

Arts and Culture Strategy

2015-2020

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VISION

To foster and support arts and cultural development within Central Coast, and to ensure that the art and cultural assets held by our cultural institutions are accessible to all.

The Council encourages the growth of arts and culture initiatives as part of an integrated response to the ongoing development and promotion of Central Coast as a unique and thriving community that offers a wide range of opportunities and benefits to current and intending residents and visitors. Active community participation and engagement in arts and cultural activities is encouraged and the importance of fostering innovation and excellence is also recognised.

ARTS AND CULTURE

Arts and culture encompasses all forms of creative practice and artistic and cultural expression and activity. This includes but is not limited to visual art, music, dance, writing, craft, theatre, media art, multi-arts, design, public art, events, festivals, exhibitions, community cultural development and preservation of knowledge, stories, heritage and collections.

‘Culture’ means different things to different people and the word itself has many contexts. It can be used to describe a sub-group or experience (skate culture); a shared set of values and way of doing things (team culture); and to evoke ancient civilisations (Indigenous culture). Sometimes ‘culture’ signifies a community’s beliefs, heritage and distinct characteristics and other times it is used to mean ballet, theatre, sculpture – ‘the arts’.

The United Nations Education Scientific Cultural Organisation’s (UNESCO) definition of culture provides a useful touchstone:

“...the set of distinctive spiritual, material, intellectual and emotional features of a society or a social group, that encompasses not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs.”

UNESCO, 2001

This strategy does not seek to limit the term ‘culture’, instead it encourages our artists, residents and visitors to explore what ‘culture’ means to them.

What do we consider ‘cultural activity?’

Cultural activity includes but is not limited to, visual and performing arts, music, museums and galleries, history and heritage including the natural environment, Indigenous culture, craft, libraries, literature, publishing, digital and new media, design, architecture, food, film, fashion, television and radio.

This definition of cultural activity reflects the cultural domains defined in UNESCO’s Framework for Cultural Statistics 2009.

INTRODUCTION

Central Coast is proud of our artists and our arts and cultural organisations. The Council is committed to partnering with them to facilitate activities and assist them as they explore, create and challenge us to see the world and ourselves differently.

Arts and culture can play a vital role in supporting community cohesion and wellbeing, and generate community pride as well as fostering economic development and tourist visitation.

Arts and cultural programs enhance the liveability of towns and rural areas and help to build a positive image of Central Coast for residents and visitors alike.

The Council will work to ensure that our artistic and cultural assets held and created by our arts and cultural institutions are accessible to the broad community.

This Strategy will also outline actions the Council can undertake to build and sustain fruitful and collaborative relationships with our arts and culture organisations and individuals, understanding that strong relationships provide the best foundation for building the arts and culture offering in the Central Coast, which stands to benefit not only the local population but builds value that is economic, cultural and social.

The ways in which individuals engage with arts and culture is deeply personal, whether from an audience or creative perspective and the Council will endeavour to support those institutions that work actively to offer opportunities to the community to participate in artistic endeavour.

In addition to the contribution of employment and products of the creative industries, there are significant economic benefits to be gained from cultural activities such as cultural festivals and events.

It is intended that the Central Coast Arts and Culture Strategy be oriented to provide a framework to support the development of arts and culture in Central Coast through Council and community partnerships. It is fundamentally a guide for the delivery of Council services and Council support to ensure that there is a whole-of-Council response to community cultural development.

ALIGNMENT WITH CENTRAL COAST STRATEGIC PLAN 2014-2024

Community feedback from the consultation process conducted for the Central Coast Strategic Plan 2014-2024 was that valued by the citizens of Central Coast were:

- . arts and theatre culture;
- . community and cultural events;

and that as a community we are:

- . creative and insightful.

The Council has identified in the Central Coast Strategic Plan 2014-2024 under Strategic Direction 2 – “A Connected Central Coast”, one of its strategies to improve community wellbeing:

- . Engage with the community to achieve meaningful local arts and cultural outcomes.

Strategic Direction 3 – “Community Capacity and Creativity” identifies that the Council will cultivate a culture of creativity in the community through the following key strategies and actions:

- . Investigate feasibility of creating a local creative industries and arts hub;
- . Conduct a review of the Ulverstone Civic Centre to optimise usage and improve community outcomes;
- . Progress the implementation of the Ulverstone History Museum Strategic Plan and Interpretive Strategy;
- . Review the Central Coast Arts and Culture Strategy; and
- . Implement the Central Coast Events Strategy.

Links to other Policies

The Central Coast Arts and Culture Strategy may be read in conjunction with the following:

- . Central Coast Events Brand Strategy
- . Central Coast Events Strategy (draft)
- . Central Coast Public Art Policy
- . Central Coast Volunteer Policy
- . Ulverstone History Museum Strategic Plan and Interpretive Strategy.

ROLES FOR COUNCIL

The Council encourages and supports community involvement in, and appreciation of, a wide range of arts and cultural activities at all levels. This is achieved through planning, projects, programs and infrastructure, and through its various staff, Departments and services.

The Council is committed to encouraging the development of the arts at all levels as it recognises the contribution that an active arts scene makes to the vibrancy of our community.

The Council’s intention is to create an environment where a range of individuals and community groups can prosper and develop their potential. The Council aims to facilitate partnerships between community groups, government and other agencies, with a view to maximising available resources for the betterment of community life and for economic and tourism development.

To achieve this, the Council provides advice, support and encouragement to the community through its various Officers and Departments.

OBJECTIVES

The Council has five broad objectives for arts and culture in Central Coast. They are:

Objective 1: Inclusion

Facilitate opportunities for the community to continuously define and address arts and cultural opportunities in ways that are meaningful and enjoyable to them.

Objective 2: Stronger community

Facilitate arts and cultural activity to build a stronger community – socially, culturally, economically and environmentally.

Objective 3: Arts and cultural practice

Support artists, arts and cultural workers, organisations and the community in the development, presentation, delivery and distribution of high quality arts and cultural products, processes and services.

Objective 4: Skills, knowledge and networks

Provide opportunity for the development of skills, knowledge and networks in the community to support creative practice and the delivery of arts and cultural programs and activities.

Objective 5: Creative spaces and places

Support the development of spaces and places that contribute to a vibrant arts and cultural life in Central Coast.

To achieve these objectives the Council will:

Coordinate/facilitate

The Council will actively support, nurture and guide, where possible, the development of arts and creative industries and cultural development projects, particularly where the Council can build partnerships with other government agencies and the private sector.

Promote/advocate

The Council will, where possible, help to promote arts and cultural activities to ensure that they gain the exposure they need to succeed and contribute to community enrichment.

Invest/support

The Council will continue to support and invest in infrastructure, cultural institutions and events that make a significant contribution to Central Coast.

Provide/partner

The Council may, where gaps exist, provide services and programs, or develop partnerships to provide services and programs that fulfil an identified need in the community.

ACTIONS AND INTENTIONS

Opportunities for the Council to assist the growth of arts and culture in Central Coast.

Open space activation

Support the development of art programs and cultural events held in public spaces, that work to generate activity and a sense of community connection and caring for the environment.

Artwork platforms

Explore the creation of vibrant public spaces through the identification of suitable locations, for the temporary exhibition of artworks and art forms. The platforms would provide opportunities for a range of performance art, ephemeral and installation works music performance.

Rethinking and revitalising our arts and culture infrastructure

Cultural infrastructure enables the people of, and visitors to Central Coast to access many art forms. Arts and cultural facilities are essential for creation and presentation of works by artists and cultural workers. The Council will scope opportunities to renew and develop further our cultural infrastructure and ensure we have sound business cases for development, prioritising opportunities with the potential to deliver the greatest impact for the people of Central Coast.

Activating the use of other Council facilities

The Council has a rich and diverse range of facilities that could be better utilised for cultural activities.

In addition to the Civic Centre, Outdoor Entertainment Centre, Gnomon Pavilion, History Museum, and the Ulverstone Sport and Leisure Centre, the Council has local halls which can be better utilised for arts and cultural activities, and the Council will work to encourage and promote community usage of all Council facilities, including those not normally associated with arts and cultural activities.

Nurturing creativity

The Council will work collaboratively with other Councils and government bodies (Arts Tasmania, Tasmanian Regional Arts) to facilitate creative industry development forums and to acknowledge the importance of creative industries as a driver of innovation and change. Arts and culture is a potentially significant sector for increased employment opportunities and contributing to the Central Coast economy.

Cultural capacity building

The Council will, where possible, support through applying for grants and funding, and through the facilitation of programs and forums, assist Central Coast artists to make their practice, or organisation more sustainable.

Showcase arts and culture

Explore opportunities to showcase the diversity, creativity and excellence of Central Coast creative endeavours.

Connecting creative people

By its nature creative industries practitioners tend to work in isolation, often in competition. The Council will work to make it easier for artists to connect and explore collaborative opportunities and approaches with a view to development, growth and sustainability.

What's on in arts and culture – accurate and up to date information?

To make the Central Coast Council website and potential social media spaces the 'go to' point to find opportunity for engagement and participation in arts and cultural events.

Making connections - making it easy

The Community Development Officer and Cultural Facilities and Events Officer to be the first point of contact for those wishing to develop and host arts or cultural events in Central Coast.

Develop effective, simple guidelines and processes for external organisations, individuals and groups to work through when planning and delivering arts and cultural events and activities.

Consult with community to ensure all segments of the community's population are having the opportunities to participate.

Young people and participation in the arts

Arts and participation in cultural events and activities can have a positive effect on young people. The Council will support initiatives which provide opportunity to broaden creative learning, as well as arts and culture career opportunities for our young people. We will consult with our young people on shaping cultural life in

Central Coast moving forward, and empower them to contribute to the arts and culture plans and events.

Central Coast Libraries

Work with the Ulverstone and Penguin libraries to expand awareness of the many roles of the library and to create opportunities for people of all ages to engage with the library, reading and knowledge sharing.

Marketing our arts and culture

Explore opportunities to include arts and culture in the Council's marketing endeavours to community and tourists.

SANDRA AYTON
GENERAL MANAGER



Author: Jackie Merchant
February 2018

ARTS & CULTURE STRATEGY ACTIONS

Actions aligned to the Social Planning Framework

Arts and Culture Strategy – Actions

	Strategic Outcome	SPF Dimension	Actions/ related tasks	Council Role / Timing	Responsible Members	Start / Finish Date	Indicators
ACTIVE	Apply for funding to support arts and cultural activities which are beneficial to the community	Participation	A) Monitor funding opportunities.	Provider Long term	Community Development Officer	Feb 2018 – ongoing	A) Funding applications identified and submitted
	Promote Council art and culture facilities and spaces to encourage the presentation of a diverse range of arts and culture offerings	Facilities	A) Identify assets to be promoted. B) Identified target markets and appropriate media or promotional opportunities. C) Develop promotional material.	Provider Long term	A) Community Development Officer B) Community Development Officer C) Community Development Officer	Feb 2018 - ongoing	A) Assets identified B) Target markets identified C) Promotional material developed and distributed
	More people aware of Central Coast Council's website and social media spaces for finding out about opportunities for engagement and	Activities	Devise methods to create reach and awareness of Council's FB pages and web site including utilising existing communication avenues, eg electronic sign board, Coast to Canyon	Facilitator / medium term	Community Development Officer	March 2018	Increased traffic to Website and face book pages, community providing material to be included on FB pages and website, greater reach and faster communication being conducted via FB

Arts and Culture Strategy – Actions

	participation in arts and cultural offerings		newsletter and VIC to promote.				
INCLUDED	Identify areas and spaces at Councils Culture and Arts facilities suitable for display of event advertising to inform and engage the community	Connection	A) Identify areas and spaces and options for display.	Provider Medium term	Community Development Officer	Feb 2018	A) Documented areas and spaces and display options identified
	Arts and Culture specific community grant	Access	A) Review small grants to include one specifically for a cultural or arts events B) Review small grants Application Forms to include “Demonstrated Inclusion” as criteria.	Facilitator / short term	SPD Group Leader, Community Service Officer, Cultural Facilities and Wellbeing Officer	1 February 2018	A) Arts / Culture Specific Grant developed and promoted, and applications received in Community Group funding round B) Inclusion added as criteria to the Council Community Grants application process
	Explore feasibility / opportunity to develop “Arts and Culture Sister Towns” with other rural regions in Australia to share / exchange in a variety of ways arts and cultural activities	Access	A) Explore feasibility b) Identify possible sister towns C) Explore methods of exchange	Facilitator / Long term	Community Development Officer	1 Feb 2018 – 1 Feb 2019	A) Feasibility B) Sister towns approached C) Exchange ideas developed and commenced

Arts and Culture Strategy – Actions

	Support opportunities for young people, contemporary and visual artists in Central Coast	Inclusion	Be receptive to, and supportive of local groups wishing to develop opportunities and/or spaces for young people to take part in visual and contemporary arts.	Facilitator	Community Development Officer	1 June 2018	Spaces developed in response to need from community for young people and contemporary artists to exhibit their work and engage in learning opportunities.
	Council VIC's being utilised to promote and to disseminate information / tickets to Arts, events and cultural activities	Connection	Develop material to assist the VIC's in promoting local events and cultural activities	Provider	A) Community Development Officer B) VICC	Feb 2018 Long term / ongoing	A) Increased visitation to VIC and increased community requests for information on tickets and events
SECURE	Review Council Support of the Ulverstone Municipal Band	Financial	A) Bi-annual review of arrangements for UMB, including – level of community benefit, - provided audited statements, - Annual review between Director Community Services and the band Executive and 5 year plan for the purchase of instruments updated.	Provider / Long term	Director Community Services	Biannual - ongoing	A) Review conducted, report developed

Arts and Culture Strategy – Actions

	Development of Ulverstone History Precinct	Governance	Seek funding where available for developments or improvements at the Ulverstone History Precinct including volunteer development	Provider, Medium Term	Social Planning and Development Group Leader	March 2108	Development opportunities defined, Funding possibilities identified and applied for.
LEARNING	Increased awareness and interaction with LINC	Skills	Work with the library to develop opportunities for people to engage with the library to increase awareness and engagement.	Facilitator Medium Term	Community Development Officer	Feb 2018 – ongoing	Project developed and increased awareness and interaction with the library
	Support and promote older citizen involvement in arts and cultural activities	Knowledge	Council supporting the development of U3A	Facilitator Medium term	Community Health and Wellbeing Officer	1 January 2018 - ongoing	U3A up and running, and run by Central Coast community members