

Both the state sponsored and privately owned mass media have roles to play in the development and promotion of a National Culture through active participation in the cultural process by casting wide the coverage of our cultural ideas to enable consumption by all our people.

2.1.1 Strategy

Newspapers, magazines, journals and other texts should allow room in their publications for all our culture aspects to keep our people informed as well as providing a marketing window for cultural commodities.

2.1.2 Electronic Media

The electronic media is such a powerful tool, which is a good vehicle for cultural promotion. Radio and television and other information technology systems should play their part in transmitting information on our culture.

2.1.3 Strategies

The electronic media should improve the social and economic status of cultural industries and promote their work.

2.1.4 An atmosphere should be created where the electronic media can enhance national consciousness and self-reliance by making programme content relevant to Zimbabwe's history, achievements and reality giving adequate attention to all the custodians of traditional culture and ensuring that there is adequate emphasis on locally produced material and the positive portrayal of Zimbabwean artists and cultural workers.

2.3 Researchers and Information

Research is the foundation of cultural progress. It feeds and maintains creativity. It allows for great mastery of the development of education and training befitting a progressive society.

2.3.1 Strategies

2.3.1.1 Promote research into all aspects of our culture such as history, literature and orator, our languages, visual and performing arts, religion and other civic institutions.

2.3.1.2 Institutions, groups and individuals devoted to research such as universities, colleges and schools will be supported by the state and other funding agencies to contribute to Zimbabwe's cultural development through research especially that which takes into account the cultural dimension of development.

2.3.1.3 Ensuring that the findings of such research will be widely disseminated as a way of creating a boarder national culture, drawing together the strands of all Zimbabwe's cultural traditions and multi - cultural experience and development.

2.3.1.4 Priority should be placed on the establishment of facilities a that store and exhibit national heritage, its restoration and its use to promote the cultural identity of the people of Zimbabwe and their history.

2.3.1.5 Folktales, traditional music and dance should be tapped from society and recorded for retention and transmission to all parts of the country through the media. Our society members, especially the young should be taught how tot make and use our artefacts. Cultural Houses should be developed throughout the county for the benefit of research and information dissemination.

2.4 Training and Professionalism

Art and Culture related studies should be included at all levels education. The provision of such training in all aspects of culture is fundamental. There is therefore need to train professionals in the cultural field in important aspects of culture.

2.4.1 Strategies

2.4.1.1 Training of teachers specialising in culture aspects at teacher's colleges.

2.4.1.2 Training of journeymen at technical colleges, polytechnics and universities and such programmes would: -

- i. Enhance the status of artistic subjects in our school system that create employment through cultural industries and recognise the important role the artists play in our lives.
- ii. Encourage an environment that allows the growth of traditional cultural technologies and
- iii. Enhance the status of artistic delivery through training in the arts and arts management

2.5 Curriculum Design and Schools

Curricula should be designed in a manner that enables the arts to occupy a significant part in order to ensure the holistic development of the child.

2.5.1 Strategies

2.5.1.1 Arts and culture studies should be included in the timetables in schools and colleges to stimulate the student's creative genius.

2.5.1.2 Social and life skills based on our culture should be taught in our institutions.

2.6 Debates and Culture

Debates on culture should be promoted at all levels to bring our new ideas as well as develop the existing concepts.

2.6.1 Strategies

2.6.1.1 Culture topics should be discussed at family, school, church, college and university levels to bring out meaningful culture development.

2.6.1.2 The National media should have programmes on culture issues.

2.6.1.3 The chiefs and headmen should carry out debates and discussions on culture for the benefit of the people.

3.0 CREATIVE CULTURAL INDUSTRIES

Cognisant of the potential the creative and cultural industry plays in both the economic and social development of the country, the Government will **enact legislation** to provide an enabling environment for the growth of this sector. The resultant effect should be the adoption of strategies, which will yield public appreciation, participation and consumption of our diverse arts and culture products.

The creative industry should by all means, portray us as a people, a people with own history, tradition, values and beliefs. This does not mean we have to be insular to outside values as we are part of African Global culture. Strategies should try to promote, contemporise and commercialise the creative industry for the benefit of Zimbabwe.

The sector should realise its potential in both employment creation and its contribution to GDP. Cultural exports should contribute a significant part to the country's foreign currency generation.

The Industry represents the expression of our aesthetic embodiments as a people. The art forms that make up this industry include the following:

- ❖ Performing Arts
- ❖ Visual Arts
- ❖ Literary Arts

There is need to recognise and reward the artists for their contribution towards the promotion of traditional, contemporary values and artistic skills.

3.1 Performing Arts

3.1.1 Theatre

The Policy will promote the development of Zimbabwean theatre based on both traditional drama, music, dance forms and modern forms of dance presentation. This will include all theatre genre including support for professional theatre groups, community - based theatre groups and drama societies at educational institutions. The policy will encourage the development of dramatic skills and offer opportunities for presentation to the public through television, film and public performances.

Strategies

- ❖ Strengthen the administrative capacity of theatre organisations and groups.
- ❖ Develop training materials for use in the upgrading of the standard of acting skills, stage setting and theoretical presentation.
- ❖ Incorporate theatre studies and appreciation in the school curriculum.

- ❖ Urge local authorities to provide facilities for theatre rehearsals and performance to take place.
- ❖ Commercialise theatrical productions through recorded material in both audio and video forms for consumption at home and abroad.
- ❖ Stimulate the development of theatrical skills, i.e. script writing, acting stage direction and stage design through a system of competitions and awards.
- ❖ Provide support and incentives to independent producers that make use of theatrical actors and content for purposes of broadcast.

3.1.2 Dance

The policy will give recognition to the diverse collection of tradition dances through research preservation and documentation for visual and film platforms. The policy will also encourage the continued practice, enjoyment and consumption of these dance forms. Modern and popular dance forms. Modern and popular dance forms that draw on all aspects of Zimbabwean cultural heritage will be encouraged. Dance development should take the form of musical production that are directed towards audiences at home and abroad. Dance forms should also seek collaborations with television and film in order to reach audiences at home and abroad.

The Policy will strive to effect improvement in choreographic skills through training.

Strategies

- ❖ Strengthen the administrative capacity of dance organisation and groups.
- ❖ Development of training materials for use in the preservation and documentation of traditional dance forms, and for the strengthening of contemporary dance forms and their presentation.
- ❖ Encourage the incorporation of dance skills and appreciation in the school curriculum.
- ❖ Provision of appropriate facilities for dance, rehearsals and performance with the assistance of local authorities.
- ❖ Commercialisation of dance performances through recorded video production for distribution to the viewing public at home and abroad.
- ❖ Stimulate the development of Zimbabwean contemporary dance skills through the system of competitions and awards.

- ❖ Ensure professional research and documentation into this important aspect of tangible and intangible heritage.
- ❖ Create opportunities for the celebration of traditional and contemporary Zimbabwean dance forms as a way of mobilisation and cohesion during important national events.

3.1.3 Music

The 75% local content law has resulted in an explosion of musical talent and recordings in the country. The musical platform has been the most animated expression but the activity needs regulation to avoid sub - standard products, bottlenecks in the production chain and proper remuneration for artists and producers.

The policy will be to promote Zimbabwe's rich heritage of traditional, classical and popular music incorporating the new genre as the need arises. This will include support for research and training and the preservation of traditional music, traditional musical instruments and the requisite playing skills.

The government will enact relevant legislation to protect the economic and moral rights of the artists and their creations from exploitation as and when necessary. Investment will be sought to enable the development, recording, publishing and marketing of Zimbabwean music at home and abroad.

Strategies

- ❖ Organisation of local live concerts that enable musicians to showcase their talents.
- ❖ Encourage annual showcases that bring together local, regional and continental musicians as a way to cement regional and continental relations and identities.
- ❖ Encourage local musicians to develop and improve their musical skills and presentation through workshops, competitions and awards.
- ❖ Support the production of curriculum materials on the history and development of Zimbabwean and contemporary music for utilisation in schools
- ❖ Establish strong partnerships between musicians, film, radio and television producers and broadcasters in order to encourage the development of original musical scores as well as showcase the development of music for distribution to audiences at home and abroad.

- ❖ Seize opportunities to show case Zimbabwean music and musicians of various genre during international for as cultural ambassadors especially under the auspices of Zimbabwean diplomatic mission overseas.
- ❖ Develop appropriate legislation that will enable the duty - free importation of musical equipment to registered and practising musicians.
- ❖ Encourage investment into music recording and publishing and provide incentives for investors thereof.

3.2 Visual Arts

3.2.1 Fine Arts

Contemporary Fine Arts are essentially works created for reflection and contemplation. They are unique and include painting, sculpture, creative photography and graphic design. Applied Arts on the other hand include works that have a functional component such architecture, ceramics, textile, furniture and fashion design and are generally not mass produced.

Generally, Fine Arts convey images and ideas that the artist has created in order to stimulate an emotional response from the viewer. The policy will seek to promote creativity and skill development in visual arts through training, exhibitions and publication both at home and abroad. Increased emphasis will be placed on the dissemination and appreciation of the visual arts through creative collaborations between and infusion of the visual arts into the accessible platforms of film and television.

Strategies

- ❖ Improve the provision of training facilities for visual artists through the strengthening of the NAGZ visual arts studio and art departments that exists in the Polytechnics, Teacher's Training Colleges and School.
- ❖ Encourage the inclusion of Fine Arts skills and art appreciation in schools.
- ❖ Support the development of visual arts through the duty free importation of equipment and material needed for production.
- ❖ Increase opportunities for fine artists to show case their work during important national events and occasions and through the distribution of quality art in our diplomatic residences and embassies overseas.
- ❖ Organise annual and bi-annual events that encourage development and mobilise new audiences for the art in the country.

- ❖ Ensure all government buildings and buildings of importance are tasked to display the Fine Arts of Zimbabwean artists for the public.
- ❖ All new buildings should allocate 1% of building costs to the purchase of Fine Arts for display.
- ❖ Protect the integrity of Zimbabwe visual arts heritage through a system of registration and recognition of all original artists whether living or dead.
- ❖ Encourage the continued growth of original Fine Art through a system of competitions and awards.
- ❖ Support the incorporation of Fine Art images in national publications and film and television platforms for audience at home and abroad.
- ❖ Recognise the global acclamation of Zimbabwe art and artists and accord them the appropriate status in society.

3.2.2 Craft

Craft works are items that have a functional purpose and are repeatedly mass-produced. Although most are hand made, they may not be exclusively so. Quality craftwork strives for balance between beautiful form and satisfying function. Sometimes included in this category are mass produced basketry, pottery, fibre products, wire products, stone and wood carvings, musical instrument amongst others.

The policy will seek to promote the development of creative and improved skills in craft production. It will give recognition and preservation to fast - disappearing traditional skills and promote the development of innovation and adaptability in the area of new and modern product designs that uphold Zimbabwean aesthetic values.

The improvement of craft production will be facilitated through training and appropriate markets will be sought through collaboration with industry, tourism and export markets. Emphasis will be placed on fair trade activities and all efforts must be put towards the protection of craft producers from unscrupulous middlemen and the theft and exploitation of copyright from Zimbabwe's generic and folk craft heritage.

Strategies

Strengthen the administrative and skills production capacity of craft producers through workshops and training.

- ❖ Develop training materials that assist in the preservation of traditional skills and the development of new skills, designs and production.

- ❖ Incorporate craft production and appreciation skills in the school curriculum.
- ❖ Ensure major craft producers and production entities comply with environmental replenishment and protection strategies that protect endangered species and scarce materials.
- ❖ Promote the commercial development of craft items and the sourcing of markets and improved marketing skills for the purpose of pursuing profitable trade.
- ❖ Create linkages that enable collaboration between craft producers, design and architects to enhance structures with local skills.
- ❖ Participate in craft fora and fairs in different parts of the world in order to source new markets and encourage the development of new crafts and increase trade.
- ❖ Add value to raw materials inside the country before export to ensure maximisation on return in trade.
- ❖ Regulate the export of craft skills in order to maintain exclusivity and leadership in certain products as well as guarantee established market share.

3.2.3 Film and Television

The 75% local content regulations have presented a major challenge and stimulation to television broadcast and film production in the country. Film producers that have for years lamented the negative impact of insufficient funding for film production have finally developed new approaches to film production in order to better meet the television quota accorded to independent producers.

Film production remains inhibitingly expensive but innovative approaches being practised in other African countries have provided positive models in this country. Film production skills will be supported in the production of short films that animate important aspects of Zimbabwean life and activities while audiences should be given insight into film development so as to better understand the process and issues of representation.

This should begin in schools where film studies should be undertaken using local filmmakers to interface with school children. The Zimbabwe Broadcasting Holdings should pay an active role in the cycle of production and promotion of local films through increased collaboration and recreation of works that tell the Zimbabwean story to audiences both at home and abroad.

Strategies

- ❖ Support efforts by the private sector and other Stakeholders initiatives to develop the industry through the provision of an enabling environment and the provision of tax rebates.
- ❖ Initiate a film development fund for the purpose of harnessing film production skills to produce full-length features.
- ❖ Reward and recognise filmmakers and scriptwriters through a system of competitions and awards.
- ❖ Encourage deeper understanding of Zimbabwean life through, stories and film appreciation in schools by the allocation of space on the curriculum film.
- ❖ Activate and facilitate the 40% allocation of local content to local filmmakers and producers on the National Broadcast platforms.
- ❖ Mobilise private sector investment for film production, skills improvement and distribution of Zimbabwean film both at home and abroad. Tax incentives should be rewarded.
- ❖ Market the country as a spectacular and desirable film location for production of films for purposes of marketing the country and development of local film expertise.
- ❖ Encourage the development of quality local film products that market the country's diverse resources and when distributed to audiences at home and abroad will bring profitable returns.

3.3 Literary Arts

The literary arts encompass book writing and the publishing industry. The policy will encourage book writing through the provision of incentives to both writers and publishing houses. Focus should be put in issues concerning Zimbabwean literature, history, tradition and our values and beliefs as a people.

Government through relevant authorities should promote research, promotion and preservation of our traditional literature. At the same time, modern literature in all its forms shall be promoted and developed through the funding of publications, training, fellowships, competitions and publications.

3.3.1 Book Writing and Publication

- ❖ Encourage the adoption of local literary works in school curricula.
- ❖ Strengthen the administrative capacity of writers associations through provision of grants to both individual writers and representative bodies.

- ❖ Establish writing clubs in schools.
- ❖ Provide incentives to the publishing industry to reduce printing cost by reducing tax and duty on imported components.
- ❖ Establish a book writing and publishing fund to assist budding writers.
- ❖ Resuscitate the literature bureau.
- ❖ Hold competitions and awards aimed at encouraging creative writing and publishing.
- ❖ Establish training facilities, through literary associations for skills development.
- ❖ Conduct Book Fairs as a means of encouraging book writing and reading.

3.3.2 Copyrights and Related Legislation

Copyright refers to rights of an artist to his published creative works. Copyright protects both the economic and moral rights of the artists' creative work so as to derive benefits from them. The policy will strengthen the copyright regime.

Strategies

- ❖ Enact the proposed new Copyright Law without delay.
- ❖ There is need for constant review of copyright and related legislation in line with technological development.
- ❖ Collaborate with other countries and ARIPO on copyright issue.
- ❖ Create awareness among artists on copyright.
- ❖ Protect generic creative works from piracy.
- ❖ Compile documentation and inventory of Zimbabwean generic design and register them with ARIPO and WIPO.
- ❖ Government should prohibit the export of raw stone for sculpture purposes.
- ❖ Undertake a global campaign to market Zimbabwean Sculpture, crafts, design and other forms as brands purely made in Zimbabwe.

3.3.3 Culture and Tourism

The interchange of cultural experiences through tourism is a well-known phenomenon, which the Zimbabwean cultural policy must take into consideration. Zimbabwean cultural institutions will be assisted with funds and financial advice to enable them to provide authentic cultural products of interest both locally and abroad. The policy shall encourage cultural related tourism through preservation and development of various heritage sites.

Strategies

- ❖ Encourage community-based tourism through establishment or designation of cultural
- ❖ Develop cultural heritages sites through the country to attract tourists.
- ❖ Branding of a Zimbabwean culture as a tourist attraction through development of an identity based on our traditions, history, experiences and realities.
- ❖ Packaging of our cultural products on both CD and Video for easy marketing of our cultural heritage abroad.
- ❖ Encourage hotels, resorts and restaurants to popularise local cuisine.

4.0 CULTURE AND SOCIAL ISSUES

4.1 Health

The promotion of health values which ensure good health practices both at school and home is of fundamental importance in any given society, Zimbabwe being no exception. The HIV/ AIDS scourge poses a more urgent and serious need to ensure urgent attention is given to address health related issues.

4.1.1 Strategies

- ❖ The need to enhance the usage of the family unit system to promote safe health practices e.g. washing hands before eating.
- ❖ Emphasis on the need for the young and the youth to respect the tradition principle that there should be no sex before marriage.
- ❖ Use meetings to promote and encourage knowledge transfer between parents and youth on issues of sexuality, reproductive health, domestic violence, sexual abuse

and rape with a view to promoting positive behaviour and minimising risks that can expose youth to trauma, HIV/ AIDS and talent social behaviour problems.

- ❖ Promote usage of modern health practices such as use of Blair toilet vis - a vis the traditional bush toilet system.

4.2 Traditional Medicines

Zimbabwe, like other societies, has both a traditional and modern medical health care system, which must be synthesised to achieve a well co-ordinated and functional health care programme.

4.2.1 Strategies

- ❖ Research into traditional medicines by both the medical school and traditional healers will be promoted in order to make its best aspects available to all Zimbabweans.
- ❖ All necessary mechanism should be put in place such that the traditional and modern health care systems can compliment each other based on cultural beliefs, norms and practices of Zimbabweans.
- ❖ Ensure the retention of all positive traditional health care practices for the upliftment of Zimbabwe's moral values and beliefs.
- ❖ Influence drug and pharmaceutical control body to promote access to traditional medicine for those who so wish.
- ❖ Enhance usage of traditional medicine through research and making it readily available just like any other medicine.

4.3 Culture and Gender

Women and girls tend to suffer the effects of cultural stereotypes, attitudes, indirect and direct marginalisation in various areas, including in particular decision making, inheritance, succession, ownership of property and leadership.

- ❖ Promotion and protection of the rights of women to reduce and eliminate gender inequalities and imbalances will be vigorously pursued.

4.3.1 Strategies

- ❖ Facilitate the implementation of the gender policies and programmes to achieve a culturally supportive society in respect of the rights and status of women.
- ❖ Encourage fair and equal treatment of girls and boys by parents, relatives and chiefs on issues of inheritance etc. through schools and public fora.

- ❖ Ensure that there is effective and equal treatment of marriages contracted under customary law and civil law in as far as property rights are concerned.
- ❖ Develop programmes and strategies that will assist women become important agents and catalyst of cultural heritage, to effectively pass cultural knowledge to children.

4.4 Culture and Disabilities

Zimbabweans, generally view people with disability as social misfits hence view such people with sympathy. At times, societies hide away such people from the general public thus worsening their plight.

The need to promote a national education campaign to ensure early intervention for persons with disability with a view to offering them life skills is of paramount importance.

4.4.1 Strategies

- ❖ Promote research on effective ways of integrating people with disabilities to make them self-reliant and have the correct human status.
- ❖ Need for the allocation of more resources to promote the needs of the people with disabilities.
- ❖ Integration of the activities of the people with disability into the main stream of society e.g. creation of resource units in schools.
- ❖ Promote awareness campaign with a view to make society view people with disabilities as whole beings who can contribute to the society i.e. disability is not inability.
- ❖ Design facilities, which are user friendly particularly with respect to the people with disability.

4.5 Culture and Environment

Culture includes the modes of life, traditions and beliefs of a people. In traditional culture, these aspects are permeated and influenced and they in turn influence, people's relationships with their operational environment.

Environmental education should be viewed as being a very important tool for national development.

4.5.1 Strategies

- ❖ Research and evaluate traditional knowledge and management system to separate myths from facts, and environmentally unsound management systems or practices from sustainable ones.
- ❖ Promote awareness and adoption of complementary or alternative environmental knowledge in order to foster more sustainable relationships between the various cultural groups and their operational environments.
- ❖ Take practical steps towards the development of a database on traditional environmental knowledge and management system pertaining to various cultural groups in the country.
- ❖ Include training on environmental protection in schools.

4.6 Participation

Popular participation in cultural activities is a necessary factor of social justice and an effective tool of social integration and international intercourse.

Zimbabwe, being a signatory to a number of universal rights conventions, should create an enabling environment that ensures maximum participation by people from all walks of life.

4.6.1 Strategies

- ❖ Cultural facilities and services should be widely provided throughout the country.
- ❖ Sponsor inter and intra districts visits in the form of study missions and exchange programmes to promote national knowledge of all sub cultures in the country.
- ❖ Design facilities, which are user friendly, particularly with respect to the people with disability.
- ❖ Organise regular district and national festivals as well as exhibitions to promote Zimbabwean culture.

4.7 Youth and Children

Youth and children are a mirror of society, in that the nation sees its achievements and its potential for the future in its own children. Children and the youth, thus constitute an important resource and heritage.

Government shall facilitate the implementation of all policies and programmes pertaining to the rights and welfare of youth and children and promote their well being in every sense of the word.

4.7.1 Strategies

- ❖ Government shall facilitate the development of culturally based strategies aimed at eliminating ignorance among youth relating to sexuality, domestic violence, sexual abuse and rape.
- ❖ Ensure that the girl child is not disadvantaged by cultural practices such as early marriages and being sole care providers within the family.
- ❖ Promote expansion of the learning of cultural values, norms and practices through the school system using such specific subjects as civics, history, geography and the sciences.
- ❖ Promote equal opportunities for boys and girls in accordance with current affirmative action policies.
- ❖ Ensure that specific programmes for youth and children are factored into all aspects of development strategies.

4.8 Festivals and Exhibitions

Festivals and Exhibitions bring people from different walks of life together in an effort to promote, preserve and showcase cultural issues. The nation through relevant bodies, should make a deliberate attempt to ensure Festivals and Exhibitions are vigorously employed in order to showcase aspects of the valued Zimbabwean culture.

The state shall take such policy measures as are necessary to attract private sector investment in festivals as well as facilitate their commercialisation in order to ensure their viability and sustainability.

4.8.1 Strategies

- ❖ Development of a national calendar of cultural festivals and exhibition to showcase and promote products of the Zimbabwean culture.
- ❖ Make use of National Events to add cultural festivities and preserve as a way of promoting social cohesion.
- ❖ Ensure participation by different cultural groups, schools and institutions of higher learning in national and International festivals and exhibitions of a cultural nature.

- ❖ Promote cultural exchange programmes, which promote co-operation between and among member states and the international community at large.
- ❖ Encourage schools to use such days as sports days, open days and prize giving day to showcase their cultural efforts.

5.0 TRADITIONAL CULTURAL INSTITUTIONS

Zimbabwe's life is largely governed by traditional cultural institutions, which govern the lives of the people. These traditions sometimes assume the quasi-religious element to them.

Some of these institutions include the family, the broader community and chieftaincy. These units bring a cohesive to the lives of Zimbabweans.

5.1 Family Unit

In the Zimbabwean Culture the Zimbabweans value family life and the family unity is held in great regard. While many urban people might belong to the nucleus families they also value the extended family.

The family unit centres upon family values which see it worship celebrate and mourn together in times of sorrow. The strong family ties bring people together and help bring purpose to their lives.

It is thus important for the nation through its culture policy to continue to build on these family values.

There are other forces trying to come in to change the family unit.

5.1.1 Strategies

- ❖ These can be enhanced through families continuing to meet and mix at important gatherings.
- ❖ Parents should continue to encourage children to visit relatives and also make children understand what the relationships and lineage's entail.
- ❖ Families must be encouraged to help each other in times of need and to celebrate together in times of joy.
- ❖ Create a family day where the family meets to discuss family related issues.

5.2 The Community

The Zimbabwean communities have historically been close knit under the guidance of senior family members, relatives and through totem relationships that widen the horizon of human relations. People are encouraged to meet to discuss community problems to join those who are celebrating and to mourn with those that have had a sad loss.

When a job has to be carried out community members are encouraged to come together to do the work (nhimbe) during such occasions people eat and drink together, which further tightens bonds. These values must continue to be encouraged in our country to build peoples commitment to their families and loyalty to their communities.

5.2.1 Strategies

- ❖ Continue to encourage people to go to community functions without invitations.
- ❖ Neighbours should be encouraged to assist each other at funerals, weddings etc.

5.3 Chiefs and Headman

From time immemorial, chiefs and headmen have been the spiritual and political leaders of their people.

They have been the sources and cornerstones of identity for their people. They continue today to be both spiritual leaders and sources of village leadership. People look up to them for guidance and these cultural values should continue to be upheld.

5.3.1 Strategies

- ❖ Chiefs must use their “dare” or courts as a source of good governance and be used as unifying source to their people through their leadership.
- ❖ The “ZundeRamambo” concept should continue to be a good communal source of assistance to those who are in need and people should be invited to come and work together in the “Zunde” with everyone else in the community.
- ❖ Chiefs courts must continue to mete out fair and good judgement to give people confidence in the chief’s office.
- ❖ Chief’s must continue to be spiritual leaders of their people through conducting special ceremonies for their communities.

5.0 NATIONAL CULTURAL INSTITUTIONS

In order to promote the country's culture on a wide scale the country should have national institution that buttress the country's cultural heritage as well as supporting and building on emerging culture for the benefit of all Zimbabwean people.

6.1 The Council of Chiefs

Besides the Council of Chief being an important national and political institution in the country, it must be a vehicle through which our cultural heritage is perpetuated, preserved and built upon as well as enhanced.

The institution should be encouraged to prosper as chiefs are the custodians of our cultural heritage as well as being our traditional leaders whose offices have a stabilising influence.

6.1.1 Strategies

- ❖ Chiefs should continue to be given the honour and respect that they deserve through being given their traditional powers and all other facets that honour their office.
- ❖ Inheritance issues should be handled fairly and correctly through the offices of the chiefs and chiefs should be accorded the high profile they deserve.

6.2 The National Arts Council

The country has a National Arts Council (NAC) whose business is to promote and add value to our artistic endeavours as a nation. It is the business of the National Arts Council to identify national artistic talent, develop it and promote it in conjunction with the relevant Ministry.

6.2.1 Strategies

- ❖ The National Arts Council should create structures at district, provincial and national level to promote the arts.
- ❖ Officers should be employed to man NAC centres for them to promote arts in all corners of the country.
- ❖ Funds must be sourced from both, central government, local government and private sector for the promotion of art in the country.

- ❖ The corporate world should strongly come up with funding strategies for funding the arts.
- ❖ National Arts Council with the assistance of government and interested parties should help in building or designation of national art centres in the district and provinces.
- ❖ NAC should involve schools, communities and other stakeholders in the promotion of art through influencing programmes and correct curricula for the work.
- ❖ NAC should promote the work of artists and engage the same artists in dialogue in order to improve on their works.
- ❖ The council should constantly formulate and review strategic plans for the promotion of culture and should be in the forefront of advocacy for art improvement.
- ❖ The NAC must engage stakeholders in the business of art promotion in the country and engage all stakeholders.
- ❖ The National Arts Council should be adequately funded to execute its duties. The government especially should lead with funding strategies.

6.3 The National Art Gallery of Zimbabwe (NAGZ)

This was created to promote the visual arts in Zimbabwe. However, Galleries need to be extended and built in all centres including growth points. Qualified and dedicated staff should continue to be trained for our galleries and the same galleries should promote all the country's art forms and bring to the fore Zimbabwe Artistic talents.

6.3.1 Strategies

- ❖ Provide appropriate and adequate funding for the national gallery and its subsidiaries through government grants, corporate world assistance and private donations.
- ❖ The gallery and its subsidiaries should put into place fundraising initiatives in order to promote the visual art.
- ❖ Promote visual arts through exhibitions, special events festivals and other displays.
- ❖ Interact with artists and promote their works through newsletters, magazines and media articles.
- ❖ Encourage the corporate world to support and fund the arts and in so doing enable the arts to flourish for the betterment of the nation.

- ❖ Government should give tax incentives to those who support the arts.

6.4 National Library and Documentation Services (NLDS)

The National Library and Documentation Services was created to promote libraries through out the country.

There is a strong need to build a reading culture in the country in order to enhance and enrich the quality of lives of our citizens. A reading public will build our book industry and create an informed society.

6.4.1 Strategies

- ❖ Set up libraries in all schools, suburbs, villages and communal land that can be managed by schools local authorities, government and the private sector.
- ❖ Encourage those with extra books to donate to libraries.
- ❖ Give adequate funding to NLDS and its structure.
- ❖ Promote reading week and other strategies that promote reading.
- ❖ Establish publishing houses and support them through financial donations etc.

6.5 National Museums and Monuments

The country should continue to build museums and preserve monuments throughout the country.

These are of significant historical importance and play a significant role in nation building as well as preserving our history for posterity.

Museums should not be a preserve of major towns but should be built in all centres be they urban and rural and at significant national monuments in order to fully explain their functions.

6.1.1 Strategies

- ❖ Provide adequate funding and other resources to the department that runs museums and monuments.
- ❖ Take steps to preserve and restore monuments wherever they exist.
- ❖ Recruit adequate and appropriate staff to work in the department.
- ❖ Encourage visits from local and international visitors.
- ❖ Work hand and glove with the tourism and other ministries to promote domestic tourism.

6.0 GOVERNMENT'S ROLE IN CULTURAL CO-OPERATION AND EXCHANGE

It is business of the ministry responsible for culture to organise and promote culture through NAC, NGZ, NLDS, National Museums and other cultural institutions on behalf of the nation.

Government must direct, oversee and see to the implementation of the cultural policy through the responsible ministry.

The Ministry responsible should promote bilateral protocols in culture.

All the relevant stakeholders should seek the enactment of a legal framework for cultural promotion and development.

7.1 Strategies

- ❖ Set up national art promoting agencies e.g. NAC
- ❖ Enter memorandum of agreement with other countries and international organisations.
- ❖ Promote arts education in schools and colleges through their syllabi and examinations.
- ❖ Promote the consumption of arts through its parastatals agencies.
- ❖ Train and employ art officers.
- ❖ The provision of enabling legislation and statutory instruments on such aspects as the funding of culture, the social and economic status of artists, international conventions and recommendations on various aspects of culture.

- ❖ The establishment, enhancement and funding of administrative structures within ministries responsible for culture.
- ❖ The establishment and provision of training facilities for the arts. To this end, schools, tertiary institutions and organisations, which provide cultural training, will be supported by Government.
- ❖ The provision and establishment of a library system such that every Zimbabwean will have access to a library. This will include the establishment of libraries in every school and community as part of the National Library and Documentation Services Programme.
- ❖ The promotion of suitable cultural programmes for radio, television and newspaper by providing funds for such efforts.
- ❖ The development and promotion of African Languages such that business, science and technology as well as history and literature will be accessible to Zimbabweans in the national languages. To this end research and other activities in the development of relevant terminologies will be funded and promoted in order to meet the demand of national languages in our society.
- ❖ The promotion and integration of culture with education through curricula and extra-curricula cultural programmes. Particular emphasis will be paid to the important role played by culture in all aspects on national activity including agriculture, industry, science and technology, social relations and values.
- ❖ Support for mass cultural associations and specialist cultural institutions through the National Arts Council and the National Gallery of Zimbabwe.
- ❖ The promotion of the participation of Non-Governmental Organisations and the Private Sector in the funding of cultural activities by providing enabling environments for review and identification of areas which need such support.
- ❖ Government will acknowledge and strengthen the institution of chieftainship with due regard to its economic, social, religious and political status.
- ❖ Government will make legislation that will protect the family as a cultural institution.
- ❖ The development of programmes that promote effective marketing of arts and crafts locally and abroad will be ensured.

