

## VII. Meetings on Intangible Cultural Heritage

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### **National Development Workshop for the Cultural Industries in Solomon Islands**

The biggest meeting ever Pacific wide held in Honiara was the event of the Festival of Pacific Arts and Culture.

(please see: <http://www.spc.int/hdp/index2> in 2012)

#### **1) Theme**

Solomon Islands National Policy Framework on Culture

#### **2) Duration**

29 September to 2nd October 2014

#### **3) Venue**

Heritage Park Hotel, Honiara, Solomon Islands

#### **4) Organisers**

Person in charge and their contact information

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•Reference material: See the next page.

## 6) Workshop Program

**Title:** National Development Workshop for the Cultural Industries in Solomon Islands

**Venue:** Heritage Hotel, Honiara, Solomon Island

**Duration:** 29<sup>th</sup> September – 2<sup>nd</sup> October 2014

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(Session Information)

### a. Session 1 : Setting the Scene

In order to better understand the context of the cultural industries in Solomon Islands, stakeholders will be informed and updated about national policies, frameworks and activities that support the sector. The expected outcome of the session is to have a full understanding of the national cultural policy and its impact on cultural industries through the country.

Facilitator: Glynis Miller, PIFS

### b. Session 2 : Understanding the Cultural Industries in Solomon Islands

Understanding the realities of the cultural Industries in Solomon Islands will form the foundation for future discussion about how to develop and improve the sector. The session will present the cultural industries and the value cycle and examine government policies and regulations that support industry including investment opportunities. The expected outcome of the session is to determine whether the enabling environment allows or inhibits the cultural industry and by extension, the livelihoods of people who depend on the industry for income generation.

Facilitator: Alisa Vavataga, Solomon Islands Arts Alliance

- Panel: Realities from the Producers Perspective

Sector representatives from music, dance, literature, visual arts, expressive art, heritage art, handcraft and fashion, share their views on the realities that impact their abilities to promote and grow their art forms.

Moderator: Glynis Miller, PIFS

**c. Session3 : Our Value Cycle Break-out Session**

During this session, participants will work in small groups to discuss their participation and role in the value cycle and identify gaps within the cycle. They will discuss the economic value of their role in the value cycle.

Facilitator: Jessie McComb, SPC

**d. Session4 : Supporting the Cultural Industries**

This session presents the organizations and projects that provide support for cultural producers in developing, managing and expanding their businesses. At the end of the session, participants should understand the opportunities and services currently available to support the cultural industries and be able to identify any gaps in these services.

Facilitator: PIFS

**e. Session5 : Promoting the Cultural Industries**

Private and public sector stakeholders both play important roles in promoting the cultural industries through retail outlets, trade support and branding. This session will address the current realities of promoting the Solomon Islands cultural industries' products and services. The outcome of the session is to determine current challenges and opportunities to better promote the cultural industries.

Facilitator: SPC

**f. Session6 : Education and Cultural Industries**

This session is designed to look at the teaching, learning and research currently taking place for the promotion of cultural industries, and identify achievements and gaps.

Facilitator: Glynis Miller, PIFS

**g. Session7 : Visioning Exercise Break Out Session**

Where do you want to see the Solomon Islands cultural industries in 5 or 10 years? During this exercise, small groups will work together to create a vision for the cultural industries.

Facilitator: Jessie McComb, SPC

**h. Session8 : Tourism and the cultural industries**

Tourism and the cultural industries have many areas of overlap. How are the sectors in Solomon Islands already working together? Where are there more opportunities for partnership? This session will examine the cultural dimensions of the tourism industry in current practice with the objective of gaining a greater understanding of tourism's role in Solomon Islands as a promoter and supporter of the cultural industry.

Facilitator: SPC

**i. Session9 : Protection and preservation of cultural goods and services**

This session will address the regulatory and fiscal measures currently in place to promote and protect the diversity of cultural expressions in Fiji

Facilitator: PIFS

**j. Session10 : SWOT Analysis**

This session will be dedicated to initiating the discussion around the national strategic priorities and actions. The session will focus on conducting a SWOT analysis.

**k. Session11 : National Strategic Priorities**

This session will include a round table discussion of national priorities that are based on the SWOT Analysis and discussion throughout the week. The discussion will result in the identification of top priorities.

Facilitator: Jessie McComb SPC & Glynis Miller, PIFS

**l. Session12 : Translating Priorities into an Action Plan**

During this session, SPC and PIFS will meet with the Ministry of Culture and Tourism and the Solomon Islands Arts Alliance to determine strategic actions to address the agreed upon priorities. The discussion will result in an implementation plan with milestones and a timeline. The plan will be finalized and circulated to workshop participants for feedback within 3 weeks after the completion of the workshop.

Facilitator: SPC/PIFS

(Draft Workshop Program)

time	Activities		Presenter
<b>Day 1. Sep 29, Mon.</b>			
8:00-8:30	Registration		
8:30-10:15	Official Opening <ul style="list-style-type: none"> <li>• Introductory Statement</li> <li>• Opening Prayer</li> <li>• Opening Address</li> <li>• Keynote Address,</li> <li>• Vote of thanks to speakers</li> <li>• Introduction to the 'Enhancing the Pacific Cultural Industries: Fiji, Samoa and Solomon Islands' Project</li> </ul> Group Photograph	<ul style="list-style-type: none"> <li>• <b>Jessie McComb</b></li> <li>• <b>Bishop Johnny Cooper</b></li> <li>• <b>George Tuti</b> <i>Chief Trade Officer, Ministry of Foreign Affairs and External Trade</i></li> <li>• <b>John Walton Wasi</b> <i>Permanent Secretary, Ministry of Culture and Tourism</i></li> <li>• <b>Jessie McComb</b></li> <li>• <b>Glynis Miller</b></li> </ul>	
10:15-10:30	Tea Break		
10:30-12:30	Session 1 <i>Setting the Scene</i>	Understanding the Solomon Islands Nasinol Policy Framework belong KALSA	<b>Dennis Marita</b> <i>Acting Director, Culture Division, Ministry of Culture and Tourism</i>
		Impact of the Nasinol Policy Framework belong KALSA on Facilitating Trade and Commerce	<b>Cornelius Donga</b> <i>Director, Marketing &amp; Export Promotion Division, Ministry of Commerce, Industries, Labour and Immigration</i>

10:30-12:30		Impact of the Nasinol Policy Framework belong KALSA on Rural Development	<b>Henry Meain</b> <i>Constituency Project Officer , Ministry of Rural Development and Indigenous Affairs</i>
		Impact of the Nasinol Policy Framework belong KALSA on Arts and Heritage	<b>Tony Heorake</b> <i>Director, National Museum</i>
		Impact of the Nasinol Policy Framework belong KALSA on Cultural Producers in Honiara	<b>Alisa Vavataga</b> <i>President, Solomon Islands Arts Alliance</i>
		Impact of the Nasinol Policy Framework belong KALSA on Cultural Producer outside of Honiara	<b>Francis Tekatoha</b> <i>Western Arts and Cultural Council and Martin Karani, Provisional Minister for Tourism and Culture.</i>
12:30-13:30	Lunch		
13:30-15:00	Session 2-1 <i>Understanding the Cultural Industries in Solomon Islands</i>	Defining the cultural industries in the Solomon Islands	<b>Dennis marita</b> <i>Culture Division, Ministry of Culture and Tourism</i>
		Understanding the value cycle of the cultural industries	<b>McComb, SPC</b>

		Open Discussion- Understanding the enabling environment for cultural industries	Panel: Realities from the Producers Perspective <b>George Tuti</b> <i>Ministry of Foreign Affairs and External Trade</i> <b>Andrew Prakash</b> <i>Ministry of Development, Planning and Aid Coordination</i> <b>Norman Hiropuhi</b> <i>Ministry of Finance and Treasury</i> <b>Cornelius Donga</b> <i>Ministry of Commerce, Industries, Labour and Immigration</i> <b>Mostyn Prana</b> <i>Bank South Pacific</i>
15:00-15:15	Tea Break		
15:15-16:00	Session 2-2	Open Discussion and Q & A	<b>George Tuti</b> <i>Ministry of Foreign Affairs and External Trade</i> <b>Andrew Prakash</b> <i>Ministry of Development, Planning and Aid Coordination</i> <b>Norman Hiropuhi</b> <i>Ministry of Finance and Treasury</i> <b>Cornelius Donga</b> <i>Ministry of Commerce, Industries, Labour and Immigration</i> <b>Mostyn Prana</b> <i>Bank South Pacific</i>
16:00-17:00	Session 3 <i>Our Value Cycle Break-out Session</i>	Group 1: Dance Group 2: Handcraft & Fashion Group 3: Visual arts Group 4: Music Group 5: Literary & Language & Film <i>Group Feedback – 10</i>	

		<i>minutes per group</i>	
Day 2. Sep 30, Tue.			
8:00-8:30	Registration		
8:30-8:45	Review of Day 1		<b>Glynis Miller, PIFS</b>
8:45-10:30	Session 4-1 <i>Supporting the Cultural Industries</i>	Building opportunities for women to participate in cultural business	<b>Dalcie Tekulu</b> <i>Solomon Islands Women in Business Association</i>
		Business advisory services for cultural enterprises	<b>Tony Koraua</b> <i>Chairman, Solomon Islands Chamber of Commerce and Industry</i>
		Trade training services for cultural producers	<b>Walter Dora'adi</b> <i>National Trade Training &amp; Testing Unit, Ministry of Commerce, Industries, Labor and Immigration</i>
10:30-10:45	Tea Break		
10:45-1130	Session 4-2	Business and cooperative services for cultural producers	<b>Romaldo Albert</b> <i>Deputy Director, Business and Cooperative Development Division, Ministry of Commerce, Industries, Labor and Immigration</i>
		South Pacific Business Development Microfinance	<b>TBD</b> <i>South Pacific Business Development</i>

		Presenter	
		Art Haus: Promotion through non- profit, social businesses	<b>Neil Nua and Regina Lepping</b> <i>Honiara Art Haus</i>
		Open Discussion and Q & A	
11:30-12:30	Session 5-1 <i>Promoting the Cultural Industries</i>	Export opportunities for the cultural industries	<b>Cornelius Donga</b> <i>Marketing &amp; Export Division, Ministry of Commerce, Industries, Labor and Immigration</i>
12:30-13:30	Lunch		
13:30-15:30	Session 5-2	Promoting Solomon Islands cultural products and services	<b>George Tuti</b> Ministry of Foreign Affairs & External Trade
		Open Discussion and Q & A	<b>Mendana Gift Shop manager</b> <b>Heritage Gift Shop manager</b> <b>National museum craft shop manager</b> <b>Others TBD</b> <i>Panel: Promoting Solomon Island cultural products in retail outlets</i> <i>Moderator: Glynis Miller</i>
15:30-15:45	Tea Break		
15:45-16:30	Session 6 <i>Education and Cultural Industries</i>	The Solomon Islands Curriculum: arts and culture	John Aonima <i>Curriculum Department, Ministry of Education and Human Resources</i>
		Cultural industries at the University of the South Pacific in Solomon Islands	John Usuram <i>University of the South Pacific</i>

		APTC's Approach to teaching cultural industry skills	TBD <i>Australia-Pacific Technical College</i>
		Open Discussion and Q & A	
16:30-17:30	Session 7 <i>Visioning Exercise Break Out Session</i>	Group 1: Dance Group 2: Handcraft Group 3: Visual arts Group 4: Music Group 5: Literary & Language  Group Feedback – 10 minutes per group	
Day 3. Oct 1, Wed.			
8:00-8:30	Registration		
8:30-8:45	Review of Day 2		Jessie McComb, SPC
8:45-10:30	Session 8 <i>Tourism and the cultural industries</i>	Tourism in Solomon Islands: Current realities and future plans	Laurie Lekoto <i>Senior Tourism Officer, Department of Tourism, Ministry of Culture and Tourism</i>
		Tourism from the visitors' perspective: markets, trends and products	Josefa Toamoto <i>CEO, Solomon Islands Visitor Bureau</i>
		Solomon Islands Hotel Association	TBD
		Cultural tourism itineraries and products	Wilson Maelaua <i>Destions Solomons</i>
		Selling into tourism markets –	Peter Maepioh <i>Western Province Handicraft</i>

		a case study	<i>Association</i>
		Open Discussion and Q&A	
10:30-10:45	Tea Break		
10:45-12:30	Session 9-1 <i>Protection and preservation of cultural goods and services</i>	UNESCO 2005 Convention on the promotion and protection of the diversity of cultural expression	Akatsuki Takahashi <i>UNESCO</i>
		Biosecurity: promoting the movement of Solomon Islands products	Max Kolubalona <i>Compliance Office, Ministry of Agriculture and Livestock</i>
		Open Discussion and Q&A	
12:30-13:30	Lunch		
13:30-14:30	Session 9-2	Preventing counterfeit cultural products and trafficking of cultural goods	Gordon Misi <i>Customs and Excise Division, Ministry of Finance and Treasury</i>
		Protecting cultural intellectual property	Francis Waleania <i>Lawyer, Wale &amp; Associates</i>
		Open Discussion and Q&A	
14:30-15:30	Session 10 <i>SWOT Analysis</i>	SWOT Analysis Explanation	Jessie McComb SPC & Glynis Miller, PIFS
		Group Feedback - 10 minutes per	Participants will be put into 4 or 5 groups representing a range of

		group	cultural industries sub-sectors for this exercise.
15:30-15:45	Tea Break		
Day 4. Oct 2, Thur.			
8:30-12:00	Session 11-1 <i>National Strategic Priorities</i>	Option 1: Discussion and Voting  1. Identification of priorities through an open discussion to develop a list of 20 priority issues. 2. First vote – All workshop participants vote for six top priorities. (Voting method: Priorities are listed on papers posted on the wall. Participants each get six stickers to place next to the priorities for which they are voting.) 3. Discussion, analysis and identification of top 8 priorities. 4. Second vote – List only the top 8 from the first vote. All workshop participants vote for 4 top priorities. 5. Discussion to verify and finalize top 4-5 priorities	
Morning Tea Break will be held mid-session at an appropriate breaking point			
12:00-12:30	Wrap up and Closing Remarks		
12:30-14:00	Luncheon		
14:00-18:00	Session 12  <i>Translating Priorities into an Action Plan</i>		

(Action Plan Adopted) Solomon Islands Cultural Industries Strategic Framework

## 7) Solomon Islands Cultural Industries Strategic Framework

Priority 1	No.	Action	Sub Activity	Responsibility	Deadline	Resources
<b>Youth involvement in cultural industries</b> <ul style="list-style-type: none"> <li>• Involve youth in policy development</li> <li>• Involve youth in activities</li> <li>• Assist youth in breaking into industry</li> </ul>	1.1	Network and collaborate with the Ministry of Women & Youth and family Affairs – partnership agreements.	Meet with Ministry of Women, Youth and Family Affairs	Lead: Culture Division	March 2105	HR & Logistics
			Develop partnership agreement that covers funding allocation and group registration	Lead: Culture Division	March 2015	
	1.2	Create linkages with youth councils, associations, churches and schools and Youth at Work Programme to formalise engagement.	Meeting with Youth Councils, Churches and Associations	Lead: Culture Division Support: SIAA	March 2015	HR, Logistics & Administrative Costs
			Agreement with youth councils with clause on policy consultations	Lead: Culture Division Support: SIAA	March 2015	
			Meet with SPC Youth at Work Programme to determine partnership options	Lead: Culture Division Support: SIAA	March 2015	
			Training for Youth at Work Market vendors	Lead: SPC	March 2015	
	1.3	Work with educational institutions to formulate arts training programmes targeting youth	Meeting with educational institutions to initiate partnership conversation	Lead: Culture Division Support: SIAA	March 2015	HR, Logistics & Administrative Costs
			Create programme plan and sign a MOU	Lead: Culture Division Support: SIAA	December 2015	
	1.3	Raise awareness of the cultural industries with youth	Use the Culture Beat program to target youth – create segments that focus on youth	Lead: Culture Division Support: SIAA & Community	March 2015	HR, Logistics & Administrative Costs

				Leaders		
			Use social media to network with youth – develop Facebook page and youtube.com	Lead: SIAA Support: Culture Division, City Council, Youth Council	December 2014	Existing
<b>Youth involvement in cultural industries</b> <ul style="list-style-type: none"> <li>Involve youth in policy development</li> <li>Involve youth in activities</li> <li>Assist youth in breaking into industry</li> </ul>	1.1	Network and collaborate with the Ministry of Women & Youth and family Affairs – partnership agreements.	Meet with Ministry of Women, Youth and Family Affairs	Lead: Culture Division	March 2105	HR & Logistics
			Develop partnership agreement that covers funding allocation and group registration	Lead: Culture Division	March 2015	
	1.2	Create linkages with youth councils, associations, churches and schools and Youth at Work Programme to formalise engagement.	Meeting with Youth Councils, Churches and Associations	Lead: Culture Division Support: SIAA	March 2015	HR, Logistics & Administrative Costs
			Agreement with youth councils with clause on policy consultations	Lead: Culture Division Support: SIAA	March 2015	
			Meet with SPC Youth at Work Programme to determine partnership options	Lead: Culture Division Support: SIAA	March 2015	
			Training for Youth at Work Market vendors	Lead: SPC	March 2015	
	1.3	Work with educational institutions to formulate arts training programmes targeting	Meeting with educational institutions to initiate partnership conversation	Lead: Culture Division Support: SIAA	March 2015	HR, Logistics & Administrative Costs

		youth	Create programme plan and sign a MOU	Lead: Culture Division Support: SIAA	December 2015	
	1.3	Raise awareness of the cultural industries with youth	Use the Culture Beat program to target youth – create segments that focus on youth	Lead: Culture Division Support: SIAA & Community Leaders	March 2015	HR, Logistics & Administrative Costs
			Use social media to network with youth – develop Facebook page and youtube.com	Lead: SIAA Support: Culture Division, City Council, Youth Council	December 2014	Existing

Priority 2	No.	Action	Sub Activity	Responsibility	Deadline	Resources
Intellectual Property Rights <ul style="list-style-type: none"> <li>• Improve IP protection for all subsectors</li> <li>• Improve legal protection for producers</li> </ul>		Approve Cultural and Traditional Knowledge Bill by Parliament.	Liaise with AG chamber to get the status of the bill	Lead: Culture Division	November 2015	Existing
			Continue to follow up with the chamber to table the bill in parliament	Lead: Culture Division	March 2015	Existing
		Work with PIFS (SPC) on the Traditional Knowledge Action Plan (TKAP II).	Dennis meet with Vini and Glynis to determine actions	Lead: Culture Division	February 2015	Existing
			Use the project to develop copyright contracts for producers		February - December 2015	Existing

	Determine the current IP options for producers	Associations meet with Francis Walenesia to learn about options	Lead: SIAA	April 2015	Existing
		Glynis to dissemination report on IP in SI	Lead: PIFS	December 2015	Existing
		Follow up with Iain Heath on this study	Lead: SIAA	December 2015	Existing
	Creating awareness around IP protection and commercial sector needs for cultural producers	Training on current IP laws, the new law and commercial protocol	Lead: Culture Division Support: SIAA & AG's Office	June 2015	HR & Logistics
	Collaborating with the local enforcement agencies on relevant strategies to safeguard the interests of artists and cultural producers.	SPC/PIFS workshop on IP enforcement	Lead: SPC & PIFS Support: Culture Division	April 2015	Existing
		Cultural Division to collaborate with Customs & Excise Department	Lead: Culture Division	April 2015	HR & Logistics
	Ensure copy right activities are integrated into the new Arts Council	Incorporate national development workshop priorities into Arts Council plan	Lead: Culture Division	December 2015	HR, Logistics & Admin

Priority 3	No.	Action	Sub Activity	Responsibility	Deadline	Resources
Identify training opportunities <ul style="list-style-type: none"> <li>Needs assessment</li> <li>Scholarships</li> <li>Standards</li> </ul>	3.1	Develop a training needs assessment including existing programs	SPC Human Resources assessment	Lead: SPC national consultant	April 2015	Existing
			Training assessment based on HR assessment	Lead: SIAA Support: SPC national consultant, Cultural Division	June 2015	Existing
			SPC to talk to producers in next workshop	Lead: SPC	April 2015	Existing
	3.2	Explore scholarships specific for creative and arts industry		Lead: Culture Division Support: Ministry of Foreign Affairs & External Trade	January 2015	Existing
	3.3	Develop a training strategy and implementation plan that includes short, medium and long term training	Review HR assessment Create training strategy document & implementation plan	Lead: SIAA Support: Culture Division, SPC	June 2015	Existing
	3.4	Implement strategy with stakeholders and partners	Sub-activities based on training strategy implementation plan	Lead: Cultural Division	January 2016	HR, Logistics & Admin
3.5	Standards and certification for production of cultural goods	Determine if there is a law/policy on national standards	Lead: Cultural Division	November 2014	Existing	

		and services				
			If the policy exists, train producers on the standards	Lead: Cultural Division Support: SIAA & other stakeholders	December 2015	HR, Logistics & Admin
			Should the policy exist, advocate for its establishment	Lead: Cultural Division Support: SIAA & other stakeholders	December 2015	HR, Logistics & Admin

Priority 4	No.	Action	Sub Activity	Responsibility	Deadline	Resources
Infrastructure development: market venues and performance spaces	4.1	Maximise usage of current facilities including art gallery, museum, main market, informal arts, Art Haus, Art in the Park	Identify current & potential areas for markets and performance spaces	Lead: SIAA Support: SPC		Existing
					December 2015	
	4.2	Create strategy for cultural centres in provinces including space for markets and performances		?	?	?
					?	

	4.3	Working with Ministry of Finance to get tax exemption on equipment to support the cultural industries		Lead: Culture Division Support: SIAA		Existing
					June 2015	
	4.4	Explore funding opportunities	Initiate conversation with UNWomen about their Markets 4 Change project	Lead: Culture Division	?	Existing
			Talk to EU about infrastructure development – market venues and performances spaces	Lead: Culture Division	?	Existing
	4.5	Explore the development of Oceania center in USP at SI – in their new campus – and SINU		Lead: Culture Division Support: SIAA		Existing
						Existing
						Existing
					December 2015	Existing

Priority 5	No.	Action	Sub Activity	Responsibility	Deadline	Resources
Association capacity building	5.1	Establish an National Arts Council			December 2016	HR, Logistics & Admin

	5.2	Formalize associations	Host association capacity building workshop	Lead: SPC Support: PIFS, Culture Division	March 2015	Existing
			Follow up with associations for technical support	Lead: SPC national consultant Support: Culture Division	July 2015	Existing
	5.3	Entrepreneurial workshops	Training on equipment inventory management	Lead: SPC Support: PIFS, Culture Division	November 2015	Existing
	5.4	Linking all government ministries to support the arts and culture		Lead: Culture Division Support: SIAA	January 2015	Existing